

KODOLANYI JANOS UNIVERSITY

PROGRAM DESCRIPTION

MSC IN BUSINESS DEVELOPMENT

Approved by KJU Senate decision:

The program description is using the definitions of the European Higher Education Area European Credit Transfer System. The content is based on ECTS Users' Guide, Hungarian HE legislation and FIBAA Accreditation Agency guidelines for Program in Management Studies, Economics, Law and Social Sciences.

Program Director:

Dr. Cséfalvay Zoltán

Basic Data

Disciplinary Area: Master of Science, Economics

Title of qualification: Economist in Business Development

Duration of education: min. 1 semester Preparatory course +4 semester in the master program

Entry requirements: qualifications obtained in a bachelor program or college degree obtained in an earlier educational system equivalent with a BA degree or university degree or MA degree.

In case of further education within another disciplinary area, the Admission Rules shall prevail.

ECTS Value: Preparatory course 20 credits +120 credits

Program focus: academic oriented and theory-oriented subjects in a proportion of 60-40 % of the total credits

Contact lessons defined by the Act on National Higher Education:

- Full time program: 800 contact lessons
- Part time program: 200 contact lessons

1. Objectives- Context, Aims and Characteristics

1.1. Objectives:

1.1.1. Quality Aims of European Higher Education

Education of economic professionals who are capable of enterprise analysis in case of SMEs and other business organizations for resolving complex developmental tasks by their competitiveness in international environment. Theoretical and methodological knowledge: They are capable of senior

and upper leadership activities in different topics of enterprise development as venturing new businesses, resolving operation problems, enterprise management advising in national and international business sphere. They are capable of continuing their education at doctoral level.

1.1.2. Dublin Descriptors of First Cycle-QF-EHEA

The program's qualification objectives are equivalent to the European Qualification Framework System level 7, and Hungarian National Qualification Framework system 7th level programs.

Level	Knowledge	Skills	Competence
Level 7[3] The learning outcomes are relevant to Level 7	Highly specialized knowledge, some of which is at the forefront of knowledge in a field of work or study, as the basis for original thinking and/or research Critical awareness of knowledge issues in a field and at the interface between different fields	Specialized problem-solving skills required in research and/or innovation to develop new knowledge and procedures and to integrate knowledge from different fields	Manage and transform work or study contexts that are complex, unpredictable and require new strategic approaches; take responsibility for contributing to professional knowledge and practice and/or for reviewing the strategic performance of teams

They comply with the Hungarian subject benchmarks and accredited by the Hungarian Higher Education Accreditation Committee, member of ENQA.

Education of economic professionals who are capable of understanding business enterprise and business administration processes, in general, and capable for internationalization for global business environment.

- They are capable of understanding principles and multilevel regional governance system of business enterprises, its trends and nature, challenges and risks.
- They are capable of understanding organization and management of different type of organizations, who gained experience in leadership of business process, project management by using their economic knowledge, applying business knowledge and tools. Theirs specialized knowledge makes them capable of understanding, planning, analyzing operative and functional business processes of the organizations and institutions.
- They are capable of organization and management of new creative, innovative, quality-oriented program or project-based interventions for business services.
- They are capable of intercultural communication and interactions with business partners, costumers for understanding and influencing choices and behaviors of their costumer.
- They capable of continuing their studies at Ph.D. level.

1.1.3. European Credit Transfer and Accumulation System

KJU ECTS guidelines comply with the ECTS Users' Guidelines of EHEA

1.1.4. Quality Guidelines and Standards of EHEA 2015

Design and approval of the program, student-centred learning, teaching staff, learning resources, student administration and information management, public information rules.

1.2. Internationalization of KJU Program

1.2.1. Legal and normative international environment and rules

International orientation of study the program design is compulsory for international education program. They meet the new internationalized standards:

- UN Compact -GLRI50+20 normative prescription for managers as principle for international accreditation in case of EFMD European, and WBCSCB American accreditation agency¹
- European Parliament criteria for internationalization of HE curricula for international higher education², abroad and at home, credit, staff, student, degree, mobility, cross border delivery, curriculum (IoC), global citizenship, international research communication, international strategic partnerships, accreditation criteria, MOOC and virtual learning rules.
- Erasmus+ Program Guide
- EQUAL-Guidelines_2014.pdf³

1.2.2. The features of internationalization of KJU programs

The internationalization dimension of study program in case of MA in International Relations consists of the following elements:

- International dimension of content and curricula: to prepare and equip students for challenges of globalization, to prepare graduates for careers in global public, non-profit, businesses environment (forming regimes), working in diverse cultural backgrounds, management skills in intercultural communication and meet the standards of different regional subsystems, state-structures, civilizational environment and rules. This is formulated in the Interdisciplinary Global Management cluster of subjects.
- Including language courses to the curriculum for the preparatory and fresh students.
- International Week program and faculty internationalization are part of the curriculum
- International conferences and research projects are part of the curriculum
- Pedagogies: inclusive student-centred learning and learning skills development.
- Outcomes: detailly described.
- The program fully covers the foreign language learning programs for international degree students, Incoming mobility, inner mobility and partly, the double degree programs.
- Employability of graduates by ILO recommendations.

1.3. Distinctive premium features of KJU MSc in Business Development

1.3.1. The distinctive features of the study program in global MBD programs

- The KJU MBD program complies with all global, European and Asian normative professional, global occupational and accreditation rules:
- KJU MBD program combines the best elements of business school education, with university academic environment using applied research and third role of universities for social, business and tourism innovation.

¹ <http://grli.org/wp-content/uploads/2017/12/5020-Agenda-English.pdf>

² [http://www.europarl.europa.eu/RegData/etudes/STUD/2015/540370/IPOL_STU\(2015\)540370_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/STUD/2015/540370/IPOL_STU(2015)540370_EN.pdf)

³ http://www.fibaa.org/fileadmin/files/folder/FIBAA-FBK-PROG/EQUAL-Guidelines_2014.pdf

- The KJU MBD program is distinctive from other universities because it contains a premium element, the so called PIQ & Lead approach: its main philosophy is professionalism in knowledge and skills with service dominant approach with innovation and quality dimensions, and preparing for responsible leadership of units, teams, programs and projects.

1.3.2. Distinctive features for possible careers:

Positions: International (ISCO), European (ESCO) and Hungarian (FEOR) employment Codes:

- ISCO: 12 administrative and commercial managers (managers of organization units, departments, small companies that provide services to other departments. Corporate managers, general managers
- ESCO code 24, business and administration professionals
- FEOR Code 25

Roles: senior management or board of directors, business model developer

- New business development for financial growth manager
- Client retention managers
- Business development planning managers
- Management and research officers
- Advisers: with skill sets of sales, finance, marketing, mergers and acquisitions, legal, strategic management and capture management, customer relationship management, information management.

1.3.3. The KJU MSc in Business Development Program's position

- The program is part of the KJU Budapest International Campus program and together with the Hungarian program is sustainably implemented.
- The program is connected to KJU's strategic aims for cooperative education including work-based learning (WBL)
- The program is connected to KJU's strategic aims for entrepreneurship education: to develop students for private, non-profit or social entrepreneurship.

2. Admission

1.2. Admission requirement:

- Admission by formal learning documents
- Validation of non-formal learning on the principle of European and National Qualification Framework
- EU Skills Profile Tool for Third Country nationals
<https://ec.europa.eu/migrantskills/#/profile/personal-info/general>
- Recognition of qualifications held by refugees – guide for credential evaluators EAR Manual <http://ear.enic-naric.net/emanual/>

2.2. Admission exams are annually monitored.

Admission is the responsibility of the Centre for International Education and Development

2.3. Counselling for prospective students:

- Online helpdesk

- Counselling during the preparatory course

2.4. Selection procedure

- The selection procedure is transparent, students through language tests approve their learning skills and knowledge base for capability of implementing the study program's objectives.
- Selection process has an inclusive element, it reflects on those who have learning difficulties (dyslexia, etc.)
- The admission procedure is described, documented and the decision is communicated in writing, reflecting transparent criteria.
The admission criteria contain detailed information on the results of the admission procedure for stakeholders.

2. Intended Learning Outcomes in MSc in Business Development (ILO)

The MSc in Business Development has a Hungarian description of ILO. This program ILO is internationalized with globalization and internationalization competencies.

Outcomes of the Program	
1. Knowledge	
1.1.	Advanced knowledge concerning economics, macro-and micro level terms, and basic economic facts.
1.2.	Knowledge and understanding business organizations, their structure, operations, national and international networks, information aspects, institutional environments.
1.3.	They are familiar with European Union's business environment, institutions, policies and regulations.
1.4.	Degree holders are capable of business planning in business organizations, IGOs, INGOs, governmental offices concerning international commerce, financial rules, international development policies.
1.5.	Demonstrate knowledge global, regional (European), foreign commerce policies, foreign economic relation practices, problems and its impacts; are familiar with international commercial and financial, legal, regional development terms, resources and rules.
1.6.	Degree holders are familiar and experienced in exploring business problems, gathering information and application of advanced mathematical and statistical methods.
1.7.	Postgraduates are experienced in international project planning, organizing, implementation and monitoring, evaluating processes, ethical behavior practices.
1.8.	They are familiar with business development terms, theories, specialties, context, scientific problems.
1.9.	They understand business decision-making concerning organizational structures and environment.
1.10.	They are familiar with enterprise business value and its evaluation methods, understanding strategic positions.
1.11.	
1.12.	They are familiar with business financing, evaluation financial resources and returning analysis.
1.13.	They are familiar with latest leadership and management theories and models.
2. Skills	
2.1.	The degree holder is capable for original analysis, problem solution development, modelling in case of complex strategies and problems, in fluid environment and organizational culture.
2.2.	In SMEs, large enterprises they are capable of complex unit leadership, of complex planning, governance, and resource management in national, international and multicultural environment.
2.3.	Capable of understanding interdependence and impacts on efficiency and effectiveness exploring environmental factors.
2.4.	Capable of arrangement, allocating data, and resources, critical analysis using IT tools.

2.5.	Capable of using information on business development trends and EU and national policies.
2.6.	Capable for development personal professional views, approaches and discuss them.
2.7.	Capable of leadership of an enterprise, planning, governing operation and supporting processes, allocating resources.
2.8.	Demonstrates knowledge concerning international business, financial, supply chain and logistics processes.
3. Business competencies, behavior and attitudes	
3.1.	Degree holder behaves responsibility, critical attitudes, demonstrates innovativeness and proactive behaviors.
3.2.	It is open for new scientific and practice results and solutions.
3.3.	One demonstrates awareness concerning global, regional, local problems, concerning social, environmental, cultural issues, demonstrates transformative activities based on European social values.
3.4.	It is open for life-long learning, for professional development and influence for learning employees.
3.5.	It demonstrates openness for new venture possibilities, and social responsibility.
3.6.	Demonstrates rigor, constructive, cooperative and initiative qualities.
3.7.	
4. Generic competencies	
4.1.	Capable of autonomous decision making in case of organization policy, strategic, operative levels, using relevant leadership, innovation and quality management methods. capable for resolving advising tasks and roles concerning decision-making.
4.2.	Demonstrates autonomy in leadership of enterprises or divisions or units.
4.3.	Takes responsibility for own activity and own units, enterprise activity and for people.
4.4.	Capable of human resource development in own area of responsibility.
4.5.	Capable of strategy development of the whole enterprise or divisions, functional areas, for integrating with operative deployment.
4.6.	Capable of using quality models, techniques and tools for understanding whole processes.
4.7.	Capable of responsible cooperation for shareholders and all type of stakeholders.

4. Structure of the program:

4.1. Main clusters of the modules:

- Disciplinary Business Development Studies 60 ECTS
- Specialized Business Development Studies 20 ECTS
- Global Leadership Management Module 40 ECTS
- Free Elective: 10-20 ECTS

4.2. Rules of the credit allocation and the conversion of grades

EQF Levels of the subject: secondary school education (level 4), vocational level of education/short cycle (level 5), bachelor's (level 6), master's (level 7), Doctorate, Ph.D. (level 8)

Functions of the subject: I: Introductory, C: Core compulsory, S: specialization, P: preparatory for the Master level

Types of the subject: Theoretical- Colloquia: T, Seminar (portfolio task): S, Mixed (colloquia and portfolio task): M; Practice (project/internship: PRI, work-based learning: WBL): PRI, WBL, L-skills-tests, and other measurement): L

Types of grades of diverse types of subject: T: 1-5; S 1-5; M: 1-5; PRI/WBL: passed, satisfactory, very good, excellent. S: passed, satisfactory, very good, excellent.

Transcript of grades:

Performance in %	Performance by value	Grading Hungarian	ECTS grading	USA grading	China grading	India grading	UK grading
90-100	Excellent	5/A	A	A	A	A	A
81-90	Very Good	4/B	B+	B+	B	B	A/B+
71-80	Satisfactory	3/C	B+	B+	C	C	B
51-70	Passed	2/D	C+	C+	D	D	B-
0-50	Failed	1/F	C	C	E	E	C
0-50	No credit	No credit			F	F	F

1 ECTS= 30 working hours

5 ECTS: 30 academic hours of contact lessons, 120 hours of home working

4.3. Module allocation by clusters of modules

Module title	Code of the subject	Title of the subjects	level of the subject	type of the subject ⁴	Contact lessons+ working hours	Credits	Semester of education
Preparatory modules 30/30 compulsory ECTS		Business English 1	5th	L-T	30+120	10	0.
		Business English 2	5th	L-T	30+120	10	0, 1-2
		Hungarian as a Foreign Language	5th	L-T	30+120	5	0, 1-2
		EU Studies 1	5th	L-T	30+120	5	0
		EU Studies 2	5th	L-T	30+120	5	0
		English in Use (Grammar and Writing)	5th	L-T	30+120	5	0
		Communication Skills (Oral)	5th	L-T	30+120	5	0
		International Week	6th	PT	30+120	5	
		Free Elective	6th			5	
Responsible leadership module		Global Future Trend Analysis	6-I	M	30+120	5	1-2
		Global Public Policies	6-I	ST	30+120	5	1-2
		Global Mobility Landscapes	6-7-C	M	30+120	5	1-2
		Politics & Comparative Politics	6-7-C	M	30+120	5	1-2
		Advanced Research and Communication	6-7-C	M	30+120	5	1-2
		Responsible Strategic Leadership & Management	6-I	T-C	30+120	5	1-2

⁴ Theory (oral/written exam): T
Seminar (Portfolio tasks): S
Mixed (oral/written exam and Portfolio tasks):M
Practice (Projects/Internship): PRI
Work-based learning: WBL
Learning-skill-tests and other measurement: L

		Innovation Policies & Management	6-I	T-C	30+120	5	1-2
		Comparative Regionalism	6-I	M	30+120	5	1-2
		International Week module	6-S	PT	30+120	5	1-2
		free election module	6-7		30+120	5	1-2
Business Development Module 90/60 compulsory							
Business Development Planning & advising		Business & Enterprise Development Theories	6-C	M	30+120	5	5-6
		Advanced Service Design and Management					
		European Business Development Policies					
Business Research		Corporate Finance					
		IFRS Management Accounting					
		Value Analysis/ Decision Making Systems for Firms					
New Business development for financial growth		Change and Crisis Management	6-C	S	30+120	5	3-4
		Financial Services for Enterprise Development					
		Market Strategies	6-C	M	30+120	5	3-4
Client retention		Client Retention Strategies	6-C	M	30+120	5	3-4
		Business Communication and Information Management					
		Intercultural Management					
Specialized Disciplinary: International Marketing and collaboration Modules 20 ECTS		Practical Marketing	6-M	M	30+120	5	3-4
		Digital Marketing & Social Media	6-T	M	30+120	5	3-4
		Etiquette & Protocol	6-T	M	30+120	5	5-6
		Multilateral Negotiations and Communications	6-PR	M	30+120	5	5-6
		Talent Management	PR	S	30+120	5	5-6
Compulsory projects		Group project	6-PR	PR	20+40		3-4
		Individual project	6-PR	PR	20+40		5-6
Voluntary service		Individual					3-4-
Sport & cultural well-being for fitness		every semester		PR	20		
Junior year 4-5th semesters		interdisciplinary group project Erasmus mobility		PR			

		Study tours for extra charges: Silver package - Hungary					
Senior year 6-7th semester		Erasmus internship mobility Study tours for extra charges: Golden package - Europe		PR			
Alumni program		Alumni CLUB		PR			

4.3.1. Curriculum Overview for the Spring Semester Start

Business Development MSc					
Contact lessons 5 credits	Preparatory 30 credits	1st	2nd	3rd	4th
30	Business English 1, 2	Global Future Trend Analysis	Advanced Research and Communication	Practical Marketing	Etiquette & Protocol
30	EU Studies 1,2	Global Public Policies	Responsible Strategic Leadership & Management	Digital Marketing & Social Media	Multilateral Negotiations and Communications
30	Communication Skills (Oral)	Global Mobility Landscapes	Innovation Policies & Management	Business Communication & Information Management	Intercultural Management
30	English in Use (Grammar and Writing)	Politics & Comparative Politics	Comparative Regionalism	European Business Development Policies	Change & Crisis Management
30	Hungarian as a Foreign Language	EU Policies	Corporate Finance	IFRS Accounting Management	Leadership, performance & risk management
30		Financial Services for Enterprise Development	Business & Enterprise Development Theories	Advanced Service Design & Management	Market Strategies
Internship		Interim Internship	Interim Internship	Interim Internship	Interim Internship
Indirect Curriculum		Well-being Services	Well-being Services	Well-being Services	Well-being Services

4.3.2. Curriculum Overview for the Autumn Semester Start

Business Development MSc					
Contact lessons 5 credits	Preparatory 30 credits	1st	2nd	3rd	4th
	Business English 1, 2	Advanced Research and Communication	Global Future Trend Analyse	Etiquette & Protocol	Practical Marketing
	EU Studies 1,2	Responsible Strategic Leadership & Management	Global Public Policies	Multilateral Negotiations and Communications	Digital Marketing & Social Media
	Communication Skills (Oral)	Innovation Policies & Management	Global Mobility Landscapes	Intercultural Management	Business Communication & Information Management
	English in Use (Grammar and Writing)	Comparative Regionalism	Politics & Comparative Politics	Change & Crisis Management	European Business Development Policies
	Hungarian as a Foreign Language	Corporate Finance	EU Policies	Leadership, performance & Risk Management	IFRS Accounting Management
		Business & Enterprise Development Theories	Financial Services for Enterprise Development	Market Strategies	Advanced Service Design & Management
Internship		Interim Internship	Interim Internship	Interim Internship	Interim Internship
Indirect Curriculum		Well-being Services	Well-being Services	Well-being Services	Well-being Services

5. Specialized focus areas:

A specialized module cluster starts with a minimum of 6 students

- International Marketing and Collaboration

6. Validation of former certifications from EQFS short cycle or diploma or non -diploma degrees

- MBA, Economics: 60 ECTS
- Tourism and catering: 30 ECTS
- Social sciences: 30 ECTS

7. Internship rules

As defined by the KJU Information on Practical Placement

8. Final thesis:

Students are capable of working autonomously on a business service related project or issue proving theoretical knowledge and practice skills using relevant analytical and practice methods, reflecting the knowledge area knowledge base and practice standards. In case of innovative projects, the theses must reflect the project specific knowledge, innovation process management and reflections.

Principles of MSc. in Business Development thesis's and portfolios (in case of double degrees):

- The theses must reflect the 7th level of capabilities in EQFS description:
- Analytical framework- economics and social sciences (economics, political economy, welfare and well-being, social and solidarity economy, green or blue economies, economic law, regional or development economies)
- Reflecting professional skills: a concrete problem analysis with empirical research, using statistical or other databases
- Critical approach concerning business enterprise development and support service problems connecting with quality and innovation, improvement suggestions.
- The thesis cannot be accepted in case of comprehensive and elementary description type of explanation or copying recent or well-known literature.

Issues and themes for MSc BD thesis:

- ✓ Entrepreneurship, formal and non-formal institutions -interactions
- ✓ Sectoral, national, regional economics and entrepreneurship
- ✓ Entrepreneurship, growth and competitiveness
- ✓ Entrepreneurship and regional development
- ✓ Policy entrepreneurship
- ✓ International entrepreneurship
- ✓ Corporate and strategic entrepreneurship
- ✓ The role of universities in fostering entrepreneurship
- ✓ Spin off processes and knowledge transfer
- ✓ Entrepreneurial finance and venture capital
- ✓ Innovation and technological entrepreneurship
- ✓ Entrepreneurship and governmental support

- ✓ Social and community entrepreneurship
- ✓ Green entrepreneurship
- ✓ Entrepreneurial culture
- ✓ Entrepreneurship and gender
- ✓ Entrepreneurial learning and communities of practice
- ✓ Studies of new businesses
- ✓ Studies of business survival
- ✓ Entrepreneurship and ethnic minorities
- ✓ Business creation and development-simulating start-ups
- ✓ E-business, e-learning, -e marketing and new social networks
- ✓ Management and business development for global growth
- ✓ Business development support policies, tools and techniques
- ✓ Youth entrepreneurship (education, and training, youth services)
- ✓ Business management priorities in business development services
- ✓ Key themes for local economic development: land, business visitors, infrastructure. Regulation, planning, life
- ✓ International business development: FDI, capital flows, migration
- ✓ Economy, history, culture, laws, business practices and patterns of target countries
- ✓ International development and global strategic management industry
- ✓ International business development processes: ethics, philosophy, politics, marketing, management and technology
- ✓ Business development capabilities: strategic relationships, licensing, partnering, intellectual property, emerging technologies, fair practices, cultural differences, international marketing, information management, knowledge management, finance, advertising, merger and acquisition strategies,
- ✓ Business practices in regionalized markets, developed and emerging markets, underdeveloped areas.
- ✓ Business development analyst competencies: identification and development opportunities research, business valuation, financial modelling, investment banking
- ✓ New trends in corporate intelligence, headquarters, subsidiaries and coordination
- ✓ Corporate social responsibility and business development
- ✓ Multilevel governance of development
- ✓ Taxation in multilevel environment

9. Conditions for the degree awarding final exam:

- Accumulation of 120 ECTS
- Accepted final thesis with passing grade

10. Final exam:

- Approving capabilities of the profession reporting the research process and results of final thesis:
- Explaining analytical and practice models, methods and tools for complex professional exam questions
- Knowledge areas of professional exams:
 - Understanding Knowledge Based Business Service Industry (KIBS):
T-KIBS: R+D, services, Engineering, and technical and computer services
P-KIBS: more traditional services: enterprise, legal, accountancy, book-keeping and auditing activity, tax consultancy, market research

and public opinion polling, business and management consultancy activities, management activities of holding companies, advertising, labor recruitment and provision of personnel, miscellaneous activities, marketing, HR, outsourcing, banking services, training services, real estate services, knowledge management, innovation and quality management, internationalization services, International business service exports, Business services supplied by MNCs and foreign affiliates,

- International, European and national business environments:
 - ✓ WTO on trade in services
 - ✓ EU single market for services, the EU service package, European service standards for the 21st century
 - ✓ European Professional Card on services
 - ✓ Horizontal Service Standards: service terminology, information to the customer, service procurement, service contracts, customer performance and satisfaction measurement, business friendly environment, entrepreneurship action plan, business support networks
- Understanding subfields of MNCs and SMEs enterprise development:
 - ✓ accountability for sustainable SME development, job creation and poverty alleviation
 - ✓ broad based local economic empowerment
 - ✓ Financial services for enterprise development
 - ✓ Procurement for enterprise development, policy of subcontracting
 - ✓ organization's value chain, strategic planning, family businesses, micro-enterprises, survivalist enterprises (farmers, local industries, self-employment).
- Understanding MNCs, and SMES organizations, and its management areas in different subfields
 - ✓ MNE, TNE, TNC, INC, stateless corporations, FDI and transactional costs, human rights and environmental standards, tax avoidance
 - ✓ Understanding national, European and global SME landscapes, SME in liberalist, social market economies in different regions
- Understanding P-KIBS service approaches and demonstrating capabilities for innovation and quality in main subfields:
 - ✓ The Service Concept
 - ✓ The Client Interface
 - ✓ The Service Delivery System
 - ✓ Technological Options
- Understanding users, business communication, customer management, stakeholder management in different MNCs and SME unit's subfields:
 - ✓ marketing, brand management, customer relations, consumer behavior, advertising, PR, corporate

- communication, employee engagement, event engagement, professional or technical communication
 - ✓ Media channels for business: internet, print media worth of mouth, web based, video conferencing, reports, presentations, board forums, face-to face meetings and records
 - ✓ Qualities of business communications: hierarchies, visual communications, conflict management, cultural issues, good written communications
- The valuation of the final exam:
 - Thesis: evaluation made by a mentor, an opponent, and the result of oral presentation: summation = x
 - valuation of the professional exam: y
 - Average of X+Y

11. Qualification of the Diploma:

The qualification of the diploma is the rounded average of the following grades:

- the grade of the Complex Oral Examination
- grade point average of the per-semester-average (as shown in the Transcript).

12. Foreign language requirement for graduates

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Act of National Higher Education 51 paragraph (2) In (1) with the exception of the final exam does not need to be applied if the language of instruction is not Hungarian.

13. Official EUROPASS CV

- European mobility framework
 - Erasmus+ mobility study exchange in the European Union countries after 2 completed semesters accumulating 60 credits), -possible for 1-or 2 semester-period
 - Internship for a semester
- Diploma Supplement (full description of completed subjects, practice, internship)
- Other Certificates: KJU offers life-long learning special programs

14. Information concerning the learning process:

- The entire process of learning administration uses NEPTUN higher education software and student/teacher interface
- Program description: provided by Student Communication Office
- Subject learning process: Moodle interface
- Individual problems: International Student Office
- Information for prospective students: English language home page

15. Student well-being services:

- Immigration matters - International Student Office
- Health related Issues: International Student Office
- Religious services: only for personal activities, official religious services are available in Budapest for most religions
- Cultural programs: integrated into general campus services
- Sport services: only for occasional personal fitness
- Carrier services: Office of Carrier Services with student job opportunities

16. Evaluation of course performance and quality management procedures

- Student satisfaction surveys concerning subjects yearly/10 subjects
- Student well-being survey 2 times for program
- Student satisfaction with program once for the program cycle
- Teacher satisfaction survey once for the education cycle
- Program performance evaluation: every year
- Institutional performance once for the accreditation cycle
- Program renewal possible after a completed cycle, changes in subjects is possible for 15 % all of credits
- Subject inner renewal possible after a completed cycle
- Involvement of students in quality matters with appointing a student self-government representative