Bachelor’s Programme (BA) in Commerce and Marketing

The purpose of the training is to train economic professionals with commercial and marketing skills, economic and business skills, who are able to supply and sell various products and services demand-driven, and to organize and manage the commercial activities of small and medium-sized enterprises. They are ready to pursue their studies in Master’s degree.

Admissions requirement:

Secondary school graduation certificate, English language skills in level B2

The necessary requirements to obtain qualifications:

Pre-degree certificate: it is a document to certify the successful passing of examinations set out in the curriculum – with the exception of the passing of (an) exam(s) in (a) foreign language(s) and the completion of the student’s thesis.

A student, pursuing studies in a graduate specialist training programme, shall, upon completion of his or her studies, produce a thesis whose topic is closely related to the programme requirements of his or her programme or specialisation.

During the final exam, a student shall defend his or her thesis before a board of examiners.

The final exam may consist of several components. In the course of the final examination, students shall defend their thesis on the one hand, and there shall be a comprehensive test of knowledge on the other hand.

To obtain a bachelor degree, at least two intermediate level (B2) state accredited specialised language exam certificates of complex type for specific purposes - corresponding with a particular undergraduate course – shall be required. One of them may be replaced by complex (oral and written) type of advanced-level (C1) general language exam certificate or a secondary school-leaving certificate or a diploma equivalent to them.

Course structure, credits:

The disciplines leading to the qualification and the areas of specialization from which the course is structured: - Economics, Methodology and Business Studies (Mathematics, Statistics, Informatics, Micro and Macroeconomics, International Economics, Finance, Corporate Economics, Business Law, Marketing, Accounting, Management, Business Communication, Professional Languages, Environmental Economics, Primary Business Needs) - 90 credits; - knowledge of social sciences (EU, general and economic law, economics, sociology, political science, philosophy) 10-20 credits; - commercial and marketing professional skills (corporate governance, business economics, marketing management, organizational behaviour, corporate finances, marketing research, foreign trade techniques, marketing communication, logistics, media economics, and optional specializations) 70-90 credits.
The special rate of credit can be obtained in specialty areas that meet the needs of the commercial and marketing business profession within the total of 30 credits.

Evaluation and grading criteria:

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

The assessment and grading will be based on class contribution, or/and a presentation in the classroom or/and group project work or/and written test or/and case studies or/and oral exam.

0-49% fail
50-61% pass
61-75% satisfactory
76-85% good
86-100% excellent

The selection and recording process:

A complete application consists of the following documents: -completed application form, -officially certified copy / copies of high school or university degree / degrees (in English), -certificate of English language knowledge (TOEFL IBT or IELTS), (Exemption from the English language proficiency test is granted to those: -whose native language is English, -who have studied in a secondary school/ higher education institution where the language of tuition is English) -officially certified copy of the valid passport (with the place and date of expiration), -CV in English, -4 passport-sized photographs. The application form should be duly filled in electronically and sent in with all requested documents to arrive before the deadline. After receiving all the necessary application documents listed above, the applicant takes part in a professional entrance examination led by the admission committee of the faculty, which makes a recommendation about the admission of the applicant. The oral part of the entrance examination can take place either in the John von Neumann University, or via Skype. Following the entrance examination the University sends the notification letter to the applicant about the result of the application.