



**BUDAPEST COLLEGE OF COMMUNICATION AND BUSINESS**  
INTERNATIONAL STUDY GUIDE



## Every year we offer ...



**more study programs**  
**more international opportunities**  
**more training options**  
**more success for our students**  
**more working possibilities**

**Impressum**

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# WHY BCCB?

## THE RECTOR WELCOMES YOU

Welcome to Budapest College of Communication and Business. As a young and constantly evolving institution, BCCB has always lived in the fast lane but it has recently undergone the greatest change in its history. 2010 saw a major expansion of our educational portfolio. Our mission is to provide the full, 360 degrees of communication studies to our students. From this year this means students can attend communication studies, applied communication studies (business and tourism) and visual communications (arts) at BCCB. This step makes our College a pioneer institution in Hungary.

As an institution we are ready to face competition and we expect our students to do the same. Resolution is the key to become part of our team. I encourage you to work hard to achieve a good performance at secondary school or at your workplace, which is driven by the firm intention to become a BCCB student! I am sure that your efforts will be productive and fully rewarded both academically and personally!

We look forward to welcoming you among us.



**Dr. habil. László Vass CSc**  
Rector of Budapest College of Communication and Business

The study of effective communication at our College is not only a professional program but also part of the everyday routine in each field of our training courses. Our career-ready graduate students – regardless of their specific degree – receive solid professional grounding and excellent communication skills to help them succeed in the highly competitive and rapidly changing world of the labor market.

**Staff of reputed experts:** In addition to renowned academics, top business professionals are also recruited to our lecturing team.

**Foreign exposure through extensive international exchange programs** in Austria, Belgium, Canada, the Czech Republic, England, France, Germany, Italy, Lithuania, Luxembourg, the Netherlands, Poland, Portugal, Romania, Spain, Sweden, Switzerland, Turkey, the United States, and an increasing number of other countries.

**Vibrant student life!** Ski camps, excursions, trips, pub tours, parties organized by the Student Association, photo club and loads of other amazing programs...

**Unique career options: 72.5% of our Hungarian graduates find employment within 3 months.**

**Modern buildings, pleasant atmosphere, up-to-the-minute technologies** with more than 400 computer stations, a language laboratory, a sound studio, a radio and television studio, smart boards, a multimedia library and free WiFi access on the whole area of the campus.

**Professional knowledge at realistic prices!**

**Green belt in the heart of the city:** The park of the main building at the campus in Nagy Lajos Király Street and the green suburban atmosphere of our Egressy Road campus provide a quiet and peaceful environment for both study and recreation purposes.

**Easy access!** All the facilities are within easy reach of the main public transport hubs.

**On-site school bookshop and free reference library!**

# BCCB Credentials

## in the Ranking Lists of Higher Education Institutions

**Number one among colleges!** According to the 2008 ranking list of *Heti Válasz* (An economic weekly magazine): "This year Budapest College of Communication and Business has come out on top of the contest among colleges... It has achieved the top position after undergoing spectacular development."

**BCCB trains the best communicators!** According to *Diploma 2009*, the special edition of HVG (The leading economic weekly in Hungary) that compared data collected from students applying for a full-time state-funded Communication and Media Studies program in 17 institutions, students at BCCB proved to be the best.

**Among the very best in tourism!** According to the 2008 ranking list of *Heti Válasz* the Faculty of Tourism and Catering has risen very rapidly to become the runner-up among institutions offering programs in tourism.

**Number one institutional services!** According to the 2006 rankings from the National Higher Education Information Centre that compared the services provided by the 10 leading institutions in the country, BCCB was placed first in four categories, based on a national survey of Business and Management students.

### Number one according to students!

According to the 2007 ranking list of the National Higher Education Information Centre, the students judged the International Business B.A. program of BCCB to be number one regarding the quality of the program, the standards of services and the College's extensive network of labor relations.

### HVG 2010

**Highest standards of education in social sciences!** According to Hungarian students' opinions, BCCB provides the best programs in social sciences.

**Strongest labor market links!** According to the opinions of students of social sciences, BCCB is number one in improving career opportunities and in facilitating the employment of students through its extensive relations with the labor market.

**First among colleges!** Comparing Communication and Media Studies programs, BCCB boasts the most pre-eminent student community.

**Employment within 3 months!** 100% of our students graduating from the Public Service program of BCCB managed to find a job within 3 months.

**Right to the top!** Immediately after its launch, the students of Commerce and Marketing program of BCCB are among the most excellent in Hungary.

### Main partners:



## WHAT STUDENTS SAY ABOUT US

„BCCB has lived up to my dreams of it. I knew from the very beginning that this school would challenge me to my limits. Academics are challenging - the classes are hard as they should be but not impossible by any means! BCCB has really changed my view on people and my view on higher education in general. I have met many interesting fellow-students and I developed so much friendship during my stay. The first thing I would like to say about teachers is that they are very professional at their jobs. Besides, they are helpful, intelligent, funny and warm. As long as you come to BCCB with an open mind, there are many positive and rewarding experiences that you will go through. And Budapest is awesome! It's really hard to make bad comments about it: as a bridge between Eastern and Western Europe it's a perfect location to discover this diverse region and getting acquainted with different cultures.”

**Ahmet Simsek, Turkey, Istanbul Aydin University**  
Erasmus student

„Hands-on experience and academic knowledge, a network of contacts and the security of a home – this is the essence of my relationship to the College. Becoming part of BCCB was a truly incredible experience because in many respects the College played a pioneering role in Hungarian higher education. The other day I had to make a report for Kossuth Radio and of course I went right back to the school. Some of the teachers turned out to be my colleagues since during my college years I had a job at the radio. Before my studies at BCCB I had already started my career at the radio but in order to make headway I needed a top school to acquire the necessary theoretical framework. And here I got just what I was looking for. Though I've lost count of the number of times I just wanted to tear Professor Buda's textbook to pieces, I can now imagine that one day I may want to interview him ... and when this day comes, I will definitely know what questions to ask.”

**Kata Mátyus**  
MR1 Kossuth Radio, journalist

„As an Erasmus student at BCCB I found that there is no shortage of opportunity, whether academic, cultural, or social. I think everyone will be able to find what he or she requires to succeed in and out of school. I was able to utilize the courses from BCCB in my further studies and overall, I would consider my education at BCCB to be an outstanding experience... What I valued most is that professors are highly influencing and focus on practical perspectives. I also enjoyed staying in a country with a great history. Hungary has so much to offer: engaging cities, a lot of cultural attractions, exceptional people! The beauty of Budapest is that everything is within your grasp. It's a vigorous city - there is something for everyone... so much diversity. I am proud of my experience at this competitive and highly challenging college. If you are actively participating you will gain much more from this school, than if you sit back and simply absorb what is going on around you.”

**Madalena Rebello de Andrade Santos, Portugal, ISCEM University**  
Erasmus student

„When I entered the College the first time on an open day I immediately felt that this was something completely different from what they then called higher education. At BCCB I had the unparalleled opportunity to immerse myself in areas of digital communication that no other school could offer its students. The other fantastic thing about this College was that I acquired excellent professional grounding which helped me start my career during my second year. For me BCCB has proved to be the best choice for finding a job in the communications market.”

**Zsuzsanna Sáfrány**  
Head of Content, Neo Interactive  
(online marketing agency)

## PROGRAMS

BA PROGRAMS

MA PROGRAM

POSTGRADUATE SPECIAL TRAINING PROGRAMS

SHORT COURSES

PROGRAMS IN HUNGARIAN

ENGLISH LANGUAGE PREPARATORY PROGRAMS





# BUSINESS AND MANAGEMENT

Be successful! Success has many components. If you want to succeed in business, you should be ready to think big, capable of comprehending far-reaching processes and have analytical, organizational and managerial skills in order to deliver business results. This is inconceivable without cutting-edge knowledge, and effective management and communications training. Our courses prepare our students to meet any business challenge imaginable, as in addition to receiving a thorough grounding in economics, students will also learn how to make powerful presentations, handle business negotiations, organize events and write press releases.

**The program is designed for individuals who:** are interested in the processes and practice of business life, business organization, marketing and business communication, and who have good analytical, problem-solving and organizational skills. The ideal applicant would like to learn the principles of managing resources and production factors, the principles and methods of establishing organizations and institutions, and of developing and changing their structure and their organizational behavior.

- Career opportunities as:**
- enterprise managers;
  - business communicators, marketing and PR experts;
  - environmental managers;
  - logistics experts;
  - experts on EU economic relations.

**DEGREE:**  
BA IN BUSINESS AND MANAGEMENT

**Program content:**  
Corporate Finance; Economic Analysis; Accounting; Human Resources Management; Marketing Management; Management and Organization; Management of Value Creation Processes; Theory and Methodology of Decision-making; Controlling; Business Ethics; Strategic Planning; International Finance; Market Research; Environmental Economics; Crisis Management; Marketing Communication, Business and Commercial Planning; Business Presentation; Project Management; Logistics; Environment Management; Tender Writing; Resource Creation.

**Language of instruction: English**



*„I spent ten years lecturing at a university business major and then I went on to become the Central-European CEO of a multinational company based in Hungary. Now I have been the leader of the B.Sc. program in Business and Management for three years. I am clearly aware of what kind of experts are in demand in the labor market and we have managed to establish a program which trains graduates with a competitive edge to become successful actors in the international business scene as well.“*

**Dr. István Kiss Pál CSc.**  
Head of Program, CEO of BCCB,  
former regional CEO for Central-Europe, Friesland



**Duration:** 6+1 semesters  
**Starting date:** September each year  
**Application deadline:** June each year  
**Admission requirements:**

- Completed secondary school studies
- Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:**

- For EU students: 1200 EUR / semester
- For non-EU students: 2100 EUR / semester

As part of the program all foreign students have the opportunity to attend a course in "Hungarian as a second language" free of charge!



# COMMERCE AND MARKETING

Commerce and Marketing is probably the most practice-oriented major among BSc programs in economics. It provides fundamental business and economic knowledge that offers an unrivaled range of potential directions of career and further training. The areas of marketing, PR, advertising and communication are all open highways for our graduates.

**The program is designed for individuals who:**

have strong verbal and written communications skills, who are vigilantly observant and up-to-date on what is happening in the world of business, and who are interested in the concept and operation of commerce and marketing.

**Language of instruction: English**

**DEGREE:**

BA ECONOMIST IN COMMERCE AND MARKETING

**Program content:**

Tendencies in Marketing and Advertising; Marketing Communication; Branding; Media Planning; Business Presentation and Correspondence; Communication Skills Development Training; Case Studies in Marketing; Marketing and Film; Training in How to Handle the Media ; International Marketing; Country, Region and City Branding; Market Research; Political PR; Logistics; Psychology of Advertising; Symbols in Advertising; Advertising Planning; Events Organization; Organizational PR; Web 2.0; Web Design.

**Career opportunities as:**

- experts working for the commerce and marketing departments of multinational and national companies;
- experts working for advertising and PR agencies;
- managers of start-up businesses;
- experts in the non-profit sector.



*„If your interests are not confined to the strict world of numbers or economics itself but you also feel the need to look behind the façade to identify and comprehend deeper underlying processes, I can wholeheartedly recommend the Commerce and Marketing program. In addition to mastering the tricks of marketing planning, at BCCB you will also learn how to present and communicate it in the most effective way.“*

**Dr Árpád Papp-Váry PhD**

College Associate Professor, Head of Program, renowned authority on brand building in Hungary

*„Most people have no idea of what they buy or why they do what they do. I used to have the same problem but since I have been studying marketing, sociology and economics at BCCB, I have improved a lot. And it has become very clear to me that I will be able to use that knowledge not only in my work but also in real life.“*

**Gergő Papp**

second-year student of the Commerce and Marketing program

**Duration:** 6+1 semesters

**Starting date:** September each year

**Application deadline:** June each year

**Admission requirements:**

- Completed secondary school studies
- Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:**

- For EU students: 1200 EUR / semester
- For non-EU students: 2100 EUR / semester

As part of the program all foreign students have the opportunity to attend a course in “Hungarian as a second language” free of charge!

*„Employers expect us to train graduates who are able to adapt very quickly and who have the right skills and knowledge to meet the challenges of their respective jobs. Recruiters also highlight the importance of fluent second language competencies and effective communication skills for those seeking a business career. Thus, we keep a sharp focus on both skills at our program fostering commerce and media students to study part of their professional classes in a foreign language. Furthermore, they can also improve their knowledge at a host of foreign universities and colleges due to the extensive network of partner institutions of BCCB. During my studies I also had my share of exposure to international learning experiences at foreign higher education institutions and I believe that BCCB has everything individual students need to acquire rich business knowledge and skills besides becoming part of a truly amazing community.“*

**Gábor Rekettye**  
College Senior Lecturer



# INTERNATIONAL BUSINESS

It is not enough to be an outstanding business expert only back at home. As a member of the European Union, Hungary is in great need of business and communication professionals who are able to understand the challenges and key issues of international economic relations in order to exploit any opportunities that may arise. If you are seeking to do that, you need secure knowledge of economic and business matters, a fluent command of a second language for professional purposes and thorough practical and work experience. The International Business program of BCCB offers exactly that. Our graduate students, with professional level ability in at least two foreign languages, leave school as well-trained business experts with the potential to achieve success and immediate results in the international business scene.

**The program is designed for individuals who:** are well informed with a keen interest in the world of international business, politics and the media, who look to find their future career in an international environment and who are open to exposure to foreign cultures. Future

students should also be able to use two foreign languages for most personal needs with a desire to improve their existing language skills so that they become an important asset both in their future career and for their companies.

**Language of instruction: English**

**Duration:** 6+1 semesters  
**Starting date:** September each year  
**Application deadline:** June each year  
**Admission requirements:**

- Completed secondary school studies
- Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:**

- For EU students: 1200 EUR / semester
- For non-EU students: 2100 EUR / semester

As part of the program all foreign students have the opportunity to attend a course in "Hungarian as a second language" free of charge!

**Career options:** National and international companies and institutions offer good employment options for our graduates in the governmental, administrative, non-profit and civil sector. What is the profile of the institutions where you can find jobs after graduation? In various areas of international and regional relations either abroad or in Hungary, at national or regional organizations, international companies, small and medium-sized enterprises. Students who graduate from the International Business program may therefore take full advantage of the future employment opportunities offered by Hungary's EU membership.

**Program Content:** International Economics; International Relations and Political Institutions; EU Integration Studies; EU Economics; International Finance; European Politics; International Transactions; Multicultural Management; International Marketing Communication, Organizational Psychology, Presentation Skills Development Training; Rhetoric; International Protocol and Etiquette; Negotiation Techniques.

*„Either as experts working for small and medium-sized enterprises or large multinational companies with a transnational focus, our graduates are ready to fully perform their responsibilities including organizing and carrying out international transactions and writing successful tenders. Having acquired the necessary work experience they will be able to start a successful career in any position with organizational or management responsibilities or even as executives in the field of international business communication.“*

**Dr Csaba Törő**  
 College Professor, Head of Program, former head of the European Union Department of the Office for Foreign Relations at the Hungarian National Assembly

**DEGREE:**  
 BA IN INTERNATIONAL BUSINESS

*„My dream for the future is to work for a huge international organization abroad. In addition to understanding the principles of economics, here at BCCB I have been equipped with a large toolkit and a wide range of skills and competencies that enable me to make well-informed decisions at work. I also have a comprehensive view of the operation of the international business world and I have been trained to communicate confidently in foreign languages.“*

**Beáta Gyarmati**  
 student





# MEDIA DESIGN

Media design has always been defined by our access to the currently available technological innovations. However, its potential always depends on the knowledge and creativity, the artistic approach and freedom of the person using any particular technology. Our aim is to train media artists who are able to react sensitively to the changes taking place in their environment and to influence ongoing processes. We foresee our graduates as artists, who are able to create new works of art, discover innovative solutions and applications in the field of (new) media design and art by seeing through the actual technique and the visual problem itself.

**The program is designed for individuals who:** have a strong interest in media design, music informatics, 3D animation, simulation, visualization and games design. Our potential students should be creative persons equipped not only with the necessary IT skills but with a strong visual, technical and critical sense. They should also

be willing to co-operate and strive to create and preserve values.

**Career opportunities as:**

- media designers working for new media or multimedia development companies;
- individual artists and/or professionals working for their own businesses.

**Program Content:**

Creative Visual Studies; Core Programming Skills; Physical Information Technology; Visual Programming Languages; Illustration Techniques; Contemporary Media Arts/ Information Architecture; Typeface design; Media Design Studies; Music Informatics; Media Lab (network communication; Flash; 3D; simulation; games design); Psychological Aspects of New Technologies, New Media Criticism Studies; Theory of Music Informatics; Introduction to Software Programming; Introduction to Philosophy; Art History and Social Sciences.

**Duration:** 6 semesters

**Starting date:** September each year

**Application deadline:** June each year

**Admission requirements:**

- Completed secondary school studies
- electronic portfolio of earlier works [in one of the following formats: CD, DVD, personal website, blog or online location where he/she places the earlier works' documentation]
- detailed cover letter describing the applicant's fields of interest and personal goals
- two e-mail recommendations from previous educators or institutions, for example previous teachers or tutors
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:**

- 2800 EUR / semester

As part of the program all foreign students have the opportunity to attend a course in "Hungarian as a second language" free of charge!

**Language of instruction: English**

**DEGREE:**

BA IN MEDIA DESIGN

*„Today's world has a twofold life: one is taking place in reality while the other lives in virtual (digital) spaces and communities. Both spaces create and offer the same publicity and it is worthwhile and possible to have a discourse in both worlds. It is in the nature of media design to offer a passage between individual spaces and events. If you have a creative view of the world looking for correlations with a willingness to think and share your thoughts, you should have no second thoughts about coming to the media design program. Our mission is to find a way in today's world to launch virtual and real, digital and analogue, individual and community projects that carry the potential of a livable and economically sustainable future. We will complete this mission with the help of the first-year students of our new media design program.”*

**Eszter Ágnes Szabó**

teacher at the Media Design program, artist

*„In the practice of art and design we can and should mobilize those inner energies and knowledge that enable us to release energies in other people, to influence our environment, and through this deep impact we can change the world around us. This is exactly what we have been studying and practicing and we are ready to share that knowledge with you. Do not expect any recipes. There are no beaten tracks or canons telling you how to do things. We believe that at the crossroads of art, technology, entrepreneurial spirit and innovation there are infinite opportunities yet to be discovered just by you.”*

**Erika Katalina Pásztor DLA**

Head of Program, architect, media artist



The common program of Middlesex University London and BCCB

# MA IN MARKETING COMMUNICATIONS

The MA Marketing Communications program at BCCB features the same curriculum and teaching materials used in London. It can be completed in 12 months, like the British qualification. The course is highly career-focused. It teaches you how to develop integrated marketing communication strategies for today's fast-changing global media environment. The course is recommended for graduates with a career goal in marketing, advertising, public relations, sales promotion or market research.

### Why MA Marketing Communications?

- Top marketing academic staff, (including researchers with international reputations).
- A British one-year Master's program
- Accredited by the Chartered Institute of Marketing, the UK's premier body for the marketing profession.
- We provide a week-long residential in a Hungarian city where our students experience first hand the decision-making process taken by marketing directors. Students at the Hungarian campus can also take part in the residential component organized by Middlesex University Business School in the UK.

### DEGREE:

MA IN MARKETING COMMUNICATIONS

### You complete five modules:

1. Contemporary Marketing Strategy (30 credits)
2. Research in Marketing (30 credits)
3. Contemporary Issues in Integrated Marketing Communications (30 credits)
4. PR, Advertising & Sales Promotions (30 credits)
5. Dissertation Module (60 credits)

### Admission requirements:

Normally a second class honors (Bachelor of Arts) degree or above in marketing, communications, or a business related field, or an overseas equivalent, or a professional qualification of an equivalent standard. You are welcome to apply if you do not have a formal qualification in the related field but have extensive marketing experience. You may be required to submit a GMAT score of 550 (or above) and/or come in for an interview. If your degree or qualification was not taught or examined in English, an IELTS score of 6.5 is required.



Language of instruction: English

**Duration:** 1 year (3 trimesters) – Teaching takes place on Friday evenings and Saturdays

**Starting date:** September each year

**Application deadline:** 31st May each year\*  
\*Applications submitted after the deadline may be decided individually with the acceptance of Middlesex University.

### Tuition fee:

- For HU/EU students 2000 EUR/ trimester
- For non-EU students 2500 EUR/ trimester



# POSTGRADUATE SPECIAL TRAINING PROGRAMS

Today, obtaining a first degree is not sufficient to stay on top of your profession. If you wish to become a valuable member of the community of fellow professionals and an asset to your company, you need to constantly expand your knowledge and improve the skills and competencies required by the labor market. Thorough knowledge of the latest trends and special skills together with relevant hands-on experience are especially important for working professionals. This is what our postgraduate training programs offer. Our staff members include some of the very best experts and managers, who gained immense experience while working as renowned experts and executives at national and international companies and institutions or as heads of their own companies. By following closely the constantly changing demands of the labor market we regularly extend the choice of our programs, the majority of which are unique courses in the national educational scene.

**These programs are designed for individuals who:** have already obtained their first degree and would like to deepen and hone their knowledge in a special area within their respective field.

- Arts and Business Manager
- Cross Media Journalist
- CSR Management
- Health Strategic Management
- New Media Graphic Designer
- Public Relations
- Strategic Marketing
- Tourism Marketing

### Arts and Business Manager

**Purpose of the program:** The program aims at training professionals capable of enhancing the cooperation between the cultural and the business sectors. The overall purpose is to transmit the idea of a new perspective of art funding, creative collaborations, and sponsorships. The program focuses not only on “how to find financing for art and culture” but also on “what art and culture can add to various sectors of business”. It also gives overall view of program management, cultural marketing, public service and commercial media and how to run a business enterprise in culture. The requirement of the final degree is to draw up the plan of a feasible cultural project.

**List of subjects:** Introduction to economics; Introduction to art; Introduction to PR and communications; Legal regulations of culture; Cultural marketing; Funding programs of culture in the EU; Audiovisual policy in Hungary and in the EU; Lobbying; System of public funding of culture; Business and non-profit companies in the market of culture; Sponsorship methods in practice; Cultural business companies; Cultural programs in public service broadcasting; Commercial media in the market of entertainment and culture; Negotiation techniques; Business ethics and protocol; Program organization; Popular culture programs; Art events

**Degree:** Postgraduate specialized BA degree  
**Duration:** 1.5 years (3 semesters)  
**Language of instruction:** English  
**Application deadline:** 31st July each year  
**Admission requirements:**

- Bachelor’s degree or above in any field
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 1300 EUR/semester  
 Teaching takes place on Saturdays

### Cross Media Journalist

**Purpose of the program:** Cross-Media Journalism or Convergent Journalism is a new trend in Journalism. What is convergence and how will it affect journalism? The program teaches how to deliver news across any media in today’s fast-changing global media environment. Don’t think only one or two media! Learn what makes a news story effective today and how to recognize the best medium or media for your content. That medium may be the web, radio, television, print or a mobile platform – or all of the above. The Cross-Media Journalism program offers storytelling strategies and technical training for using multimedia platforms to deliver the news. The course is highly practical and project-oriented. The program teaches the technical skills necessary to produce multimedia coverage, and can be completed in 12 months.

**List of subjects:** Convergent journalism; Media sociology; Online journalism; Video reporting; Multimedia news coverage; Digital interviews; Photo journalism; Editing photo, audio and video; Audio slideshow; Flash; Design and Typo; Civil journalism

**Degree:** Postgraduate specialized BA degree  
**Duration:** 1 years (2 semesters)  
**Language of instruction:** English  
**Application deadline:** 31st July each year  
**Admission requirements:**

- Bachelor’s degree or above in any related field (Communication, Media, Journalism, Law, or Business related fields) Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 1300 EUR/semester  
 Teaching takes place on Friday afternoons and Saturdays

## CSR Management

**Purpose of the program:** To train complex corporate leadership-minded professionals in the field of social responsibility who can enforce common social values and interests as the latest corporate approach. During the course, students acquire experience in dealing publicly with major social problems and issues through numerous domestic and international case studies, become capable of integrating them into corporate communication, and with the expertise of domestic and international CSR leaders and advisors they become the first professional experts. The program is recommended for those whose fundamental values are environmental awareness, integrity, solidarity, equal opportunity and a healthy lifestyle, and those who want to extend this view to the world of business thinking.

### List of subjects:

Corporate environmental economy; Business ethics; Economic law studies ;Equal social opportunities; Equal opportunity at work; Reputation management; CSR theory; Sustainability; Leadership and responsible corporate management; Supporting techniques; Public affairs; Communication of social responsibility; Issues management; Social communication; Civil society; CSR strategy; CSR case studies

**Degree:** Postgraduate specialized BA degree  
**Duration:** 1 year (2 semesters, 160 hours)  
**Language of instruction:** English  
**Application deadline:** 31st July each year  
**Admission requirements:**

- Bachelor's degree or above in any field
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 1100 EUR/semester  
 Teaching takes place on Saturdays

## Health Strategic Management

**Purpose of the program:** To train specialists who can apply today's modern management techniques in the specific field of health. The trainees acquire methods of strategic thinking, techniques to apply the latest communication and marketing tools, and all the managerial skills that are used in different areas of health. Through practice-oriented educational methods students will learn to recognize international good practice and to bring a more effective and modern understanding to the operation of a health care system.

### List of subjects:

Comparison of health care systems; Health care law; Economics – Health economics; Finance and accounting in health care; Communication management; Management of health care institutions (strategy and controlling); Basics of strategic marketing; Health markets and market participants in health care; Resource management and organization development in health care; Strategic management of health care projects; Quality assurance; Crisis management at health care organizations; Advocacy techniques in health care; Health care policies; Management and institutional informatics in health care; Case studies in the health care system

**Degree:** Postgraduate specialized BA degree  
**Duration:** 1 year (2 semesters, 200 hours)  
**Language of instruction:** English  
**Application deadline:** 31st July each year  
**Admission requirements:**

- Bachelor's degree or above in any field
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 1200 EUR/ semester  
 Teaching takes place on Friday afternoons and Saturdays

## New Media Graphic Designer

**Purpose of the program:** To train professionals in the use of the most up-to-date technologies in shaping their ideas. The program covers the most important theories of still image and video design, typical solutions and the necessary software. The program is useful for students who have already dealt with the corporate identity of a company, or who would like to deal with it in the future (for marketing, communications or PR purposes). The training provides useful knowledge and experience for those who are interested in digital image processing, filmmaking and post-production as well.



### List of subjects:

Design theory; Colors theory and practice; Drawing; Photography; DTP; Corporate identity; Filming; Editing and postproduction; Photoshop; Illustrator; After effects; Dreamweaver; Premiere pro

**Degree:** Postgraduate specialized BA degree  
**Duration:** 1 year (2 semesters, 272 hours)  
**Language of instruction:** English  
**Application deadline:** 31st July each year  
**Admission requirements:**

- Bachelor's degree or above in any field
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 1500 EUR/semester  
 Teaching takes place on Friday afternoon and Saturday

## Public Relations

**Purpose of the program:** To train PR specialists in the ability to shape consumer thinking, control the attention of and direct the messages of the media, and to operate contact management at the highest level by using the latest methods of communication. During the course the students acquire essential experience in methods of reputation management, the most effective techniques of crisis management and the secrets of brand and image building, which will enable them to manage the internal and external communication system of an entire organization. PR specialist training is conducted with practice-oriented teaching based on a wide range of theoretical bases, and provided by recognized academics, PR directors and leaders of domestic and international corporations and PR agencies, as well as prominent managers in the public administration and non-profit sectors.

### List of subjects:

Marketing; Communication theory and practice; Organization sociology and development; PR case studies; PR research and planning; Strategic thinking; PR theory; Reputation management; Marketing communication; Event organization and protocol; Media and press relations; E-PR; Public affairs; Image planning; Spokesperson skills; Branding; Crisis communication; Issue Management; CSR

**Degree:** Postgraduate specialized BA degree  
**Duration:** 1 year (2 semesters, 200 hours)  
**Language of instruction:** English  
**Application deadline:** 31st July each year  
**Admission requirements:**

- Bachelor's degree or above in any field
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 1200 EUR/ semester  
 Teaching takes place on Saturdays

# POSTGRADUATE SPECIAL TRAINING PROGRAMS

## Strategic Marketing

**Purpose of the program:** To train marketing specialists in the successful practical application of modern marketing techniques in a domestic and international environment. During the course students acquire strategic thinking, the ability to organize marketing research, run campaigns, and use the most effective marketing communication techniques. Students will be able to solve creative tasks successfully through the analysis of case studies. During the practice-oriented course their knowledge will be obtained first hand, from domestic and international company leaders.

### List of subjects:

Marketing theory; Marketing research; Consumer behavior; Strategic thinking; Marketing in practice; Strategic marketing; Economics; Trade marketing; Advertisement psychology; Public Relations; Marketing communication; Direct marketing; Service marketing; Advertisement research and planning; Brand management; Online marketing; Media planning; Marketing software; Guerilla marketing; CSR

**Degree:** Postgraduate specialized BA degree

**Duration:** 1 year (2 semesters, 200 hours)

**Language of instruction:** English

**Application deadline:** 31st July each year

**Admission requirements:**

- Bachelor's degree or above in any field
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 1200 EUR/semester

Teaching takes place on Saturdays

## Tourism Marketing

**Purpose of the program:** To train tourism marketing professionals in the prompt application of special marketing methods. Through international case studies, participants will be capable of mitigating the negative impact any crisis may have on their activities, and in planning smart marketing steps to achieve success. With the help of recognized professionals of the Hungarian tourism and marketing board, the trainees will become tourism marketing advisors themselves, able to increase their client numbers and income.

### List of subjects:

Marketing; Communication theory and practice; The system and economy of tourism; Marketing and communication in tourism; Marketing research; Direct marketing; Image planning and design in tourism and catering; Tourism marketing case studies; Event organization and event tourism; Guerilla marketing in tourism; Applying PR in tourism; Online tourism marketing; Country, region and city branding; Protocol and etiquette in tourism and catering

**Degree:** Postgraduate specialized BA degree

**Duration:** 1 year (2 semesters, 160 hours)

**Language of instruction:** English

**Application deadline:** 31st July each year

**Admission requirements:**

- Bachelor's degree or above in any field
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 1100 EUR/ semester

Teaching takes place on Saturdays



Complex Skills Development  
Crisis Communication  
Human Resources Management Management  
Competencies  
Negotiation and Presentation Skills

## SHORT COURSES IN ENGLISH

### Complex Skills Development

The aim of the program is to train employees and business managers who wish to improve in their own professional field. The essential steps in this development process include a thorough knowledge of protocol and etiquette, professional negotiating techniques, telephoning skills, the effective handling of the media as well as suitable communications skills.

### Who is this program for?

The program is designed for employees, leaders of small and medium-sized enterprises and middle and senior managers who wish to enhance the internal and external communication of their businesses and who also strive to provide an increasingly professional performance in their job.

### Competencies covered by the program:

The program will help participants to acquire the following core skills and knowledge: active attention; the use of I-language; models of communication; persuasive communication; negotiation planning; effective reasoning and questioning techniques; negotiation processes; business etiquette; communication via telephone.

**Documents testifying the completion of the program:** Certificate

**Preliminary syllabus of the program:**

- **Module 1:** Communications skills development
- **Module 2:** Team building and management skills

**Duration:** 40 hours in 5 days

**Language of instruction:** English

**Application:** continuously

**Admission requirements:**

- completed secondary school studies
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 320 EUR



## Crisis Communication

The aim of the course is to prepare participants to anticipate, identify, prevent and cope with crisis situations (e.g. conflicts, crises, disasters) and to transfer special skills and knowledge that help them resolve these situations using general and specific communications tools.

### Who is this program for?

For managers and senior business leaders who are “in the line of fire” during a potential crisis situation, and who want to improve their skills in dealing with such events.

### Competencies covered by the program:

how to anticipate and identify crisis situations; correlations of crisis situations, various tactics and strategies in crisis prevention; various types of conflicts and their resolution; various forms, phases and tools of crisis communication; various factors leading to crises;

**Duration:** 50 hours in 5 days

**Language of instruction:** English

**Application:** continuously

**Admission requirements:**

- completed secondary school studies
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 350 EUR

## Human Resources Management in a Cross-cultural Environment

The aim of the course is to prepare to highlight the tools of human resources management that foster the effective management of employees who constitute a strategic resource for any company and make a vital contribution to the business success of the organization.

### Who is this program for?

Business leaders who want to improve their understanding of the roles and interactions of human resources in an organization.

### Competencies covered by the program:

to realize the significance of HR within the organization; principle issues of human resources management; HR related managerial tasks and decisions; various HR related managerial methods.

### Learning Methods:

situational practices and their analysis; presentations; self-assessment tests and their evaluation; working in small groups.

**Duration:** 40 hours in 5 days

**Language of instruction:** English

**Application:** continuously

**Admission requirements:**

- completed secondary school studies
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 320 EUR

## Management Competencies

Participants focus on self-awareness and their own personal strengths and weaknesses in order to improve their skills at effectively communicating their own demands and feelings and to achieve a better and more delicate understanding of other people’s demands and feelings. They acquire the rules, techniques and tools of up-to-date, high-impact presentations, they identify the areas where they need further improvement and prepare an action plan on how to achieve that.

### Who is this program for?

For employees and leaders of municipalities, public institutions, and civil organizations, and workers and managers of various companies, who want to build a bigger picture of managerial duties.

### Competencies covered by the program:

models of communication; models of self-awareness; persuasive communication skills; public speeches; improved awareness of personal communication skills.

**Preliminary syllabus of the program:**

- **Module 1:** Self and personality development training
- **Module 2:** Communication skills development training
- **Module 3:** Presentation skills development training

**Duration:** 30 hours in 4 days

**Language of instruction:** English

**Application:** continuously

**Admission requirements:**

- completed secondary school studies
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 280 EUR

## Negotiation and Presentation Skills

The aim of the course is to acquire to acquire techniques that aid participants in negotiating, in order to perform faster, more fluently and more efficiently. The program helps participants to express their points of view more clearly and to transmit their vision to their negotiating counterparts.

### Who is this program for?

For employees, managers and leaders of any company, public or governmental institution, who are working in a field that requires frequent negotiations and presentations.

### Competencies covered by the program:

The program will help participants to acquire the following core skills and knowledge: tools, methods and strategies of negotiating techniques; negotiation processes; planning successful negotiations; potential communication tools and their impact on negotiations; negotiating skills in practice; effective reasoning and questioning techniques; problem resolution in delicate negotiation situations.

### Learning Methods:

situational practices and their analysis; presentations; self-assessment tests and their evaluation; working in small groups; “aquarium” role play exercises.

**Duration:** 40 hours in 5 days

**Language of instruction:** English

**Application:** continuously

**Admission requirements:**

- completed secondary school studies
- Language requirements: Intermediate knowledge of English (e.g.: IELTS min 5.0; TOEFL iBT min 61)

**Tuition fee:** 320 EUR





# PROGRAMS IN HUNGARIAN

### MA Program:

- Tourism and Management MA

### BA Programs:

- Communication and Media Studies
- Commerce and Marketing
- Business and Management
- Tourism and Catering
- International Business Studies
- Public Service Studies
- Photography BA
- Media design BA
- Graphic design BA
- Film and Media Studies BA

### Adult education courses are offered in the following subjects:

- EU tender, project management
- Economics, finance and accountancy studies
- Skills development
- Marketing-communication / media studies
- Language courses
- Computer science
- Educator
- Special training
- Customer care / Sales training
- Management

### Graduate studies:

- Institutional communicator
- Advertising specialist manager
- Tourism specialist manager
- International shipping and logistics specialist
- Catering specialist

### Postgraduate specialist training courses:

- Arts & Business Management
- Banking and Finance
- Coaching
- War Journalism
- Protocol and Events Organization
- Public Relations
- Spokesperson and Communications Management
- Television Journalism and Editing
- Cross Media Journalism
- CSR Management
- Communication trainer
- Tourism marketing
- EU Tender, Project Management
- Strategic Marketing
- Multilateral Diplomacy in the EU
- Organization Development
- Law Enforcement Communication and Journalism
- New Media Graphic Design
- Operational System Management

# ENGLISH LANGUAGE PREPARATORY PROGRAMS

These programs are designed for people who would like to apply for our BA programs and Postgraduate Special Training programs but do not yet have required level of English knowledge to start the chosen program. The English language courses will help you to improve your language skills from elementary to intermediate level in order to meet the level required for our degree programs.

## Intensive Preparatory Program

**Duration:** 2 semesters (September – May)  
2x12 weeks, 20 hours weekly (5x4 hours)  
**Contact hours:** 480 hours  
**Tuition fee:** 1500 EUR/ semester  
**Course start:** September each year  
**Application deadline:** 31th July each year  
**Minimum number of students:** 8  
**Covered skills:**

- General English skills
- Specific English terminology
- Business English



## 8-week Intensive Preparatory Program

**Duration:** 2 months (July-August)  
20 hours weekly (5x4 hours)  
**Contact hours:** 160 hours  
**Tuition fee:** 960 EUR  
**Course start:** July each year  
**Application deadline:** 31st May each year  
**Minimum number of students:** 8  
**Covered skills:**

- General English skills
- Specific English terminology
- Business English

## 4-week Special Intensive Preparatory Program

**Duration:** 1 month (August)  
30 hours weekly (5x6 hours)  
**Contact hours:** 120 hours  
**Tuition fee:** 720 EUR  
**Course start:** August each year  
**Application deadline:** 1st July each year  
**Minimum number of students:** 8  
**Covered skills:**

- General English skills
- Specific English terminology
- Business English

## INTERNATIONAL POSSIBILITIES

By expanding its international relations, the main objective of Budapest College of Communication and Business is to raise the standard of education, broaden its educational spectrum and deepen academic and professional co-operation. We focus on three key areas: education, mobility of students and staff, and scientific co-operation.

In the field of education, contacts have been established with Anglo-Saxon institutions of higher education, and thanks to our cooperation with Middlesex University (London), their MA program in Marketing Communication can now be pursued in Budapest. BCCB continuously works on other relationships to broaden its educational spectrum with internationally acclaimed programs.

Furthermore, since BCCB was granted the Erasmus University Charter in spring 2005, an immense area of potential cooperation within the European Union has opened up for the College.

### OUR PARTNERS

- **Salzburg University of Applied Sciences** - Austria (Salzburg)
- **Haute École Galilée - IHECS** Belgium (Brussels)
- **XIOS Hogeschool Limburg** - Belgium (Diepenbeek)
- **Camosun College International** - Canada (Victoria)
- **Jan Amos Komensky University Prague** - Czech Republic (Prague)
- **University of Cergy-Pontoise** - France (Cergy-Pontoise)
- **ESCIA France** (Pontoise)
- **Internationale Hochschule Calw** - Germany (Calw)
- **Hochschule für Film und Fernsehen „Konrad Wolf“** Germany (Potsdam-Babelsberg)
- **Hamburg University of Applied Sciences** - Germany (Hamburg)
- **Hochschule Mittweida University of Applied Sciences** Germany (Mittweida)
- **Università' Degli Studi di Firenze** - Italy (Florence)
- **Università' Degli Studi di Padova** - Italy (Padua)
- **National Graduate Institute for Policy Studies** - Japan (Tokyo)
- **West Lithuania Business College** - Lithuania (Klaipeda)
- **Université du Luxembourg** - Luxembourg
- **Fontys Hogeschool Communicatie** - The Netherlands (Eindhoven)
- **Hanzehogeschool Groningen** - The Netherlands (Groningen)
- **The School of Banking and Management** - Poland (Krakow)
- **Uniwersytet Ekonomiczny we Wroclawin** - Poland (Wroclaw)
- **Instituto Politécnico de Lisboa** - Portugal (Lisbon)
- **ISCEM-Instituto Superior De Comunicação Empresarial** - Portugal (Lisbon)
- **Universitatea Babeş-Bolyai** - Romania (Transylvania, Cluj-Napoca)
- **University of Jaen** - Spain (Jaen)
- **Vaxjö University** - Sweden (Vaxjö)
- **Berner Fachhochschule, Wirtschaft und Verwaltung** - Switzerland (Bern)
- **Istanbul Aydin University** - Turkey (Istanbul)
- **Izmir University of Economics** - Turkey (Izmir)
- **Canterbury Christ Church University** - UK (Canterbury)
- **University of Florida** - USA (Florida)
- **Hungarian American Coalition** - USA (Washington)





# CAREER BUILDING

According to our survey, carried out among employers, their most important expectations from recent graduates include the following: willingness to work, communication skills, problem resolution skills, an aptitude for team work, independence, readiness to learn and a working command of foreign languages. How does the College help you to meet the above requirements?

Our **talent management program** gives you the chance to deepen your knowledge in a specific area. We have established professional workshops focusing on media studies, economics, marketing, tourism and social sciences.

**Individual career counseling** is provided by trained experts at the Career Centre. Furthermore, in each academic term the **College covers the costs of individual career counseling for an average of 50 students. The value of the package, including the CAPTAIN test, is around 200 EUR.**

**Information exchange events**, including the **Day of Companies**, offer students the opportunity to meet in person representatives of non-profit organizations, small and medium-sized enterprises, multinational companies and banks.

The **Grafton Career Club** provides an opportunity to meet the consultants of Grafton Recruitment Ltd.

**Lifestyle counseling** helps students who wish to discuss their personal problems with an expert.

**Research and feedback:** each year we assess what companies think of those students of ours undertaking an internship, and we also ask the interns to evaluate their experiences.

## ALUMNI

What has happened to our graduates? Where did they find employment? Are they still working in their own field? Could they utilize what they studied at BCCB? The answers to these questions offer indispensable feedback on what we should change or emphasize in the future.

And what does their alma mater offer them in return? A smorgasbord of opportunities, including professional and cultural programs, networking opportunities, participation in professional events and postgraduate training courses.



# HOW TO APPLY?

**1** Visit the website [www.bkf.hu/en](http://www.bkf.hu/en) for more information on the programs and courses offered by the college.

**2** Once you have carefully chosen the program you are interested in, collect and send the application materials to the International Training Centre Office via e-mail - [international@bkf.hu](mailto:international@bkf.hu):

- you need to fill in the Downloadable Application Form you can find on our website
- please make sure you enclose all necessary documents:
  - copy of your secondary school certificate/diploma with the final exam results
  - copy of the official translation of your secondary school certificate if it is not in English or Hungarian
  - proof of your English language exam certificate (e.g. TOEFL iBT min. 61 points or IELTS min. 5.0)
  - copy of your passport's photo-page(s)
  - proof of payment of the 60 EUR application fee – please note that it is not refundable and must be paid via bank transfer

**3** Find out about the application procedure for a study visa and residence permit by visiting the following websites:

Ministry of Foreign Affairs – Hungary: [www.mfa.gov.hu](http://www.mfa.gov.hu)  
Office of Immigration and Nationality: [www.bmbah.hu](http://www.bmbah.hu)

**4** In case of further questions, contact our International Trainings Centre Office – [international@bkf.hu](mailto:international@bkf.hu) and visit our website: [www.bkf.hu/en](http://www.bkf.hu/en)



# WHO IS WHO?



**Dr habil. László Vass CSc**  
Rector, professor, Head of the Public Service Program



**Dr István Kiss Pál CSc**  
General Manager, professor, Head of the Business and Management Program



**Dr Emese Pupek PhD**  
Vice Rector for Education



**Dr András Kepes DLA**  
Dean, Arts and Communication Faculty, Head of the Arts and Design Institute



**Dr Kálmán Kósi CSc**  
Head of the Institute of Economics and Business Science



**Krisztina Bódis**  
Head of the Institute of Foreign Languages



**Dr Árpád Papp-Váry PhD**  
Head of the Institute of Marketing



**Dr György Túry PhD**  
Head of the Institute of Media Studies



**Márta Kiss**  
Head of the Institute of Methodology



**Dr Márton Lengyel CSc**  
Dean, Heller Farkas Tourism and Economy Faculty, Head of the Institute of Tourism and Catering



**Dr Ferenc Kiss PhD**  
Vice Rector for Research



**Dr Jolán Róka CSc**  
Vice Rector for International Relations, Head of the Communication and Media Studies Program



**Dr Péter Solti**  
Secretary General



**Dr José Luis Martinez PhD**  
Head of the Institute of Tourism and Catering



**Richard Izmindí**  
Head of the Institute of Social Sciences and International Studies



**Dr habil Erzsébet Németh**  
Head of the Institute of Behavioral Science



**Szilvia Major**  
Director of the Career Centre, trainer



**Anikó Borbás**  
Director of the Institute of Higher Vocational Training



**Dr Ágnes Szilágyi**  
Director of the Postgraduate Special Training Centre



# BEFORE COMING TO HUNGARY

## Why Hungary?

Because Hungary welcomes everyone! It has always been this way, and always will. Hungarians delight in having guests in their country, and that includes you! The mix of young and old, foreigner and local is what moves Hungary forward. Discover for yourself why being part of it is so special! The plains, the mountains, or the waters and baths? Hungary has a diversely beautiful landscape. The thousand-year-old cultural heritage or the latest designer

art clothes? Here you can check out both! Classical and modern can be experienced in music, architecture, cuisine, or entertainment. And that's not all! Thanks to the mixture of genes, knowledge and education, Hungary has brought such academic talents to the world as John von Neumann (computer science), László Bíró (ballpoint pen), Dennis Gabor (holography), and Ernő Rubik (Rubik's cube). Hungary. There's something for everyone, so come and see what there is for you!

## Why Budapest?

A strong black espresso or a white chocolate coffee with cinnamon, or perhaps even a crème caramel macchiato? Something sweet and hot, strong but mild at the same time, something you want to remember, though it's quite hard to define. This could be Budapest if it were a coffee. It leaves everyone with a different impression.

With its diversity you can find a place for culture, fun, history, education, or relaxation. And as a sparkling UniverCity, it's full of students from all around the world, with a constantly sizzling nightlife.

The city stretches along both sides of the Danube, representing the many faces of the Hungarian capital. There's the historic Buda side, with its castle district, Turkish baths, Roman ruins, medieval alleys, caves and countless green areas spread out among the hills. On the other side, it's Pest with its ever changing promenades, stores, restaurants, bars and bubbling cultural life.

Come and have a sip for yourself! So what does Budapest taste like to you?

## Student Visa:

- EU and EEA (European Economic Area = EU + Norway, Iceland, Liechtenstein) citizens do not need to hold a student visa to enter Hungary.
- Non-EEA citizens must have a valid student visa to study in Hungary. We highly recommend all applicants to study carefully the current legislation concerning the visa and the residence permit at the Hungarian Embassy or Consulate in their home country. You can find further information on visa regulations and the list of embassies and consulates on: <http://www.mfa.gov.hu/kum/en/bal>

## Health care, Insurance

All non-EEA students are strongly advised to insure themselves in their home country before coming to Hungary. Students from EEA member countries should check whether their home health care insurance is valid in Hungary.

**Health insurance** policies taken out abroad cover the cost of the first, and only the first treatment in Hungary. In all other cases, the cost of medical treatment must be settled at the rate set by the medical institution. The institution determines which credit cards are accepted for this purpose. To become entitled to full medical care you need to provide the appropriate document from your home insurance company.

**Emergency and ambulance** services are free of charge in cases requiring immediate medical attention. All other medical treatment is regulated by international treaties.

## Residence Permit:

- Non-EEA citizens need to apply for the residence permit together with the visa application before arrival in Hungary. For further information about the relevant legislation in Hungary, you should visit the website of the Office of Immigration and Nationality at: [www.bmbah.hu](http://www.bmbah.hu)



# While in Hungary

## Cost of Living, Accommodation

An amount of approximately 100,000-150,000 HUF (370-550 EUR) is needed monthly to cover the costs of living in Budapest. This sum includes rent, grocery, food, personal hygiene, local transport, telephone bills and other expenses apart from the tuition fee.

BCCB does not have its own dormitory, but there are several other options for accommodation. Youth hostels are easily affordable and the most convenient form of living is to rent an apartment. As this is the most significant single expense in your budget, the final amount will vary depending on the accommodation of your choice.

To give you a rough idea about monthly living costs, see the following list of average prices in Budapest in EUR. The prices in this guide depend on the exchange rate.

- **local transport / month: 15-37 EUR**
- **bus ticket: 1.2 EUR**
- **1 loaf of bread: 1 EUR**
- **1 liter of milk: 0.8 EUR**
- **1 cup of espresso: 1 EUR**
- **1 bottle of beer: 1.5 EUR**
- **1 bottle of wine: 2-10 EUR**
- **eating out: 6-15 EUR**
- **cinema ticket: 4-6 EUR**

**Rental fee of a one bedroom flat permonth (not including bills):**  
250-400 EUR/ person / month

**Rental fee of a two bedroom apartment:**  
250 EUR/ person / month

**Youth-hostel (including overheads):**  
130-150 EUR/ person / month





# EDUCATIONAL FACILITIES

**Nagy Lajos Király Street campus**  
**1148 Budapest, Nagy Lajos király útja 1-9.**

The central educational facility of the College, with its modern circular building which opened in 2006, is a unique complex compared with the premises of Hungarian higher education institutions. The two buildings of the central campus are located in a green environment. Lectures are held in the two vast lecture theaters of the circular building, each with a capacity of 360 persons, and the two smaller lecture halls of the main building. In addition, our facilities include 21 small and medium-sized seminar rooms with state-of-the-art educational technology and we also boast 9 rooms equipped for IT courses. The circular building houses the central library of the College, offering not only books for loan but also a reading room, internet access, photocopying, printing and scanning services. Student work and learning at the College is facilitated by unrestricted access to a WiFi network covering the complete area of the campus, and a number of computer work stations scattered around the buildings. The canteen with seating for 350 people serves both hot and cold food, and there are vending machines for drinks and snacks. Depending on the weather, students can take a relaxing break in the gardens or play table soccer in the canteen. Students may find all relevant textbooks and course materials in our onsite bookshop.

**Rózsa Street building**  
**1077 Budapest, Rózsa utca 4-6.**

Our building in Rózsa utca is the seat of the Heller Farkas Faculty of Economics and Tourism. This city center is easily accessible and hosts three large lecture theaters, numerous seminar rooms with smart boards and several IT rooms. In the assembly hall computer stations offer students free access to internet services but most parts of the building are also covered by a wireless network. Our Tourism Library is also housed in this building, and offers books for loan, a quiet reading room and photocopying, printing and scanning facilities. The canteen offers both hot and cold dishes. Students may find all relevant textbooks and course materials in our onsite bookshop.



**Egressy Street building**  
**1149 Budapest, Egressy út 178/G.**

This education center opened in 2008 and offers a modern venue to serve the needs of the growing student community attending our secondary and higher-level training courses. The building boasts a lecture theater, 10 well-equipped seminar rooms, two language laboratories and IT rooms. In addition to the free WiFi service, students may also use two gyms for fitness and relaxation, and there is also a restaurant for up to 60 people.





STUDENT LIFE



# INTERNATIONAL Conference & Workshops on Higher Education, Partnership and Innovation



6-8 SEPTEMBER 2010  
Hungarian Parliament, Budapest

[www.ihepi.net](http://www.ihepi.net)

partners:



**Address:** H-1148 Budapest,  
Nagy Lajos király útja 1-9.  
**Telephone:** 0036 1 766 5302  
0036 1 273 3090/1083  
**E-mail:** [international@bkf.hu](mailto:international@bkf.hu)

[www.bkf.hu](http://www.bkf.hu)