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### **Business and Management (BA)**

Eötvös József College is pleased to offer BA course in Business and Management field. The College's Business Sciences Institution was established at the beginning of 2000 year to provide professional development training for Small and Medium Sized Enterprises. The Institution offers Entrepreneurship and Logistic specialisations. The College maintain strong links with the business authorities and associations (National Association of Entrepreneurs and Employers, Hungarian Chamber of Commerce and Industry, National Tax and Customs Administration), national and international Enterprises.

Business and Management (BA) course - The aim of course is to set the future possibilities of understanding and acquainting each other's business environments. In nowadays, the process of globalization enforced the business actors to recognize and adapt to the local and regional cultural differences (especially in the business field). Small and Medium Size Enterprises create the fundamentals of national economy in the EU and USA, too. Our Institute of Business Economics is turned to SMS Enterprises with the aim to promote the local and regional economic development. The course is built to be helpful in the increasing economical status of the countries, one of the most important pillars of this kind of education is the strong relation with actors of governmental and enterprises sphere. The course should be a useful tool to provide the next generations with opportunity to start and run a business in the international environment by student mobility to facilitate the experience change and on the job learning possibilities.

This course provides students with the understanding of theoretical and applied economics, the familiarity with social theory, and the knowledge and methodological skills relating to a specialization which they need to become business professionals who are able to design, analyse and organize the processes of business organizations and public-sector institutions. It also gives students the knowledge that they need should they want continue their studies at Masters level.



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## PROFESSIONAL EXPERTISE

### Graduates with this degree are familiar with:

- the fundamental concepts of business, its main sequences and the main factors which influence it;
- guidelines for the management of resources, production factors, and tools and methods used in design, planning, analysis, evaluation and implementation;
- the principles and methods of governance, organization and operation of business processes;
- the principles and methods of foundation and creation of organizational structures and behaviours, and change management in businesses and institutions.
- Graduation with this degree also means compliance with the prerequisites to participate in Masters courses relating to business and management.

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### Students taking Specialization in Logistics learn about:

- logistical support to production processes;
- the requirements for logistics systems;
- logistical technologies (storage and warehousing systems, warehouse work processes, packaging techniques);
- transport;
- ERP systems to support logistics processes;
- customs law.

### Students taking Specialization in Entrepreneurship learn about:

- the financial and management characteristics of small- and medium-sized enterprises;
- management design features;
- the financial operation of companies;
- different methods for the evaluation of companies;
- quality management;
- international marketing.

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## FEATURES OF THE INSTITUTE OF BUSINESS SCIENCES

- A wide range of training opportunities;
- full-time course and correspondence courses;
- active cooperation with the labour market;
- practice-oriented teaching;
- language learning facilities.



**EÖTVÖS JÓZSEF FŐISKOLA  
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**LANGUAGE**

English

**STUDY AREA**

Economic Science

**COURSE STRUCTURE:**

Semesters: 7

Academic credits altogether: 180

Professional experience credits: 30

Credits altogether: 210

