



ESSCA

SCHOOL OF
MANAGEMENT

Spend your summer
in Budapest!

19th of June – 14th of July 2023



ESSCA: Creating Futures

In the top 1% business school worldwide:



2 NEW LOCATIONS:
> Malaga, Spain in 2023
> Luxembourg in 2024



 BUDAPEST  SHANGHAI

ESSCA key figures



Nearly

7,000

undergraduate, postgraduate
& continuing education students



18,000

alumni worldwide



2,500

corporate
partners



A network of partner
universities in

56

countries



461

Full-time faculty members
and members of staff

Budapest SUMMER PROGRAM 2023

Students can choose between 2 pairings:

- **PAIRING 1 : Human Centered Management and Leadership & Economic and Business Opportunities between Europe and Asia**
- **PAIRING 2 : International Marketing and Logistics & Self Leadership**
- **Including company visits**
- **The programme enables each student earn up to 12 ECTS credits**



PAIRING 1:

- **Human centered Management and Leadership** 6 ECTS – 45h

This course builds on the ethical position that work organizations can greatly contribute but also greatly constrain character development and well-being of their members and business leaders need to learn to take this opportunity and responsibility.

- **Economic and Business Opportunities between Europe & East Asia** 6 ECTS - 45h

The course provides an introduction to Asia's people, history, cultures, economic and political developments in forming the current business environment. In order to expand students' knowledge on Asia lectures concentrate on the current economic and political status of Japan, South Korea, Taiwan, the ASEAN region and China as well. The course attempts to examine the economic opportunities between the EU and Asian countries in the global economic system. The course covers contemporary affairs and provides a basis for thinking about the future of the two regions.

Field trip examples: KOTRA, INATRADE, TRO, etc

Pairing 2:

- **International marketing and logistics** 6 ECTS – 45h

During the course the most important concepts, approaches and strategies of international marketing and international logistics will be demonstrated and the activities will be explained in details. The functions and tasks which have to be looked at by both the marketing and logistics experts and departments will be analysed and the possible synergies are pointed to.

- **Self Leadership** 6 ECTS – 45h

The course wants to create a safe learning environment and provide tools to raise the participants' learning and adaptability skills, to facilitate their integrity and to model them how to engage in change and development process and inspire others too. We explore different areas, from personal leadership styles, patterns of communications, connectedness, and abilities to create networks, to conflict handling or managing our priorities.

- **Field trips examples:** tbc.

Fees

For students from ESSCA's exchange partner universities, tuition fees are waived.

Budapest Summer Programme

Students from non-partner universities are required to pay tuition fees of EUR 1,500.

Including:

- Company visits
- Assistance for accommodation search
- Course materials
- Walking Tour
- Welcome snack

Not including:

- Housing: EUR 500 (Price per person and per month, on a flat-share basis with private bedroom)
- Meals: A set lunch menu is around 8 euros, a Big Mac Menu around 4 euros
- Airport shuttle to and from: by taxi EUR 45 or EUR 20 by the Airport Minibus Service
- Public transportation within Budapest: EUR 10 for EU nationals who have a valid student card and EUR 25 for non-EU citizens (price is per month)

Deadlines

Nomination:

1st of April

Application:

15th of April

No refund for cancellation after:

1st of May

Visas

- For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local abroad advisor.
- Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESSCA following your registration. Please contact the Hungarian Consulate.





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