

# Business Administration and Management Programme

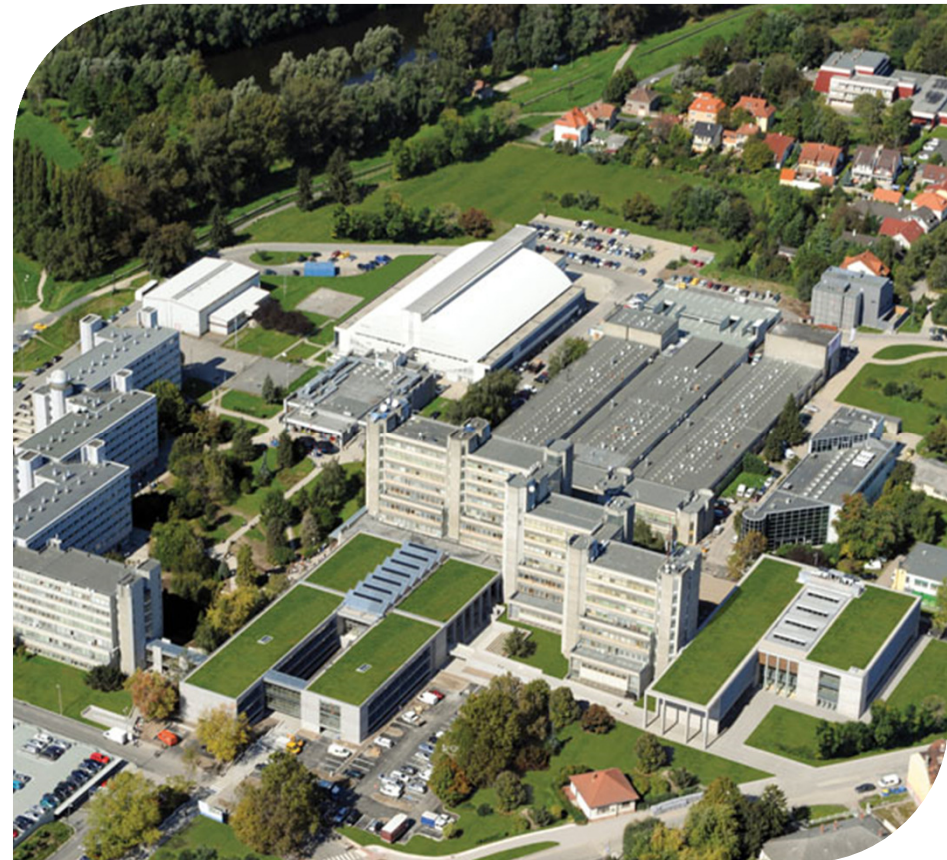
*Dr habil Gábor KOVÁCS PhD*  
*Programme Director*

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## Kautz Gyula Faculty of Economics

- ❑ Széchenyi István University = University of Győr
- ❑ Kautz Gyula Faculty of Economics
- ❑ Business Administration and Management Programme (BAM)



## Bachelor level programs

- Business Administration and Management
- Commerce and Marketing
- Tourism and Catering



## Master level programs

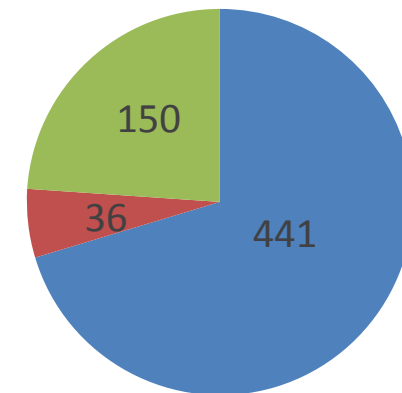
- Marketing
- International Economy and Business
- Management and Leadership
- Supply Chain Management
- Tourism Management



## Business Administration and Management Programme (BAM)

Number of registered students (01.05.21)

- ❑ BAM in English since 2019 (in Hungarian since 2005)
- ❑ Level of academic degree: bachelor, BSc
- ❑ Obtained qualification in the diploma: Economist in Business Administration and Management
- ❑ Duration: 7 semesters (the 7th semester covers internship)
- ❑ Necessary credits for acquiring a degree: 180+30 credits



- Full time students (Hungarian-taught programme)
- Full time students (English-taught programme)
- Distance learning

Dr habil. Gábor KOVÁCS PhD

## Curriculum

- ❑ 30 credits/semester
- ❑ 14 weeks instruction + 6 weeks examination period
- ❑ Generally there are courses for 4 credits (2 hours/week) and for 6 credits (4 hours/week)

Semester 1	Statistics I, Business Economics, Macroeconomics (Corporate Law, Introduction to the use of computers, Mathematics 1 for Economists)
Semester 2	Statistics II, Environmental Economics, Microeconomics (Business Communication, Business IT tools, Mathematics II for Economists)
Semester 3	Finance, Accounting I, Marketing, Management, International Economics
Semester 4	Accounting II, Corporate Finance, Human Resources Management, Process and quality management
Semester 5	Taxation, Controlling, Financial management, Organisational Behaviour, Risk management
Semester 6	Strategic Management, Operations Management, Business Analysis in Excel
Semester 7	Internship, thesis writing, final exam (30 credits)
+Optional courses	34 credits








## Our mission and our strengths

- ❑ Our programme is designed for students who are interested in business studies and want to pursue a business career. The course aims to train business experts who will be capable of planning, analysing, coordinating and organising the business activities of economic organisations, enterprises and institutions by taking advantage of their theoretical knowledge and analytical skills in the field of Economics, Sociology, Business Management and Applied Economics
- ❑ In addition to providing students with a thorough foundation in Economics, we lay special emphasis on the subject field of Management (including FINANCIAL MANAGEMENT) and CONTROLLING.
- ❑ For the sake of students' future careers the programme combines the theoretical foundation with hands-on experience ⇒ +VIRTUAL COMPANY SIMULATION
- ❑ Our programme is aimed to equip students with conceptual and interpersonal skills as well as to encourage and develop their entrepreneurial capabilities. Based on their acquired expertise, students will be able to continue their studies at a master (MSc) level.



## Compulsory subjects

### Semester 1

-  Mathematics
-  Statistics I
-  Introduction to informatics
-  Macroeconomics
-  Business Economics
-  Hungarian language and culture
-  Business Law





Thank you for your attention.  
Questions?

[kovacsg@sze.hu](mailto:kovacsg@sze.hu)