

# **Executive MBA Manager Economist Specialised Further Education**

**training program**

**For students who start in the fall semester of 2024/2025**

## Executive MBA Manager Economist Specialised Further Education Program

**Valid:** For students starting their studies in the 2024/2025/1 semester

### **General Information:**

**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**

#### **10. Type of Degree thesis**

Research thesis.

#### **11. Requirements for the issue of a final certificate**

The University will issue a final certificate to the student who has obtained

- the study and examination regulation prescribed in the curriculum, and
- the required internship (professional experience),
- in the case of dual training, fulfilled the prescribed work obligations at the traineeship, and
- the required credits.

#### **12. Conditions for admission to the final examination**

Joint conditions for admission to the final exam:

- obtaining a final certificate,
- submission of the dissertation by the deadline,
- evaluation of the dissertation with a different grade than the deadline,
- registration for the final exam by the deadline,
- the student has no overdue payment debt to the University for the given training,
- accounted for with assets owned by the University (borrowed books, sports equipment, etc.).

A student who has not fulfilled any of the provisions of the points a)-f) cannot be admitted to the final examination.

#### **13. Parts of the final examination**

The student shall defend his/her thesis before a final examination committee and answer questions, relating to the thesis, in the topics determined as final examination requirements.

#### **14. Determining the result of the final exam**

The arithmetic mean of the following two digits, rounded to two decimal places:

- the grade given to the dissertation by the reviewer (s) - determined with a five-point qualification - in case of several reviewers the average of the marks of the reviews is rounded to two decimal places, and
- the grade obtained for the defense of the dissertation, for the answers to the questions related to the dissertation - established with a five-level qualification.

**15. Components of diploma qualification, method of calculation**

The result of the diploma is the arithmetic mean of the following two digits, rounded to two decimal places:

- a) the credit-weighted average of the marks of the compulsory and core elective subjects in the amount of credits prescribed in the curriculum, and
- b) the result (grade) of the final examination.

**16. Conditions for issuing a diploma**

A prerequisite for the award of a diploma certifying the completion of higher education is a successful final examination.

2SLEMB19ABP, 2SLEMBASZ19ABP - Executive MBA Program in Budapest, in English, part-time training Curriculum for 2024/2025. (1.) fall semester for beginning students																				
Subject Code	Subject Name	Type	Number of hours per semester		Credits	Evaluation	Fall or Spring Semester	2024/25 Academic year		2025/26 Academic year		Credit	Course leader	Institute	Instructors	Requirement		Equivalent subject		PSS
			Lecture	Seminar				1	2	3	4					Code	Name	Code	Name	
			hours	hours				Fall semester	Spring semester	Fall semester	Spring semester									
<b>Core courses</b>																				
VTSM002NMMB	Teambuilding	CR	0	10	0	s	fall	0					Andrea Toarniczky	Institute of Strategy and Management	Andrea Toarniczky					
INIR004NMMB	Case solving methodology workshop	CR	0	20	0	s	fall	0					Péter Fehér	Institute of Data Analytics and Information Systems						
KOZG032LASB	Economics and beyond	C	0	22	5	ex	fall	5					András Olivér Németh	Institute of Economics	Péter Ákos Bod and guest lecturers					
VEZ0048LASB	Personal development	C	0	18	4	pg	fall	4					Andrea Toarniczky	Institute of Strategy and Management						
VF00003NMMB	Global Corporate Strategy	C	0	22	5	pg	fall	5					Miklós György Stocker	Institute of Strategy and Management	Patrick Gibbons					
PSBV023NMMB	Corporate finance and Finlab	C	0	22	5	pg	fall	5					Helena Naffa	Institute of Finance	János Illéssy, Helena Naffa					
MAMF001NMMB	Managing cultural diversity	C	0	18	4	pg	fall	4					Zita Anikó Kelemen	Institute of Marketing and Communication Sciences	Zita Anikó Kelemen and guest lecturers					
VTSM130LASB	Personal leadership development workshop 1.	C	0	10	2	pg	fall	2					Andrea Toarniczky	Institute of Strategy and Management	Andrea Toarniczky, Zoltán Buzády, Andrea Klér Juhász and guest lecturers					
VEZ0049LASB	Change Management	C	0	30	5	pg	fall	5					Zoltán Csedő	Institute of Strategy and Management	Anthony Radev and invited lecturers					
VGDE002NMMB	Sustainability and Ethics	C	0	22	5	pg	spring		5				Katalin Ásványi	Institute of Sustainable Development	MSM Faculty					
VEZ0050LASB	Organizational Behaviour and Human Resource Management (OB and HRM)	C	0	22	5	pg	spring		5				Sándor Takács	Institute of Strategy and Management	Konstantin Korotov					
MAMF030LASB	Marketing	C	0	30	5	pg	spring		5				Attila Endre Simay	Institute of Marketing and Communication Sciences	Damien McLoughlin					
ADIN041LASB	Digital Transformation and Process Management	C	0	22	5	pg	spring	5					Péter Fehér	Institute of Data Analytics and Information Systems	Péter Fehér, György Drótos, Róbert Marciniák, Krisztián Varga					
SZAM048LASB	Accounting and Law	C	0	22	5	ex	spring	5					László Péter Lakatos	Institute of Accounting and Law	László Péter Lakatos, Eleonora Tarpataki					
VTSM131LASB	Personal leadership development workshop 2.	C	0	10	2	pg	spring		2				Andrea Toarniczky	Institute of Strategy and Management	Andrea Toarniczky, Zoltán Buzády, Andrea Klér Juhász and guest lecturers					
PSPS008NMMB	Mergers and Acquisitions (M&A project)	C	0	22	5	pg	spring		5				László Péter Lakatos	Institute of Accounting and Law	Charles McFerren and guest lecturers					
VTSM006NMMB	Leadership Camp	CR	0	16	0	s	fall			0			Andrea Toarniczky	Institute of Strategy and Management	SEED					
VF00002NMMB	Entrepreneurship and innovation	C	0	22	5	pg	fall			5			Attila István Pethető	Institute of Entrepreneurship and Innovation	MSM Faculty					
MAME001NMMB	Research methodology	C	0	22	5	pg	fall			5			Ariel Zoltán Mitev	Institute of Marketing and Communication Sciences	Mitev Ariel, Zombor Berezvai					
VTVK002NMMB	Management control	C	0	18	4	ex	fall			4			László Péter Lakatos	Institute of Accounting and Law	Ágnes Szukits					
VTSM007NMMB	Thesis Writing 1 (Purpose of my MBA 1.)	C	0	12	5	pg	fall			5			Andrea Toarniczky	Institute of Strategy and Management	Supervisors					

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			Lecture	Seminar				1	2	3	4					Code	Name	Code	Name	
			hours	hours				Fall semester	Spring semester	Fall semester	Spring semester									
VTSM008NMMB	Personal leadership development workshop (3)	C	0	10	2	pg	fall			2		Andrea Toarniczky	Institute of Strategy and Management	Andrea Toarniczky, Zoltán Buzády and guest lecturers						
VGDE003NMMB	Social Entreprise challenge	C	0	22	5	pg	fall			5		Réka Matolay	Institute of Entrepreneurship and Innovation	Réka Matolay, Katalin Ásványi and guest lecturers						
VGLE002NMMB	Global Supply Chain Management (Global SCM)	C	0	22	5	pg	spring				5	Krisztina Városiné Demeter	Institute of Operations and Decision Sciences	MSM Faculty						
INIR006NMMB	Design sprint	CR	0	10	0	s	spring				0	Krisztián Varga	Institute of Data Analytics and Information Systems	Krisztián Varga, Péter Fehér						
MAMM002NMMB	Disruptive development project	C	0	22	5	pg	spring				5	Dóra Horváth	Institute of Marketing and Communication Sciences	Dóra Horváth						
VTSM009NMMB	Thesis Writing 2 (Purpose of my MBA 2.)	C	0	12	5	pg	spring				5	Andrea Toarniczky	Institute of Strategy and Management	Supervisors						
VTSM010NMMB	Personal leadership development workshop 4.	C	0	10	2	pg	spring				2	Andrea Toarniczky	Institute of Strategy and Management	Andrea Toarniczky, Zoltán Buzády and guest lecturers						
OPDO052LASB	Leading people	C	0	22	5	pg	spring				5	Zoltán András Buzády	Institute of Operations and Decision Sciences	Zoltán Buzády						
<b>Compulsory Electives</b>											<b>10</b>	<b>15</b>								
	MSM Elective 1.	CE	0	16		pg														
	MSM Elective 2.	CE	0	16	10	pg														
	MSM Elective 3.	CE	0	16		pg														
	MSM Elective 4.	CE	0	16		pg														
<b>Total credits</b>				<b>#</b>				<b>30</b>	<b>32</b>	<b>26</b>	<b>32</b>	<b>120</b>								