

# **Corporate Internal and Executive Coach Specialist Postgraduate Program**

**training program**

**For students who start in the spring semester of 2025/2026/2**

## Corporate Internal and Executive Coach Specialist Postgraduate Program

**Validity:** From semester 2025/2026/2

**General data:**

**Programme manager:** Sándor Takács

**Location of training:** Budapest

**Delivery mode:** correspondence

**Programme language:** English

**Programme and outcome requirements**

- 1. Name of specialist postgraduate programme:** Corporate Internal and Executive Coach Specialist Postgraduate Programme
- 2. Name of professional qualification in the diploma:** corporate executive coach
- 3. Field of study in the specialist postgraduate programme:** economics
- 4. Condition of admission:** At least Bachelor's degree and professional qualification obtained in any field of study
- 5. Programme time:** 2 semesters
- 6. Number of credits to be collected for the professional qualification:** 60 credits
- 7. Use of competencies, knowledge elements and material to be acquired during the programme, as well as personal capabilities, skills and professional qualification in a specific environment and system of activities:**

Coaching is a relatively new, but more and more widespread way of developing executives. An increasing number of companies use internal coaching as a cost-efficient internal development solution. By coaching we mean consulting, but mainly developing support tailored to a person or group.

The usual objectives are the identification of the personal or professional skills and behaviour of the coached person, and - according to his/her own decision - their change and improvement in order to solve a specific given problem and/or to reach future objectives.

**Competencies, knowledge elements and material to be acquired:**

**The graduates of the specialist postgraduate programme will be familiar with:**

- the practical application of tools and techniques required for conducting individual and group coaching activity,
- the rules of coach marketing,
- the tools of "active listening" and "I message" questioning technique,
- self-knowledge psychological elements of coaching,
- details of conflict, stress, decision issues,
- the basic concept of motivation,
- the system and tools of career support,
- the order of time management and delegation of responsibilities,
- the process of the first 90-day coaching, i.e. the process of starting a new job,
- tools and forms of building personal brands and fame,
- possibilities of supporting managers with coaching,
- relations of work-life balance,
- concept and process of group and team coaching,
- relations between emotional and social intelligence,
- practical possibilities of coaching,
- features of supervision.

**The graduates of the specialist postgraduate programme will be able to:**

- set objectives, define and implement long-, medium- and short-term strategies of corporate objectives,
- establish safe, ethic, sustainable economic and human working conditions,
- make a permanent change in behaviour, based on own decisions,
- develop management skills and abilities,
- give feedbacks of coaching type,
- generate responsibility and awareness in staff members,

**Personal characteristics and skills:**

- ability to build trust,
- ability to evaluate and analyse situations,
- creativity, proactivity,
- ability to make decisions,
- communication skills,
- empathy,
- ability to cooperate and organise tasks.

**Application of professional qualification in specific environment and system of activity:**

In coaching, the support is always aimed at helping the coached person or group in finding the road to the solution themselves, and in developing the psychological skills, motivation and series of actions required for the solution. In this sense, coaching is not consultancy, but support to “self-help”. The basis of coaching is a cooperation between the coached person or group and the coach, built on trust. This requires the attentive and empathic behaviour of the coach, and his/her high-level professional and methodological skills.

**8. Key knowledge areas for the professional qualification and credit values assigned to them:**

Basic coaching skills: 15 credits

Individual coaching skills: 10 credits

Group and team coaching skills: 10 credits

Management skills: 10 credits

Marketing, PR, business development and business communication skills: 10 credits

**9. Credit value of thesis:** 5 credits

**10. Thesis**

The purpose of producing a thesis is to certify the student’s knowledge and professional skills in a topic selected by the student, in scientific collection, organisation, analysis and processing of data related to the selected topic, in the discussion of the phenomenon or problem selected as the subject, in forming a hypothesis, in problem solving, analysis of alternative hypotheses, in arguing and refuting counter-arguments, and in the coherent and consistent expression of views, positions and ideas in writing, with the proper use of the language.

**11. Type of thesis:**

Research thesis

**12. Requirements for issuing the final certificate**

To the student who completed

- the study and examination requirements specified in the curriculum and
- the prescribed internship,
- in the case of dual training, the work requirements at the given location, and
- collected the required credits,

the University will issue a final certificate.

**13. Conditions of sitting for a final examination**

Joint conditions of sitting for a final examination:

- a) acquisition of final certificate,
  - b) submission of thesis within the deadline,
  - c) evaluation of the thesis within the deadline with a grade other than insufficient,
  - d) registration for the final examination within the deadline,
  - e) in the given programme, the student has no expired debts to the University,
  - f) accounting for any equipment (borrowed books /sports equipment) of the University.
- A student who did not satisfy any of points a)-f) shall not be allowed to sit for the final examination.

**14. Parts of the final examination**

The final examination consists of the defence of the thesis

**15. Determination of the result of the final examination**

The arithmetic mean of the following two grades, to two decimals:

- a) The grade given to the thesis by the referee(s) - using a qualification system of five grades - , and in the case of multiple referees, the arithmetic mean of the grades to two decimals, and
- b) the grade given to the defence of the thesis and the questions related to the thesis - using a qualification system of five grades.

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

The result of the diploma is received from the arithmetic mean of the following two grades, rounded to two decimals:

- a) in the credit quantity specified by the curriculum, the credit-weighted arithmetic average of compulsory and compulsory elective subjects, and
- b) the result (grade) of the final examination.

**17. Conditions of issuing the diploma**

The precondition of issuing the diploma certifying the completion of studies in higher education is a successful final examination.

**SLVBVC21ABP - Curriculum for the Corporate internal and executive coach specialist training programme, for the year 2025/2026 starting in Spring, Budapest site, part-time**

Subject Code	Subject Name	Type	Number of hours per semester hours		credit	Evaluation	Fall or Spring Semester	2025/26 Academic year	2026/27 Academic year	credit	Subject responsible	Institute	Requirement		Equivalent subject		PSO
			1	2				Coda	Name				Coda	Name			
			Spring semester	Fall semester													
<b>Compulsory subjects</b>																	
VEZ0003LASB	Organisational behaviour and organisational development	C	0	14	6	pg	Spring	6		6	Sándor Takács	Institute of Strategy and Management					
VEZ0004LASB	Managerial communication and leadership	C	0	8	4	pg	Fall		4	4	Mária Dunavölgyi	Institute of Strategy and Management					
VEZ0005LASB	Introduction to coaching	C	0	16	4	pg	Spring	4		4	Mária Dunavölgyi	Institute of Strategy and Management					
VEZ0006LASB	Identitywork in coaching	C	0	8	3	pg	Spring	3		3	Andrea Toarniczky	Institute of Strategy and Management					
VEZ0007LASB	Brief coaching	C	0	8	3	pg	Fall		3	3	Andrea Toarniczky	Institute of Strategy and Management					
VEZ0008LASB	Coaching methods	C	0	24	5	pg	Spring	5		5	Mária Dunavölgyi	Institute of Strategy and Management					
VEZ0009LASB	Introduction to Gestalt coaching	C	0	8	3	pg	Fall		3	3	Sándor Takács	Institute of Strategy and Management					
VEZ0010LASB	Akvarium coaching	C	0	24	3	pg	Fall		3	3	Sándor Takács	Institute of Strategy and Management					
VEZ0011LASB	Tips and tricks in coaching	C	0	8	4	pg	Fall		4	4	Sándor Takács	Institute of Strategy and Management					
VEZ0012LASB	Teambuilding	C	0	6	1	pg	Spring	1		1	Sándor Takács	Institute of Strategy and Management					
VEZ0013LASB	Action oriented methods in coaching and Action Learning	C	0	16	4	pg	Spring	4		4	Sándor Takács	Institute of Strategy and Management					
VEZ0014LASB	Action Learning	C	0	8	2	pg	Fall		2	2	Sándor Takács	Institute of Strategy and Management					
VEZ0015LASB	Team coaching	C	0	8	3	pg	Fall		3	3	Sándor Takács	Institute of Strategy and Management					
VEZ0016LASB	Coaching marketing and sales	C	0	8	5	pg	Fall		5	5	Mária Dunavölgyi	Institute of Strategy and Management					
VEZ0017LASB	ICF Coaching ethics and competencies	C	0	16	5	pg	Spring	5		5	Sándor Takács	Institute of Strategy and Management					
VEZ0018LASB	Thesis consultation	C	0	4	5	pg	Fall		5	5	Sándor Takács	Institute of Strategy and Management					
<b>In total</b>								<b>28</b>	<b>32</b>	<b>60</b>							

**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

A subject that can be completed in a preferential study order (PSO) on the basis of Section 92 of the Study and Examination Regulation (TVSZ)

**Curriculum**

It is recommended to include the subjects in the schedule according to the sample curriculum. The student may deviate from this, taking into account:

The detailed rules related to the admission of the subjects and the completion of the subjects are included in the Study and Examination Regulations!

Please note that curriculum changes are possible!