

BUDAPEST SPRING SEMESTER 2009

Language and Business Programme

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ACADEMIC CALENDAR

The Language and Business Programme runs from January 26 to May 29, 2009.

Please note that we recommend you to arrive one week before the classes start, because of orientation purposes (finding accommodation, dealing with administrative formalities etc.)

Orientation	January 26	-	January 28
Classes	February 2	-	May 22
Holidays	March 30	-	April 3
Exam period	May 25	-	May 29

COURSES & ECTS CREDITS

For the non-native English speakers only, the courses on Business English and Practical Business Skills in English are compulsory.

It should be noted that the courses on Business English and Practical Business Skills in English are NOT open to native English speakers.

Courses	Hours/ECTS credits
Business English	15 h/2 ECTS
Practical Business Skills in English	45 h/6 ECTS
Introduction to Hungarian language and culture	23 h/3 ECTS
European Union	45 h/6 ECTS
Doing Business in Hungary and Central Europe	45 h/6 ECTS
International Marketing	23 h/3 ECTS
Market study	30 h/6 ECTS
Introduction to Management	23 h/3 ECTS
Introduction to Anglo-Saxon Accounting	23 h/3 ECTS

GRADING

Transcripts will use a grading scale from 1 to 20.

For any details concerning validation of ECTS credits at your home institution, please ask your local study abroad advisor.

Course: BUSINESS ENGLISH
Programme Director : Allan Tatham
Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr
Course led by : Ms Margaret Tabler
COURSE LANGUAGE: English

Spring Semester

Total number of hours: 15 /ECTS credits: 2

At the beginning of the semester, students will attend a mandatory, five-day intensive course on Business English to prepare them for study during the semester. The teaching will allow students the possibility to “brush up” on their language skills and allow the lecturer to evaluate their standard of knowledge. Such evaluation will be used in order to determine which group the student will attend for the course “Practical Business Skills in English.”

Course: PRACTICAL BUSINESS SKILLS IN ENGLISH
Programme Director : Allan Tatham
Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr
Course led by : Ms Margaret Tabler
COURSE LANGUAGE: English

Spring Semester

Total number of hours: 45 /ECTS credits: 6

Having attended the intensive Business English course, students will be allocated into two groups for this course in order to allow for more in-depth training and interaction with the lecturer. Through this course, non-native English speakers will be guided in the development of a number of skills essential for work in the business world.

Taking them through from the basics of format and presentation, students will be taught to put their ideas down in a logical and analytical manner with proper use of necessary vocabulary. Clear, erudite and straightforward diction and composition will underline the deepening of their skills in report writing and project presentation. Where appropriate, letter writing and use of emails in the business environment will be addressed.

Techniques for ensuring that the right message is put across lie at the heart of effective participation in present-day international business. Inability orally to present a report or business study or even to answer questions audibly can seriously impinge upon the success of many business contacts and nascent business ventures. This course thus also offers non-native speakers the possibility of practising and honing their verbal skills so as to be better able to cope with the demanding pressures of working in a globalised commercial world.

Course: INTRODUCTION TO HUNGARIAN LANGUAGE AND CULTURE
Programme Director : Allan Tatham
Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr
Course led by : Ms. Judit Takács
COURSE LANGUAGE: English

Spring Semester

Total number of hours: 23 /ECTS credits: 3

The course aims to provide students with two types of knowledge: first to initiate them into the elements of the Hungarian language. This will allow students to acquire sufficient competence to be able to understand simple written and oral information, to read and write in Hungarian and to enter into conversations about simple everyday topics.

Secondly, the course will furnish an in-depth view of Hungary by discussing all main aspects that affect Hungarian identity and Hungary’s role in the world today. This includes a look at history,

economic and social issues and also the information necessary for enjoying a positive experience in Hungary. The course should be useful in understanding the background of the phenomena students encounter during their stay here and possibly later in business relations with the country and the region. Many of the issues to be discussed during the course (situation of the economy, European integration, cultural aspects, etc.) have a direct effect on the business environment in Hungary and the region.

Course: EUROPEAN UNION**Spring Semester****Programme Director : Allan Tatham****Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr****Course led by : Mr Allan Tatham****COURSE LANGUAGE: English****Total number of hours: 45 /ECTS credits: 6**

The aim of this course is to introduce the Union in the broadest context: history, politics, institutions, law and policies. While ensuring that they receive a good overview of the Union, its role and importance in present-day architecture of Europe, students will also be required actively to participate in seminars through thorough preparation of reading materials in order to facilitate the deepening of their own knowledge and opinion on the European integration project. Various topics will be addressed including the notion of Europe and European identity; the decision-making powers of the Union institutions; the operation of EU law in Member States; the creation of the Internal Market and its impact on business; the pursuit of competition between companies; the enlargement of the Union; and the role of the EU in the world.

Course: DOING BUSINESS IN CENTRAL EUROPE**Spring Semester****Programme Director : Allan Tatham****Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr****Course led by : Dr László Árva****COURSE LANGUAGE: English****Total number of hours: 45 /ECTS credits: 6**

The course gives a general overview the business climate in Central Europe and will help the students to understand the legal and economic conditions of the three markets. The course will also help to identify international business opportunities in the regions.

Cases from the real business life and corporate information from the regions will be analysed and ideas that are linked to new business opportunities will be developed during the course. Managers of foreign firms working in Central Europe, representatives of chambers of commerce and other professional organizations will be invited to make presentations.

The aims are to assist students in developing their competencies for comparing and analysing various sources of business information and to enhance creativity that will be linked to practical international business opportunities. By the end of the course, students should be able (1) to analyse business opportunities in the CEE countries; (2) to understand the organizational, legal economic and social structures of the markets; and (3) to formulate recommendations on possible business activities in these countries with critical overviews and risk assessment.

Course: INTERNATIONAL MARKETING

Spring Semester

Programme Director : Allan Tatham

Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr

Course led by : Mr. Anand Karunakaran

COURSE LANGUAGE: English

Total number of hours: 23 /ECTS credits: 3

Marketing is the business function that identifies an organisation's customer needs and wants, determines which target markets it can serve best and designs appropriate products, services and programmes. This course, which has been specifically designed for students at undergraduate level with a view to providing a more business-oriented approach to the subject, is aimed at non-native English speakers who already have some knowledge of the marketing process but need to revise the major concepts and tools used by marketing practitioners in an engaging and practice-based manner.

Course: MARKET STUDY

Spring Semester

Programme Director : Allan Tatham

Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr

Course led by : Mr. Anand Karunakaran

COURSE LANGUAGE: English

Total number of hours: 30 /ECTS credits: 6

Students will be required to design, plan, organise, budget, and execute their own programmes. In close co-operation with and under the supervision of the Coordinator, students will formulate their ideas for market research work, business studies, etc., and are then to provide an initial written proposal, well structured and outlining how they envisage fulfilling the aims of their study.

They are then guided in drawing up a relevant budget and being directed to suitable companies, which might be interested in their work. Students are encouraged to conduct further preparatory research work (including contacting companies in the relevant sector) and interviewing businessmen and women over the telephone or by e-mail. Armed with this supply of information and preparation, the students then develop their thoughts, conduct their designated tasks and write up their experience in a report.

Course: INTRODUCTION TO MANAGEMENT

Spring Semester

Programme Director : Allan Tatham

Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr

Course led by : to be announced

COURSE LANGUAGE: English

Total number of hours: 23 /ECTS credits: 3

The main aim of this course is to reinforce students' understanding of management principles. It will serve to help students develop their own skills as future managers and identify features of excellent companies in which they would wish to work. The course will examine fundamental concepts of management and management processes, centred on the main functions of management such as planning, organisation, leadership and control. It will then turn to the practical applications of these concepts through the latest management techniques indicating their relevance to recent developments in the business environment. All issues will be illustrated by case studies.

Course: INTRODUCTION TO ANGLO-SAXON ACCOUNTING

Spring Semester

Programme Director : Allan Tatham

Office n° 00 36 1 210 95 96 .:- e-mail: allan.tatham@essca.fr

Course led by : Ms. Joy Chan

COURSE LANGUAGE: English

Total number of hours: 23 /ECTS credits: 3

This course follows a microeconomic approach in respect of Anglo-Saxon accounting procedures and methods: from the diversity of corporate flows to their translation into numbers. It allows students to understand year-end accounting transactions, resulting in reporting documents: the balance sheet, income statement and appendices. It specifically highlights the importance of a company accounting for asset depreciation (amortization, provisions) and is at the heart of recent events relating to problems in accounting transparency and the security of financial information.