



**BUDAPEST BUSINESS UNIVERSITY**

HUNGARY





## RECTOR'S FOREWORD

### Dear Reader,

We are proud of the achievements of the Budapest Business University (BBU) and here are just a few of the reasons why the BBU is the number one university for providing business education in Hungary. We are not only the market leader in every one of our bachelor's business programmes (Business Administration and Management, Commerce and Marketing, Finance and Accounting, Tourism and Hospitality and Business Information Technology), but also among the top 4 universities for having the highest number of applicants in Hungary. Finally, all three of our Faculties are listed in the top 10 most popular university Faculties in the country. These are just some of the reasons why BBU stands out above the rest.

Our most important goal is to provide our 18,000 students from more than 80 countries with practical knowledge and skills that are transferable to a real-world environment, equipping our students with those key elements expected by both domestic and international labour markets.

When I think of our University, three words come to mind that best embody our work: care, courage and commitment.

We care about the welfare of our colleagues, as well as our students. We have created a supportive workplace that ensures professional development for our excellent instructors, researchers and colleagues, while simultaneously inspiring a community spirit.

Our community is always developing and I am especially proud of our innovative spirit, the work accomplished and the results, all of which have led to the determination of our strategic direction and decisions made in recent years.

We will boldly continue with our self-evaluation, the development of our organisation and our international accreditations. In this latter regard, the future acquisition of the AACSB (Association to Advance Collegiate Schools of Business) accreditation by one of the most recognised global non-profit quality certification organisations is of particular importance.

I am convinced that the professionalism and commitment of the BBU community will continue to move us forward and that the ingenuity and creative power inherent within us will be embodied in a variety of value-generating activities which will become increasingly visible and evident to the outside world.

*Prof. Dr. Balázs Heidrich PhD, Rector*



# ABOUT US



1

University



3

Faculties



750+

Employees



18,000

Students



1

Doctoral School  
(in English)



11

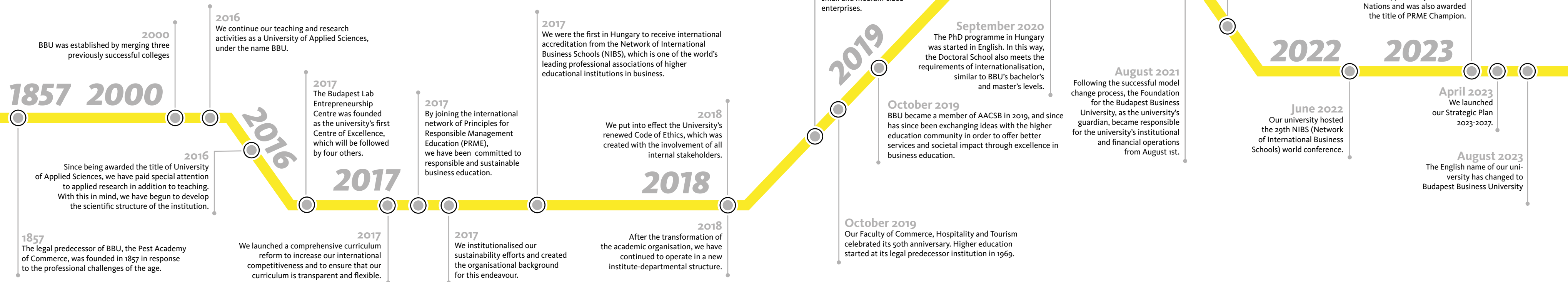
Bachelor's  
programmes  
(7 in English)



10

Master's  
programmes  
(5 in English)

## KEY MILESTONES IN THE LIFE OF OUR UNIVERSITY



# MISSION

Our mission is to provide inspiring business education that enables learners to address challenges of the future effectively and responsibly.

# VISION

We will be recognized as one of the leading business schools in Central Europe.

# VALUES

Collaboration | Commitment | Development | Professionalism | Trust

As a result of the Vision and Values Project launched in 2021, we identified our shared values and defined the norms associated with each value with the involvement of all University staff. The project has been under way ever since and the nearly 50 ambassadors who have been selected as culture promoters throughout the organisation have a prominent role to play.



# LEADERSHIP

## **Prof. Dr. Balázs Heidrich PhD** Rector

Professor with habilitation, the Rector of BBU since 2016 and responsible for the Bachelor's degree in Business Administration and Management. From 2010 to 2016 he served as the Dean of the Faculty of Finance and Accountancy. He has been a visiting professor at the Université Catholique de Lille (France) since 2011 and at Babes-Bolyai University (Romania) since 2005. He has worked in a multicultural environment as an organisational development consultant since the mid-1990s. His current research is focused on the management and succession of family businesses and the organisational and governance issues of higher education. He is the Vice President of the Hungarian Rectors' Conference.



## **Prof. Dr. Sára Csillag PhD** Vice-Rector for Academic Development

The Vice-Rector for Academic Development at BBU and a Professor at the Faculty of Finance and Accountancy. As Vice-Rector, she is responsible for developing the human aspects of our education system, in particular, the development of the teaching methodology of the faculty, the teacher assessment system and student talent management. Furthermore, she is overseeing the functioning of student governments and student organisations. She is the author of more than 120 international and Hungarian publications. Her main research interests are ethical and responsible HRM, participatory methods and disability issues at the workplace. She is a member of the editorial board of Journal of Business Ethics, Action Learning: Research and Practice and Human Resource Development International.



## **Dr. András Jancsik PhD** Vice-Rector for Education

He has been the Vice-Rector for Education at BBU since 2016 and the Head of the Department of Tourism since 2018. Previously, he was the Dean of the Faculty of Commerce, Hospitality and Tourism. As Vice-Rector he is responsible for developing the educational courses offered, overseeing accreditation processes and supporting the development of student services. His research and teaching activities are in the field of tourism, focusing primarily on consumer behaviour, the evolution of competitive factors and phenomena related to technological development. He has extensive experience in R&D activities as a participant or manager of about 30 projects.



## **Dr. habil. Krisztina Szegedi PhD** Vice-Rector for Research

She is the Vice-Rector for Research at BBU, an Associate Professor at the Faculty of International Management and Business and the Chairperson of the BBU Ethics Committee. As Vice-Rector she is responsible for overseeing research activities, strengthening, overseeing the work of the Doctoral School and Centres of Excellence and the operation of libraries. She is the author of more than 170 publications. Her research areas are corporate sustainability, corporate social responsibility, corporate ethics, business ethics and social entrepreneurship. From 2007 to 2019 she was the Chairperson of the Group Ethics Council at MOL.





**Dr. Gábor Andrási PhD**  
Director of International Affairs

The International Director of BBU came to the university in 2020 as Head of the Dean's Office of the Faculty of International Management and Business. With a degree in EU law, he started his career as a tax lawyer before he joined the IBS International Business School in 2004 as a lecturer, where he first became Head of Department, followed by Head of Master's Programmes, Manager of EU Projects and Head of the Quality Development Centre. He spent the next stage of his career as a senior lecturer in the business faculty at the Higher Colleges of Technology in the United Arab Emirates. During these eight years he not only earned his PhD degree, but also built a broad international network as well as gained considerable experience in higher education. Previously, as the Head for International Affairs of BBU's Faculty of International Management and Business, he brokered the first two double degree agreements of BBU at Master's level.



# FACULTY INTRODUCTIONS

## Faculty of Commerce, Hospitality and Tourism (FCHT)

*„From the very beginning, BBU FCHT and our legal predecessor institutions were the base of tourism and hospitality education in Hungary. If we look around the sector today, we see that 9 out of 10 professionals graduated from here. Even today, Hungarian tourism and hospitality is fundamentally defined by what we teach here. We profess and teach what we believe in and feel that it is integrally important to pass along knowledge that will be relevant not only today, but also years from now.”*

**Dr. habil. Andrea Lugasi PhD, Dean**



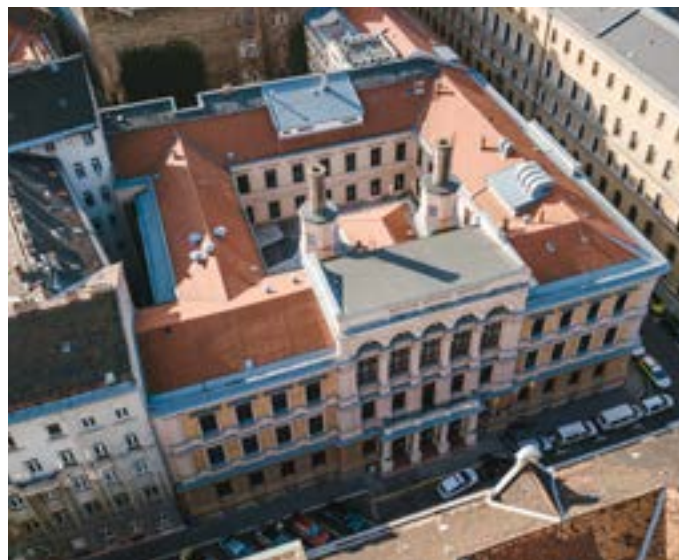
### ABOUT THE FACULTY

The Academy of Commerce, the predecessor of this faculty at BBU, was established in 1857. The institution, comprising the fields of commerce and hospitality (later to include tourism as well) was re-established in 1969 as HEI with the name College of Commerce and Catering. Preserving and further developing the values of the past, the Faculty has the largest number of students and is now one of the biggest higher education institutions in Hungary.



### OBJECTIVES AND EDUCATION

The two leading training areas of the faculty are tourism and hospitality and commerce and marketing. In addition, our Teacher of Economics and Vocational Technical Instructor courses play an important role in the life of our faculty. In addition to the latest knowledge gained on the courses, the interest of Hungarian and foreign students is practice-oriented education. One of the most outstanding examples of this is that students can choose from hundreds of Hungarian and foreign internships to deepen their knowledge. Furthermore, the faculty has a dual degree agreement with several foreign universities and, due to the international accreditation of tourism and hospitality training, the international relations of the university have deepened further. Our graduates receive a degree which is recognised all over the world. The dual training is based on outstanding relationships with businesses and professional partners. The education at the faculty is supported by a rich infrastructure, such as a tourism library, study kitchens, educational restaurants, research laboratories and a dormitory. The professional knowledge and the open-mindedness of our lecturers, researchers and employees and their results in research and academic publications guarantee the highest standards.







## Faculty of Finance and Accountancy (FFA)

*„BBU is a community of professionals and values, which for me in the case of the Faculty of Finance and Accountancy is complemented by strong human relations and a sense of belonging. Continuing the work we have started at Hungary's most popular higher education Faculty, we are further strengthening student well-being, continuing to develop our strong and well-functioning educational portfolio and promoting internal learning and knowledge-sharing as effectively as possible in the future.”*

**Prof. Dr. Gábor Király PhD, Dean**

### ABOUT THE FACULTY

The history of the FFA began with the establishment of the Pest Academy of Commerce in 1857 and then the Eastern Academy of Commerce. From the academic year 1970/1971, it was called the College of Finance and Accountancy (CFA). In 2000, as the result of a merger of three independent colleges. Finance and Accounting became part of the BBU.

Nowadays, the Faculty is the largest at the BBU in terms of the number of students. It is a huge responsibility because we train most of the financial business professionals and the decision makers of the future. We offer bachelor's programmes in finance & accounting, business administration and management, human resources and business information systems and master's programmes in finance, accounting, leadership and management and business development.

### OBJECTIVES AND EDUCATION

We consider the high standard of academic work to be a key foundation for practical training. Our wish is for this approach to be ingrained in the knowledge of our students so they are able to use the achievements of various disciplines jointly and consciously to solve corporate problems. Our goal is to train responsible, thoughtful and willing professionals who can reflect on the problems of their environment and develop solutions to them, for the next five, ten or twenty years. We also place a great emphasis on our mentoring system and our diverse community-building and talent management programmes to enhance the integration of new students. We are constantly striving to modernise our environment. In 2017, the opening of the Smart Campus in Berzsényi Street was completed and making the Faculty eco-friendly has also begun. As part of the largest Hungarian Business University, continuous development, future orientation and community building are important to us. We strive for high quality in both teaching and research and we are supported by our close contacts with the business community allowing us to reflect on the challenges of the future besides fulfilling the requirements of the present.



## Faculty of International Management and Business (FIMB)

*„BBU is a highly prestigious player in the Hungarian higher education market and we continue our work by strengthening this along the lines of our message and slogan „We train for international business”. We welcome those young people who would like to be active participants and transformers in the areas of international business relations, communications and diplomatic relations.”*

**Dr. Katalin Csekő PhD, Dean**



### ABOUT THE FACULTY

The motto of the Faculty of International Management and Business (FIMB), which celebrated its 50th anniversary in 2021, is „We train for International Business”. The international character of the academic programmes at FIMB is supported by numerous double degree agreements both at the Bachelor and Master's level, student and faculty exchange opportunities, an international professional accreditation, a wide range of foreign language and culture courses and various curricular and extracurricular activities, such as international case study competitions and intensive short courses delivered by the faculty members of international partner universities. FIMB is home to the two corporate departments of the university and our more than 500 domestic and international business partners offer professional internships and jobs for our students. In co-operation with highly prestigious domestic and international companies, the Faculty also offers two Bachelor programmes in dual education form, where participants can be full time students and, at the same time, can also be employed full time.



### OBJECTIVES AND EDUCATION

The goal of the Faculty of International Management and Business is to provide its students and partners with all the up-to-date knowledge and skills that create material and moral value and success in the international business world. FIMB is a firm believer in state-of-the-art teaching methods, such as the Smart Shop Floor lab or the Room of the Future, where students can learn by performing various tasks using artificial intelligence, augmented reality, online simulation games and virtual reality. Within the academic programme portfolio of the Faculty there are four study programmes which are taught entirely in English.



# NUMBER ONE IN BUSINESS EDUCATION

**BBU is the first choice for those interested in business education.**

- 1. BBU is the market leader in Hungary in the following programmes: Business Administration and Management, Commerce and Marketing, Finance and Accounting, Tourism and Hospitality, Business Information Technology.
- 2. Based on the number of applicants, all three Faculties are among the 10 most popular university Faculties in the country.
- 3. In 2023, BBU was among the TOP 4 universities in Hungary boasting the highest number of applicants.

*„The path to success is through our students’ own efforts and attitudes and our task is to ensure the right conditions for their development, enabling them to continuously adapt in the coming years and decades, developing their abilities and even in the case of career changes, ultimately becoming successful professionals.”*

**Dr. András Jancsik PhD, Vice Rector for Education**

Our University is in a dominant position in the Hungarian higher education market and we owe our uniqueness and recognition to our practice-oriented training structure which is adapted to market needs. As a result of the fact that in recent years, building upon our traditions, we have worked innovatively along the principle of education that prepares for success and by following a conscious strategy in line with the international best practices in the University of Applied Sciences category, this trend has only strengthened. We have been the market leader in the field of Short-cycle Vocational programmes for a number of years and simultaneously we have increased our advantage and market share in various other areas, so now the dominant majority of Hungarian students in many bachelor’s and master’s courses are BBU students.

In recent years, the main focus has been on supporting student success. It has been served by two comprehensive development projects — the renewal of the content and structure of the curricula in 2017 and the development of the new Student Requirements System in 2018. Both comprehensive reforms also projected the direction of the following years: education that prepares for success and shared responsibility.

While training professionals of the future, we also want to enable young people to eventually become their own employers. We support them in their preparation for entrepreneurship and, at the same time, we help businesses become involved in our educational work.



## Partnership in Education

Our University traditionally has a strong relationship with the business world and we have established excellent partnerships in all areas of business life and the economy. When developing our portfolio of programmes, we take into account company needs and labour market trends and we co-operate with our partners at all levels, be it education, talent management or research. We work together to ensure that students become acquainted with the expectations of business and the opportunities and challenges of being an entrepreneur during their university years.

## Corporate Departments

Corporate departments are one of the most complex and future-oriented forms of co-operation between the business sector and the university. These can range from joint research activities to curriculum development and teaching, to talent management and can create a close, day-to-day relationship between a company and the institution. At BBU, we are already preparing our fourth company department in an effort to enable our most committed partners to become even more involved in education and research and for them to be able to communicate their employer brand more effectively.

### 1. CITI GLOBAL BUSINESS CORPORATE DEPARTMENT

Co-established by BBU and Citibank Europe plc. Hungarian Branch Office (Citi Hungary), the Citi Global Business Corporate Department aims to create direct links between education, business practices and R&D activities. Through the strategic corporate-university partnership and the various joint educational activities, the Department strives to encourage creative and innovative thinking as well as to improve students’ entrepreneurial skills by adapting new learning methods and focusing on organisational and business development related topics. Guest lectures and short courses offered by the Department focus on sustainability, innovations for safe digitalisation, lifelong learning and developing resilience and values.



### 2. ROBERT BOSCH LEAN MANAGEMENT CORPORATE DEPARTMENT

Founded in 2017, the primary goals of the Robert Bosch Lean Management Corporate Department are to strengthen the university’s courses with practical Lean management knowledge and to provide up-to-date information relevant to industry needs, thus contributing to the acquisition of immediately marketable knowledge that cannot be obtained elsewhere. The Department provides a framework for the development of joint educational and scientific projects. Its flagship is the Smart Shop Floor Laboratory, designed and implemented in Hatvan in collaboration with the staff of the Department of International Trade and Logistics and Bosch Lean Management, which provides an almost unique opportunity in the country to simulate production and logistical processes within the classroom.



### 3. MICROSOFT ARTIFICIAL INTELLIGENCE BUSINESS SCHOOL

Artificial intelligence is already present in many areas of our lives, with an almost inexhaustible range of possibilities. As AI is opening up new opportunities for business, we believe it is essential that our students are also aware of its potential applications in business. Thus, based on our longstanding collaboration with Microsoft, our university joined its AI Business School programme. This provides our students and partners with numerous opportunities: Our first-year students can gain valuable insight into the workings of artificial intelligence as part of the course entitled „Information Technology and the World”, using the online materials of the AI Business School programme.





Double Degree Programmes

BBU consistently updates its study programmes to align with market demands, ensuring that our students are well-equipped for the job market. Pursuing a double degree programme with BBU partner universities provides our students with a competitive edge and valuable international exposure. We have partnered with universities in seven countries, including the UK, Germany, Spain, France, the Netherlands, Belgium and Taiwan, to offer 15 unique double degree programmes.

In addition to our standard propositions, we are proud to offer a unique programme called Business Management Across Europe. This programme gives a truly immersive trans-European experience, with students earning their bachelor's degree by studying in three different European countries over the course of three years. With this programme, students gain valuable cross-cultural experience and develop a global perspective that is highly valued in today's interconnected job market.

<ul style="list-style-type: none"><li>University Colleges Leuven-Limburg (Belgium)</li></ul>	□	BSc Business Administration and Management
<ul style="list-style-type: none"><li>University of Oviedo (Spain)</li><li>University of Le Havre (France)</li><li>Hof University of Applied Sciences (Germany)</li><li>Duale Hochschule Baden-Württemberg Villingen-Schwenningen (Germany)</li></ul>	⌋	BSc Commerce and Marketing
<ul style="list-style-type: none"><li>Avans University of Applied Sciences (The Netherlands)</li></ul>	□	BSc Finance and Accounting
<ul style="list-style-type: none"><li>Frankfurt University of Applied Sciences (Germany)</li><li>Karel de Grote University of Applied Sciences and Arts (Belgium)</li><li>Shih Chien University (Taiwan)</li><li>Thomas More University (Belgium)</li></ul>	⌋	BSc International Business Economics
<ul style="list-style-type: none"><li>Würzburg-Schweinfurt University of Applied Sciences (Germany)</li></ul>	⌋	MSc International Economics and Business
<ul style="list-style-type: none"><li>Augsburg University of Applied Sciences (Germany)</li><li>University of Stirling (United Kingdom)</li></ul>	⌋	



The student chooses a member university for each year of studies:  
Year 1: Budapest Business University  
Year 2: UCLL University of Applied Sciences  
Year 3: 6 different universities

BSc Business Management across the Europe

Alumni

We are proud that the graduates of BBU and its legal predecessors (which have more than 160 years of professional history) are the most recognized and sought-after professionals in the Hungarian labour market, many of whom have held and are holding leading roles in Hungarian public life and business. The model change in 2021 raised our objective to a strategic level — as one of Central Europe's leading universities of applied sciences, we build communities and together with them, create and share experience-based, practice-oriented, relevant knowledge that matches the market needs. To this end, we also continuously nurture professional and personal relationships with our graduates to ensure that they remain active members of our community.

BBU Alumni provides the conditions and opportunities whereby former students can re-engage in the everyday life of the university: education, research and community life. Our goal is to provide our former students with an opportunity, as well as a community space, for maintaining contact and for life-long learning, which is why, in the summer of 2022, we launched the BBU Network—the University's alumni and business community site. Further plans include the launch of a mentoring programme, as well the involvement of the international students in the alumni community and the introduction of a fundraising platform interface.





# INTERNATIONAL RELATIONS AND RESEARCH ACTIVITIES



*„I am proud that the scientific activity of our University is dedicated to exploring and responding to real and practical issues while being committed to knowledge creation that can be implemented. At the international level, BBU plays a major role in project leadership, participation and mobility programmes and is also continuously engaged in deepening international research collaborations.”*

**Dr. habil. Krisztina Szegedi PhD, Vice-Rector for Research**

## International Strategy

BBU has a clear vision and a detailed international strategy. The main objective of BBU is to develop new international relations and to strengthen the existing ones. BBU takes part in numerous international projects - either as a consortium leader or consortium partner to support its position as one of the leading universities in Central Europe.

## ACCREDITATION AND MEMBERSHIPS

- We continue to work on obtaining AACSB accreditation: BBU has been a member of the Association to Advance Collegiate Schools of Business (AACSB) since 2019, which is one of the most recognised global non-profit quality certification organisations in the field of business education, whose aim is to create a connection between the lecturers, students and the business world as they train successful leaders of the future.
- BBU was awarded International Accreditation by the Network of International Business Schools (NIBS), being the first university in Hungary with this honour.
- The BA in Communications and Media Science programme at BBU became the first academic programme in Central and Eastern Europe to be accredited by the UK-based Chartered Institute of Public Relations (CIPR).
- The BSc in Tourism and Catering and the MSc in Tourism Management programmes at BBU are accredited by the internationally recognised Institute of Hospitality.



## Our focus areas

### DOCTORAL SCHOOL

Our Doctoral School is the first doctoral programme in Hungary where the training and research curricula focuses on business and management issues of small and medium-sized companies and family businesses.

The first doctoral school in Hungary to be established in an institution with the status of a University of Applied Sciences was established at our university. The BBU Doctoral School of Entrepreneurship and Business (BBU DSEB) focuses on businesses and their development. Due to its profile, we offer an educational and training programme based on applied sciences from which those interested in academic careers and those associated with everyday business practice may benefit. Our doctoral school invites both applicants who have just been awarded with their MA/MBA degree and those who have obtained practical experience for several years. Since September 2020, we have only offered the PhD programme in English.

### PROSPERITAS

Prosperitas is BBU's open access journal. The journal invites contributions in all fields of the subject area of Business, Management and Accounting linked to current problems and challenges facing businesses. Accordingly, Prosperitas publishes studies including, but not limited to, the following areas: management science, strategic management, business economics, finance, accounting, sustainability, corporate social responsibility, human resource management, organisational behaviour, organisational psychology, organisational governance, entrepreneurship, innovation, marketing, foreign and international trade, commerce and hospitality. The journal prioritises those studies that contribute to the development of the above research areas and, at the same time, also offer hands-on and practical solutions to business decision-makers' dilemmas and problems. In addition, Prosperitas promotes the discussion and analysis of business-related challenges facing the Central and Eastern European region.

Prosperitas is indexed and abstracted in the following databases:

DOAJ | EBSCO | ProQuest | RePEc | Scilit | Hungarian Science Bibliography [MTMT]

### THE ORIENTAL BUSINESS AND INNOVATION CENTRE (OBIC)

OBIC was established by BBU and the Central Bank of Hungary in 2016. The overall goal is to improve the competitiveness of the Hungarian economy by contributing to a better understanding of the East Asian region. To achieve its objective, OBIC aspires to become a leading institution in oriental business studies and as such plays a major role in the implementation of the international strategy of BBU. The target countries are India, Indonesia, Japan, Malaysia, the People's Republic of China, the Philippines, the Republic of Korea, Singapore, Thailand, Vietnam and many others in the Asia-Pacific region. To achieve its objectives, OBIC operates along the following lines: It offers free courses in Oriental languages as well as intercultural and business training programmes at the BBU. It supports outbound research mobility and also provides scholarships for BBU students to travel to East Asia for student exchange and summer school. OBIC organises events (conferences, workshops) related to the region in fields such as international business management, international relations, finance and commerce in order to offer platforms for intellectual and academic discussion.

### Partners

Regarding the domestic and international partnerships, on one hand, OBIC represents a focused approach towards its partners and international relations. At the same time, OBIC is always open to pursuing new initiatives for establishing co-operation and new prosperous connections. In this manner, it is continuously working on deepening its current partnerships and expanding its network of academic collaboration.

### Research

The research focus is on the East Asian countries' economies and societies. OBIC not only hosts the largest international conference of BBU, but it also organises book premiers, discussions and workshops. Since 2016, 11 books have been published as part of the OBIC Book Series. These studies cover a diversity of topics ranging from economic development strategies to collected works focusing on a single country. OBIC also provides a platform for PhD students specialising in Asian studies and it also started several research groups mainly relying on the human resources of BBU, but also including researchers from abroad with a focus on Asia.



## Centres of Excellence

BBU's diverse research and scientific activities are characterised by a focus on corporate practice, while ensuring that the research topics are relevant to the business world and also have practical significance. Our research teams work on R&D projects with key players from the Hungarian economy. Reflecting on the strategic areas of BBU, we have established five Centres of Excellence at the University focusing on the four main areas of our applied research activities. The Centres of Excellence are key players in their respective fields of activity in Hungary, with a crucial role in the relationship between higher education and businesses and carry out relevant and high quality applied scientific researches involving business partners and students.



### 1. BUDAPEST LAB ENTREPRENEURSHIP CENTRE

Budapest LAB aims to spread entrepreneurial culture and the success of Hungarian SMEs by sharing knowledge, conducting research and training with partners. Supporting BBU in partnership, the workshop aims to become one of the most respected research, development, training and knowledge service provider in Central Europe.

Focus Areas: Research - Education - Inspiration



### 2. FUTURE OF HIGHER EDUCATION RESEARCH CENTRE

The Future of Higher Education Research Centre explores the challenges and opportunities for the future of higher education through a wide range of participatory, national and international research collaborations and innovative methodologies. It is committed to serving as a high-level research and knowledge-sharing workshop to help understand the challenges and opportunities for the future of higher education for the academic community, the business and corporate sector, higher education stakeholders, future students and society as a whole.

Focus areas: Research – Dissemination



### 3. CENTRE OF EXCELLENCE FOR SUSTAINABILITY IMPACTS IN BUSINESS AND SOCIETY

Sustainability as a research topic has been in focus at our university for years, so it was not without precedent when we decided in 2021 to establish the Centre of Excellence for Sustainability Impacts in Business and Society. In line with BBU's mission, the centre works to create and transfer knowledge on the topic of sustainability and responsibility. As part of its activities, it brings together the research work within the university related to the topic, publishes its results and actively applies for participation in new local and international academic research.

Focus area: Research – Education



### 4. CENTRE OF EXCELLENCE FOR FUTURE VALUE CHAINS

Global value chains and supply chains are an integral part of our current economy. Their investigation highlights the division of work involving great many firms, carriers and other stakeholders on a global scale. In this system, Hungary and Hungarian companies are also deeply involved. In the past couple of years, it has become evident that these global networks are under transformation because of technological developments and other megatrends.

The Centre of Excellence for Future Value Chains has been established to undertake research on global value, supply chains and their future, for the benefit of the Hungarian economy. The Centre involves researchers from all three Faculties of BBU.

Focus area: Research



### 5. CENTRE OF EXCELLENCE FOR VISITOR ECONOMY

Purpose of the centre is to investigate and communicate the motivations, relationships, trends and operational characteristics prevailing in the complex service ecosystem of the tourism and hospitality industry and to convert the experiences into knowledge that can be used both in higher education and in the business world. With the projects facilitated by the Centre of Excellence for Visitor Economy, creative students and teachers conceive actual theoretical and practical knowledge together with the businesses and organisations in the sector

The institution is committed to ensure that the performance and knowledge of the professionals and researchers who contribute to our university's Tourism and Hospitality programmes not only make the university a market leader in terms of the number of students, but also make it visible in the international academic sphere.

Focus areas: Research





## International Projects

BBU has extensive experience in managing and elaborating transnational projects in larger consortia. They can lay claim to successful Leonardo da Vinci and Erasmus projects in the field of Mobility, Reference Material, Pilot, Transfer of Innovation (TOI) and Multilateral projects from the early 2000s' to the present day. Starting in 2014, BBU has also been active in the ERASMUS+ programme. Between 2014 and 2020, BBU co-ordinated or participated in 17 ERASMUS+ Strategic Partnerships and in one Horizon2020 project, working together with more than 100 partners from 22 European countries.

### 2019-2022

**EFFORT – Effectiveness of Responsibility Teaching**

**INCOLLAB – Interdisciplinary Collaborative Approaches to Learning and Teaching in Higher Education**

**INTEREST – Integrated Reporting for SMEs Transparency:** The aim of the project is to help SMEs become familiar with Integrated Reporting and prepare them for completing their own Integrated Reports with a simplified IR Framework, an IR Guide for SMEs and training materials.

**CORALL – Coaching-oriented Online Resources for the Autonomous Learning of LSP:** The objective of the project is to launch a transnational initiative to fill the gaps in (business) language teaching by supporting students in becoming more autonomous learners and supporting teachers of LSP in helping learners to become more autonomous.

### 2020-2023

**BrandY – Experiential Education. Interactive/Intensive Course of European Brand Management**

### 2021-2023

**Learn to Change – Collaborative Digital Storytelling for Sustainable Change**

**BESPOKE – Business Presentation Skills for Employability:** The project aims to develop business skills in a digital environment through co-operation in international higher education and the active involvement of the employment sector.

### 2021-2024

**LEAD – Learning and Development in Micro- and Small Enterprises:** The aim of the project is to develop content for micro- and small enterprises that would suit both real training and development needs and practices and contribute to the development of these practices.

### 2022-2024

**COMMITTED – Compliance of Academic Activities with Foreign Trade:** The project accords with the strategic pillars of BBU: Partnership with business on the one hand and applied research for business development on the other, by introducing a new topic in international higher education co-operation, such as “deemed export”, which also has ethical implications.

### 2023-2025

**ETDTFA - Education and Training Development for the Treatment of Food Allergies in the Horeca Sector:** Our objective is to sensitise our students and external partners and to ensure their understanding of the importance and difficulties of a life with food allergies and prepare them in satisfying consumers with special needs when they work in hospitality and tourism.

## LOOKING FORWARD- WHAT'S NEXT?

The aim for the upcoming years is to scale up - to participate in projects and programmes with a higher profile and greater impact, which can contribute to increasing the level of internationalisation and moving towards research projects and closer co-operation with businesses and European academic partners. To take the co-operation proposals to the next level, BBU wishes to apply for larger-scale international funds, such as Innovation Alliances, Horizon Europe and INTERREG. These programmes have the potential to trigger major changes at the university and in collaboration with partners, to help achieve strategic goals as well as generating more revenue. The European University label and creating a hybrid/digital inter-university campus turned out to be a common joint goal in 2022 with some of our European university partners and this goal leads the way to aligning the strategic goals on both a local and global level.

## Focus on Promoting Mobility and Creating an International Environment

BBU has a wide range of international relationships. The University has active partnerships with more than 200+ foreign higher education institutions in 33 countries on five continents in the fields of strategic co-operation, teacher, student and staff mobility, as well as bilateral educational research and scientific co-operation.

BBU takes pride in being a globally diverse institution, with over 1,300 international students hailing from 91 countries. We are committed to promoting diversity and inclusivity and we strive to increase the number of international students at our university even further. Our ongoing participation in programmes such as the European Erasmus+ Mobility Scholarship Programme and the Stipendium Hungaricum Scholarship Programme are just a few examples of our efforts to attract talented students from all over the world. At BBU, we believe that a diverse student body enriches the learning experience for everyone and helps to foster a vibrant and dynamic community.





# HIGH QUALITY AND INNOVATIVE EDUCATION



**3**  
Students' Academic  
Societies



**4**  
Student Unions



**180**  
Student theses  
in 2022

*„I’m motivated to create, to create something new, to move towards something better, both at an organisational and individual level. Maybe that’s why I work in higher education. I feel that there is a building motive in our work and higher education is one of the sectors where there is no question that we are creating value for society, for the future.”*

**Dr. habil. Sára Csillag PhD, Vice-Rector for Academic Development**

At our university, the Vice-Rector is responsible for the development of the human aspects of the educational system, especially the development of the academic staff in terms of teaching methodology, the management of the evaluation system, quality measurements, the academic requirements system and student talent management. They supervise the functioning of the student governments and student voluntary groups and also ensure the scientific professional supervision of the work of the Students’ Academic Societies and the Students’ Research Societies Council.

## Students’ Academic Societies

Our professional colleges are building community student organisations with high-quality professional training, the aim of which is to educate demanding and responsible intellectuals professionally who are sensitive to economic, business and social problems and to support talented students. There are 3 specialised students’ academic societies at BBU, which can be linked to the Faculties of the University. Our university professionals are active in the Student Research Society activities, in the organisation of professional and community events and study competitions. Each year they represent our university in about 10 international and 30-40 domestic competitions.

## Student Research Societies (TDK)

**TDK (Student Research Societies), an activity supporting scientific talent management is uniquely special to Hungary, with no other initiative of its kind anywhere else in the world.**

Student Research Societies (Tudományos Diákkör, TDK) are the arena of academic community experiences and talent management in the Hungarian higher education, that has a history of more than half a century. TDK is special to Hungary, with no other initiative of its kind anywhere else in the world. Another important element of BBU’s scientific activity is student talent management, the defining field of which is the scientific activity of students and the Student Research Societies are successful in all Faculties of the University. They aim to mentor and nurture talent, explore scientific experiences and exciting areas of research.

TDK work requires collaboration and extra professional effort from both students and consultants. It also contributes to the personal and professional development of the participants, the achievement and publication of new scientific findings and the enhancement of the reputation of our University.

## Developing our Students’ Entrepreneurial Skills

Our University has traditionally taken on a crucial role in preparing young people for entrepreneurship and in educating and further training managers and owners of Hungarian small and medium-sized companies. The defining goal of BBU’s strategy is to support SMEs by reflecting their specific, special needs and labour market tendencies and as our work of recent years has shown, we have succeeded in proving that education really helps businesses.

## Global Entrepreneurship Monitor Partnership

Since 2020, BBU has been a partner of the world’s largest entrepreneurship research study, the Global Entrepreneurship Monitor (GEM), whose headquarter in Hungary is our University’s Budapest LAB. GEM data has been collected annually in more than 70 countries since 1999. From the results, we can learn a lot about people’s entrepreneurial willingness, their motivations and attitudes, the behaviour of companies and their founders who are already operating, ideas about business opportunities and entrepreneurial careers, or even about the entrepreneurial motivations of the younger generations.

## Our Third Mission Endeavours

**We believe that a responsible and sustainable future is everyone’s common interest. As a responsible university, we strive for sustainable operations, promote social mobility, equal opportunities for students and support active community life and a healthy and active lifestyle.**

### SUSTAINABILITY

BBU deals with the issue of sustainability at a strategic level. We are founding members of the Sustainability Platform of Hungarian Universities, where we proactively further various aspects of sustainability in the operation of Hungarian universities. On an international level, we implement these efforts mainly through the PRME (Principles for Responsible Management Education) Champions membership. The university’s Equal Opportunity Plan not only affects students and employees with disabilities, but also covers people of the university who require special attention and support due to their age, family status or health. Thus, the development of mental health services is an important pillar of the Equal Opportunity Plan, which, together with the Gender Equality Plan and the Code of Ethics, lays the foundation for the Abuse-Free University concept. The community-building nature of the university extends beyond its walls — in 2022, hundreds of our students and colleagues participated in volunteering activities that contribute to solving social problems.

Since sustainability is of prime importance not only in operations, but also in education, the Responsible and Sustainable Company course is mandatory for all of our undergraduate business students. Those interested can broaden their knowledge of the topic at sustainability workshops and one-week intensive courses. As the co-ordinator of the Erasmus+ ISSUE (Innovative Solution for Sustainability in Education) project launched in 2018, we have worked together with European universities and professional organisations to develop educational tools for the university community, based on the principles and goals of sustainable development. Our Centre of Excellence for Sustainability Impacts in Business and Society (CESIBUS) was established to encourage scientific projects related to sustainability and one of the focuses of the SME research co-ordinated by the Budapest LAB was to measure the sustainability and ecological footprint of this group of companies.





**CODE OF ETHICS**

The basis of our university’s success is a strong organisational culture, which supports ethical behaviour towards each other and towards our external stakeholders also. Our Code of Ethics summarises the basic principles and behavioural norms of our students, instructors, teachers, researchers and non-teaching staff that are accepted in our community. The contents of the Code of Ethics are equally valid for all people at BBU. Not only do we behave according to the Code in our relationships with each other, with the university’s guardian, our suppliers, other partners, competitors and local communities, but we also expect the same behaviour from them in return.

BBU’s Code of Ethics is based on our common values. The stakeholders of the university actively participated in the renewal of the Code of Ethics in 2023, therefore, the document provides consensual guidelines for the ethical dilemmas that appear in our everyday lives.

„What does ethics mean to me? To live together in a community and help each other.” BBU student

**SPORTS**

Continuing with the traditions of the former Physical Education and Sports Centre, the BBU Sports Office began operating on 1st August, 2021. We believe in the unifying and cohesive power of movement, which is why we organise events that affect the entire university. Thanks to the ever-increasing motivation of students and employees, the array of activities on offer is colourful and diverse, you can become involved in many self-organised activities. Within the framework of physical education classes, students can choose from 30 types of sports and activities and they can participate in national and international championships. The preparation is supported by our colleagues with coaching and competition experience.

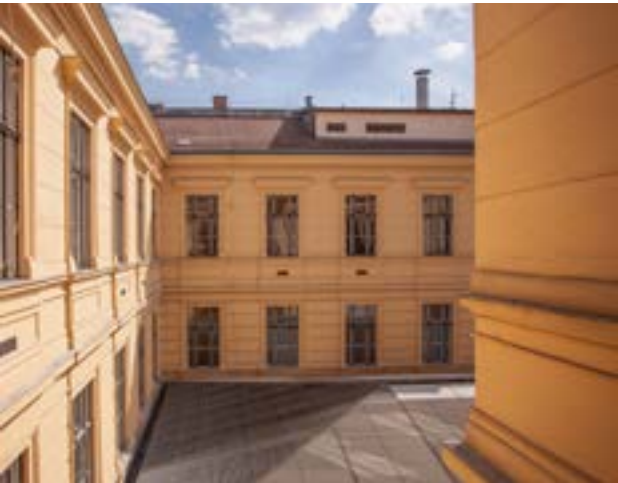
We also provide our employees with an increasing number of opportunities for physical, health-related and competitive activities outside of school hours.

We pay particular attention to professional athletes studying at the university. We have created an elite athlete programme to assist them in achieving success both on the sports field and education.

**STUDENT UNIONS AND COMMUNITY LIFE**

The University Student Union (EHÖK) operating at BBU, as well as the three Student Unions (HÖK) in each Faculty, in which a total of approximately 200 people are active, offer daily assistance to students with respect to their studies. The EHÖK co-operates closely with the management of the University: student delegates are represented in all committees dealing with student affairs, including in the Senate, which is the main decision-making body of BBU. It makes it easier to represent student interests, provide assistance and to enrich student life.

In 2022, the University Student Union was the organiser or contributor to 70 events, in which 14,000 people participated. The biggest event every year is the Freshman Camp organised by each Faculty. At each of these events, typically 500-600 newly admitted students obtain their first taste of university life with four days full of fun and new experiences.











**[uni-bge.hu/en](https://uni-bge.hu/en)**



**Budapest Business University**

