Bachelor’s Programme (BA) in International Business Administration

Programme aims
The primary aim of the programme is to provide you with an understanding and skills of business issues in an international context. The Bachelor of Arts in International Business Administration at John von Neumann University will equip you with an adequate knowledge in economics, social sciences, business, communication skills, foreign languages and specific business skills for you to be able to organise and manage enterprises and business in an international environment.

Major learning outcomes

Graduates will have the skills to

- Analyse the international movements of goods, services and financial assets
- Market products and services on national and international markets
- Maintain business operations on the Single European Market
- Apply management functions in an international environment
- Conduct international business negotiations in two foreign languages
- Identify problems, set and prioritise tasks, solve business problems in an international environment
- Work individually and in teams

Programme description
The programme consists of five major building blocks: a foundation module, a general business module, an international business module, a specialisation module and a business placement (internship) module. The teaching methodology is highly skills-development based and focuses on the practical use of the acquired knowledge. This includes interactive discussions, small group work, student projects and presentations, case studies, a business placement and other business problem related issues. Due to the international orientation of the programme, you will have the opportunity to take two foreign business languages. After the six academic semesters you will develop your skills and obtain business experience during a one-semester placement/internship at a company or institution. The curriculum is taught entirely in English.

Structure of studies
Academic credits altogether: 180
Placement credits: 30
Credits altogether: 210

Remarks:
1 Hungarian credit = 1 ECTS
1 credit is defined as 30 student working hours