



ELTE | FACULTY OF
ECONOMICS

Business & Economics Summer University (BESU)

offered by

ELTE Faculty of Economics (ELTE GTK)

BESU, which started in 2019, **offers 7-8 one-week, 25-hour courses** to university students from all over the world. The usual schedule is: 5 days x 5 sessions x 45 mins, usually in 90-min slots. Those participating in the Erasmus BIP will also be invited to an online session before and another one after the week in Budapest.

By participating in and successfully completing the course (including the assessments), students can earn **3 ECTS credits**, which they may be able to transfer at their home institution. Following the summer university, students receive a **Certificate of Attendance** and a detailed **Transcript** containing the course descriptions and the detailed breakdown of their chosen course specifying both the topics covered in the classes and the assessment details.

The courses are taught by **international scholars** and by **ELTE faculty members**. They cover **all branches of business studies** and assume only minimal background knowledge, so they are open to all students who have completed at least one year of studies in any business field.

The **venue** is the campus of the Faculty of Economics located in the centre of Budapest. The classrooms are air-conditioned and equipped with a computer and a projector. Inexpensive **accommodation** is available at one of ELTE's residence halls located about 40 minutes from the campus.

The physical part of BESU 2025 is going to take place between **Monday, 14 and Friday, 18 July**. The online BIP sessions are planned to be held during the weeks before and after the offline part. The online session(s) are designed to allow the participants (both the students and their teachers) to acquaint themselves with one another, the city, the faculty, the venue, the structure of the chosen course, the expectations, as well as the extracurricular opportunities, while the session following the teaching part is intended as an evaluation session when the participants have an opportunity to draw the conclusions of the courses.

The course offered for the Erasmus BIP programme is entitled *Developing Your Brand – Strategy & Practice*. The instructor, [Justin Paul](#), is one of the most cited scholars in the field of Business Studies. He is Editor-in-Chief of *International Journal of Consumer Studies* and Dean of NMIMS School of Business (Mumbai).

Further information is available here:

- BESU website: <https://gtk.elte.hu/sumuni>
- Short video about the 2024 BESU: <https://www.youtube.com/watch?v=6IJTLqWUCXs>
- Organiser: Professor Dr Gábor Forrai, Department of Marketing and Argumentation, ELTE Faculty of Economics (ELTE GTK), email: forrai@gtk.elte.hu
- BESU email address: sumuni@gtk.elte.hu
- ELTE GTK Erasmus contact: incoming@gtk.elte.hu

INVITATION

to a Business and Economics Summer University (BESU) course entitled

Developing Your Brand – Strategy & Practice

offered by ELTE Faculty of Economics (ELTE GTK)

in the Erasmus+ **BLENDED INTENSIVE PROGRAMME (BIP)** framework

BUDAPEST 14-18 July 2025



You are kindly invited to participate in one of the courses of the Business and Economics Summer University offered by ELTE Faculty of Economics (ELTE GTK BESU) in the Blended Intensive Programme (BIP) format.

- **BIP course: *Developing Your Brand – Strategy & Practice*** (detailed course description: <https://gtk.elte.hu/sumuni/program> > Program > 2025 Summer University Program, 2nd course from the top
- **Instructor: Justin Paul** - one of the most cited scholars in the field of Business Studies; Editor-in-Chief of the *International Journal of Consumer Studies* and Dean of NMIMS School of Business (Mumbai)
- **Format and timing:**
 - in person part: Monday, 14 – Friday, 18 July 2025: 5 days x 5 sessions x 45 mins (usually in 90-min slots)
 - 2 online sessions before and after the course week
 - introduction, practical matters: July 2025 (length 1 hour, exact time tbc)
 - follow-up, practical matters, closing ceremony: Monday, 21 July 2025 (length: 1 hour, exact time tbc)
- **Venue:** ELTE Faculty of Economics, Building Q. (Budapest, Rákóczi út 7.) Located in the centre of Budapest, all classrooms are air-conditioned and equipped with 21st century equipment. [City centre map with faculty location](#) and [campus map](#) (please scroll down to the bottom of the page).
- **ECTS value:** participation and successful course assessment completion yield **3 ECTS credits**, which students may be able to transfer at their home institution. Students also receive a **Certificate of Attendance** and a detailed **Transcript** containing the course

description and the detailed breakdown of the course specifying both the topics and the assessment details.

- **Language requirement:** native English OR min. B2-level in English. (Accepted language exams and minimum levels: IELTS (6.0), TOEFL (iBT: 80 points / PBT: 500 points / CBT: 173 points, Cambridge First Certificate (FCE: 170), Euroexam Online (overall 75%), Duolingo (110), TOEIC Listening and Reading (785), TOEIC Speaking and Listening (310). Minimum B2 English proficiency level certified by the sending institution is also acceptable.
- **Expected study level:** min. one completed year at a higher educational institution (university, college, professional college)
- **Application form:** <https://gtk.elte.hu/sumuni/application-form>
- **Application deadline:** ~~15-May-2025~~ **11.06.2025**
- **Nomination procedure:**
 1. contact your home institution's coordinator regarding the selection process.
 2. selected students will be nominated by the sending institution via email.
 3. selected students fill in the Application form (see above)
- **What is included?**
 - course and course materials
 - Certificate of Attendance + Transcript
 - coffee (and snacks) during the breaks
 - social events and extracurricular opportunities – something for every evening: welcome reception, guided tour of the city, evening talk by a distinguished guest representing the industry, karaoke farewell night. Further events may also include a treasure hunt, a wine-tasting session, etc. – tbc.
- **What other costs may occur/ you can expect:**
 - **Accommodation:**
 - at ELTE's residence hall (**Erdős Pál Dormitory**, Budapest, Nagytétényi út 162-164.) located approximately 40 minutes by public transport from the campus, EUR 45/night for single occupancy in a double room for OR 25 EUR/night/person for double occupancy.
 - private accommodation of your choice (Check the **Housing Office's** website for recommendations, write to them at housing@elte.hu, check out the **partners hotels of ELTE**, or check here: [Airbnb](#); [Booking.com](#); [RevNGo.com](#); [travelminit.hu](#))
 - **Transfer** from and to airport (if you are planning to fly): **Airport Express** (also known as **100E bus**). Single ticket: 2,200 HUF (March 2025 price; approximately 5 EUR)
 - **BKK transportation pass:** we recommend the **biweekly pass** (15 days) for 5,950 HUF (March 2025 price; approximately 15 EUR) Other options: [BKK website](#)
 - **food and drinks:** 15-20 EUR/day
 - **extracurricular activities of your choice** (beyond those offered by the Faculty)
- **Further information:**
 - [BESU 2024 TikTok video](#)
 - ELTE Faculty of Economics Business and Economics Summer University (ELTE GTK BESU) [website](#)
 - ELTE Faculty of Economics (ELTE GTK) [image videos and other promotional links](#)

We look forward to your application and participation in ELTE GTK'S BESU.

Termenul limită de depunere a dosarelor de candidatură pentru studenți pentru participarea la selecția internă Erasmus+ la UVT este 11.06.2025.

**- Comisia de selecție ERASMUS+,
Compartimentul Erasmus+, UVT**