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BBU

EXCHANGE MAGAZINE

BUDAPEST BUSINESS UNIVERSITY



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Medellín Memoirs: A Semester Abroad

*by Dávid László Vasali from the Faculty of Commerce,
Hospitality and Tourism in Colombia at Universidad
Pontificia Bolivariana (Outgoing Study Mobility)*

I spent the fall 2023/2024 semester in Medellín, Colombia, studying at the Universidad Pontificia Bolivariana (UPB).

WHEN I FIRST ARRIVED AND CAUGHT A GLIMPSE OF MEDELLÍN, I FELT SOMETHING SIMILAR TO WHAT I BELIEVE NORTH AMERICAN IMMIGRANTS COULD HAVE FELT TWO CENTURIES AGO UPON FIRST SEEING NEW YORK: A SENSE OF HOPE, THE VERY THOUGHT THAT THIS WILL BE MY NEW LIFE, AND THE FACT THAT I MADE IT THIS FAR. THIS CANNOT EVER BE TAKEN FROM ME!

Medellín, also widely known as “The City of Eternal Spring” because of its privileged climate, is the second largest Colombian city. UPB had its facilities all within one campus – a sustainable, green, rather modern multi-campus, where students of all faculties co-exist together. I was very lucky with my accommodation: the previous Hungarian Erasmus student

and our Hungarian mentor, Professor Gábor Réthi told me to book a room via Getvico, as there is no culture of dormitories in Medellín. I had found a “VICO” with a perfect location: it was a 10-minute-walk from campus and within 50 meters there was a grocery store, where I could make all my needs met.



I found the challenge of finding the balance between studying and exploring the local culture quite amusing. I often found myself more engaged with the local culture than focused on my studies. As the weeks went by, I learned that during the week I could complete all the required tasks exceptionally, which would allow for me to meet local people on the weekends and do as many Colombian things as possible. I was invited to meet Colombian families, hike around Medellín, explore the different regions of the city and the valley, even to ride horses! What matters is that my teachers were more than satisfied with my performance and all of them were quite satisfied with my work.

They said I learned and absorbed so much about Colombian culture that I am nearly more Colombian than Colombians themselves! I also shared with them how happy I was that I have learned not only about the methods of for example International Human Resources Management, but I also learned a new perspective: the Colombian way of life.

During the semester I had 5 university courses: in one of my courses called “Artes Marciales de Contacto”, I basically learned martial arts, such as Tae Kwon Do, Karate and Judo in Spanish with Colombians! The rest of my courses – International Human Resources Management, International Cultures and History of International Cultures – were taught in English. If I had to highlight only one thing, the most precious one of all this semester, I would highlight how I was able to learn to use the Spanish language to communicate efficiently “in the field”. As a tour guide “wannabe”, the most important skill a tour operator needs in my opinion is efficient communication in order to be able to take care of the tourists and use the (touristic) infrastructure efficiently.



During these months I was able to contact Latin-American people from different countries and had to solve numerous issues on my own, so I was forced to not only communicate but to solve my problems in Spanish. This is a huge success in terms of my future career. I am now not only bilingual, but TRI-lingual!



During my mobility I made friends from various countries: my inner circle consisted of 2 Peruvians, 2 Colombians, 2 Mexicans and an Ecuadorian, but my 2 roommates were Colombians as well. These are the lifelong friendships that I previously heard of from other students who went on Erasmus and this has been the most wonderful half a year of my whole life. Not only did I create a handful of precious friendships and contacts – which may certainly prove to be valuable professional assets in the future – but I was also able to see how capable I am to endure hardships that only a change of environment could throw at me, all while gaining a significant amount of confidence. I am very grateful to the European Union, the Erasmus+ program in general, Hungary, and the Universidad Pontificia Bolivariana for having me as an exchange student and offering me wonderful courses. I am also thankful that BBU has a partnership with UPB and to all the employees at the BBU International Office for helping me achieve this dream I never thought I had.



An Unforgettable Semester at ISC Business School

by Petra Ö. Kovács from the Faculty of Finance and Accountancy in France at ISC Business School (Outgoing Study Mobility)

I am Petra Ö. Kovács, a 3rd year student and I spent an unforgettable time in beautiful Paris at ISC Business School as part of my bachelor's degree. These three and a half months were full of excitement and experiences, and I would like to summarize this for you.

ISC Business School was perfect for me not only because of its good location but also because of the variety of the subjects. I was able to learn about almost all areas of economy, and the group assignments in classes contributed even more to building my relationships. My professors were always prepared from the respective material, gave up-to-date information, and in addition to well-known methods, they also encouraged innovative and modern thinking. Creativity was emphasized many times, and they recognized us when we came up with a new idea.

One of my goals during my time abroad was to improve my language skills. I was able to improve not only my English, but I also started to learn French, with the help of locals, my classmates, and my teachers. During the semester, in addition to studying, I also had the opportunity to travel, thereby getting to know French culture and traditions even better. France has always held a special place in my heart but after this experience I don't know if any other place can surpass this country for me.

The international environment created an excellent opportunity for me to meet new people

and make friends from all over the world. Students came to study at the university not only from Europe but also from Canada, Japan, the United States of America, and China, so I got to know other cultures as well. The university organized various events for students where we got to know each other better.





I cannot say enough about how perfect Paris is for Erasmus. I experienced big city life but there are plenty of opportunities in this city; we can even organize lighter programs alongside the historical programs. The beauty of the buildings, the multitude of museums and the love of the people are what make Paris truly special. I also have to mention the French gastronomy, which everyone should try once, and those interested in fashion will find it particularly entertaining, as Paris has many fashion-related exhibitions, museums, and even fashion shows.

THIS PERIOD WAS AN UNFORGETTABLE EXPERIENCE. I HAVE MADE GREAT PROGRESS BOTH IN ACADEMICS AND PERSONALITY DEVELOPMENT. I HAVE BECOME MUCH MORE INDEPENDENT AND DECISIVE – NOW I CAN SOLVE ANYTHING ON MY OWN.



During the semester, I had to cope with several obstacles, both in terms of housing and difficulties caused by homesickness, which I successfully overcame with my own strength and the support of my family and friends. I recommend to all students to take advantage of this opportunity and take part in such a wonderful experience.

Thank you, Budapest Business University and ISC Business School, for making the Erasmus studies possible for me and for supporting me!



Into the Unknown

Participating in an exchange programme is like jumping into the unknown: a new university, a new culture, new people, but trust me, it is a decision that you will never regret. Here are a few reasons why you should not miss out on this life-changing opportunity:

The future is looking bright

It is never too early to think about the future and explore the opportunities in the job market following your mobility or your graduation.

DID YOU KNOW...?

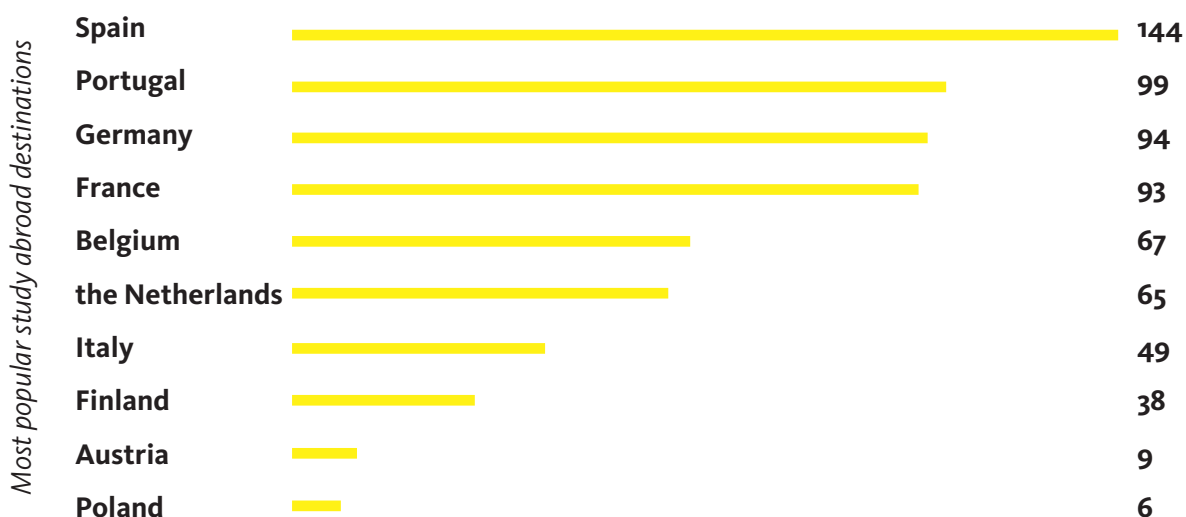
92% of employers are looking for staff with values and skills (tolerance, confidence, problem-solving skills, curiosity, knowing one's strengths/weaknesses, and decisiveness) strengthened and shaped by **taking part in an exchange programme** when making a recruitment decision.

64% of employers confirm that a staff member with international experience is **given greater professional opportunities**.

The long-term unemployment rate among exchange students is 23% lower compared with those who have not studied or trained abroad. Also, the **job searching process is relatively short** for former exchange students.

Studies show that one in three exchange trainees is **offered a position** at the enterprise where they complete their internships.

HERE ARE SOME MORE STATISTICS FOR YOU...



Number of outgoing students in the past 5 years



INDEPENDENCE

Since it may be the first time you live on your own, chances are you may feel more independent in many areas of your life. Don't worry if you suddenly get hit by the reality of adult life (such as managing finances, paying rent, etc.) – with more responsibilities come more self-reliance and self-confidence.

BECOMING A GLOBAL CITIZEN

During the time you spend as an exchange student you have the opportunity to create life-long relationships from all over the world. You can get to know your new friends' culture and language or visit them in their home country. Who knows, you may even find the love of your life while living abroad... So be prepared, after your stay abroad you become a global citizen.

LANGUAGE SKILLS

What better way to improve your language skills than speaking with locals and getting to know a new culture. Don't worry if you are not fluent in the native language of your target country, as most universities offer language courses in addition to the regular classes that are part of the curriculum.

MOST POPULAR UNIVERSITIES IN THE PAST 5 YEARS

1. ISAG - European Business School (Portugal)
2. Thomas More Mechelen (Belgium)
3. ISCTE Business School Lisbon University Institute (Portugal)
4. Universidad Católica de Valencia (Spain)
5. Universidad de Oviedo (Spain)
6. Università Degli Studi Di Genova (Italy)
7. Universidad Politecnica De Valencia Fade (Spain)
8. Hogeschool Gent (Belgium)
9. Association Léonard de Vinci (France)
10. University of Huelva (Spain)



The Pannónia Scholarship Programme

As some of you have heard, the new student exchange, the Pannónia Scholarship Programme will commence in the 2024/25 academic year. The aim of this government-funded programme is to increase the number of students who participate in exchange mobility.

It will essentially mirror the structure of the Erasmus+ programme, only with some additional opportunities, such as the Excellence Programme. This scholarship targets master's degree students, offering them the opportunity to study at one of the world's top 250 universities.

THE PREVIOUSLY EXISTING MOBILITY FORMATS REMAIN THE SAME:

- Study mobility (long-term and short-term as well)
- Traineeship mobility (2-12 months), and
- Research mobility (2-3 months, for graduate students)

The funding system is based on the destination country's economy, where countries are categorized into three groups according to their respective levels of living expenses (cost of living). Grants range from 350 000 – 400 000 (in Hungarian Forints) for long-term mobility.

For example:

Long-term student mobility		
Groups	Destination	Grant amount
I.	Germany, UK, USA	400 000 HUF /month
II.	Italy, Portugal, Croatia	375 000 HUF /month
III.	Argentina, Mexico, Egypt	350 000 HUF /month

The Excellence Programme (1-6 months)	
Groups	Grant amount
I.	500 000 HUF /month
II.	475 000 HUF /month
III.	450 000 HUF /month

Staff mobility remains largely unchanged, similar to student mobility. Staff members can continue to go on exchange at partner institutions in the following mobilities:

- | Training mobility (2-60 days)
- | Teaching mobility (2-60 days)
- | Research mobility (2-60 days)

The funding is similar to student mobility ranging from 16 500 – 70 000 HUF/day, based on the length of the mobility and the destination country's predetermined group.

For example:

Duration (in days)	1st Country group
1-15 Days	70 000 HUF /day
16-30 Days	46 200 HUF /day
31- 60 Days	23 100 HUF /day



The Erasmus Experience that Changed Me

*by Anita Salamon from the Faculty of Commerce,
Hospitality and Tourism in Spain at Best Life Experience
(Outgoing Traineeship Mobility)*

I completed my compulsory internship with the organisation „Best Life Experience” in Granada, Spain between August and December 2022. Granada is the capital city of the province of Granada and it welcomes over 2000 international students each year. What I enjoyed the most about the city is that I could walk everywhere and it barely rained, the large amount of international people, Alhambra and the Moorish architecture, and the beautiful viewpoints. Best Life Experience is a small company with less than ten employees that organizes trips and events for international students arriving to Andalusia – it also creates a community for these students coming from all over the world. Our team of interns was very diverse and consisted of students from Austria, France, Belgium, Germany, Mexico, Bulgaria, Poland, Morocco, Spain, Latvia, the Netherlands, Italy and Hungary.

I worked on a variety of assignments during my internship, which made my time there very interesting. I had to create content for the company’s social media platforms, which was one of my favorite tasks, because I could be really creative. I kept in touch with the students before and after their arrival, promoting the trips and events to them. I worked on administrative tasks, such as preparing trips and events, making lists and completing other small tasks to make sure that all the trips and events ran smoothly. But my most favorite thing about this internship was that I could try myself out in new roles – being a coordinator of trips and events taught me a lot.

In Marbella, we organized the first beach day for international students. We also went to a beach in a nature reserve in Cabo de Grata, where the view was mesmerizing! My first trip outside of Spain was to Gibraltar, where it was exhausting climbing up the Rock of Gibraltar but the view was worth it. I also coordinated a 3-day trip to the Algarve coast in Portugal.



Our hotel was in Albufeira, and we visited Lagos, Benagil and we watched the sunset in Sagres, Europe’s most south-western point, known as “The End of the World” – that was the highlight of the trip for me, especially because I celebrated my birthday there! We also planned a trip to Jaén in October, where at this time the Fería (festival) de San Lucas was held – there were concerts, cultural activities, amusement rides and a lot more! We had a lot of fun there. I helped put together two trips to the North of Morocco as well, which were stressful because I had so much to do as a co-ordinator. Overall, however, I had an amazing time and I fell in love with Moroccan culture



through my visit to Chefchaouen, Tetouan, Asilah, Fez and Tangier. I also got to ride a camel in the middle of the Merzouga desert and learned how to tie a Hijab but spending one night in nomad tents in the desert was the highlight of my Erasmus experience! Other than the trips, we also organized a lot of events for the students, such as tapas nights, sightseeing tours around the city, karaoke nights, theme parties and quiz nights! Some of the difficulties I faced during my mobility were finding accommodation for a short time of only 4 and a half months, experiencing a culture shock at the beginning of my Erasmus, and finding it hard to understand the Andalusian accent at first.

BUT THE HIGHLIGHTS MADE IT ALL WORTH IT. I GOT TO MEET BEAUTIFUL PEOPLE FROM ALL OVER THE WORLD AND MADE TRUE FRIENDSHIPS. I GAINED A LOT OF EXPERIENCES FROM THE COMPANY THAT I COULD USE IN MY FUTURE JOBS. I PRACTICED MY ENGLISH AND SPANISH LANGUAGE SKILLS, AND LASTLY, I HAD THE CHANCE TO LIVE IN A BEAUTIFUL CITY AND GOT TO LEARN ITS CULTURE.

“The journey changes you; it should change you. It leaves marks on your memory, on your consciousness, on your heart, and on your body. You take something with you. Hopefully, you leave something good behind.” - Anthony Bourdain



Highlands & Academics: My Stirling Adventure

*by Dzsenna Hanna Molnár from the Faculty of
International Management and Business in Scotland
at the University of Stirling (Outgoing Double Degree)*

My name is Dzsenna Hanna Molnár, I am pursuing an MSc in International Economy and Business in English at BBU. During the final semester of my programme, I had the privilege of taking part in my second Double Degree opportunity with additional financial help from the Erasmus+ programme at the University of Stirling in Scotland. I have never seen a country with such diverse scenery. Scotland has mountains, rivers, and sea, which made me connect with nature like never before. Situated at the foot of a mountain range in a rich natural environment with two lochs in the middle, the University of Stirling is extraordinary. During a walk-through of the campus, it is not uncommon to encounter swans, ducks, squirrels, rabbits, birds, and even deer. The buildings are fantastically well-equipped with many couches, computers and study spaces throughout creating an environment that nurtures learning. It also has a three-storey library, where students can access computers, books (online and physical) and study rooms. The newly refurbished lecture theatres are also fully equipped with technology.

The University of Stirling supports students' learning by offering additional (or specialist) tutoring, online materials and opportunities for disadvantaged students through Student Learning Services. I loved to stay on campus from morning until the early hours of the next morning to concentrate on studying and writing my assignments. Since I have dyslexia and dysgraphia, I was assigned a tutor to help

me study and implement skills to support my learning. I also took advantage of some additional opportunities, such as the free tutoring sections, since the assignment requirements (meeting learning outcomes, undertaking research, accessing learning materials, and adopting the academic writing style and referencing system) in the UK are quite different to those I have experienced in Taiwan, Japan, Germany, or Hungary. I found this very helpful during my academic journey.



The institution is famous for its sporting activities and the sports facilities are very modern and well-equipped. As such, I decided to join the gym through which I met many new people. In addition to sporting clubs, there are many other societies that students can join. The administration was not easy at the begin-



ning but with online and in-person support, university staff helped me navigate what could have been a long and stressful process with relative ease. The lecturers were always professional and ready to provide us with as much information as possible.

My specialization within International Business was Marketing. Therefore, I was delighted to learn more about online and in-store marketing. The classes are not only incredibly informative theoretically, but also practically. Students have the opportunity to work with companies, attend workshops, create websites, conduct research and write case studies. Lectures are varied and use Kahoot, graphical analysis, interactive websites, discussion, accumulative brainstorming, and case studies. What was very interesting for me personally is that you must attend seminars already prepared in advance, and after the classes you often not only have to learn the material provided there but need to read extra materials as well. We need to do our own little research and look up more about a subject to be able to succeed in the modules. Naturally, every country works differently, therefore it is not surprising that university requirements, teaching and grading systems differ as well. At the beginning I had to get used to the new system but by the end of the semester I felt like I had successfully grasped the requirements of the system.

ALL IN ALL, I HAD AN INCREDIBLE EXPERIENCE, MADE WONDERFUL FRIENDS, GAINED A LOT OF NEW KNOWLEDGE, AND SAW BEAUTIFUL LANDSCAPES THAT I WOULD NOT HAVE BEEN ABLE TO SEE WITHOUT THIS OPPORTUNITY, FOR WHICH I AM INCREDIBLY GRATEFUL.



EXCHANGE MAGAZINE



Rising Sun Revelations in Japan

*by Niké Oláh from the Faculty of International
Management and Business in Japan at Kanda
University of International Studies (Outgoing OBIC)*

Last semester, I got to spend five months in Japan within the framework of the Oriental Business and Innovation Center and the Erasmus+ program. I participated in the so-called Bekka program at Kanda University of International Studies, which aims to foster students' language acquisition and allow them to engage in Japanese culture. Around 50 students took part in this program from all around the world, mainly from Asia and South America. This international environment made it possible to continuously improve our language skills, and it was a great feeling to be part of a large community sharing the same adventure. I made so many international friends, which I will always be grateful for.

The university is located in the Chiba Prefecture, which has the advantage of being close to Tokyo. At the same time it's still the countryside with fresh air, nature, and even has a beach. I really enjoyed living there. The campus consists of 8 buildings, each equipped with modern technologies to support effective learning, but also has a very welcoming environment. There are 5 restaurants, as well as a library, a gym, a garden, and a medical center. Classes are very enjoyable and the professors are very helpful but they require constant preparation. Unlike most Hungarian universities, there is no exam period in Japan. There are, however, assignments, presentations, or projects every single day and active participation in classes is really unavoidable. We were grouped based on Japanese language place-

ment tests at the beginning, so we could study effectively during the semester. In Japan, most people do not speak English, so using Japanese was necessary, but it rapidly improved our communication skills. Especially when facing challenging situations, such as going to the doctor, the post office, or dealing with administration at the ward office. Besides language classes, I also took other subjects with Japanese students, such as Japanese history, politics, or business culture. Among these, I enjoyed business culture the most, as it relates most to my major in international business.



I specialize in East Asian Business Studies, so I am sure that what I learned during my mobility will be beneficial in my future professional and academic career, as well as for my thesis, for which I gathered a lot of material during my time abroad.





The university organized many international/ cultural events and festivals. Everyone was assigned a helper with whom we had weekly meetings to have conversations in Japanese. It was good to have someone to turn to in need, especially since I lived alone, like most students, and not in a dormitory. I tried to travel as much as I could, and I must say, I managed to fit quite a lot into those 5 months. I visited Tokyo several times, went to Kamakura and Enoshima twice, and had the opportunity to reach magical places like Kawaguchiko, Kyoto, Osaka, Yokohama, Hakone, Nikko, and even Hokkaido, the northernmost island of Japan. Here, I also had the most delicious spicy miso ramen of my life, but honestly, every Japanese dish was incredibly tasty, and I ate as much sushi as I could. I tried my best to experience a lot and to try out all essential Japanese things. I went to karaoke, visited onsen (hot springs), traveled on the shinkansen, and tried to make as many memories as possible.

I will never forget the moment when I first saw Mount Fuji from the train window, it was literally breathtaking but I also had many similar experiences in other places. Japan is stunning and its duality is wonderful – on the one hand, there are the metropolises, lights, huge buildings, and the hustle and bustle of life. On the other hand, there is silence, nature, authentic Japanese shrines and temples, giving a whole new meaning to the expression “rich culture.” Being alone in a foreign country on the other side of the world is not always easy, but the life-changing experiences and great friends I gained made every minute of my stay beautiful and precious.



**NO MATTER WHAT
DIFFICULTY I FACED,
I ALWAYS THOUGHT
„I AM SO LUCKY TO BE
HERE”. INDEED, IT WAS
A DREAM COME TRUE.**



Belgium's Cityscape Symphony:

Unveiling Solutions to E-waste Challenges

by Levente István Mocsári from the Faculty of International Management and Business in Belgium at Thomas More University (Outgoing BIP)

On the crisp morning of October 22, 2023, seven adventurers embarked on a journey to the Liszt Ferenc International Airport. As the sun painted the sky with hues of pink and gold, our excitement bubbled like the froth atop a freshly poured Belgian beer. Little did we know that the day was about to unfold into an epic exploration of culture, innovation, and of course, the world-renowned Belgian brews. As soon as we claimed our luggage, we went to the Brussels train station and caught the train to the Flemish port city, Antwerp. Belgium is divided into highly autonomous regions: the Flemish region in the north, the Walloon region in the south and the Brussels-Capital region. Even though people understand English in each region, they speak different languages. For instance, as the train departed from Brussels the ticket inspector spoke French but after the transfer, the local language was Dutch. We were glad that we could book cheap accommodation near the train station in Antwerp although it was 30 minutes away from Thomas More University, so we started each day with a good walk. If I were to reorganize my luggage now I would pack one additional thing – an umbrella. I forgot to bring one and I personally felt that mistake because it rained every day, but the walk was worth it regardless.

On the first day, I met plenty of students all from different countries. After the ice breaker, Marc Clerkx, our amazing coordinator and motivator divided us into groups and I got three

non-Hungarian students on my team. That was when the other Hungarian students became my competitors. After the Sorting Ceremony (sic), Marc and the CEO's of the companies "Enabel" and "Close the Gap" introduced the project, which was to find a solution for the e-waste. I first heard it was easy: "avoid, replace, recycle". Later, it became harder when we got a deeper insight into the problem but we had to find a solution for it regardless: "people only want to consume".



The next three days passed rapidly for us. We worked from 9am until 5pm. When we were not at the university, we tried the traditional local foods and chocolates. One morning on the way to the campus we took a detour and visited Frites Atelier, where they served fries with several handmade sauces, all made in a traditional way, as they were done centuries ago.





**SPLENDID
ARCHITECTURE,
TINY BUILDINGS,
COBBLESTONE STREETS,
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YOU THROW SOMETHING
AWAY... THIS WAS MY
DAILY VIEW IN ANTWERP,
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BEAUTIFUL.**

Wednesday, we had time to go to the fortress in the riverside Het Steen, which was built in the 13th century. We had a breathtaking view from the top of this building. With the energy boost that the fortress gave us, we were able to start working with a bigger appetite. On Thursday after hundreds of post-it notes and working hours, we found the right way to solve the mission. It was then time to give the presentation on Friday, which was the most exciting day when we had to convey our idea clearly and efficiently. That day it was mandatory to arrive at 9am sharp because the presentations started immediately as the commission partners arrived. Seven teams had seven different ideas, but my team's idea proved to be the best. I was happy, and it was time to party hard after working hard. That night we visited more pubs and a nightclub (Ampere) next to the train station with an entrance that looked like a cave. I have never visited any other techno clubs before, and I must say it was a good start.

What an enchanting week it was in the arms of Belgian beers. I had the chance to try and enjoy numerous brands after the productive days. This country is the place where I would bring my beer-lover friend to spend a weekend or more.

And so, with the taste of success lingering on our lips and the echoes of techno beats in our hearts, we bid farewell to Antwerp, a city that had woven itself into the fabric of our memories. Until next time, Belgium, Proost!



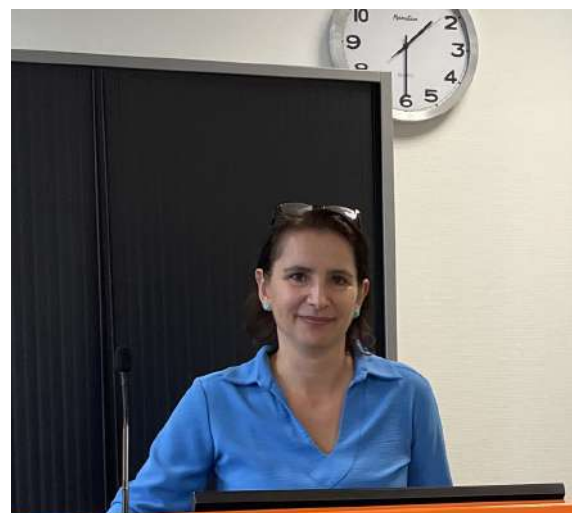
Insights into Communication Education

by Dr. Laura Furcsa from the Faculty of International Management and Business in the Netherlands at Hanze University (Outgoing Staff Teaching Mobility)

In October 2023, I had the opportunity to participate in an Erasmus+ teaching mobility at Hanze University of Applied Sciences in Groningen, the Netherlands. The purpose of this mobility was twofold: first, to deliver presentations on communication and media effects for students at Hanze, second, to investigate details of the International Communication BA Program and establish meaningful professional connections with the hosting institution.

The International Communication program at Hanze is structured to equip students with the skills and knowledge necessary for a successful international career in communication. The four-year BA program is taught entirely in English and has received the Certificate of Internationalisation from the European Consortium for Accreditation, emphasizing its global orientation. The curriculum focuses on the societal impacts of messages, news and campaigns, as well as the utilization of modern communication technology.

The program is divided into blocks, each designed to address specific aspects of communication (Crisis & Reputation, Online Branding and Media & Entrepreneurship). The overall structure ensures a comprehensive and practical education in International Communication, preparing students for a successful and globally-oriented professional journey.



 **Hanzehogeschool Groningen**
University of Applied Sciences



The program emphasizes a project-oriented approach, where intercultural experiences play an essential role by providing opportunities to collaborate with diverse cultures, gain practical hands-on experience and work with real clients. Visiting a visual communication class proved to be an enriching experience that significantly broadened my understanding of diverse learning styles and offered valuable insights into alternative approaches in the field of visual communication. Interacting with individuals from different cultural contexts provided a first-hand appreciation of the varied perspectives, which went beyond the theoretical aspects of the subject, offering a practical and insightful exploration of the dynamic interplay between visual communication, learning styles and cultural diversity.



Because I was so involved with the academic life at Hanze University, I have a much better understanding of alternative ways and diverse approaches to teaching communication and media. This mobility experience has been valuable and enlightening, providing me with insights and perspectives that have broadened my pedagogical outlook and allowed me to incorporate innovative and effective strategies into my teaching practices.



A Cultural Odyssey: Transcending Borders in South Korea

*by Hatice Ciftcioglu from the Faculty of International
Management and Business in South Korea at Hallym
University (Outgoing Traineeship Mobility)*

During my traineeship, I had a great opportunity to work as a research assistant under Mr. Shin Dong Kim's supervision at Hallym University Media School in Chuncheon, South Korea. From August to the end of October, I have conducted research on mainly public diplomacy and media effect on politics in Korea and analyzed the differences with Japan, another highly developed East Asian country. Moreover, I have participated in the lectures given by my supervisor in English and also Korean. During the discussions and meetings, I have expanded my world vision and understood deeply how much people's background influences their worldview. Other times I assisted the professor with his lectures in the Media School and shared my experience and thoughts on media influence on politics and the effect of politics on cinematography.

Parts of my duty as a research trainee included doing research on the comparison of public diplomacy and popular diplomacy between Korea and Japan, preparing a proposal on this topic and then discussing it with my supervisor. Later, I attended professors' lectures on "Asian Cinema" in English and "Understanding the Hallyu Culture Industry" in Korean as a teaching assistant and trainee and helped in classes, guest lecture meetings and group presentations. I have also joined my supervisor during an expert discussion "Unequal Korea" in Seoul and presented a movie discussion for university students in his absence.





During my stay in Korea, I experienced several culture shocks as a result of the Korean lifestyle and society, which I was lucky enough to compare with my life in Hungary. Korean public behavior was more about not disturbing other people's life. Everyone is trendy and highly utilizes new technology products. Moreover, Korean cuisine is totally different from Western cuisines or Turkish cuisine but I have appreciated the uniqueness of foods and culture while traveling and studying in the country. The more I met other international or Korean people, the more I sensed that I become a part of the global world.

As a result of my traineeship, I have obtained new research skills, analyzed data and literature in various countries and in Eastern and Western states. I learned new social skills like adaptability, improved in human interactions, and grew in my academic capacity during professional debates and discussions. As a foreigner in Korea, I was glad that I did not experience any discrimination or racism, hence I could enjoy my social life more openly. Even though there is a huge difference between Korean lifestyle and my Turkish lifestyle, Korean society does not impose its standard on international people but only on Koreans. Thanks to this opportunity, I learned how an Erasmus mobility could enlighten my academic and social skills, and also expand my world vision.



BBU Top Picks for Exchange

1 UNIVERSITY COLLEGE ZEALAND

DK KOGE03

Located in seaside Køge, Denmark, University College Zealand is currently our only Danish partner receiving BBU students for mobility. Denmark is a popular destination for international students due to its high-quality education, innovation-driven environment, and remarkable standard of living. Køge is a charming old historical town within an hour's reach of both Copenhagen and Malmö (Sweden). The university offers high quality education to about 8500 full-time students and 2500 part-time students.



2 HOCHSCHULE RHEIN WAAL

D KLEVE01

Located on two campuses in Kleve, Germany, Hochschule Rhein Waal has a great number of courses taught in English. Known to be the most international-oriented university in Germany, it has about 7000 students from 122 different nationalities. It offers a broad range of sports and athletic activities, as well as a variety of groups, music programmes, and even free language courses for enrolled students. The brand-new campuses are research hotspots which feature top-of-the-line equipment and facilities, including laboratories, classrooms, libraries, language centres and canteens – all on campus and within walking distance of one another.



3 LAB UNIVERSITY – LAHTI-LAPPEENRANTA UNIVERSITY OF APPLIED SCIENCES

SF LAHTI11

Located in the cities of Lappeenranta and Lahti, Finland, LAB University is our easternmost EU partner institution that has 9400 students from 87 countries and is the sixth largest university of applied sciences in the country. LAB is a higher education institution focusing on innovation, business and industry and it offers education based on practices applied in the world of work.



4 INLAND NORWAY UNIVERSITY OF APPLIED SCIENCES

N ELVERUM02

Located in Hamar, Norway, Inland Norway University of Applied Sciences offers a practice-oriented education and beautiful landscapes in a friendly environment within an accepting society. It has six campuses, of which Lillehammer is the biggest one, located at the television and radio center built for the 1994 Winter Olympics Games. The institution hosts many international conferences and seminars.

EXCHANGE MAGAZINE

5 KOBE UNIVERSITY

Located in the vibrant and modern city of Kobe that is often called the birthplace of Japanese higher education in economics and business administration, Kobe University is amongst the top 50 Asian universities in the world. It is also one of the oldest and largest national universities in Japan with about 16 000 students enrolled on four campuses. The city is only 30 minutes away from Osaka and it is an exotic destination in the Far East, boasting a spirited blend of global cultural influences.



Faculty Heads of International Affairs



GÁBOR RÉTHI, PhD, is the Faculty Head of International Affairs at the Faculty of Finance and Accountancy. As an international education expert, Gábor assists students in their exciting journey of studying abroad and navigating on the sea of international mobility.

Random fact: According to his Colombian partners, Gábor knows more about Colombia than they do. He has visited the country almost twenty times and teaches there.



DR. LAURA FURCSA is the Faculty Head of International Affairs at the Faculty of International Management and Business. She is the go-to person for keeping our friendships strong with partner universities. She organizes programs for international students and helps new students and lecturers settle into our university community smoothly.

Random fact: A language examination in Latin is just one example of her enthusiasm for ancient cultures.



ÁGNES PÁL, PhD, coordinates international affairs at the Faculty of Commerce, Hospitality and Tourism and ardently believes that students should gain international experience related to their studies. She is passionate about internationalization and is constantly seeking new opportunities for the students and staff of the faculty, including long and short mobilities, BIPs, virtual exchange and international projects.

Random fact: During her studies, she gained several scholarships for long-term mobility to Mexico and Argentina. More recently, she spent 2 months in Malaysia in the framework of a teaching and research mobility, which was her first trip ever to Asia.

The ExChange Team: „Who is Who”



DENISSZA BLANÁR is the Head of the International Relations and Mobility Office. She leads the office with dedication and energy. She is very efficient in building bridges and establishing successful partnerships with prestigious universities.

Random fact: Denissza has been to Asia over twenty times on work trips and is a coffee aficionado.



PÉTER BÜRGE, as International Expert, coordinates the Mobility team. He also manages the Central European Exchange Programme (CEEPUS) and updates the application platform for students. He is the main firefighter of the team dealing with burning issues every day.

Random fact: Péter knows the name every of applicant by heart.



You decided to apply for a semester at a university abroad. Now what? **BENCE FAZEKAS**, the newest member of our team, can answer all your study abroad-related questions. Bence assists outgoing students, does the student nominations, and prepares the grant agreements for student mobilities.

Random fact: Bence is a magician when it comes to Neptun.



Would you like to do a traineeship abroad? We've got your back! **BRIGITTA BOKOR**, responsible for international traineeships, will guide you through the process and provide you with all the necessary information. She is also in charge of inter-institutional partnerships.

Random fact: Brigitta has a dog called Cocoon, who often accompanies the team at the office.



EVELIN MANN joined the team in 2024. She oversees the documentation of incoming students. She also handles outgoing teaching mobilities.

Random fact: Evelin is a huge fan of Spanish culture and language, and she did her internship in Spain.

Quiz

1. Which Asian country considers the number “4” extremely unlucky?

- A Japan
- B Sri Lanka
- C Singapore

2. What is the national animal of Scotland?

- A Penguin
- B Unicorn
- C Dragon

3. Why is orange the national colour of the Netherlands?

- A Because orange is their biggest export
- B Because of the meaning of the orange color
- C Because of the Orange Dynasty

4. Which Italian city banned tourists from taking selfies claiming that they are responsible for creating “anarchic chaos”?

- A Rome
- B Portofino
- C Positano

5. The Alps make up roughly 60% of which country?

- A Italy
- B France
- C Switzerland

6. Which country has the oldest flag in the world?

- A Denmark
- B Sweden
- C Great Britain

7. This Baltic country has an extensive, deep-rooted island culture consisting of over 2000 islands. Which one is it?

- A Lithuania
- B Estonia
- C Latvia



8. With over 800 Art Nouveau buildings, this city has one of the world's greatest galleries of this joyful style. Which one could it be?

- A Riga
- B Budapest
- C Prague

9. The Statue of Liberty was given to the U.S. after World War I by which country?

- A Italy
- B Germany
- C France

10. The German language is known for its unpronounceable and long words for non-natives, for example "Rechtsschutzversicherungsgesellschaften." Any idea what it means?

- A Declarations of Independence
- B Legal expenses insurance companies
- C Matchbox

Fun fact:

Rinderkennzeichnungsfleischetikettierungsüberwachungsaufgabenübertragungsgesetz
– that is one word!

(Meaning: Delegation transfer law for cattle labeling and beef labeling supervision duties.)



