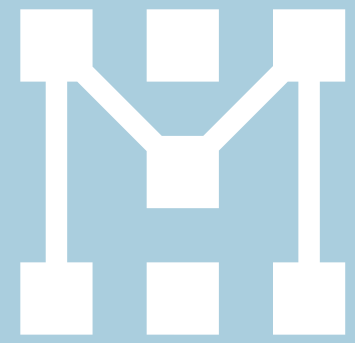




BUDAPEST
METROPOLITAN
UNIVERSITY

TOURISM 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 2023/2024. 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-HOTMAN-07-KG

Lecture: **2**

Seminar: **2**

Credits: **6**

Semester: **Spring**

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

HOTEL MANAGEMENT

Institute of Tourism

Students will learn about the history of the hotel industry, commercial accommodations and their qualification criteria, the characteristics of the hotel, the operation of the equipment and personnel conditions, forms and those carrying out the methods, management and other areas of work tasks, the hotel workflows, the operation of the hotel sector of activity the most important and most current professional knowledge related to the management of the most important requirements related to operation. The learned basic skills in the theoretical frameworks are synthesized in the implementation of various practical tasks within the framework of the seminar trainers help.

INTRODUCTION TO HEALTH TOURISM

Institute of Tourism

This course focuses on the development of health tourism. This includes wellness and spa hotels, thermal baths, and spa destinations and resorts. There will firstly be an analysis of typologies of health tourism, for example, medical tourism, spa tourism and wellness tourism. Typical destinations and products will be identified, as well as target markets. The course will also examine the nature of planning for health and wellness tourism, including developing and designing wellness hotels, spa resorts and medical tourism destinations.

LEISURE AND TOURISM STUDIES II.

Institute of Tourism

The subject provides an overview of the essence of Leisure and Tourism as a socio-economic socio-cultural and environmental phenomenon, and of the system. Completing the course, the student is able to view the tourism market system and see its relationship with the leisure market. The student is capable to interpret tourism statistics and to draw conclusions from them regarding the operation of one's own or another enterprise. He or she understands the processes and positive impacts of tourism on the quality of life, and to consciously increase his/her quality of life. Not only is the student able to recognize the types of tourists, but also the motivational factors of their demand, so that he or she is able to offer them tourism products accordingly. Students get an insight into the process of tourism product development (types of resources, attractions, elements of infrastructure and superstructure, and their construction). He or she is able to draw conclusions from the past and present characteristics of the tourism market for the near future, i.e. to recognize trends and adapt to them.

BN-INHETO-03-EA

Lecture: **2**

Seminar: **0**

Credits: **3**

Semester: **Spring**

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

BN-LETRS2-03-EA

Lecture: **2**

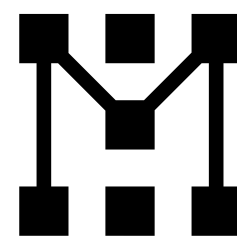
Seminar: **0**

Credits: **3**

Semester: **Spring**

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

BACHELOR'S MODULES



TOURISM DESTINATION MANAGEMENT

Institute of Tourism

In this course, it is shown that the destination lies at the core of the travel and tourism system. The relationship between the destination and the wider tourism industry is discussed and contextualized. The course introduces a range of issues relating to the management and marketing of destinations before concluding with a series of thoughts for the future. A seminar session is adjoining to the topics of these lectures. The Leisure and Tourism Studies courses are prerequisites to this course. Participation is strongly advised.

TOURISM MARKETING

Institute of Tourism

During the following practical sessions, students do not deal with the so-called mainstream tourism marketing definitions, but they dive into the practical challenges and implementation of tourism brand communication. Today, this type of approach is particularly on the agenda, as tourist destinations and attractions have made more or little use of the potential of tourism branding as an increasingly strong trend in the world over the past twenty years due to the reorganization of national and local tourism management agencies. Brand communication has become such a top priority. This complete turnaround subject also involves the task of first understanding what successful branding is all about, and secondly, acquiring the capabilities of profiling with truly unique attributes.

BN-TOUDEM-03-GY

Lecture: **0**

Seminar: **2**

Credits: **3**

Semester: **Spring**

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

BN-TOUMAR-03-GY

Lecture: **0**

Seminar: **2**

Credits: **3**

Semester: **Spring**

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



**MASTER'S
MODULES**



MN-STRMNA-06-KG

Lecture: **2**

Seminar: **2**

Credits: **6**

Semester: **Spring**

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

Bachelor **Master**

Open for MA level students only

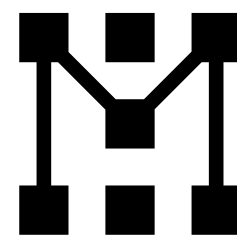
STRATEGIC MANAGEMENT

Institute of Management

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.



MASTER'S MODULES



HEALTH TOURISM: WELLNESS AND SPAS

Institute of Tourism

The aim of this course is to examine health tourism development, management and marketing, including spas, wellness hotels and medical tourism facilities. The course starts by looking at definitions and typologies of health tourism, followed by the history of health tourism, cultural differences in traditions, and the geography of resources. Students will learn how to identify the target markets for health tourism as well as some of the leisure and lifestyle trends that impact on demand and motivation. Emphasis will also be placed on the planning and development of health tourism destinations and the management of facilities.

TOURISM DESTINATION MANAGEMENT

Institute of Tourism

In this course, it is shown that the destination lies at the core of the travel and tourism system. The relationship between the destination and the wider tourism industry is discussed and contextualized. The course introduces a range of issues relating to the management and marketing of destinations before concluding with a series of thoughts for the future. A seminar session is adjoining to the topics of these lectures. The Leisure and Tourism Studies courses are prerequisites to this course. Participation is strongly advised.

CREATIVE INDUSTRIES

Institute of Tourism

This course provides an introduction to cultural and creative industries, which includes the arts, heritage, museums, galleries, festivals, events, music, media, film, design, architecture, fashion, and more. The focus is on the economic and social value of the cultural and creative industries; policy making for the cultural and creative sectors; the development of cultural and creative tourism, and the role of the cultural and creative industries in urban regeneration. There is also emphasis on developing creative thinking, problem-solving and innovation. Students will learn how to apply creative thinking in business development and entrepreneurship, as well as in the cultural and arts sectors.

MN-HETOWE-03-GY

Lecture: **0**

Seminar: **2**

Credits: **3**

Semester: **Spring**

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

Bachelor **Master**

Open for MA level students only

MN-TOURDM-06-KG

Lecture: **2**

Seminar: **2**

Credits: **6**

Semester: **Spring**

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

Bachelor **Master**

Open for MA level students only

MN-CREIND-06-KG

Lecture: **2**

Seminar: **2**

Credits: **6**

Semester: **Spring**

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

Bachelor **Master**

Open for MA level students only



**OPTIONAL
MODULES**



BN-INBUCL-06-GY

Lecture: **0**

Seminar: **4**

Credits: **6**

Semester: **Autumn/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

BN-BUSNEC-07-KG

Lecture: **2**

Seminar: **2**

Credits: **7**

Semester: **Spring**

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

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.)

MN-BUCOPO-06-KG

Lecture: **2**

Seminar: **2**

Credits: **6**

Semester: **Spring**

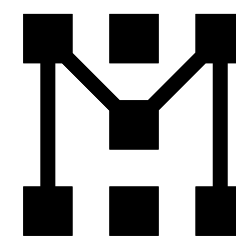
Program (Category): **Non-Art Bachelor Master**

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.

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 Workplacev

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**

BN-ONMEST-04-GY

Lecture: **0**

Seminar: **2**

Credits: **4**

Semester: **Spring**

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

Bachelor Master

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.

BN-MUMAP2-06-GY

Lecture: **0**

Seminar: **4**

Credits: **6**

Semester: **Spring**

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

Bachelor Master

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.

MN-NEWMTH-04-EA

Lecture: **2**

Seminar: **0**

Credits: **5**

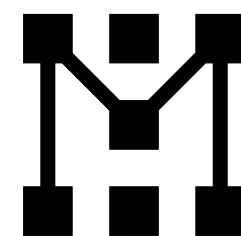
Semester: **Spring**

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

Bachelor **Master**

Open for MA level students only

OPTIONAL MODULES



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.

CIRCULAR 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**

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

SUSTAINABLE FINANCES

Institute of Sustainability Studies

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

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

SUSTAINABLE TOURISM

Institute of Sustainability Studies

New Optional Subject in the field of sustainable tourism for anyone

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

ENERGY POLICIES AND POLITICS

Institute of Sustainability Studies

New Optional Subject in the field of energy policies and politics for anyone

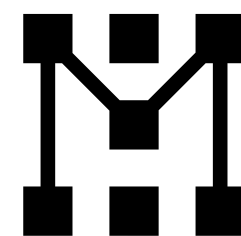
Lecture: **0**
Seminar: **2**
Credits: **3**
Semester: **Spring**
Program (Category): **Non-Art**
Bachelor Master

GREEN MARKETING

Institute of Sustainability Studies

new Optional Subject in the field of green marketing for anyone

OPTIONAL MODULES



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 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

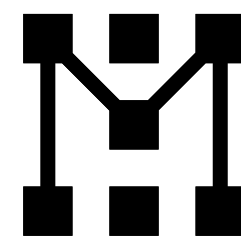
BETWEEN EAST AND WEST

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

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**

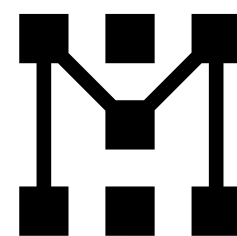
Semester: **Spring**

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 and 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

