



Tourism and Catering BSc Study Abroad Course List

Tuition fee/credit: 110 USD

You can find the course descriptions by clicking on the Course title!

For course syllabi, please contact the Study Abroad Office!

Course title	Semester	Credits (ECTS)
Quantitative Methods	Fall	7
The Art of Writing and Presenting	Fall	7
Microeconomics	Fall	7
Information Systems	Fall	7
Introduction to Accounting	Fall	7
Business Statistics	Fall	7
Corporate Finance	Fall	7
Tourism Geography	Fall	7
International Business Communication	Fall	7
Business Case Studies	Fall	7
Tourism Enterprises	Fall	7
Marketing Calculations	Fall	7
Introduction to Social Sciences	Spring	7
Probability and Statistics	Spring	7
Macroeconomics	Spring	7
International Economics	Spring	7
Introduction to Marketing	Spring	7
System of Tourism	Spring	7
Foundations of Digital Marketing	Spring	7
Tourism Product Development	Spring	7
Case Studies in Tourism Marketing	Spring	7
Tour Operation and Event Organization	Spring	7
Hospitality and Cultural Behavior	Spring	7
Lodging and Hotel Management	Spring	7



Detailed information about the courses:

Quantitative Methods

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The aim is to make students aware of the usefulness of mathematics as an aid in formulating and solving business-related problems. To enable the students to understand the main features of deterministic phenomena and investigate their models. To provide a toolkit to other subjects which use mathematical techniques, e.g. Economics, Finance, Operations Research and Operations Management.
Assessment methods:	midterm tests and final exam
Teaching period:	Fall Semester

The Art of Writing and Presenting

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	It aims to introduce students to the practice of researching, writing and presenting for academic purposes. It also provides a guide for finding useful professional sources, assessing their relevance and reading them critically and introduces how to integrate sources into a paper by quoting, paraphrasing, summarising, critiquing and acknowledging in a scholarly way. Students learn to avoid plagiarism and apply citation and referencing in a correct way. Module aims to prepare students for work in subsequent courses in which researching, writing and presenting are requirements.
Assessment methods:	Assignments, midterm test, presentation
Teaching period:	Fall Semester

**Microeconomics**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The aim of the module is to provide an introduction to the field of microeconomics. It targets the discussion of the basic concepts and approaches, including optimization, equilibrium and empiricism. Discussion will cover consumer and producer decisions, market structures, and welfare issues. The module helps students to understand the role of economics in society and the way economists think and optimize under different conditions.
Assessment methods:	midterm test and final exam
Teaching period:	Fall Semester

Information Systems

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The course intends to present basic knowledge on modern information technology in general and an overview on business applications to establish the necessary level of understanding, the roles and potential of these technologies and methods in everyday business life. The course covers the uses of data, information, technology, software, networking, manpower, organization, and will conclude by discussing information management, IT business planning, competitiveness and the problems of the Information Society.
Assessment methods:	software tests, presentation and final exam
Teaching period:	Fall Semester

**Introduction to Accounting**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	7
Course description:	This module aims to examine basic theories and practices of accounting. Based on the discussion of the related key expressions and techniques, it helps students understand the book-keeping system and the financial statements of companies, as well as the relationship between them. This module also assists students in developing practical skills such as recording book-keeping entries, preparing financial statements, comparing different methods (i.e. inventory costing, depreciation) and showing their effects on the financial statements of the firm.
Assessment methods:	midterm and final exam
Teaching period:	Fall Semester

Business Statistics

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture, 1x90 min. practice
Credits (ECTS):	7
Course description:	The module aims to provide students with an understanding of both the theory and practice of Business Statistics. Using the MS Excel as a statistical tool, students will be able to use the special features of a commonly used program and at the same time they will get an overview over the background of the calculations. The main focus of the module is to introduce students to the complex tools of statistics to enable them to research business and management problems in their further studies and work.
Assessment methods:	interim tests, midterm tests and final exam
Teaching period:	Fall Semester



Corporate Finance

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	2x2
Credits (ECTS):	7
Course description:	Students will be introduced to the basic corporate finance principles. Ratio analysis of financial statements; and valuation techniques of securities, projects and corporations are the building blocks of mainstream corporate finance literature and practice.
Assessment methods:	Projects and final exam
Teaching period:	Fall Semester

Tourism Geography

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The aim of the subject is to let students know the basic concepts and the system of the geography of tourism. Students must be able to recognise the role of geographical factors in tourism and must be aware of the analysis methods of regional tourism geography. They should also be able to analyse trends and processes in international and domestic tourism.
Assessment methods:	individual work, mid-term test and end-term written examination
Teaching period:	Fall Semester

**International Business Communication**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>The aims of the course are:</p> <ul style="list-style-type: none">• to improve knowledge about the nature of intercultural (business) communication• to raise the awareness of the importance of understanding and managing cultural differences in contemporary global business environment. <p>Mastering intercultural communication is important for many managerial tasks and business situations, including: negotiating, socializing, giving presentations, advertising, applying for a job, managing and working in multicultural teams etc.</p> <ul style="list-style-type: none">• to develop skills in business communication, to help students in identifying pitfalls in cross-cultural communication, avoiding misunderstandings and conflicts• to give special insight into good communication strategies relevant for international business. Students will develop practical oral and written skills in business to business and business to customer communication
Assessment methods:	individual work, quizzes, group work, assessment, mid-term test and end-term written examination
Teaching period:	Fall Semester

**Business Case Studies**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	This module aims to examine decision alternatives in a strategically important business situation. The course is based on business cases where students have the possibility to explore real business situations, assess the impact of politics and society on critical managerial decisions and elaborate alternative decisions, then estimate the risks and enforceability of these decisions from the company point of view. This course aims to provide a nuanced understanding of strategy and management decisions in a business context. This module also assists students in developing professional and entrepreneurial skills such as creativity, analysis of ill-structured problems, logical reasoning, problem-solving teamwork.
Assessment methods:	Mid-term test, course work, final exam
Teaching period:	Fall Semester

Tourism Enterprises

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The aim of the subject is to teach the students the forms and tasks of tourism enterprises and businesses. In addition to theory they also get practical skills about the legal regulation of businesses, and the tasks related to their foundation and operation. Students get to know the typical activities of tourism businesses and will be able to carry out daily tasks. They get to know the special features of the service providers and attraction operators relevant for the tourism industry, and the related organisational tasks.
Assessment methods:	Mid-term tests, group work, final exam
Teaching period:	Fall Semester



Marketing Calculations

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>The measurement of the respective fields related to the four Ps is a very important task, as they are the basis for the evaluation of the success of a certain activity.</p> <p>Accordingly, it is a must that students are able to quantify the result of an activity and make an ex-ante assessment of their expected efficiency. For this purpose the course introduces students to the major indices related to the respective areas, their usability and interpretation. The aim of the course is to allow students to calculate and comprehend indices from the data available and on the basis of this make basis calculations and make recommendations.</p>
Assessment methods:	Mid-term tests, group work, final exam
Teaching period:	Fall Semester

Introduction to Social Sciences

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	7
Course description:	<p>Module aims to examine critically the theoretical and empirical background in the social sciences as it facilitates a deeper understanding of people and human acting on the market, in the market economy and in different organizations. This module offers brief introduction into the history of social sciences in order to understand the development of social thought. The module gives overview about the most important issues in close connection with business life and exposes students to the most important social and psychological issues that arise in various business contexts. This module invites students to adopt and apply knowledge in managerial problem solving. The module will also seek to promote students' ability to think critically.</p>
Assessment methods:	coursework, midterm and final exam
Teaching period:	Spring Semester

**Probability and Statistics**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	It aims to develop a basic understanding in probability theory (discrete and continuous distributions) and basic statistical methods (both descriptive and inferential). The course aims to build a basis in methodology for both theoretical and practical issues in the given field. The module helps to understand concepts and methods covered in more advanced statistics courses. Data analytic skills are among the most in-demand jobs nowadays and in the coming years.
Assessment methods:	Assignments, midter tests and final exam
Teaching period:	Spring Semester

Macroeconomics

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The module aims to introduce the most important aspects of macroeconomics and to get the students understand how the economy works as a whole. The course introduces basic macroeconomic models, the fiscal and monetary decisions, the real and the money market and the principles of foreign trade and economic growth. The module also aims to provide the students with a critical overview of different schools of macroeconomics and draw the attention on the complexity of the subject.
Assessment methods:	Case study, midterm and final exam
Teaching period:	Spring Semester

**International Economics**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	7
Course description:	The module aims to introduce the most important areas of international economics in a comprehensive perspective. The course provides introduction to the theory of trade and trade policy as well as the policy practices. It is also an important aim to analyse the macroeconomic theories when international economic relationships are considered as an inherent part of these models. The second half of the module is devoted to issues of international finance.
Assessment methods:	coursework, assignments and term papers
Teaching period:	Spring Semester

Introduction to Marketing

Language of instruction:	English
Form of teaching:	lecture and seminar
Class hours per week:	2x90 min.
Credits (ECTS):	7
Course description:	Module aims to develop an integrated view and a complex understanding of modern marketing: a mixture of principles, practices and tools in an increasingly unpredictable environment provide. It also provides an overview of the principles and core concepts of modern marketing, basics to consumer behavior, marketing information, marketing management process and marketing tools. Students learn to consider the importance of predicting and analyzing consumer's responses to marketing activities and also the moral and social aspects of marketing activities.
Assessment methods:	course work, midterm and final exam
Teaching period:	Spring Semester



System of Tourism

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>The aim of the course is to let students know the basic concepts and the system of tourism and to allow students to analyse the tendencies and trends of international and domestic tourism.</p> <p>To let students know the basic concepts and the system of tourism and to allow students to analyse the tendencies and trends of international and domestic tourism.</p>
Assessment methods:	individual work, in-class tests and oral examination
Teaching period:	Spring Semester

Foundations of Digital Marketing

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>Students get an insight into the concept of digital marketing, its operation and tools; they get to know the basic concept of the creation of digital marketing campaigns. A further goal to make more effective of the marketing strategy of businesses by the combination of digital marketing solutions with the classical marketing tools. Students must be able to apply this in practice. The subject promotes the understanding of the relationship of electronic business (e-business) and marketing, points out the advantages and disadvantages of online media and online marketing tools, and the practicing of interactive marketing solutions.</p>
Assessment methods:	class work and 2 in-class tests
Teaching period:	Spring Semester

**Tourism Product Development**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>Students know the operational principles of the tourism sector. They know the domestic and international market of tourism, its actors and features. They know the different types of tourism businesses, and also the principles and management methods related to the operation of them and the control of their market activities. Students learn the basics of tourism product development. They get to know the principles and features of the operation of the tourism industry, the complexity of tourism products, the features of the related services and the features of the demand and supply side. A more detailed analysis is given of the main products types of the tourism of Hungary. They know the operation of the sub-sectors of tourism (accommodations, catering facilities, attractions, travel agencies etc.), their evaluation and decision-making criteria. They know the partial areas of the sector and the connection points. Students are able to process professional literature on their own.</p> <p>General knowledge of tourism is needed for the completion of the subject called development of tourism products. The subject gives an introduction to the product-oriented approach to tourism, and also the structure, categorization and life cycles of tourism products. A detailed analysis is provided of all components of tourism products: attraction, elements of infra- and suprastructure of tourism. Students are given a comprehensive picture of tourism products, allowing them to interpret these products and understand the similarities of and differences among them.</p>
Assessment methods:	active participation in seminars, mid-term test
Teaching period:	Spring Semester



Case Studies in Tourism Marketing

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>The course aims to let students know how tourism marketing is working in the practice. Students will be introduced to case studies of tourism businesses. Basic marketing skills are needed, the knowledge of the concepts and tools of marketing.</p> <p>The aim of the course is to introduce students with appropriate case studies in tourism in order to better understand the practical role of tourism marketing in the processes of tourism</p>
Assessment methods:	active participation, final exam
Teaching period:	Spring Semester

Hospitality and Cultural Behavior

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>The aim of the subject is to let students know the basic concepts and the system of the geography of tourism. Students must be able to recognise the role of geographical factors in tourism and must be aware of the analysis methods of regional tourism geography. They should also be able to analyse trends and processes in international and domestic tourism.</p> <p>The subject is designed to introduce students to the characteristic and work processes of catering activities, and behaviour culture related to the field of hospitality and catering.</p>
Assessment methods:	active participation, team work, final exam
Teaching period:	Spring Semester



Lodging and Hotel Management

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>The goal is to give our students complex skills and attitudes that after some practice will allow them to manage a hotel business. Students must know and learn the management skills that are necessary for making all kinds of management decisions, at different levels of the management of a hotel. Students must be able to make the economic management plan of a hotel and write the monthly reports. Students must learn the organisational and executive tasks within a hotel, and also the organisational units, formal and informal relationship systems. They should be able to creatively apply in their management decisions the basics of what they learned in other subjects.</p> <p>Another goal is the creation and shaping of the management efficiency view of students.</p>
Assessment methods:	active participation, mid-term test
Teaching period:	Spring Semester