



EXECUTIVE MBA MANAGER ECONOMIST SPECIALISED FURTHER EDUCATION PROGRAM

Valid: For students starting their studies in the 2020/2021/1 semester

General Informations:

Person responsible for the major: Andrea Toarniczky

Place of the training: Budapest

Training schedule: correspondence

Language of the training: English

Training and outcome requirements

- 1. Name of the specialised further education program:** Executive MBA further education program with manager specialisation
- 2. Name of the qualification included in the diploma:** Executive MBA specialised manager
- 3. Training area of the specialised further education:** economics
- 4. Acceptance requirements:**
 - diploma obtained in any area of training and at least in a bachelor program (except: economist diploma obtained in any economics training area and at least in any bachelor program) AND
 - at least 3 years of professional experience, and
 - at least level “B” (previously: intermediate level) English language skills.
- 5. Training period:** 4 semesters
- 6. Number of credits to be collected for the qualification:** 120 credits
- 7. The competences, knowledge elements to be learned in course of the training, the knowledge, personal capabilities, skills to be acquired, the application of the qualification in the specific environment, system of activities:**

The objective of the program:

The Executive MBA further education with manager economist specialisation are specifically general programs which cover all the more important areas of the business, therefore the fundamental objective of the programs is to train professionals who - armed with their wide range of knowledge - are able to establish a strategic approach which ensures the survival and the development of enterprises, who have the skills necessary to make decisions, who know their way around the international economy, and who are able to lead the activities of human resources, as well as organisations and enterprises in general. Since the fundamental





objective of the training is to expedite careers - i.e. facilitating the further promotion of the students in corporate manager positions - therefore the support thereof can be established as an important objective as well, of course.

The graduates of the specialised further education program:

- owing to the strongly practice- and professional-oriented nature of the curriculum the graduates not only possess and master the knowledge in this area but also become able to work and make decisions on their own, as well as to have ambitious corporate thinking,
- can apply their solid and profound fundamental knowledge in practical situations as well, are able to plan, organise and lead the work processes of private sector and public sector organisations, both on the Hungarian and the international level, and they are able to lead people and group,
- are able to solve tasks related to the management of business processes, to prepare analyses, reports and surveys, and to perform individual and group work,
- are able to recognise business problems and to prepare the decisions aimed at solving such problems, as well as to acquire and analyse the necessary information,
- are able to recognise questions of strategic nature and to actually participate in answering these questions,
- know the operational and development processes, the regularity and the communication customs of business life,
- are proficient in the relevant literature and are able to make use of it while solving practical problems.

Personal abilities and skills necessary to practice the qualification:

- commitment to professionalism,
- ability to recognise and solve problems individually,
- innovation skills,
- critical analysis and proposal-making skills,
- leadership skills,
- ability to recognise the opportunity of tolerance and synergy,
- sensitivity to business ethics and partially to social issues
- verbal and written communication skills

8. Key areas of knowledge for the qualification and the credits assigned to the key elements:

Managing Yourself and Others: 15 credits

Managing in Global and Regional Context: 15 credits

Managing Business Performance: 15 credits

Managing Operations and Systems: 15 credits

Managing the Market: 15 credits

Competition and Strategy: 15 credits

Elective subjects: 15 credits

(for example: Corporate Social Responsibility, Go-to-Market Strategy, Leadership, Management and Accounting, Managing the Enterprise, Mergers and Acquisitions, Microeconomics of Competitiveness)

Specialised seminar, research methodology: 5 credits

9. Credits for the thesis: 10 credits



Executive MBA Program in Budapest, in English, part-time training Curriculum for 2020/2021. (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per semester hours		Credits	Evaluation	Fall or Spring Semester	2020/21 Academic year		2021/22 Academic year		Credit	Subject responsible	Institute	Instructors	Requirement		Equivalent subject		Remarks
			Lecture	Seminar				1	2	3	4					Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester									
Core courses																				
VTSM002NMMB	Teambuilding	C	0	10	0	a	fall	0					Toarniczky Andrea	Institute of Management						
INIR004NMMB	Case solving methodology workshop	C	0	20	0	a	fall	0					Fehér Péter	Institute of Information Technology	Case Solvers					
PSGK001NMMB	Economics and beyond	C	0	30	6	ex	fall	6					Bod Péter Ákos	Institute of Economic and Public Policy						
VTSM003NMMB	Personal development	C	0	18	3	pg	fall	3					Toarniczky Andrea	Institute of Management						
VF00003NMMB	Global Corporate Strategy	C	0	22	5	pg	fall	5					Szabó Lajos György	Institute for the Development of Enterprises	Patrick Gibbons					
PSBV023NMMB	Corporate finance and Finlab	C	0	22	5	ex	fall	5					Naffa Helena	Institute of Finance, Accounting and Business Law	Illéssy János, Naffa Helena					
MAMF001NMMB	Managing cultural diversity	C	0	22	4	pg	fall	4					Kelemen Zita Anikó	Institute of Marketing						
VTSM004NMMB	Personal leadership development workshop (1)	C	0	18	2	a	fall	2					Toarniczky Andrea	Institute of Management						
VTVK001NMMB	Change Management	C	0	22	4	pg	fall	4					Drótos György	Institute of Management	Anthony Radev és meghívott vendégelőadók, Vas Réka					
VGDE002NMMB	Sustainability and Ethics	C	0	30	5	pg	spring		5				Matolay Réka	Institute of Business Economics						
VTSM001NMMB	OB and HRM	C	0	22	4	pg	spring		4				Takács Sándor	Institute of Management	Konstantin Korotov					
MAMF002NMMB	Marketing	C	0	22	4	pg	spring		4				Kelemen Zita Anikó	Institute of Marketing	Damien McLoughlin					
INIR005NMMB	Digital Transformation and Process Management	C	0	30	6	pg	spring		6				Fehér Péter	Institute of Information Technology	Fehér Péter, Drótos György, Marciniák Róbert, Varga Krisztián					
PSPS007NMMB	Accounting and Law	C	0	30	6	ex	spring		6				Lakatos László Péter	Institute of Finance, Accounting and Business Law	Lakatos László, Tarpatoki Eleonora					
VTSM005NMMB	Personal leadership development workshop (2)	C	0	18	2	a	spring		2				Toarniczky Andrea	Institute of Management						
PSPS008NMMB	M&A project	C	0	30	5	pg	spring		5				Lakatos László Péter	Institute of Finance, Accounting and Business Law	Tarpatoki Eleonora, Concorde MB Partners					



Executive MBA Program in Budapest, in English, part-time training Curriculum for 2020/2021. (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per semester hours		Credits	Evaluation	Fall or Spring Semester	2020/21 Academic year		2021/22 Academic year		Credit	Subject responsible	Institute	Instructors	Requirement		Equivalent subject		Remarks	
			Lecture	Seminar				1	2	3	4					Code	Name	Code	Name		
																					Fall semester
VTSM006NMMB	Leadership Camp	C	0	16	0	a	fall			0			Toarniczky Andrea	Institute of Management	SEED						
VF0002NMMB	Entrepreneurship and innovation	C	0	30	5	pg	fall			5			Petheő Attila István	Institute for the Development of Enterprises							
MAME001NMMB	Research methodology	C	0	30	5	pg	fall			5			Mitev Ariel Zoltán	Institute of Marketing							
VTVK002NMMB	Management control	C	0	22	4	ex	fall			4			Szukits Ágnes	Institute of Management							
VTSM007NMMB	Purpose of my MBA 1.	C	0	8	5	pg	fall			5			Toarniczky Andrea	Institute of Management							
VTSM008NMMB	Personal leadership development workshop (3)	C	0	18	2	a	fall			2			Toarniczky Andrea	Institute of Management							
VGDE003NMMB	Social Enterprise challenge	C	0	30	5	pg	fall			5			Matolay Réka	Institute of Business Economics							
VGLE002NMMB	Global SCM	C	0	22	4	pg	spring			4			Városiné Demeter Krisztina	Institute of Business Economics							
INIR006NMMB	Design sprint	C	0	10	2	pg	spring			2			Varga Krisztián	Institute of Information Technology							
MAMM002NMMB	Disruptive development project	C	0	30	5	pg	spring			5			Horváth Dóra	Institute of Marketing							
VTSM009NMMB	Purpose of my MBA 2.	C	0	8	5	pg	spring			5			Toarniczky Andrea	Institute of Management							
VTSM010NMMB	Personal leadership development workshop (4)	C	0	18	2	pg	spring			2			Toarniczky Andrea	Institute of Management							
Electives/Specialization								0	5	5	5	15									
VTSM011NMMB	Electives / Summer Specialization Residency	E				pg			5	5			Toarniczky Andrea	Institute of Management							
VGDE001NMMB	Electives / Summer Specialization project: Leading People (Fligby)	E	0	30	5	pg	spring			5			Buzády Zoltán András	Institute of Business Economics							
Total credits								29	37	31	23	120									

Remarks

Type: C-compulsory courses, CE-core elective courses, E-elective (optional) courses

Methods of assessment: ex-exam (exam at the end of the semester, but other forms of assessment are possible during the semester), pg- grade based on the practical assignments given during the course of the semester, a=signature, ce- Comprehensive examination,

L-Numbers in the semester column indicate the number of lectures per week. S- Numbers in the semester column indicate the number of seminars per week.

Credit: Numbers in the credit column indicate the credit value of the given subject.