

Dear Esteemed Partner,

Following up on our communication, we are pleased to share further details about the previously advertised 4 **blended short-term mobility courses** to be held from **24 to 28 March 2025**.

Given the short timeframe and the introductory nature of these courses, **participation is offered free of charge**. If you could share this opportunity with any interested students, professors or staff members, it would be much appreciated.

Registration for the courses is available at the **link** below:

<https://forms.office.com/e/ZGQhzpHMX5?origin=lprLink>

Please note that the **deadline** for registration is **28 February 2025, 12:00 PM (CET)**.

Attached to this email, you will find the detailed description of each course for your convenience.

In addition, we would greatly appreciate receiving feedback regarding the topics of interest for future courses, which we are planning to organize in early September and late October. Your input will help us to better tailor our offerings to meet the needs of participants.

In case you have any inquiries or need further assistance with registration, please do not hesitate to contact us.

Thank you for your continued collaboration, and we look forward to receiving your registration.

Sincerely,

International Directorate

Budapest University of Economics and Business

H-1149 Budapest,
Buzogány u. 11-13.

Hungary

international.uni-bge.hu



**BUDAPEST UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Blended short-term mobility course 2025

INVESTMENT BANKING

24-28 MARCH 2025

Course leader

[DR. HABIL. JUDIT SÁGI PHD, ASSOCIATE PROFESSOR PHD](#) - DEPARTMENT OF FINANCE

and guest speakers from the banking world

Language of the course

English (B2)

Credit value

3 ECTS

Registration fee

FREE of charge for BUEB partner universities

Organizer

BUEB- Department of Finance

Participating level

BA and MA students - recommended for students studying finance

COURSE AIMS:

The course provides an insight into the structure, operations and products of investment banks. Through real-life, practical examples, the course will introduce you to the key products and markets that encompass the main activities of an investment bank. Our aim is to provide students with global knowledge that they can use in their future careers, by introducing them to the practical world and real problems of these markets and products.

The course will be taught by guest speakers from a leading international bank. Finance department will be invited as guests of the course.

Our Investment Banking course provides an insight into the structure, operations, key products and markets of investment banks.

APPLICATION:

[BUEB SHORT-TERM MOBILITY COURSE 2025 REG. LINK](#)



**APPLY BY
28 FEBRUARY 2025**



**BUDAPEST UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Blended short-term mobility course 2025

**APPLY BY
28 FEBRUARY 2025**

THE REALITIES OF ORGANIZATIONS

24-28 MARCH 2025

Course leader

[DR. NICHOLAS CHANDLER PHD, ASSOCIATE PROFESSOR PHD](#) - Department of Leadership & Human Resources Development and guest speakers from academia and the corporate world

Language of the course

English (B2)

Credit value

3 ECTS

Registration fee

FREE of charge for BUEB partner universities

Organizer

BUEB- Department of Leadership and Human Resource Development

Participating level

BA and MA students - recommended for students studying business administration and management

COURSE AIMS:

Business students could benefit from our Realities of Organizations course, discussing topics such as why things don't always go to plan in companies, the challenges of mergers, the key role of communication and what happens when the goalposts are moved.

The course will enable students to understand the nature of organizational culture as it evolves and the tools and techniques which they can use to help a culture progress to a higher level. This course alternates between presentations and activities to complement the concepts, perspectives and approaches covered.

APPLICATION:

[**BUEB SHORT-TERM MOBILITY COURSE 2025 REG. LINK**](#)



PROGRAMME OVERVIEW

- Online introductory session will take place mid-March as part of the Blended short-term mobility course.
- Welcome event for all international course participants including BUEB students and Faculty members

1. BLOCK (10×45 MINS)

- Introduction to the realities of organizations: why things don't always go to plan in companies.
- Icebreaker Task: Defend the egg
- Group Task: case study of Jamies restaurants + Café Frei (2 groups)
- Duck and cover? Self-preservation and avoiding conflict: an introduction to persona and shadow.
- Task: Building a persona
- The Boss, le Patron, Der chef: leadership styles and cultural characteristics
- Task: comparative case study
- That's not my job! The jobsworth mindset, fragmentation and subcultures. Can an organization have a single culture?
- Group Task: a case study of the bank wiring room (Hawthorne experiments) – norms and informal structures

2. BLOCK (8×45 MINS)

- The challenges of mergers: the merging of cultures
- Group activity: Merger by numbers
- Competing Values Framework – the importance of the cultural audit
- Individual task: diagnosing organisational culture
- Video task: The meeting culture
- Organizational cultural change – presentation of culture types (Blame, multidirectional etc.), Structures by regions,
- Group Task: Secoinsa case study

3. BLOCK (8×45 MINS)

- The key role of communication and what happens when the goalposts are moved.
- Group activity: Square box with a hole in the middle – instructions, planners vs implementers,
- Comparative case study: Netflix, KPMG, Amazon and Pfizer: comparing leadership, values, norms, employee treatment and criteria for success.
- Group activity: Welcome to my Village
- Course Feedback

[BUEB SHORT-TERM MOBILITY COURSE 2025 REG. LINK](#)



**APPLY BY
28 FEBRUARY 2025**





**BUDAPEST UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Blended short-term mobility course 2025

SOCIAL SUSTAINABILITY & WELLBEING

24-28 MARCH 2025

Course leader

[DR. JANOS DEBRECENI PHD, ASSOCIATE PROFESSOR PHD](#) - DEPARTMENT OF HOSPITALITY
and guest speakers from academia and major luxury hotel group

Language of the course

English (B2)

Credit value

3 ECTS

Registration fee

FREE of charge for BUEB partner universities

Organizer

BUEB- Department of Hospitality

Participating level

BA and MA students - recommended for students studying tourism and hospitality

COURSE AIMS:

Environmental, Social and Governance (ESG) reporting system had been created for companies and enterprises to take concrete steps towards a less exploitative, much more responsible, and more ethical operation. The course enables students getting to know the ESG reporting system of a large tourism company and help them develop the social standards through the lens of diversity. This 5-days study program offers a unique opportunity to learn from a promising sustainability initiative. The program sets the stage for building relationships, increasing the participants' co-working skills in an international environment.

The Social Sustainability and Wellbeing course is mainly for students studying tourism & hospitality, as they immerse in wellbeing and happiness during an ESG-related fieldwork in Budapest.

APPLICATION:

[BUEB SHORT-TERM MOBILITY COURSE 2025 REG. LINK](#)



PROGRAMME OVERVIEW

- Online introductory session will take place mid-March as part of the Blended short-term mobility course.
- Welcome event for all international course participants including BUEB students and Faculty members

DAY 1. ESG

- Welcome, icebreaking tasks and group formation
- Introduction of ESG standards in general
- Meeting the representatives of a *prestigious European luxury hotel group* as the associated partner
- Introduction of the ESG reports of associated partner
- Identifying rooms to improve the social pillar of associated partner's ESG

DAY 2. DIVERSITY DAY

- Participants will learn about themselves and their community
- Unusual discovery of the urban environment in Budapest

DAY 3- SELF DEVELOPMENT DAY

- How to transform individual actions into broader social sustainability

DAY 4- DESIGN THINKING DAY

- Application of innovative methods to find solutions for corporate challenges
- Peer groups find ways to improve social pillars of associated hotel groups's ESG standards

DAY 5- PRESENTATION DAY

- Peer group introduce their findings and outcomes to the prestigious European luxury hotel group's representatives

[BUEB SHORT-TERM MOBILITY COURSE 2025 REG. LINK](#)



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28 FEBRUARY 2025**





**BUDAPEST UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Blended short-term mobility course 2025

SUSTAINABILITY BRAINSTORMING

24-28 MARCH 2025

Course leader

[DR. ÉVA ERDÉLYI DR. SZABÓNÉ, ASSOCIATE PROFESSOR PHD](#) - DEPARTMENT OF METHODOLOGY FOR BUSINESS ANALYSIS
and guest speakers from the corporate world

Language of the course

English (B2)

Credit value

3 ECTS

Registration fee

FREE of charge for BUEB partner universities

Organizer

BUEB- Department of Methodology for Business Analysis

Participating level

BA and MA students - available for students studying any area, not just business

COURSE AIMS:

Deepening the sustainability and circular economy approach through small interactive exercises, individual and creative small group work. Sharing each other's future-conscious daily practices, collecting innovative ideas. Thinking together about global challenges and local solutions.

Understanding the social, economic and environmental approach to help the development of the small project. Thinking together about what we can do more for the environment, whether in our daily lives, in a business or at the university.

Learn about best corporate practices from guest speakers and on the spot. To summarize the experiences and make suggestions.

APPLICATION:

[BUEB SHORT-TERM MOBILITY COURSE 2025 REG. LINK](#)



PROGRAMME OVERVIEW

- Online introductory session will take place mid-March as part of the Blended short-term mobility course.
- Welcome event for all international course participants including BUEB students and Faculty members

SUBJECT AREAS

- BUEB for sustainability. Climate change challenges, preserving resources for future generations, protecting and restoring nature.
- Measuring environmental footprint and mitigation options in our daily lives and in different sectors.
- Circular economy, challenges and solutions. Collecting the experienced best practices (companies, businesses, products and services, etc.)
- Collect examples of the "R's", mini competition: Reduce, Reuse, Recycle, Redesign, Remanufacture, Recycle, Responsibility, Refuse, Reconsider, Respect, Repair, Recharge, Reinvent, Reinstall, etc.
- A brainstorming session on everyday challenges and solutions. Good practices in domestic and international business, learning about innovative businesses.
- How does a responsible corporate practice work? A visit to a company committed to sustainability.

PROFESSIONAL COMPETENCIES

Situational awareness, logical and long-term thinking, interpreting conditions, planning, process thinking, understanding the decision-making process, problem solving, responsibility and sensitisation, effective participation in teamwork, recognising market advantages, developing and strengthening independent working techniques.

Problem-based learning, strengthening project approach. Formulating and interpreting the meaning of the results of best practices experienced and learned. Collecting and organising best practices, evaluating them from different perspectives. Reasoning and debate, critical thinking. Individual work and cooperative learning.

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