

BUDAPEST BUSINESS UNIVERSITY

**HUNGARY'S BIGGEST
UNIVERSITY IN
ECONOMICS AND
BUSINESS**

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FACTS AND FIGURES

Budapest Business University (BBU), Hungary's biggest university in economics and business, educates nearly 20,000 students in the area of Tourism and Hospitality, International Business Economics, Commerce and Marketing, Finance and Accounting, Business Administration and Management, Human Resources and Business Information Systems.

Our legal predecessor was formed in 2000 by the integration of three successful colleges and was awarded the Higher Education Quality Prize in 2010. In fact, our history dates back to the Academy of Commerce established in 1857.

All three of our faculties are based in Budapest: the Faculty of Commerce, Hospitality and Tourism, the Faculty of International Management and Business, and the Faculty of Finance and Accountancy.

Our education portfolio covers all areas of economic sciences, our uniqueness and market recognition is due to our experience-based and practice-focused training structure, which is tuned to fit the needs and expectations of the market.

BBU IN NUMBERS



7

Bachelor's programmes
in English



1

Doctorate
programme
in English



5

Master's programmes
in English



13

Double Degree
programmes



20,000

Students



95

Countries



1,400+

International
students



160+

Years of academic
experience



200+

Partner
universities



1,000+

Active corporate relationships including
Robert Bosch, Citi Global, Microsoft



3

Faculties



1857

Year of
establishment

INTERNATIONAL ACCREDITATIONS & MEMBERSHIPS



The Committee of the Association to Advance Collegiate Schools of Business (AACSB) approved the preliminary application of Budapest Business University in 2022. Therefore, our university began the international accreditation process of one of the most recognised and prestigious global quality assurance organisations in the field of business education.



The BA in Communication and Media Science programme of BBU became the first academic programme in Central and Eastern Europe to be recognised by the UK-based Chartered Institute of Public Relations (CIPR).



**Institute
of Hospitality**

The BSc in Tourism and Catering and the MSc in Tourism Management programmes of BBU are recognised by the internationally recognised Institute of Hospitality body.



BBU was the first university in Hungary that was awarded the International Accreditation by the Network of International Business Schools (NIBS) in 2017.

PRME

Principles for Responsible
Management Education

an initiative of the



The Principles for Responsible Management Education (PRME), an organization backed by the United Nations, selected our university as a PRME Champion. PRME recognizes BBU as an excellent university in thought and action leadership which trains a new generation of business leaders capable of managing the complex demands faced by business and society in the 21st century.

LIVING IN THE COLOURFUL BUDAPEST

Budapest is a city that has so much to offer. Even though it is a capital and a large city, it is still not too big to be overwhelming. You can enjoy a multicultural student community and make it your new home, no matter how long you plan on staying!

FAMOUS CULTURE AND GASTRONOMY

Have you heard of Gulyás or Lángos? If not, what are you waiting for? Hungary has an amazing gastronomic culture, and not only are the foods delicious, but they are also affordable. You will find hundreds of cool restaurants, street food and cafés all over the city.

One of the main reasons to come to Budapest is its beauty and heritage. The city is filled with culture and history, with dozens of museums and galleries to explore. You can easily access most touristic sites by walking or via the quick and easy to use public transport.

You shouldn't miss out on a sunrise from Fisherman's Bastion, or an afternoon walk on Margaret Island, or even a visit to any of the many thermal baths summer and winter also. There is so much to do and to explore in Budapest, you will never be bored!

During the summer and warmer days throughout the year, you can also visit Lake Balaton, a huge, beautiful lake 1 hour from Budapest, where you can swim, sunbathe, and participate in all types of water sports and various other activities.

KIND PEOPLE AND GREEN ENVIRONMENT

Budapest is home to thousands of international students, so it will not be difficult to meet people. There are student events every single day all throughout the city, like picnics, pub crawls, parties, walking tours, and more. These are great opportunities to get to know your fellow students while also exploring the hidden gems of the city.

Despite being a capital city, Budapest is a very safe place. Especially in the city centre, the streets are always filled with people, so you never have to worry about feeling unsafe.

LOW COST OF LIVING

One of the biggest advantages of Budapest is its affordability. Average monthly spending by students is around 500 euros, which is much lower compared to other capital cities of this size. In most places you can pay using your phone or your card, so you don't have to worry about withdrawing and carrying cash.



EASY TO VISIT OTHER COUNTRIES

Being located so centrally in Europe, you can easily arrange trips to visit other countries. Budapest has many flight and train connections. Make sure to use this to your advantage! London, Paris, Barcelona, Amsterdam, and many cities are less than 2 hours away by plane. Discount airlines like WizzAir, Ryanair, and Easyjet have direct flights to many European destinations from Budapest Airport. Vienna and Bratislava are only 1-2 hours away directly by train.

WEATHER

Hungary has all four seasons. The coldest months in Budapest are November till March, while the warmest are from May until September.

When packing for Budapest you should always bring a warm jacket, but also quite a bit of light clothing, especially if you come for the spring semester. Summers are hot. Temperatures can rise to 40 degrees (Celsius), while in the winter they can be as low as minus 10 degrees, and it might even snow if you are lucky!

AFFORDABLE PUBLIC TRANSPORT

Getting around in Budapest is incredibly easy. Not only is it a very walkable city, but you also have access to the metro, tram, buses, trolleys, and taxis. The 4/6 tram line is working 24/7, but there are also night buses. During the day the trams run every 3 minutes, so you never have to wait for too long.

HUNGARY

Being part of the European Union since 2004, Hungary has long been a powerful player in the European and global economy.

Numerous multinational companies have offices and facilities in Hungary taking advantage of benefits such as the country's Central-European location. International companies are always interested in and keen on employing qualified young workers. Hungary is rightly proud of its centuries-old educational traditions and contributes significantly to the intellectual heritage of the world. Hungarian higher educational institutions are well-known all over the world for carefully preserved traditions, the high quality of training specialists and a high level of teaching.

BUDAPEST

Budapest is in the heart of Europe. The favourable geographical position and the short distances between countries offer opportunities for international experience.

Budapest is one of the most popular tourist destinations visited by about 5,1 million tourists each year.

It is a city of numerous World Heritage Sites including the panorama of the Danube bank, the Buda Castle district, Andrassy Street, Heroes' Square and the Millennium Underground – the second oldest in the world after the London Tube. Budapest is a friendly city where people gather together from all over the world.

The city is famous for its bustling cultural life, superb spas and wellness centres and extensive party areas. Budapest is a dream for young people for the great opportunities and its reasonable costs.

WHAT TO SEE IN BUDAPEST



BUDA CASTLE



FISHERMAN'S BASTION



GELLÉRT HILL



SZÉCHENYI CHAIN BRIDGE



PARLIAMENT



ST. STEPHEN'S BASILICA



SZÉCHENYI THERMAL BATH



HEROES' SQUARE



SZIGET FESTIVAL

WHY BBU?

1. A TRULY INTERNATIONAL ENVIRONMENT

Be one of the more than 1,400 international students who thrive in our multicultural community. Join one of our international...

- Study abroad programmes
- Exchange opportunities
- Conferences
- Student competitions
- Research collaborations



2. BENEFIT FROM UNIQUE OPPORTUNITIES

With an extensive international network which includes co-operations with academic and non-educational institutions, students can choose from a wide variety of options to learn and to develop themselves.

- Double degree programmes
- SUCCESS Summer School
- Business Management across Europe



3. ACADEMIC EXCELLENCE

Fostering talent and continuous development, our university equips students with the necessary skills to adapt to the changing landscape of the workforce by tapping into their individual abilities. Creating resourceful, open-minded, creative professionals, BBU strives to be the catalyst of personal and professional growth.

- Centres of Excellence
- Students' Academic Societies
- Students' Research Societies
- AIESEC
- Erasmus Student Network

5 REASONS TO JOIN OUR UNIVERSITY

4. PROFESSIONAL DEVELOPMENT

BBU incorporates business needs, economic trends and shifts in perspectives in both its theoretical and practical approaches to teaching. Focusing on preparing students to enter an ever-changing labour market, we offer plenty of opportunities for them to gain real-world experience and relevant skills during their studies.

- Such prestigious business partners as Ernst & Young, KPMG, PwC, Nokia, Ritz-Carlton, etc.
- Joint Departments by Robert Bosch, CITI Global and Business School by Microsoft
- Fast-Track intensive weeks allowing a glimpse into the world of business
- Dual Education: curriculum developed together with companies and continuous practical experience throughout the programme at industry-leading organisations



5. LIFE AS A STUDENT AT BBU: FOCUSING ON THE EXPERIENCE

We mean business even outside the classroom! Whether we are talking about our state-of-the-art laboratories, the Student Success Office providing coaching and mental health support, or the DISZPONT Office which focuses on learning disabilities, BBU is there for you at every single part of your life as a student.

Besides these specific services, you can make the most of your time at BBU by joining our sports communities or enjoying one of the several cultural programmes and events organized by our faculties. We also have a mentorship programme which supports international students to integrate into everyday life in Hungary and at the university.



PROGRAMMES IN ENGLISH

| Bachelor's programmes | Duration |
|--|-------------|
| Communication and Media Science | 6 semesters |
| Business Administration and Management | 7 semesters |
| Business Information Technology | |
| Commerce and Marketing | |
| Finance and Accounting | |
| International Business Economics | 8 semesters |
| Tourism and Catering | |
| Master's programmes | |
| Financial Management | 2 semesters |
| International Economy and Business | 4 semesters |
| International Relations | |
| Marketing | |
| Tourism Management | |
| Doctorate programme | |
| Entrepreneurship and Business | 8 semesters |

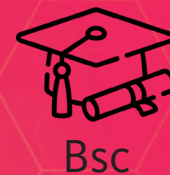
BBU TUITON FEES



SCAN the QR code for our latest tuiton fees

PROGRAMMES IN ENGLISH

BUSINESS ADMINISTRATION AND MANAGEMENT



PROGRAMME OBJECTIVES

- Provide students with a broad understanding of business concepts and principles
- Develop critical thinking and problem-solving skills
- Foster ethical decision-making
- Build communication and interpersonal skills
- Provide opportunities for practical experience
- Develop students for various career paths

WE OFFER 3 SPECIALISATIONS:

- Enterprise Management
- Digital Business
- Service Management

CAREER OPPORTUNITIES

Graduates will be suitable for positions that cover the performance of the following tasks:

- Participation in the preparation of corporate decisions,
- Independent work in sub-areas of the corporate system – business planning, project administration and management, sales and marketing, customer relationships, and business analysis,
- Management duties related to the general management and co-ordination of organisations.





DURATION: 7 SEMESTERS



KEY SUBJECTS

- Service Management and Marketing
- Project Management
- Digital Customer Experience Management
- Organisational Behaviour
- Change and Crisis Management

“

Hungary is not only one of the most beautiful countries in Europe, but its fantastic and youthful environment make it one of the best places to kickstart any young person's career. BBU is a fantastic place to challenge yourself and your beliefs; not only will you receive a top-notch education, but you will also meet new people and experience multiple perspectives from different parts of the world. The amount of events keep you really engaged in the community, from competitions to simple gatherings.

Luis from Colombia

”



PROGRAMMES IN ENGLISH

BUSINESS INFORMATION TECHNOLOGY



PROGRAMME OBJECTIVES

The programme provides students with interdisciplinary knowledge in line with the needs of the labour market, who can understand and model actual economic and business processes, formulate problems, and propose solutions. They can effectively use the opportunities offered by IT systems, and where necessary, they can implement and improve IT systems.

CAREER OPPORTUNITIES

- Business IT system developer, designer
- Supply chain IT management, consulting, decision support work
- Data analyst
- Business IT process operator, supervisor, manager
- Logistics or financial institution IT system modeller





DURATION: 7 SEMESTERS

PROGRAMME FOCUS

Business IT specialists can apply knowledge of economics and IT across the supply chain to perform analytical tasks that support business decision preparation and decision-making. They are also able to work effectively with partners, economists, and IT development staff, thanks to their communication skills and their knowledge of foreign languages.



Students can earn SAP certificate and CCNA certification by completing specific required courses.

WE OFFER 3 SPECIALISATIONS:

- Business Data Analyst
- Financial Institution IT Specialist
- Logistics IT



KEY SUBJECTS

- Logistics
- Multivariate Data Analysis
- Information System Audit
- Database Systems
- OO Design



PROGRAMMES IN ENGLISH

COMMERCE AND MARKETING



PROGRAMME OBJECTIVE

Our programme has a long-standing tradition and market-leading features in the field of marketing and commerce education. Its aim is to prepare students who are professionals with up-to-date business knowledge, expertise, and the skills necessary for the labour market, and who will be able to perform the procurement and sale of various products and services in a demand-driven manner. Students graduating from this programme will be able to manage the commercial, logistics, and marketing activities of SMEs and large enterprises.

WE OFFER 3 SPECIALISATIONS:

- Commercial Communication
- Logistics of Commerce
- Omnichannel Commerce

CAREER OPPORTUNITIES

Graduates will be able to work in the following areas:

- Commercial businesses,
- Marketing or marketing communication agencies,
- Logistics service providers,
- Middle and senior management positions at sales, logistics, and marketing departments of for-profit businesses,
- Management of the marketing activities of non-profit organisations.





DURATION: 7 SEMESTERS



KEY SUBJECTS

- Market Research
- Sales Management
- Marketing Communications and Consumer Behaviour
- International Commercial Techniques and Logistics
- Corporate and Marketing Strategy



DOUBLE DEGREE OPPORTUNITY

This programme offers double degree opportunities with the following partner universities:



University of Oviedo (Spain)



University of Le Havre (France)



Hof University of Applied Sciences (Germany)



Duale Hochschule Baden-Württemberg Villingen Schwenningen (Germany)

“

Everybody should have the opportunity to develop their professional career, and I think BBU contributes to achieving that goal perfectly. It gives an amazing opportunity not only to study in an international environment, discovering a new culture, but it is also taking your professional career definitely to the next level. Furthermore, it gives you a lifetime experience that you will never forget.

Alan from Argentina

”



PROGRAMMES IN ENGLISH

COMMUNICATION AND MEDIA SCIENCE



CAREER OPPORTUNITIES

Our graduates will be able to work in positions ranging from the PR and communication departments of multinational companies to communication specialists of government agencies, as journalists and experts in online and print media, as well as radio and TV editors and broadcasters. Employers looking for professionals in the labour market are happy to choose our graduates because they have useful, practical skills in addition to theoretical knowledge. Our graduates can also stand on their own in the areas of public information, information analysis and planning and event management.

PROGRAMME OBJECTIVE

The aim of this programme, which is recognised by the Chartered Institute of Public Relations (CIPR), is to train communication professionals who understand the full spectrum of the media market, with special emphasis on the principles and practices of news and programming and the tools of digital communications in the functioning and institutional systems of both the private sector and public administration. Graduates will not only possess the most advanced theoretical knowledge with respect to new media (web 2.0), e-communications and digitalisation, but will also be able to apply those skills to their respective work situations.



CIPR

Our programme became the first academic programme in Central and Eastern Europe to be accredited by the UK-based Chartered Institute of Public Relations (CIPR), recognising the quality of the content and the delivery.



“

At Budapest Business University the environment is excellent, and the teachers are supportive. Besides, you would meet friends from various cultures and customs. I met many international friends, including European, Asian, and American students.

Chantaras *from Thailand*

”



DURATION: 6 SEMESTERS



KEY SUBJECTS

- Media studies
- Semiotics and visual communication
- Communication theory
- Intercultural communication
- Network communication
- Marketing communication
- PR and reputation management



PROGRAMMES IN ENGLISH

INTERNATIONAL BUSINESS ECONOMICS



PROGRAMME OBJECTIVE

This programme is designed to explore the connections between world economic processes, trends, and international trade, and to transfer the knowledge of foreign economic policy instruments necessary for setting up and implementing international transactions (transactions in goods and services). The knowledge acquired from the programme enables students to analyse and devise the foreign trade strategy and export-import structure of national economies, to design and manage global supply chains, and to create trading, logistics and financing contracts that enable companies to enter international markets. The programme prepares students for work in the fields of international business development, international sourcing, and sales and logistics both in domestic and international business environments.

WE OFFER 2 SPECIALISATIONS:

- International Business Development
- East Asian Business Studies

CAREER OPPORTUNITIES

Graduates from the programme can find employment practically in all types of domestic and international companies and enterprises and will be qualified to fill middle and senior management positions in different technical and functional areas. Their advanced language skills and understanding of economics also makes it easy for them to work abroad (or for international companies operating in Hungary).





DURATION: 8 SEMESTERS



KEY SUBJECTS

- International business management
- International trade
- International logistics
- International financial management
- International marketing



DOUBLE DEGREE OPPORTUNITY

This programme offers double degree opportunities with the following partner universities:

-  Frankfurt University of Applied Sciences (Germany)
-  Karel de Grote University of Applied Sciences and Arts (Belgium)
-  Shih Chien University (Taiwan)
-  Thomas More University (Belgium)
-  Würzburg-Schweinfurt University of Applied Sciences (Germany)



PROGRAMMES IN ENGLISH

FINANCE AND ACCOUNTING



CAREER OPPORTUNITIES

Aim high, fly high! Graduates can easily find employment in any area of the business world. They will be suitable to fill positions that can include the fulfilment of the following tasks:

- Inform financial, investment, financing, and capital layout decisions,
- Prepare and evaluate loan applications, financial plans, and tenders,
- Compile and analyse reports on business operations,
- Carry out complex financial and accounting analysis and business planning,
- Perform controlling tasks,
- Work as assistant auditors,
- Establish and operate independent enterprises.



DOUBLE DEGREE OPPORTUNITY

This programme offers double degree opportunities with the following partner university:



Avans University of Applied Sciences
(The Netherlands)



PROGRAMME OBJECTIVE

The programme provides interdisciplinary knowledge that fulfils labour market requirements. Those in possession of such in-depth knowledge and practical skills will be able to identify and solve problems in the economic and business fields. Applying a complex knowledge base, they will be able to understand economic processes and respond creatively to challenges in the business world. Economics and accounting graduates from the bachelor's programme can use their professional knowledge to enhance their decision-making skills in the field of business. Their communication skills and professional foreign language skills ensure effective co-operation with partners and professionals.

SPECIALISATION:

Financial Services



KEY SUBJECTS

- Bank-Related Financial Services
- Investment Analysis
- Corporate Finance
- Banking Simulation
- Wealth and Tax Planning



DURATION: 7 SEMESTERS



“

I like the flexibility in how the professors handle classes. I like the activities organised by the mentors every semester that bring all of us together. BBU is not only about constant studying but also the inclusion of other activities to help with our social skills. Case completions and public speaking events being organised by the school were also helpful in building my CV.

Elizabeth *from Ghana*

”



PROGRAMMES IN ENGLISH

TOURISM AND CATERING



PROGRAMME OBJECTIVE

The aim of the programme is to train qualified professionals with excellent foreign language skills and an understanding of the financial management and organisational characteristics of tourism and hospitality businesses, and having gained sufficient practical experience, will be capable of evaluating and analysing the necessary changes and making optimal decisions. They will also gain knowledge that will enable them to have a comprehensive view of and to be able to manage regional tourism management institutions.

Equipped with the acquired knowledge, graduates will be able to establish and manage tourism businesses and non-profit organizations.

WE OFFER 3 SPECIALISATIONS:

- Health, Eco, and Sport Tourism
- Travel and Event Management
- Commercial Hospitality



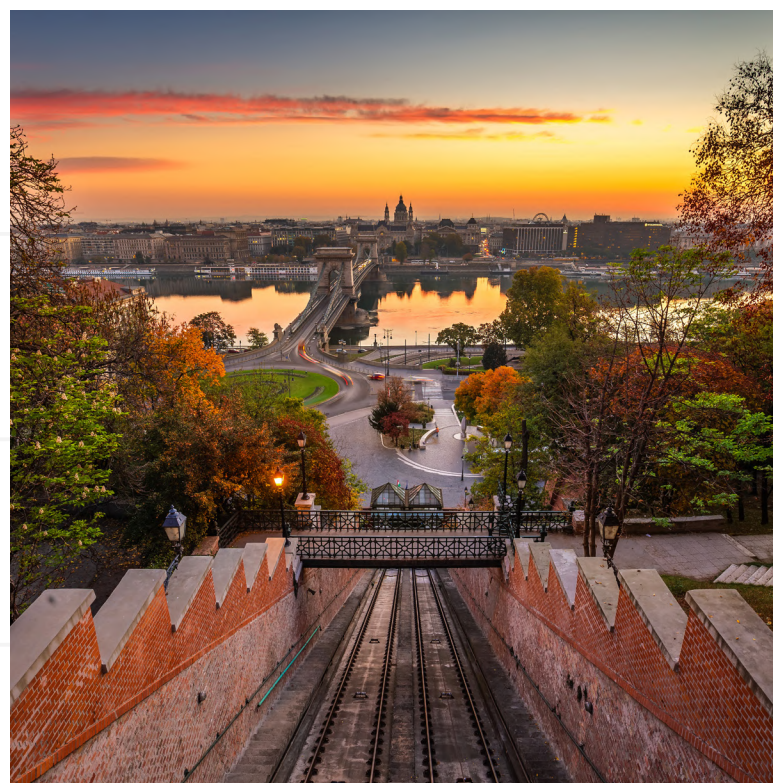
KEY SUBJECTS

- Sustainable Tourism
- Hotel Management
- Tourism Marketing
- Introduction to Gastronomy
- SMEs in Tourism and Hospitality



Institute
of Hospitality

The programme is accredited by the internationally recognised Institute of Hospitality.





DURATION: 8 SEMESTERS

CAREER OPPORTUNITIES

Graduate students will be able to:

- perform tasks and fill jobs in certain specialist fields of tourism and hospitality (businesses, municipalities, National Parks, Tourist Information Offices, airlines, car rental agencies),
- fulfil managerial tasks at tourism businesses (hotels, boarding houses, restaurants, event organisation businesses, travel agencies),
- create attractive and experiential offers for local, regional, and national organisations (visitor centres, tourist destination management organisations) engaged in tourism development,
- undertake planning, performing, and managing co-ordination and marketing tasks at the regional level,
- continue their studies in a master's degree programme, if they so desire.



PROGRAMMES IN ENGLISH

FINANCIAL MANAGEMENT

1-YEAR
DEGREE



PROGRAMME OBJECTIVE

The Financial Management master's programme aims to train management professionals who can oversee financial, accounting, controlling, tax, and internal control processes and who can participate in the management and leadership of medium and large companies and organisations as chief financial officers (CFOs) with an extended competence and strategic approach. Graduates will be prepared to continue their studies at the doctoral level.





KEY SUBJECTS

- Responsible and sustainable management
- Financial risk management
- Company valuation
- Integrated accounting and controlling
- IFRS, Leadership



DURATION: 2 SEMESTERS

CAREER OPPORTUNITIES

The financial manager economist has a career opportunity as a leader-manager of small, medium, and large public and private companies and foundations.



PROGRAMMES IN ENGLISH

INTERNATIONAL ECONOMY AND BUSINESS



PROGRAMME OBJECTIVE

Our programme aims to train professionals capable of analysing the global world economy, interpreting international trends, and effectively conducting and managing international negotiations. The investment incentive and management profile of the International Economy and Business major ensures that students will acquire thorough, up-to-date knowledge in the preparation and implementation of foreign direct investments (FDI).



DOUBLE DEGREE OPPORTUNITY

This programme offers double degree opportunities. Students can earn the following master's degrees at our partner universities:

-  MA in International Business and Finance – Augsburg University of Applied Sciences (Augsburg, Germany)
-  MSc International Business – University of Stirling (Stirling, United Kingdom)





DURATION: 4 SEMESTERS

CAREER OPPORTUNITIES

Graduates will be eligible for the following positions in multinational companies, international organisations and municipalities that receive and manage foreign investments:

- FDI strategic analyst
- Investment promotion officer
- Foreign capital investment manager
- FDI specialist (consultant)
- International investor relations manager



KEY SUBJECTS

- International Organisations and Economic Diplomacy
- Sales and Corporate Operating Practices
- Investment Management
- Economics of Regional Integrations
- International Commercial Law and Practice

“

What I appreciate the most is our teachers' commitment to working as a team and communicating with one another, which helps us improve our collaborative and language skills. The university offers many social programmes, workshops, sporting events and faculty parties to make the university years the most memorable.

Turkana from Azerbaijan

”



PROGRAMMES IN ENGLISH

INTERNATIONAL RELATIONS



PROGRAMME OBJECTIVE

The aim of our master's programme is to train professionals with a broad social science education who will understand the theoretical and practical contexts of international political, economic and trade relations. They will acquire a high level of analytical skills in addition to theoretical (civilization, world economics, international law, political theory) and practical (diplomatic, linguistic, negotiation and protocol) knowledge.



PROGRAMME FOCUS

Students studying for a master's degree in International Relations will be able to:

- Undertake an in-depth analysis of the foreign policy of a given world political conflict and crisis, as well as the economic, political, and social context of a given region, using the acquired interdisciplinary knowledge they have gained,
- Familiarise themselves with the decision-making mechanisms of various international organisations and understand business diplomacy,
- Manage the international partner network of an organisation, organise, and conduct negotiations with enterprises, international organisations, and authorities of other countries.



DURATION: 4 SEMESTERS

CAREER OPPORTUNITIES

At multinational and domestic companies, international organisations:

- International project manager
- Representative for international affairs (lobbyist)
- International relations specialist
- International business partner specialist
- International director



KEY SUBJECTS

- Theory of international relations
- Geopolitics and geostrategies
- Theories of world economy, international trade and global flow
- Business diplomacy, International and European finances
- The theory and practice of economic diplomacy



MARKETING



PROGRAMME OBJECTIVE

The aim of this programme is to train marketing professionals who will be able to carry out marketing activities in various business and non-business organisations, institutions, and enterprises. With the acquired theoretical and practical knowledge, the graduates will be able to develop a marketing strategy, manage marketing activities and projects in a broad sense, manage various projects, processes, and professional programmes, develop and apply marketing tools, and co-ordinate the implementation of tasks.



PROGRAMME FOCUS

Students who have completed the master's degree in Marketing will have acquired knowledge about the general and specific characteristics of marketing, its most important developmental directions, specific research methodologies, and will have gained practical knowledge and experience. They will be able to:

- Manage medium and large enterprises, complex organisational units,
- Perform comprehensive economic functions in business organisations,
- Plan and manage complex management processes,
- Manage resources both in domestic and international, multicultural environments.



DURATION: 4 SEMESTERS

CAREER OPPORTUNITIES

Job opportunities exist in the following positions at Hungarian and foreign SMEs, multinational corporations, and international organisations:

- International trade (procurement) manager
- Market researcher and market analyst
- International marketing strategic planner
- International marketing consultant
- Brand manager
- Marketing controller



KEY SUBJECTS

- Holistic marketing
- Decision theory and methodology
- Applied market research
- Integrated marketing communication
- Consumers' and buyers' behaviour
- Brand strategy - brand management
- Strategic digital marketing



PROGRAMMES IN ENGLISH

TOURISM MANAGEMENT



PROGRAMME OBJECTIVE

The aim of the programme is to train tourism professionals with professional competencies and knowledge, who will independently be able to: perform planning, decision making, and management functions in the areas of tourism, analyse the operations of the economic areas concerned, prepare concepts, plans and studies related to supply and organisational development, implement development projects, and manage enterprises and institutions.

WE OFFER 2 SPECIALISATIONS:

- Hospitality Management
- Tourism Strategic Planning



The programme is accredited by the internationally recognised Institute of Hospitality.





DURATION: 4 SEMESTERS

CAREER OPPORTUNITIES

Graduates will find positions in tourism enterprises, local governments and ministries, travel agencies, tourist destination management organisations, tourism marketing companies, and organisation and management in non-profits and NGOs.



KEY SUBJECTS

- Quality management in hotels and the hospitality
- Health and food science knowledge
- Tourism and international economics
- Strategic planning and tourism
- Quality management in destinations

“

As an international student, I felt very welcomed and included. The curriculum is very well-rounded, and I like the flexibility offered when it comes to the elective classes, that way everyone gets to personalize their studies to their own preference. I also enjoyed the fact that so many clubs and extracurricular activities were offered.

Valentina *from Argentina*

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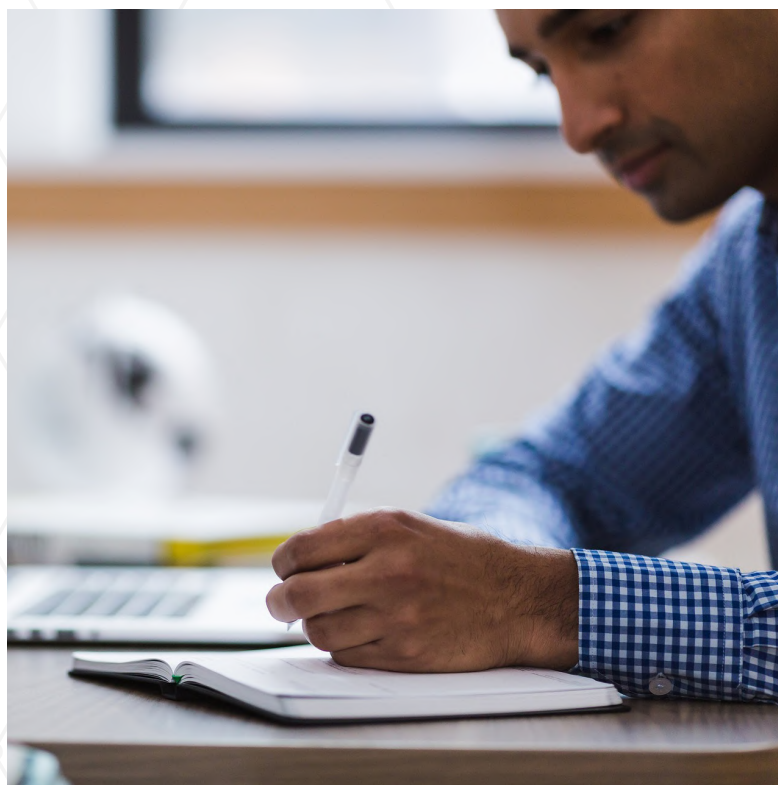
PROGRAMMES IN ENGLISH

ENTREPRENEURSHIP AND BUSINESS



PROGRAMME OVERVIEW

Due to its profile, our Doctoral School tends to fill a gap, since this is the first doctoral programme in Hungary whose training and research curricula focuses primarily on business and management issues of small and medium-sized enterprises and family businesses. We offer an educational and training programme based on applied sciences, from which those interested in an academic career and those associated with everyday business practice, and even those having an MBA degree may benefit.



PROGRAMME FOCUS

In the Entrepreneurship and Business programme, we develop business professionals who know the basic concepts and main relationships of business management, as well as the principles of management using resources and production factors.

They will be able to manage, organise and operate business processes, establish organisations and institutions, and design or change their structure and organisational conduct. With their knowledge in the field of economics, social theory, applied economics, and methodology, they will be able to:

- Plan and analyse the processes of business organisations and institutions,
- Manage and organise business and entrepreneurial activities and processes,
- Apply problem-solving techniques in the preparation of corporate decisions,
- Build their career independently and evaluate their experience,
- Work independently in various areas of corporate systems,
- Perform management duties in positions related to the general management and co-ordination of business organisations.

CAREER OPPORTUNITIES

With the knowledge and skills obtained, our graduates may become successful as highly skilled and innovative analysts, managers, or entrepreneurs.



“

This is a very nice place to study, work and have a great international social life. I love the culture and the architecture here, planning to learn the language as well. I like how friendly and polite everyone is, they are always eager to help. The teachers are professional and very supportive, as well as the administration team.

Anano from Georgia

”

PROGRAMME CONTENT

Our students completing the doctoral programme will acquire theoretical, methodological, and practical knowledge and skills that will allow them to pursue applied research, to analyse entrepreneurial, economic, and financial phenomena and processes with a scientific background, and to solve problems in the world of science, the real world of business, and in the public sphere.



DURATION: 8 SEMESTERS

OUR DOCTORAL SCHOOL

The BBU Doctoral School of Entrepreneurship and Business (BBU DSEB) focuses on businesses and their development. It places emphasis on the business and management topics of SMEs (small and medium-sized enterprises) at the heart of its training and research. The programme aims to train researchers in the field of social sciences and in the area of management and organisational sciences, including the field of business research.



SCHOLARSHIPS

STIPENDIUM HUNGARICUM SCHOLARSHIP

The Stipendium Hungaricum scholarship programme is a unique opportunity created by the Hungarian Government to promote internationalisation and diversity in higher education. Since its launch in 2013, it has opened the door to quality education and professional development for thousands of foreign students, providing financial support during their time in Hungary.

In general, students can apply for any study level (bachelor's, master's, doctoral studies) while certain programmes are offered both as full degree and partial (exchange) study options as well. What specific programmes are available for nationals of each country will depend on the bilateral agreement signed between the Ministry of Education of the given country and Hungary. Students can apply for the upcoming September intake each year, submitting their applications via an online platform.



93% of scholarship holders studying in the framework of the Stipendium Hungaricum programme would choose Hungary again.

THE SCHOLARSHIP INCLUDES:

- Tuition fee for the entire duration of the programme
- Monthly stipend of approx. EUR 120
- Accommodation contribution
- Medical insurance

More than 80% of scholarship holders would choose Budapest Business University again.

HUNGARIAN DIASPORA SCHOLARSHIP



This programme was established by the Hungarian government. The aim is to offer an opportunity for those who have Hungarian roots and live outside of Europe and wish to study at a Hungarian higher education institution and at the same time would like to rediscover their Hungarian heritage. It is a great chance to study in Hungary, while at the same time learning the language and becoming acquainted with Hungarian culture. Students can study in either English or Hungarian.

WHO CAN APPLY?

- Members of the Hungarian diaspora living outside of the European Union, Serbia, and part of Ukraine (Transcarpathia)
- Applicants need to have a recommendation from the local Hungarian diaspora organisation or Hungarian foreign office representation (embassy or consulate)

WHAT DOES IT COVER?

- Tuition fee
- Support for travel (upon request)
- Support for accommodation (upon request)
- Monthly stipend
- Medical insurance



SCHOLARSHIPS

SCHOLARSHIP FOR CHRISTIAN YOUNG PEOPLE

The programme was founded in 2017 by the Hungarian government and is co-ordinated by the Hungary Helps Agency. The aim of the programme is to provide opportunities for young Christians who live in crisis regions or are being threatened in their home countries because of their faith, to study at a higher education institution.



WHO CAN APPLY?

The programme is open to applicants from Syria, Pakistan, Iraq, Israel, Palestine, Lebanon, Nigeria, Kenya, Ethiopia, and Armenia.

Applicants need an official recommendation from a church organisation.

WHAT DOES IT COVER?

- Tuition fee
- Support for travel
- Support for accommodation
- Monthly stipend
- Medical insurance

INTERNATIONAL AND EXCHANGE OPPORTUNITIES

Budapest Business University has established extensive international partnerships with over 200 higher education institutions in 33 countries across the globe. These partnerships cover a wide range of areas including strategic cooperation, student and staff mobility, and bilateral educational, research, and scientific collaboration.

BBU takes pride in being a globally diverse institution, with over 1,400 international students hailing from 95 countries. We are committed to promoting diversity and inclusivity, and we strive to increase the number of international students at our university even further. At BBU, we believe that a diverse student body enriches the learning experience for everyone and helps to foster a vibrant and dynamic community.

Students can apply for study or traineeship and spend a maximum of 12 months abroad. The scholarship covers tuition fees and offers a monthly stipend.

Budapest Business University is collaborating with over 450 partner universities, businesses, and organisations around the globe and has exchange agreements with over 200 institutions in more than 30 countries.



WHY PARTICIPATE?

- Improve your language skills
- Enhance your CV
- Build your professional network
- Global skills and personal development
- Obtain a double degree
- Obtain financial support

PRESTIGIOUS PARTNERS

BBU's network includes some of the most prestigious institutions around the world, such as:

- The University of Manitoba in Canada
- The University of Bologna in Italy
- Les Roches International School of Hotel Management in Spain
- Universiti Sains Malaysia in Malaysia

Students can seize this opportunity to gain international experience, immerse themselves in new cultures, and enhance their academic and professional prospects.



To find the full list of our partnerships, please scan:

DOUBLE DEGREE OPPORTUNITIES

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 14 unique double degree programmes.













In addition to our standard offerings, we are proud to offer a unique programme called **Business Management across Europe**. This programme offers a truly immersive trans-European experience, with students earning their bachelor's degree by studying in three different European countries over the programme 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.

During a double degree programme, students will simultaneously obtain degrees during the same study period from two universities – one from BBU and the second from a partner university.

ADVANTAGES OF A DOUBLE DEGREE PROGRAMME

- The two degrees enhance your employability in the global labour market
- You can meet with experts in various fields of business and thus deepen your knowledge
- You can foster your intercultural skills and improve your language skills

DOUBLE DEGREE PARTNER UNIVERSITIES

| | |
|---|---|
|  | University of Stirling (United Kingdom) |
|  | University of Oviedo (Spain) |
|  | University of Le Havre (France) |
|  | Hof University of Applied Sciences (Germany) |
|  | Duale Hochschule Baden-Württemberg Villingen-Schwenningen (Germany) |
|  | Avans University of Applied Sciences (The Netherlands) |
|  | Frankfurt University of Applied Sciences (Germany) |
|  | Karel de Grote University of Applied Sciences and Arts (Belgium) |
|  | Shih Chien University (Taiwan) |
|  | Thomas More University (Belgium) |
|  | Würzburg-Schweinfurt University of Applied Sciences (Germany) |
|  | Augsburg University of Applied Sciences (Germany) |



PROGRAMMES IN ENGLISH BUSINESS MANAGEMENT ACROSS EUROPE



DURATION: 6 SEMESTERS

PROGRAMME OVERVIEW

Three years, three countries, three perspectives

The Business Management across Europe programme immerses students in a truly trans-European experience. Over the course of this unique bachelor's programme, you will study three years in three different countries, which enables you to develop yourself, become independent and get new perspectives on the world.



You are the right candidate for this unique opportunity if you...

- are ready to expand your boundaries, explore new horizons and gain international experience,
- have a strong affinity for the English language,
- want to become independent, curious and open-minded, while gaining lifelong international friendships.



DOUBLE DEGREE OPPORTUNITY

STUDY TRACKS

In this double degree programme, you are free to create your own journey.

YEAR 1



Budapest, Hungary (Budapest Business University)

YEAR 2



Leuven, Belgium (UCLL)

YEAR 3

Choose between:



United Kingdom: London (LSBU), Worcester (U of W) or Coventry (CU)



Rennes, France (Rennes SB)



Aachen, Germany (FH Aachen)



Dublin, Ireland (DBS)

“

Throughout the programme I have learnt priceless life lessons, mastered adaptability, and gained contacts from all over the world. Also, it has been very fascinating to experience different teaching methods and to learn about different cultures.

Dolores from Estonia



”

SUCCESS SUMMER SCHOOL

BENEFITS OF THE SUMMER SCHOOL

- Gain a uniquely global perspective while studying with peers from all over the globe
- Learn from professionals with real-world business experience
- Acquire an insight into the economy of the countries in Central Europe and learn about the business opportunities they can offer
- Be part of organised study trips, company visits, and plenty of fun activities
- Credits can be transferred to full-time Budapest Business University programmes, and are also redeemable at your home university





STUDENTS' UNION: The Students' Union represents the students' interests, makes their university life easier and more colourful, and establishes an excellent, long-term relationship with the institution. The fundamental aim is to create the right conditions for a liveable university for everyone. The Students' Union works every day to represent the interests of the nearly 20,000 students of BBU and to act as a bridge between the students and the university in their everyday lives! Their vision is to create an organisation that can provide help and support to students in all areas, make their daily lives easier, answer their questions, and provide information about the university and higher education.

ERASMUS STUDENT NETWORK: ESN offers help in the academic, social, and practical integration process, through activities which include cultural and social events such as trips to various places within the country, film nights, language projects, international food festivals, and last but not least, parties. ESN also provides relevant information and encourages potential future exchange students to gain international experience and relevant insight into different cultures.

AIESEC: AIESEC is an international youth organisation that is present in over 120 countries around the world. It provides opportunities for students to discover and develop their potential and skills and encourages them to become involved in projects that can have a positive impact on the economy and society. At the same time, it aims to help students become responsible leaders of the future through the knowledge and experiences they gain.

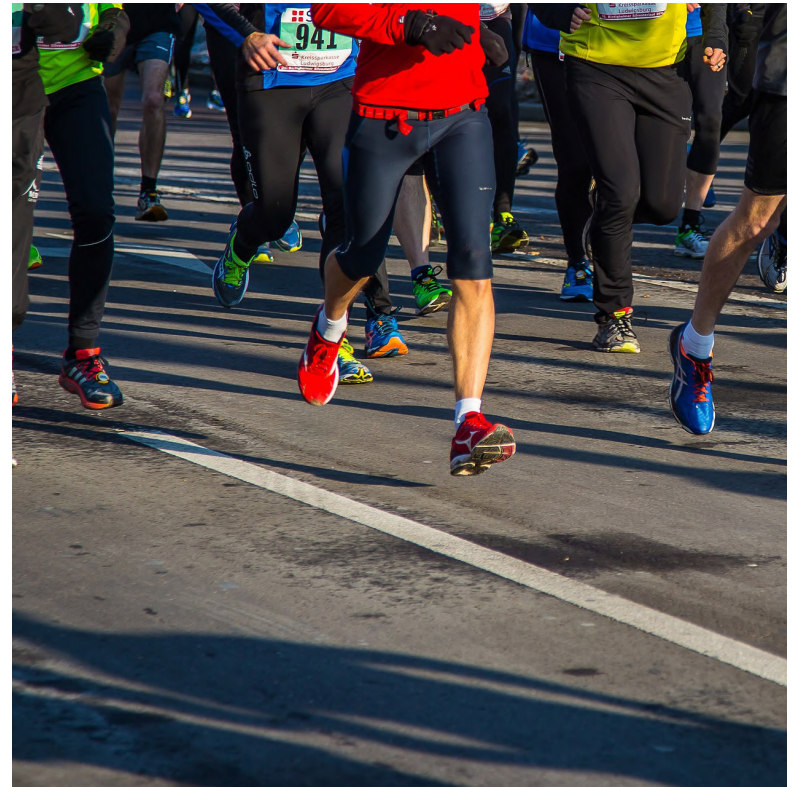
STUDENTS' ACADEMIC SOCIETIES: BBU has three students' academic societies, one for each of our three faculties. They are student organisations that build a strong community, offer high-quality professional trainings, and organise events and study competitions. They aim to support and educate socially responsible students who care about economic, business, and societal problems. Students of these academic societies represent our university in international and domestic study competitions, where they often achieve great results.

STUDENTS' RESEARCH SOCIETY: The Students' Research Society affords you an excellent opportunity to launch your research career and become involved in academic research and academic work. It is a student community, a meeting place and a discussion forum for students of outstanding ability, diligence, and the willingness to research and seek knowledge. The Students' Research Society and annual students' research conference has a long-standing tradition at BBU. Additionally, every other year students and universities compete in the prestigious national students' research conference.

SPORTS

At BBU, students can choose from close to thirty different sports activities including football, basketball, volleyball, wall climbing, yoga, cheerleading, hiking, swimming, and many more. Our skilled trainers provide trainings and consultations for both physical and mental health.

We organise university championships throughout the year, university sports days, Health Week, cycling, hiking and skiing trips. One of the most popular events is our traditional Moonlight Hike hiking trip at night, and our Glide Night ice skating event in December.



ATHLETES PROGRAMME:

We have more than 100 professional athletes studying at our university. They regularly attend national and international championships where they achieve outstanding results. Our Athletes Programme helps our students who have achieved outstanding results at national and international levels to succeed in their studies as well as on the sports field. We support them with mentors and a special study plan which fits their sports careers.

MENTORSHIP PROGRAMME

The mentorship programme is organised by Hungarian and international students to support other international students in the English language study programmes at Budapest Business University.

The programme is open to all international and Hungarian students who attend English language study programmes. Freshmen and incoming students have the opportunity to become mentees, with the more experienced second- and third-year students as mentors.



PROGRAMME SUMMARY:

In many cases, foreign students come from very distant countries, even from other continents, and this is often the first time they are away from home. It is a challenging experience to be away from home for the first time, even if you are just moving to Budapest from the countryside.

Students need to take care of themselves independently, solve problems alone, and their parents and friends are no longer there to help them out. The unknown culture of the university brings challenges that students must adapt to and at the beginning, this new situation could be very daunting.

In the case of foreign students, all the new and unfamiliar habits of the culture and the country's new language are just some of the obstacles they face.

By joining the mentorship programme, students don't need to face these challenges alone. Our international mentorship programme aims to help international students socialise and integrate into everyday life in Hungary and the university.

For example, mentors contact the mentees before arrival and start to organise the most important things they need to sort out.

Upon arrival at the airport, the mentor may also meet the mentee and help them find their way around the university, including their accommodation and the administration offices. If needed, mentors may accompany mentees throughout the whole semester. They offer social and professional programmes and give support, during the exam period for example, or whenever an emergency arises.

PSYCHOLOGIST

BBU provides an opportunity for students to seek mental health counselling if they have a personal problem, have learning difficulties, or if their mental health requires it. The counselling is free of charge.



Everybody experiences difficult times in their lives, and students are no exception. Students may want someone to listen to them, help them orient themselves into their new life, or to just be with them when they are enduring pain and fear. Usually, we turn to people we know, but often, everyone can benefit from receiving an external perspective, given by an outsider. Fortunately, in today's world, it is becoming increasingly accepted to go to an impartial professional, to discuss our difficulties with them, and then work together to find a solution to the challenges.

STUDENT LIFE

LIBRARY

BBU has multiple libraries which support all members of the university community, whether it be a space for in-depth individual studying or as a community meeting place. The libraries support teaching, research, and study at the university, as well as provide information on professional literature in the disciplines taught here.



It is also a priority at BBU to develop its publishing activities, in the field of academic and applied research, as well as in the field of quality education and talent management.

ACCOMMODATION

Finding a proper place to stay is important to help you feel at home in Budapest. Your biggest expense while living in Budapest will be rent, but you will find a wide range of accommodation prices. A private room can cost from 200 to 350 euros.

Besides private room options, our university has three official dormitories. They are popular amongst our students because you can meet like-minded people living there, and become a part of a community.



- **Gyula Lengyel Residence Hall** is located in a quiet, peaceful area. The building is home to 230 students. All rooms have WiFi, and students have access to a gym and a sports court.
- **The Mátyásföld Residence Hall** is located in a green area far from the noise of the city, just two minutes' walk from the Faculty of International Management and Business. 240 students live there.
- **Bagolyvár Dormitory** offers a wide range of services in a modern environment. Services include high-speed WiFi, study rooms, common kitchens and laundry rooms, scanning and printing facilities, a gym, and a restaurant and buffet.

STUDENT LIFE

HEALTH INSURANCE

The importance of having valid health insurance for international students is twofold: It is mandated by the Hungarian authorities, and since accidents and sickness can always happen unexpectedly, it is better to be prepared for any unforeseen health issues.

BBU can offer its students an insurance package that is fully accepted by the Hungarian authorities and contains a wide range of diagnostic examinations, specialist care, and same-day surgeries.



Every member of the insurance company's call centre is proficient in English, as are the doctors they direct you to, therefore, language barriers will not be a concern.

HOW TO APPLY

We have an easy, online application process!  <https://international.uni-bge.hu/how-to-apply/>



APPLICATION DEADLINE: 30 JUNE FOR NON-EU STUDENTS | 30 JULY FOR EU STUDENTS

1. STEP:

Choose your programme

Choose a programme that suits you the best. We have bachelor's, master's, PhD and double degree programmes.

2. STEP:

Collect the necessary documents

Upload the necessary documents to your online application profile: copy of your high school diploma (or bachelor's/master's degree), copy of your transcripts, copy of your passport.

3. STEP:

Submit your application online

Submitting an application is super easy thanks to our online system.

4. STEP:

Wait for our feedback

After we have received your application, we will check your documents and let you know what further steps will be needed.

5. STEP:

Prepare for the online interview

If you meet the admission requirements, we will schedule an online interview with you.

6. STEP:

Pay the tuition fee

Transfer the tuition fee for the first two semesters.

7. STEP:

Receive your acceptance letter

We send you your Final Acceptance Letter which will be one of the documents necessary for your visa application.







BBU

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🌐 uni-bbu.hu

