

BA in Commerce and Marketing
Curriculum (from the academic year 2018-2019)
full time programme

semester	Subject	contact hours per semester	theoretical	parctical	credits	assessment methods	type of subject	ory of requirem	pre-requisites
1st	Mathematics I	45	1	2	6	exam mark	mandatory	EMB	
	Economics I	30	1	1	6	exam mark	mandatory	EMB	
	Informatics	30	0	2	4	exam mark	mandatory	EMB	
	Economic History and Economic Politics	15	1	0	2	exam mark	mandatory	SS	
	Business Communication	30	0	2	5	term mark	mandatory	EMB	
	Fundamentals of Law	15	1	0	2	exam mark	mandatory	SS	
	Sociology and Demography	15	1	0	2	exam mark	mandatory	SS	
	<i>Optional course units (1 subject)</i>								
	Intercultural Business Communication	15	0	1	3	term mark	optional	O	
	Future studies	15	0	1	3	term mark	optional	O	
Foreign Direct Investment and Globalization	15	0	1	3	term mark	optional	O		
	195	5	8	30					
2nd	Mathematics II	45	1	2	6	exam mark	mandatory	EMB	Mathematics I
	Economics II	30	1	1	6	exam mark	mandatory	EMB	
	Environmental Economics	30	1	1	5	term mark	mandatory	EMB	
	Business Law	15	1	0	3	exam mark	mandatory	EMB	
	Economic Psychology	15	1	0	2	exam mark	mandatory	EMB	
	Fundamentals of Management	30	2	0	4	exam mark	mandatory	EMB	
	Philosophy	15	1	0	2	exam mark	mandatory	SS	
	<i>Optional course units (1 subject)</i>								
	Economic Ethics	15	0	1	3	term mark	optional	O	
	Press and Media Studies	15	0	1	3	term mark	optional	O	
Presentation Skills	15	0	1	3	term mark	optional	O		
	195	8	5	31					
3rd	International Economics	30	1	1	4	exam mark	mandatory	EMB	
	Fundamentals of Marketing	30	1	1	4	exam mark	mandatory	EMB	
	Finance	30	1	1	5	exam mark	mandatory	EMB	
	Fundamentals of Accounting	30	1	1	4	term mark	mandatory	EMB	
	Corporate Economics	30	1	1	6	exam mark	mandatory	EMB	Economics I + Economics II.
	Statistics I	30	1	1	5	term mark	mandatory	EMB	Mathematics II.
	EU Integration	30	2	0	2	exam mark	mandatory	SS	
	Physical Education I	30	0	2	0	Lecturer's signature	criterion	-	
		240	8	8	30				
4th	Marketing Management	30	1	1	4	exam mark	mandatory	PS	Fundamentals of Marketing
	Marketing Communication I	30	1	1	3	exam mark	mandatory	PS	
	Marketing Reasearch I	30	1	1	3	exam mark	mandatory	PS	Statistics I
	Corporate Management	30	1	1	3	term mark	mandatory	PS	
	Consumer Behaviour	30	1	1	2	exam mark	mandatory	PS	Psychology
	Statistics II	30	1	1	5	term mark	mandatory	EMB	Statistics I + Mathematics II
	Corporate Finance	30	1	1	3	term mark	mandatory	PS	Finance
	Organizational Behaviour	30	2	0	3	exam mark	mandatory	PS	
	Physical Education II	30	0	2	0	Lecturer's signature	criterion		
	<i>Elective course units (1 subject)</i>								
	Service Marketing	15	1	0	3	exam mark	elective	PS	Fundamentals of Marketing
	Commercial Law	15	1	0	3	exam mark	elective	PS	
	<i>Optional course units (1 subject)</i>								
	Negotiations Skills	15	0	1	3	term mark	optional	O	
Tourism Marketing	15	0	1	3	term mark	optional	O		
Talent Nurturing and Second-line Development	15	0	1	3	term mark	optional	O		
	300	10	10	32					
Logistics	30	1	1	3	exam mark	mandatory	PS		
E-business and Online Marketing	30	1	1	2	term mark	mandatory	PS		
Strategic és Project Management	30	1	1	3	exam mark	mandatory	PS	Fund. of Management	
Media Economics	30	1	1	2	term mark	mandatory	PS		
Data Driven Marketing	30	0	2	2	term mark	mandatory	PS	Informatics + Statistics II.	
Project work I	15	0	1	2	term mark	mandatory	PS		

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5th	Business English I	45	0	3	2	term mark	mandatory	PS		
	<i>Elective course units (1 subject)</i>									
	International Marketing	15	1	0	3	exam mark	elective	PS	Fund. of Marketing	
	Direct Database Marketing	15	0	1	3	term mark	elective	PS		
	Marketing planning Specialization									
	Marketing Planning	30	1	1	4	term mark	mandatory	PS	Marketing Management	
	Marketing Research II	30	0	2	3	term mark	mandatory	PS	Marketing Research I	
	Marketing Strategies	30	1	1	3	exam mark	mandatory	PS		
	Organization of Commerce Specialization									
	Classification of Goods	30	1	1	3	exam mark	mandatory	PS		
	Commercial Logistics	30	1	1	3	term mark	mandatory	PS	Logistics	
	Commercial Informatics	30	0	2	4	term mark	mandatory	PS	Informatics	
	Postal Management Specialization									
	International Mail Traffic	30	0	2	3	term mark	mandatory	PS		
	Cashflow and Banking	30	1	1	3	term mark	mandatory	PS		
	Postal Services	30	1	1	4	exam mark	mandatory	PS		
		315	7	14	29					
	Politology	15	1	0	2	exam mark	mandatory			
	Economics of Commerce	45	1	2	3	exam mark	mandatory	PS	Statistics I	
	Commercial Marketing	30	1	1	3	term mark	mandatory	PS	Fundamentals of Marketing	
International Trade and Commercial Techniques	30	1	1	3	term mark	mandatory	PS			
Project work II	15	0	1	2	term mark	mandatory	PS	Project work I		
Business English II	45	0	3	2	term mark	mandatory	PS			
<i>Optional course units (1 subject)</i>										
Professional Skills Development	15	0	1	3	term mark	optional	O			
Group Dynamics	15	0	1	3	term mark	optional	O			
Career Planning and Self-marketing	15	0	1	3	term mark	optional	O			
Marketing planning Specialization										
Managing Marketing Channels	30	1	1	3	term mark	mandatory	PS			
Marketing Kommunikation II	30	1	1	2	exam mark	mandatory	PS	Marketing Communication I		
Social Marketing	30	1	1	2	term mark	mandatory	PS			
Product strategy and branding	30	1	1	3	exam mark	mandatory	PS			
Organization and Commerce Specialization										
E-commerce	30	1	1	3	term mark	mandatory	PS	business and onlnine marketin		
Sales Management	30	1	1	3	term mark	mandatory	PS			
The Nature of Organizing Commerce in Chain Stores	30	1	1	2	exam mark	mandatory	PS	Economics of Commerce		
Case Studies	30	0	2	2	term mark	mandatory	PS			
Postal Management Specialization										
Security and Law Enforcement	30	1	1	3	exam mark	mandatory	PS			
Law and Administration	30	0	2	3	term mark	mandatory	PS			
Quality Control and Quality Assurance	30	1	1	2	exam mark	mandatory	PS			
Postal Logistics	30	1	1	2	term mark	mandatory	PS			
	315	8	13	28						
7th	Thesis	0	0	0	10	term mark	mandatory	PS	Project Work II	
	Internship	400	0	400	20	term mark	mandatory	PS	Project Work II	
		400	0	400	30					

*Abbreviations according to the Educational and Training Outcomes Requirements : EMB - Economics, Methodology and Business; SS- Social Sciences; PS -Professional Skills; O - Optional

	Total number of contact hours	theory	practice	Credits
BA Programme	1350	600	750	160
Specialization	210	90	120	20
Thesis	0	0	0	10