

BUDAPEST SUMMER PROGRAMME (BSP)

The objective of the **Budapest Summer Programme** is to make the students of the programme familiar with the business practice of domestic and international companies located in Hungary.

The six week long programme is open to the students of ESSCA and also to all ESSCA's exchange partners.

There are four core courses in the programme. Three of them are theoretical courses held in classrooms, where the students receive a comprehensive picture about how to do business in Hungary, the second is about how to work in cross cultural teams and the third is about international finances. The participants of the programme also have to sign up for a fourth course "Project work", whose objective is to analyse a certain question, industry or company and to prepare and present a business project on the topic. There are five areas offered to the students, and they can pick the one they wish to prepare their project on.

- European Marketing
- Logistics
- Finances
- Car industry
- Tourism

The programme is taught entirely in English.

Dates, duration of the BSP:

The programme runs from: **May 10, 2010** to **June 18, 2010**.

List of courses:

1. Cross Cultural Management - 3 credit points, 23 hours (21 + 2)
2. Doing Business in CE and SME policies- 3 credit points, 23 hours (21 + 2)
3. International finances 3 credit point, 23 hours (21 + 2)
4. Project work - 3 credit points, 23 hours
 - a) European Marketing
 - b) Logistics
 - c) Finances
 - d) Car industry
 - e) Tourism