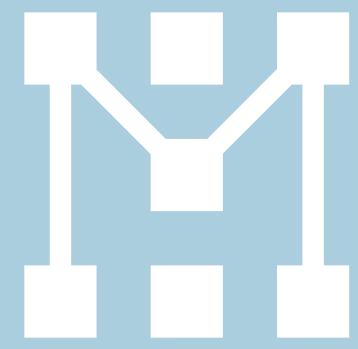


BUDAPEST
METROPOLITAN
UNIVERSITY

BUSINESS MODULES FOR INCOMING STUDENTS

www.metubudapest.hu



GUIDE FOR STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Business for the Fall semester Academic Year of 2026/2027. It includes the subject list for BA and MA level students for the Business program + Optional subjects.

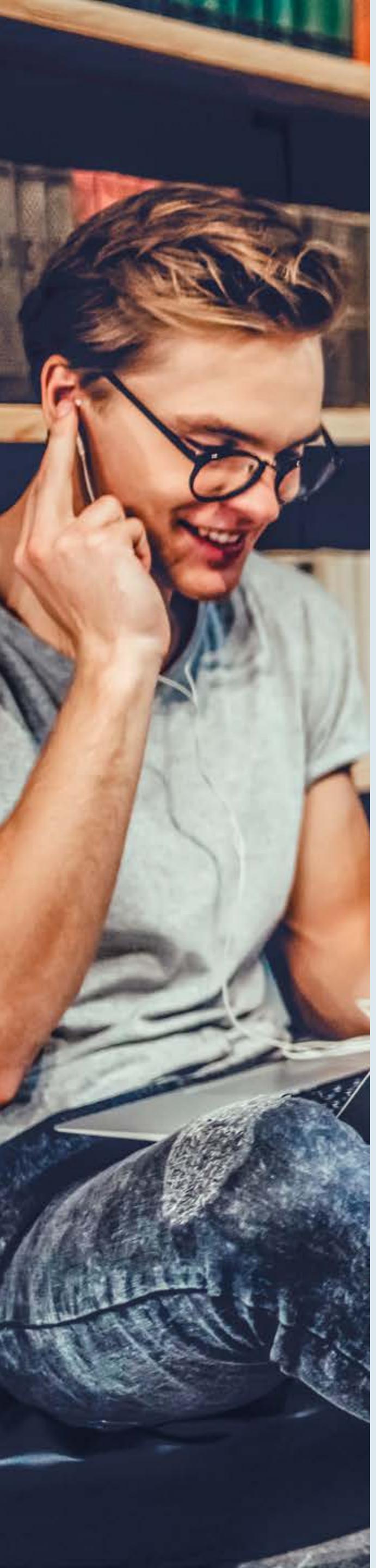
Incoming students cannot choose courses across all academic areas or levels
(exception is optional subjects that can be added to your program).

The maximum number of the ECTS taken by the guest students is 35. Regarding your Learning Agreement, based on the modules list, you can fill out your Before Mobility LA using the template or Online Learning Agreement Platform. Still, please be aware that the course registration at METU is competitive, and it can happen that you will have to change it using the During the Mobility section of your LA in case any of the courses fill up or be cancelled.

Please pay attention to the Notes section of the list; it contains information about the level of the subject (BA or MA) and the number of limited places, if any. There is a high probability that subjects with a limited number won't be available for everybody during the registration.

For communication, please **use incoming.erasmus@metropolitan.hu**.





BACHELOR'S MODULES

BN-GLREWE-03-EA

Lecture: 2

Seminar: 0

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Max 10 Students

GLOBALIZATION AND REGIONS IN WORLD ECONOMICS

Institute of International Relations and Political Sciences

The courses will focus on historical and contemporary trends in world economy. Familiarisation with different connections to world economy. Great eras of the global development. Different economic models of the global development and the divergence and convergence both regionally and historically. Successful and not successful convergence models in the different great regions.

BN-HUREMA-03-EA

Lecture: 0

Seminar: 2

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor Master

HUMAN RESOURCES MANAGEMENT

Institute of Management and Finance

Create an understanding of the concepts and functions of human resource management, and also how relate the management of human resources to a firms business strategy have taken three approaches: matching personnel activities with strategies, forecasting manpower requirements given certain strategic objectives and presenting means for integrating human resource management into the overall effort to match strategy and structure.

INTERNATIONAL BUSINESS STRATEGIES AND COMPETITIVENESS

Institute of Management and Finance

Competitiveness is one of the most used and abused words in economics. The aim of the course is to give students an introduction to the theory and practice of competitiveness. The course builds on a political economic thinking and focuses on economic, political, social and technological factors behind international competitiveness of countries, regions and firms.

BACHELOR'S MODULES

INTERNATIONAL TRADE AND FINANCE

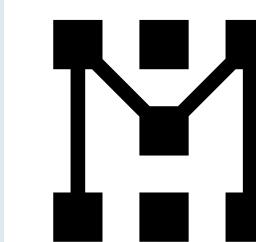
Institute of Management and Finance

International business transactions demand more and more special skills and understanding of international problems from managers and entrepreneurs. This course focuses not only on the multinationals, but medium- and small sized firms and their usual and practical problems as well. The general topics covered are: theories of international trade, finance and investment and application of management of international business transactions, terms of delivery, terms of payments.

LOGISTICS

Institute of Management and Finance

Objective of this course is to introduce the terms, fundamental methods, processes and ways of thinking of the logistics



BN-INTRFI-03-EA

Lecture: 2

Seminar: 0

Credits: 4

Semester: Spring

Program (Category): Non-Art

Bachelor Master

BN-LOGIST-03-EA

Lecture: 2

Seminar: 2

Credits: 6

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Max 10 Students

BN-MARKRS-06-KG

Lecture: 2

Seminar: 2

Credits: 6

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Max 5 Students

BN-PROJMA-06-KG

Lecture: 2

Seminar: 2

Credits: 6

Semester: Spring

Program (Category): Non-Art

Bachelor Master

MARKET RESEARCH

Institute of Marketing and Communication

The course will explore the various techniques and processes of marketing research including secondary and primary research methodologies, data collection methods. Students will learn how to design and conduct marketing-related research projects using a wide array of research tools and methods. Students will also be taught how to evaluate research reports and how to write and interpret the presented data. Thus, students will learn how to make informed marketing decisions based on valid and reliable research data.

PROJECT MANAGEMENT

Institute of Management and Finance

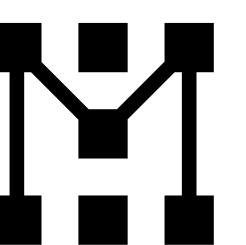
Objective of the course is to give practical experience in project work elaborating small project planning processes in teams, besides getting introduced into some theoretical foundations.

STRATEGIC PLANNING

Institute of Management and Finance

The Strategic Planning course describes strategy as a future oriented way of thinking. Analysing business environment, stakeholder model is the starting point of methodologies. We learn strategic documents forming a pyramid management and action plans. Classical strategic methodologies are in the centre of the course, such as stakeholder model, competition analysis with five forces, value chain model, generic strategies, balanced scorecard system. There are some less known strategic topics also part of the course, such as future-oriented technology analysis, hype cycle, organization's behavior in strategy forming. After this course students will be able to understand typical situations of firms and suggest a strategy for them.

BACHELOR'S MODULES





MASTER'S MODULES

MASTER'S MODULES

MN-CTCBEH-06-KG

Lecture: 2

Seminar: 2

Credits: 6

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only

MN-HURMSY-03-GY

Lecture: 0

Seminar: 2

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only

MN-LOGSCM-06-KG

Lecture: 2

Seminar: 2

Credits: 6

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only

MN-PROMNA-06-KG

Lecture: 0

Seminar: 2

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only

CONSUMPTION THEORY AND CUSTOMER BEHAVIOUR

Institute of Marketing and Communication

The terms corporate finance and corporate financier are also associated with investment banking. The typical role of an investment bank is to evaluate the company's financial needs and raise the appropriate type of capital that best fits

HUMAN RESOURCE MANAGEMENT-SYSTEMS

Institute of Management and Finance

The practice of human resource management (HRM) is concerned with all aspects of how people are employed and managed in organizations. It covers activities such as strategic HRM, human capital management, corporate social responsibility, knowledge management, organization development, resourcing (human resource planning, recruitment and selection, and talent management), performance management, learning and development, reward management, employee relations, employee well-being and health and safety and the provision of employee services.

LOGISTICS – SUPPLY CHAIN MANAGEMENT

Institute of Management and Finance

Describe the main types of supply chains. Define the supply chain topologies, introducing transportation and facility location problems also one zone and multi zone FLP-s. Planning the supply chain element as distribution center, loading plans, and packages.

PROJECT MANAGEMENT

Institute of Management and Finance

Objective of the course is to give practical experience in project work elaborating small project planning processes in teams, besides getting introduced into the theoretical background and the most up to date methods.

OFFLINE AND ONLINE SERVICES MARKETING

Institute of Marketing and Communication

Students will gain understanding of the distinctive aspects of services marketing and will focus on strategic and managerial issues specific to marketing services. They will learn how to apply marketing strategies to create, communicate, and deliver customer value in the service economy. To achieve these objectives, classroom sessions will involve a mixture of lectures, student discussions and presentations, videos, case analyses and applied problem solving.

PRODUCT AND BRAND MANAGEMENT IN PRACTICE

Institute of Marketing and Communication

This course provides the students with understanding and practical examples of product and brand management in the field of marketing. As a core skill, marketing professionals need to be able to strategically build and manage a brand through the full lifecycle from a business perspective. They will learn that the focus needs to be put on building and maintaining a brand that will maximize its business potential in the marketplace through proper concept and positioning. The course will strengthen this skill through up to date practical, real life examples.

STRATEGIC MANAGEMENT

Institute of Management and Finance

The target of the course: to understand the business approach of coming to a strategic decision. The course describes the main factors influencing a strategic decision like behavior and cognition, the necessary step by step approach, analytical work, usage of methods and tools and a convincing communication.

MN-OFSEMA-03-GY

Lecture: 0

Seminar: 2

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only

MN-PRBMAP-03-GY

Lecture: 0

Seminar: 2

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only

MN-STRMNA-06-KG

Lecture: 2

Seminar: 2

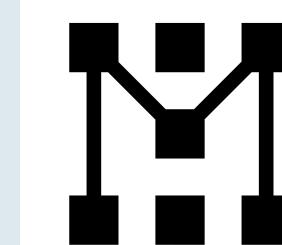
Credits: 6

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only





OPTIONAL MODULES

OPTIONAL MODULES

BN-INBUCL-06-GY
Lecture: 0
Seminar: 4
Credits: 6
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master

BN-BUSNEC-07-KG
Lecture: 2
Seminar: 2
Credits: 7
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master

MN-BUCOPO-06-KG
Lecture: 2
Seminar: 2
Credits: 6
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master

INTERNATIONAL BUSINESS CULTURE Institute of International Relations and Political Sciences

By the end of the course, students have to recognise not only the different elements of culture when they meet / work in an international team, but they also will be able to monitor the main "critical points" of cooperation to avoid cultural misunderstandings

BUSINESS ECONOMICS Institute of International Relations and Political Sciences

Building on microeconomic studies, students become familiar with the economic laws that influence corporate operations and gain insight into game theory methods essential to strategic business decisions. During the semester, we briefly review the key areas of business operations (finance, marketing, HR) and their connections, as well as the decision-making issues that arise in these areas. Finally, students will learn how to apply game theoretic models in some important strategic business situation (merger, acquisition, forming joint ventures, etc.)

BUSINESS AND COMPETITION POLICY Institute of International Relations and Political Sciences

The goal of the course is that the students have an overall picture of the main directions and trends of the international and local Hungarian business policies. Understand the importance of the modern business and competitive drivers, and the current challenges we face globally. They will be able to broaden their views, take into account the various local and international cultural, sociological, ethical and legal aspects of their business environment and the effects of these factors to business organizations and operations. With completing this course, students will become more competitive entrepreneurs and high level managers on an international level.

INTRODUCTION TO E-BUSINESS Institute of International Relations and Political Sciences

The objective of the course is to equip students with the necessary tools to be able to turn their ideas of starting an online business to reality. The subject describes from a business point of view how to plan, operate, design and finance a successful internet based business.

ORGANIZATIONAL BEHAVIOUR AND LEADERSHIP Institute of International Relations and Political Sciences

Leadership can be defined as the ability of the management to make sound decisions and inspire others to perform well. It is the process of directing the behaviour of others towards achieving a common goal. In short, leadership is getting things done through others. In the Organizational Behaviour and Leadership (OBL) class we'll analyze the main processes that influence the work and the performance of the organizations at the level of individuals, groups and organization. Not only the impact of each separate factor, but also their various interactions will be examined. After the lectures students will be able to: – Define organizational behaviour, leadership. – Describe what managers do- Have a general understanding of the main theoretical approaches in studying leadership- Develop a critical thinking related to the subject of "successful leadership- Explain the need for a contingency approach to the study of OB. – Today's Challenges in the new Workplace

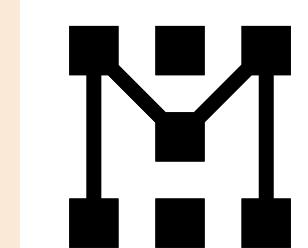
INFOGRAPHICS Institute of Marketing and Communication

During the course, students will learn about the genre of data journalism and acquire skills required for the genre. After completing the course, students will own the basic skills required for working in the area of data journalism and data visualisation, through weekly exercises and a final project executed either alone or in small teams.

BN-INTEBU-03-EA
Lecture: 2
Seminar: 0
Credits: 3
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor **Master**

MN-ORBELE-03-EA
Lecture: 2
Seminar: 0
Credits: 3
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor **Master**

BN-INFGRA-04-GY
Lecture: 0
Seminar: 2
Credits: 4
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master



OPTIONAL MODULES

BN-ONMEST-04-GY

Lecture: 0

Seminar: 2

Credits: 4

Semester: Spring

Program (Category): Non-Art

Bachelor Master

BN-MUMAP2-06-GY

Lecture: 0

Seminar: 4

Credits: 6

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only

MN-NEWMTH-04-EA

Lecture: 2

Seminar: 0

Credits: 5

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Open for MA level students only

ONLINE MEDIA STUDIES

Institute of Marketing and Communication

The students will be able to analyze and discuss social issues, formulate arguments and put together complex journalistic pieces dealing with those issues

MULTIMEDIA APPLICATIONS II.

Institute of Marketing and Communication

By completing Multimedia Application I-II. courses, through individual and group interactive activities, tasks students will be able to gain a greater understanding of the creative process, to explore the vast flexibility of mediums, and to create audiovisual contents for different platforms. Multimedia Application I. focused on the digital photo editing, the sound editing and the basics of video editing. Multimedia Application II. is based on the previous semester's knowledge, the course aims to discover further techniques of shooting and editing videos.

This course is designed to help students acquire the basic rules and techniques of producing short films. They will meet different stages of production to bring their stories to screen. Students will learn the basics of film language, the possibilities of montage, rhythmic editing, cinematic techniques, setting the mood, and how to express precise messages with audiovisual content. The goal is for students to be proficient in reading visual language and to be able to confidently practise storytelling with different narratives.

NEW MEDIA THEORIES – IN COM MA

Institute of Marketing and Communication

The aim of this course is to introduce the relatively new area of new media theory. How digitalization and convergence changed the media itself and the other effects on society, participatory culture, politics and everyday life. The late modern media environment. Essay, debate and written exam included.

MEDIA REGULATION THEORIES

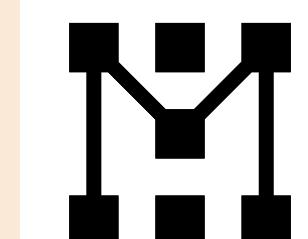
Institute of Marketing and Communication

During this course the students get a perspective of various theories which has formed media regulation from the beginnings, until our latest technological challenges. The course builds greatly upon students' contribution, as discussion leaders in classes. They are equipped with a wide variety of sources, which are compulsory readings for all participants. Discussion leaders may rely primarily on the given source, but are encouraged to seek further resources. Students may probe their ideas and ask their questions during the lively discussions in class. Unfortunately, instead of providing them the ultimate truth, this course might well leave students with more questions and answers. May this inspire them to find the right work places where they can continue their individual search for truth!

DIGITAL MARKETING SOLUTIONS (IN BUS BA)

Institute of Marketing and Communication

The aim of this course is to give an overview of the logic, tools and solutions of digital marketing, as well as to give a practical toolbox how to prepare, run and evaluate digital campaigns. During the semester, actual trends and latest technologies will also be reviewed.



CIRCUAR VISIONS

Institute of Sustainability Studies

The four basic types of circular economy (circular modernism, bottom-up sufficiency, planned circularity, platform economy) are presented through examples. Students will learn to place circularity in the context of sustainability theory. They understand the possibilities, constraints and their own choices. The course may also include the application of research methodologies.

MN-MDRETH-04-EA

Lecture: 2

Seminar: 0

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor Master

BN-DIMASO-06-KG

Lecture: 2

Seminar: 2

Credits: 6

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Lecture: 0

Seminar: 2

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor Master

OPTIONAL MODULES

Lecture: 0
Seminar: 2
Credits: 3
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master

Lecture: 0
Seminar: 2
Credits: 3
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master

Lecture: 0
Seminar: 2
Credits: 3
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master

Lecture: 0
Seminar: 2
Credits: 3
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master

SUSTAINABLE FINANCES **Institute of Sustainability Studies**

New Optional Subject in the field of sustainable finances for anyone.

SUSTAINABLE TOURISM **Institute of Sustainability Studies**

New Optional Subject in the field of sustainable finances for anyone.

ENERGY POLICIES AND POLITICS **Institute of Sustainability Studies**

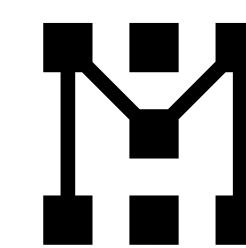
New Optional Subject in the field of sustainable finances for anyone.

GREEN MARKETING **Institute of Sustainability Studies**

New Optional Subject in the field of sustainable finances for anyone.

ACADEMIC WRITING **Institute of Methodology and Foreign Languages**

The aim of this course is to equip students with the necessary writing skills to successfully write a dissertation or thesis in English. Throughout the course students will develop organizational skills, academic language, and writing style as they are walked through the process of writing a research paper in their chosen discipline. An emphasis will be placed on technical skills, along with argumentation skills. The topics of the course and the order in which they are taught are subject to change based on student needs.



BN-ACADW-03-GY
MN-ACADWR-03-GY
Lecture: 0
Seminar: 2
Credits: 3
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master
Max 5 Students

OPTIONAL MODULES

BN-ADVENG-04-GY

Lecture: 0

Seminar: 4

Credits: 4

Semester: Spring

Program (Category): Non-Art

Bachelor and Master

Max 7 Students

BN-BETWEW-03-GY

Lecture: 0

Seminar: 2

Credits: 3

Semester: Spring

Program (Category): Non-Art

Bachelor and Master

Max 15 Students

ADVANCED ENGLISH

Institute of Methodology and Foreign Languages

The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will be able to understand actual and up-to-date social issues and trends, they will be able to debate, compare and contrast, argue for and against at an advanced level of English. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate, e.g. projects or available data and they will also be able to design and give a presentation and write essays.

BETWEEN EAST AND WEST

Institute of Methodology and Foreign Languages

This course is designed to appeal to students who would like to understand and integrate into local culture by becoming familiar with the concept, ideas and realities of Central Europe as a distinct region between Eastern and Western Europe through milestones in its social and political history. By completing the course, students will be able to apply a multidisciplinary approach; to define, identify and verify the existence of regions based on clearly set criteria; to use a comparative approach to appraise sets of historical conflicts based on the concepts of physical and symbolic geography; explain the role and influence of powerful countries in Central Europe; compare and explain similarities and differences between regions. By reading academics representing various schools of thought and relying on above theoretical concepts, students will be able to collect and arrange relevant data to understand the roots of past and present ethnic and national conflicts and hypothesize about potential solutions as to their resolution and management.

The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Intercultural Communication through Central European Film and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe.

BUSINESS AND ECONOMIC TERMINOLOGY

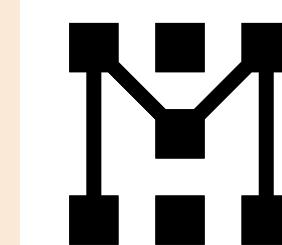
Institute of Methodology and Foreign Languages

This interactive course is tailored to give insight into the most important issues of business and economic terminology, and it provides the students with the basic concepts of the subject. The subject forms an integral part of the training programme for International management. The key skills students will develop are critical for a well-prepared manager and business communicator. Students will be able to use the vocabulary and techniques necessary for a correct and fluent business communication. Students will acquire a critical understanding of the issues arising from the syllabus content and they will be able to distinguish between facts and opinion, explain trends and the likely cause of the issues in question, and the implications of a suggested idea. Students will be able to discuss and debate issues, argue points in order to reach decisions, discriminating between alternative solutions and weighing up the reliability of data.

BUSINESS ENGLISH

Institute of Methodology and Foreign Languages

The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will understand the basics of the operation and principles behind the economy. They will be able to debate, compare and contrast, argue for and against on a higher level of business language skills. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate e.g. projects or available data and they will also be able to design and give a presentation and write essays.



BN-BECTEA-07-GY

Lecture: 0

Seminar: 4

Credits: 7

Semester: Spring

Program (Category): Non-Art

Bachelor and Master

Max 5 Students

BN-BUSNEN-05-GY

Lecture: 0

Seminar: 4

Credits: 5

Semester: Spring

Program (Category): Non-Art

Bachelor Master

Max 5 Students

BN-HUSLA1-04-GY
Lecture: 0
Seminar: 4
Credits: 4
Semester: Spring
Program (Category): Non-Art
Bachelor and Master
Max 5 Students

HUNGARIAN AS A SECOND LANGUAGE I.

Institute of Methodology and Foreign Languages

A beginner Hungarian language course for foreigners staying in Hungary for a short period. It introduces basic communication skills, sounds, pronunciation and basic language structures. The course also presents the most important aspects of Hungarian culture and civilization. Introduction, basic activities, numbers, countries, positioning, flat, time.
The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Between East and West and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe

BN-HUSLA1-04-GY
Lecture: 0
Seminar: 4
Credits: 4
Semester: Spring
Program (Category): Non-Art
Bachelor and Master
Max 5 Students

HUNGARIAN AS A SECOND LANGUAGE II.

Institute of Methodology and Foreign Languages

The main aim of the course is to familiarize students with the principles of the Hungarian language on a higher level, making further progress through the second stage of course I. At the end of the course the students will be able to understand and use phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (e.g. basic personal and family information, shopping, local area, employment), make short conversations about the weather, seasons, items of the agenda, clothes, using the three directions by describing places and expressing purposes by using future sentences.

INTERCULTURAL COMMUNICATION THROUGH CENTRAL EUROPEAN FILM 1957-2010

Institute of Methodology and Foreign Languages

The aim of this course is awareness raising, identifying sensitive issues, observing and interpreting body language, comparing your culture with others through discussing Central European films, 1957-2018. We will survey major directors and their key films mostly from Hungary but also from Germany, Romania, the former Czechoslovakia and Yugoslavia.
The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Between East and West and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe

BN-INCEUF-04-GY
Lecture: 0
Seminar: 4
Credits: 4
Semester: Spring
Program (Category): Non-Art
Bachelor Master
Max 20 Students

INTERNATIONAL NEGOTIATION TECHNIQUES

Institute of International Relations and Political Sciences

Teaching objectives of course-unit: This course focuses on professional business negotiations, describing how culture impacts negotiations and numerous techniques business people use around the world. It also provides country- specific information about the use and effectiveness of the different techniques.

BN-INTNET-03-GY
Lecture: 0
Seminar: 2
Credits: 3
Semester: Spring
Program (Category): Non-Art
Bachelor Master
Max 5 Students

INTERNATIONAL PROTOCOL AND ETIQUETTE

Institute of Marketing and Communication

The course provides the students with theoretical and practical information referring to business etiquette and protocol in international environment.

BN-INPROE-04-EA
Lecture: 2
Seminar: 0
Credits: 4
Semester: Spring
Program (Category): Non-Art
Bachelor Master

JAPANESE BUSINESS AND CULTURE

Institute of Methodology and Foreign Languages

As Japan has become a key part of the intricate global business environment, the foreign businessperson working in Japan or with Japanese companies outside of Japan may encounter a wide variety of communication gaps arising from differences in cultural values and assumptions, business customs, and language. This course is designed to provide practical insight and strategies for navigating the seemingly opaque waters of business communication in Japan by discovering Japanese language, society, religions, economy, communication, business organizations, negotiating techniques.

BN-JABUCU-03-GY
Lecture: 0
Seminar: 2
Credits: 3
Semester: Spring
Program (Category): Non-Art
Bachelor Master
Max 15 Students

