

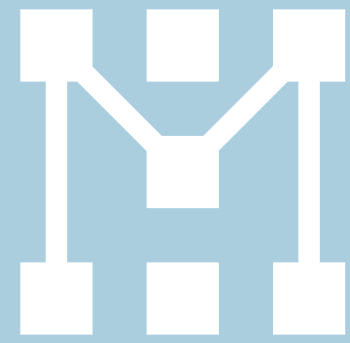


BUDAPEST  
**METROPOLITAN**  
UNIVERSITY

# COMMUNICATION MODULES FOR INCOMING STUDENTS

[www.metubudapest.hu](http://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](mailto:incoming.erasmus@metropolitan.hu)**.







# BACHELOR'S MODULES





BN-ECONOC-05-EA  
Lecture: **2**  
Seminar: **0**  
Credits: **5**  
Semester: **Spring**  
Program (Category): **Non-Art Bachelor** Master  
**Max 25 Students**

BN-BAMEST-03-GY  
Lecture: **0**  
Seminar: **2**  
Credits: **3**  
Semester: **Spring**  
Program (Category): **Non-Art Bachelor** Master  
**3-3 students/seminar**

## ECONOMIC COMMUNICATION

**Institute of Methodology and Foreign Languages**

This course offers insight into the most important issues of economic communication providing students with the basic concepts and practices of the subject. This interactive subject is an integral part of the International Communication specialization aiming to improve skills that are critical for a well-prepared business communicator. By completing the course, students will be able to use the vocabulary and techniques necessary for a correct and fluent business communication. They will have a clear understanding of issues arising from the syllabus content. They will be able to apply this knowledge and critical understanding of problems in everyday business situations. Students will be able to analyse issues and distinguish between facts and opinion. They will be able to explain trends, the likely cause of the issues in question, and examine 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.

## BASIC MEDIA STUDIES

**Institute of Marketing and Communication**

This course is designed to give an introduction to media ethics, the role that the media currently plays in our social lives, and the impact of media on the mentality, attitude, behaviour of media conglomerates.

## CONTRASTIVE CULTURES I.

**Institute of Foreign Languages**

The course is the first semester of a two-semester survey of the English-speaking community with the first semester focusing on two major themes: English as a globalized phenomenon and introduction to American studies including the origins and early spread of English, globalization and the rise of English as lingua franca, language contact, issues and attitudes; cultural narratives and myths, basic facts about the USA, the American Dream and American football as a way to understand American culture and society.

## GLOBAL CULTURAL ANTHROPOLOGY

**Institute of International Relations and Political Sciences**

Cultural Anthropology studies human nature, as well as the countless imagined realities humans have created: religion, state, money, morality etc. By now, globalization has become a fact and not an option that can no longer be stopped or reversed. It has unified mankind into one civilization but has also created tremendous tension in most human communities and is endangering the future of our planet. In a truly multidisciplinary fashion, using the latest knowledge gained from Biology, Psychology, Genetics, Sociology, Cognitive Neuroscience, Economics and Game Theory, the course will try to synthesize our current scientific understanding of humanity and human societies. Every one of us feels that mankind is approaching a crossroad and either we must find solutions for the globalized world order or we will perish. Students will be expected to contribute finding answers and solutions.

## HISTORY OF MODERN INTERNATIONAL RELATIONS

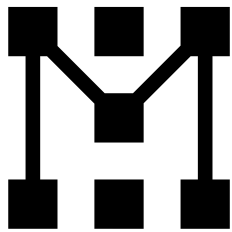
**Institute of International Relations and Political Sciences**

The goal of this course is to provide an overview of the major transformations in international history since around 1500 that shaped our present. The approach adopted here blends the need to cover the major historical developments over a relatively long time period with a focus on a selected number of issues central to contemporary global politics.

BN-CONCE1-04-EA  
Lecture: **2**  
Seminar: **0**  
Credits: **4**  
Semester: **Spring**  
Program (Category): **Non-Art Bachelor** Master  
**Max 10 Students**

BN-GLOKAN-03-EA  
Lecture: **2**  
Seminar: **0**  
Credits: **3**  
Semester: **Spring**  
Program (Category): **Non-Art Bachelor** Master  
**Max 10 Students**

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



BACHELOR'S MODULES



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

## INTERNATIONAL ORGANIZATIONS

**Institute of International Relations and Political Sciences**

The course aims to provide students with a general overview as well as substantial knowledge of the ways the world is governed by international organizations and other forms of global governance. The course introduces the major theoretical approaches to international governance as well as the history of the field. The largest part of the course is taken up by the discussion of issue specific domains and the relevant institutional organizations and regimes. The course places special emphasis on the move from international government to international governance, and on the relations and tensions between these two forms of governing the world. By the end of the course students should be familiar with, and have a critical understanding of, the global regimes regulating our life. Students who complete this course successfully will be able to:

- understand the role and impact of global governance on our life
- understand the difference between international organization and global governance approaches
- recognize a number of crucial political problems posed by global governance
- better appreciate how power functions in international politics

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

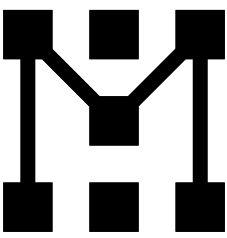
## MEDIA MARKET AND MEDIA LAW

**Institute of Marketing and Communication**

The course provides basic introduction in the operation of European media law. In the framework of this the course

- reviews the main characteristics of the media market which are determining the regulation of audio-visual media activities.
- gives a historical background to understand European and Atlantic media policy.
- gives an overview about the theories behind media regulation.
- provides a typology on media systems.
- reviews the European media regulatory systems.
- studies the different areas EU’s media regulation.

# BACHELOR’S MODULES



## NEWS EDITING

**Institute of Marketing and Communication**

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

## PUBLIC AFFAIRS

**Institute of International Relations and Political Sciences**

This course offers a basic English terminology in public affairs. The lessons from general principles of the modern public institutions go over the development process of the emerging of interest group society. The course provides understanding of differences in British and American use of basic political science terms of the lobbying, the government relations of businesses and corporate social responsibility. During the classes the students are developing their skills in cooperation with colleagues from different countries and cultures, they improve their presentation methods and performance as well as the individual analytical capacities.

BN-NEWSED-03-GY  
Lecture: **0**  
Seminar: **2**  
Credits: **3**  
Semester: **Spring**  
Program (Category): **Non-Art Bachelor** Master  
**3-3 students/seminar**

BN-PUBAFF-05-GY  
Lecture: **0**  
Seminar: **2**  
Credits: **5**  
Semester: **Spring**  
Program (Category): **Non-Art Bachelor** Master  
**Max 5 Students**





BN-PUBDIP-06-KG  
Lecture: **2**  
Seminar: **2**  
Credits: **6**  
Semester: **Spring**  
Program (Category): **Non-Art**  
**Bachelor** Master  
**Max 5 Students**

## PUBLIC DIPLOMACY

**Institute of International Relations and Political Sciences**

Public diplomacy is a government-sponsored effort aimed at communicating directly with foreign publics. Due to rapidly changing environment, public diplomacy is facing major challenges in the 21<sup>st</sup> century. Its effectiveness is under scrutiny and its concepts are debated – whilst the necessity to build reliable international relationships and understand cultures and attitudes is increasing. The so called new public diplomacy, in order to enhance the effectiveness of traditional public diplomacy efforts, focuses on soft power approaches, like cultural diplomacy. Cultural diplomacy is regarded as a convincing state instrument to improve communication, nation branding and influence. New information technologies and often unpredictable political dynamics force every government to constantly look beyond current public diplomacy methods.

This course aims to help participants form an understanding of what public diplomacy is, understand relevant concepts, analyse issues and organisations in the field. The course takes the position that cultural diplomacy – distinguished from propaganda and advertising notions – is of central importance to successful public engagement.

By the end of the course student will be able to:

- understand the concept of public diplomacy and related terminologies including: culture, identity, influence, soft power, nation branding, propaganda, trust, mutuality and E-diplomacy;
- identify and analyse current challenges and practices with special attention to cultural diplomacy and related tools;
- recognise the context: networks, globalization, non-state actors, technology and social media;
- compare public diplomacy strategies defined by different perspectives;
- discuss goals and impacts through selected case studies with the aim to calculate future directions.

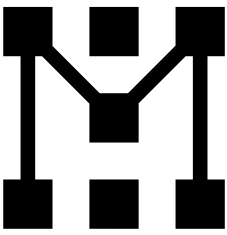
## RADIO STUDIES

**Institute of Marketing and Communication**

Practical knowledge about radio studies

BN-SOSTP2-03-GY  
Lecture: **0**  
Seminar: **2**  
Credits: **3**  
Semester: **Spring**  
Program (Category): **Non-Art**  
**Bachelor** Master  
**Max 3 Students**

# BACHELOR'S MODULES



## SOCIAL STUDIES II. PROJECT

**Institute of International Relations and Political Sciences**

The aim of the course is to focus students attention to some of the important areas of interaction and conflict between citizens and the various institutions they have to deal with throughout their lives. The course also aims to increase students! cultural and historical awareness and self-understanding.

BN-SOSTP2-03-GY  
Lecture: **0**  
Seminar: **2**  
Credits: **3**  
Semester: **Spring**  
Program (Category): **Non-Art**  
**Bachelor** Master  
**Max 3 Students**







# OPTIONAL MODULES





BN-INBUCL-06-GY

Lecture: **2**

Seminar: **4**

Credits: **6**

Semester: **Autumn/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

### International Business Culture

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.

# OPTIONAL MODULES

## 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.

## INSTITUTE OF INTERNATIONAL RELATIONS AND POLITICAL SCIENCES

### Organizational Behaviour and Leadership

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

BN-INTEBU-03-EA

Lecture: **2**

Seminar: **0**

Credits: **3**

Semester: **Spring**

Program (Category): **Non-Art Bachelor** Master

MN-ORBELE-03-EA

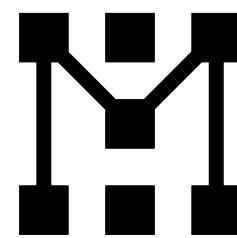
Lecture: **2**

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

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

## 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.

## 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

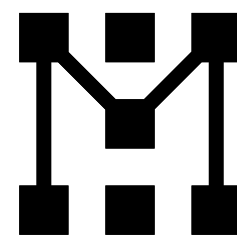
## MULTIMEDIA APPLICATIONS II.

### 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.

# OPTIONAL MODULES



## 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.

MN-NEWMTH-04-EA

Lecture: **2**

Seminar: **0**

Credits: **5**

Semester: **Spring**

Program (Category): **Non-Art**

**Bachelor** **Master**

**Open for MA level students only**

MN-MDRETH-04-EA

Lecture: **2**

Seminar: **0**

Credits: **3**

Semester: **Spring**

Program (Category): **Non-Art**

**Bachelor** **Master**

**Open for MA level students only**

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

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

## 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.

## SUSTAINABLE FINANCES

**Institute of Sustainability Studies**

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

## SUSTAINABLE TOURISM

**Institute of Sustainability Studies**

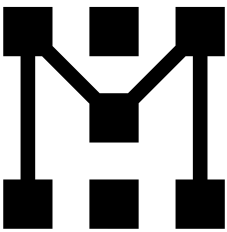
New Optional Subject in the field of sustainable finances for anyone.

## ENERGY POLICIES AND POLITICS

**Institute of Sustainability Studies**

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

# OPTIONAL MODULES



## 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.

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

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





BN-ADVENG-04-GY

Lecture: **0**

Seminar: **4**

Credits: **4**

Semester: **Spring**

Program (Category): **Non-Art  
Bachelor and Master  
Max 7 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.

BN-BETWEW-03-GY

Lecture: **0**

Seminar: **2**

Credits: **3**

Semester: **Spring**

Program (Category): **Non-Art  
Bachelor and Master  
Max 15 Students**

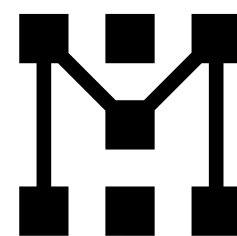
## BETWEEN EAST AND WEST

**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.

# OPTIONAL MODULES



## 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**

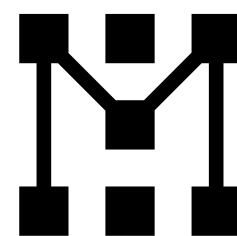
Seminar: **4**

Credits: **4**

Semester: **Spring**

Program (Category): **Non-Art  
Bachelor Master  
Max 20 Students**

# OPTIONAL MODULES



## 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.

## INTERNATIONAL PROTOCOL AND ETIQUETTE

**Institute of Marketing and Communication**

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

## 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-INTNET-03-GY

Lecture: **0**

Seminar: **2**

Credits: **3**

Semester: **Spring**

Program (Category): **Non-Art  
Bachelor Master  
Max 5 Students**

BN-INPROE-04-EA

Lecture: **2**

Seminar: **0**

Credits: **4**

Semester: **Spring**

Program (Category): **Non-Art  
Bachelor Master**

BN-JABUCU-03-GY

Lecture: **0**

Seminar: **2**

Credits: **3**

Semester: **Spring**

Program (Category): **Non-Art  
Bachelor Master  
Max 15 Students**



