



Build your **future**

# BUDAPEST SUMMER PROGRAMME

## 29TH JUNE TO 24 JULY 2020



## Introduction to ESSCA Budapest

Founded in 1909, ESSCA (Business School) prepares its students through a five-year programme to become managers in marketing, finance and management in an international environment.

ESSCA offers international programmes on **4 sites : Angers, Paris, Budapest and Shanghai**, along with a network around **200 partner universities in 50 countries**. At present, the school works with some **5,000 companies**.

Its Budapest campus opened in 1993 and since then students from all over the world have studied there. The summer programme, specifically for graduates, allows students to learn about the changes happening in one of Europe's most beautiful capital cities.





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## An introduction to Hungary and the European Union



*Europe is not the same place it was 50 years ago. In a constantly changing world, Europe is grappling with new issues: globalization, demographic shifts, climate change, the need for sustainable energy sources and new security threats.*

*Hungary joined the European Union in 2004, which was the year where the European Union grew the most it ever had, since the creation of the European Economic Community in 1957. ESSCA's Budapest campus was opened in 1993.*

*Our **Summer Programme in Budapest** allows participants to come and discover the changes happening in one of Europe's most beautiful capitals.*

*Whatever face the future Union will have, its persistent development will be reinforcing Europe's importance as a global player and an indispensable partner for the other major regions of the world. It will be more and more important for Europeans and non-Europeans alike to fully understand its historical fundamentals, its modern political structure, its different business culture(s) and way(s) of management.*

## THE PROGRAMME

Budapest Summer Programme:

- is an intensive **4-week** programme
- is entirely **taught in English**.
- is open to **graduate students**
- offers a **multicultural learning environment** which develops cross-cultural skills
- includes **field trips**.



### Budapest

This beautiful city is the capital of Hungary, as well as one of the largest cities of the European Union. It has around 1.8 million people living there. It occupies both banks of the river Danube, which is one of many charming attractions of this city.

## ACADEMIC INFORMATION

Students can choose between 2 options:

### Option 1:

Module title	Hours	ECTS
Human Centered Management and Leadership	45	6
Economic and Business Opportunities between Europe and Asia	45	6

### Option 2:

Module title	Hours	ECTS
International Marketing and Logistics	45	6
Self Leadership (Personal and Role development)	45	6

The programme enables each student to earn up to **12 ECTS credits**, equivalent to **6 US credits**

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## ACADEMIC INFORMATION

### Courses- option 1

If you decide on option 1, you'll be taking the following courses:

#### **Human Centered Management and Leadership (6 ECTS)**

Managing organisations and people successfully in the long term is a complex challenge for businesses. This course looks at how people are much more than assets and how working towards company goals also contributes to personal well being. This course considers ethical aspects of work but combines it with the importance of employee character building.

#### **Economic and Business Opportunities between Europe and Asia (6 ECTS)**

The course provides an introduction to Asia's people, history, culture and economic and political developments in forming the current business environment. In order to expand students' knowledge on Asia lectures concentrate on the current economic and political status of Japan, South Korea, Taiwan, the ASEAN region and China as well, with many lectures taught by business professionals.

## ACADEMIC INFORMATION

### Courses-option 2

If you decide on option 2, you'll be taking the following courses:

#### **International Marketing and Logistics**

An ever growing number of firms, both profit and non-profit are now trading in a global market. It is therefore a priority for most of the organisations with any contact to foreign markets or partners to rethink their marketing and logistics activities along their international dimension as well as to design their international marketing and logistics activities in a comprehensive and coordinated way.

#### **Self leadership (personal and role development)**

Before anyone takes on a leadership role, they should ask themselves: "Why do I want to lead?", a question which can often bring personal awareness but also uncertainty. Throughout the course students will become aware of their personal leadership styles, sources of power and patterns of communications. They will experience their own identity development cycle, become aware of personal transition blocking behaviors and beliefs, and possible ways of changing them.

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## FIELD VISITS

The exact visits that take place in the summer programme will be defined by the beginning of the programme. To give you some examples, here are some field visits that have taken place in previous summer programmes...



Audi



Deloitte



Huawei



Japan External Trade Organization

Jetro



# BUDAPEST SUMMER PROGRAMME

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## PRACTICAL INFORMATION

### Dates

The Budapest Summer Programme starts on **29th June** and ends on **24th July 2020**

### Application and admission

To apply, please contact [summer@essca.fr](mailto:summer@essca.fr) precisising the summer programme you are interested in. Should you come from an Essca university partner, you will need to be nominated by your home institution to be allocated a fee-waiver exchange place. You will be sent an application to complete online. Once the application is submitted, we will send an official letter of acceptance.

Please apply by the **Application deadline, April 10**. After this date, please check directly with us if there are still places available.

### Class time and textbooks

The total number of contact hours for the whole programme is approximately 90. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers.

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## PRACTICAL INFORMATION

### Visa

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



### International health insurance

**Valid international health insurance or travel insurance covering hospital care and repatriation is required** to fulfill your registration on the Summer Programme. Please send us a copy with your application and make sure your document is written either in French or English

## PRACTICAL INFORMATION

### Fees

Students from ESSCA's partner universities do not pay tuition fees. If you are from a non-partner university, tuition fees are 1,400 euros.

Also included	Not included
Company visits	Accommodation (around 500 euros per person, sharing a flat with others)
Help with searching for accommodation	Meals
Course materials	Airport transfers there and back (private taxi: 45 euros, airport shuttle bus: 18 euros)
Welcome snack	Public transport (12 euros for EU students with student cards, 31 euros for non EU)
	Visa application at Hungarian consulate (60 euros)

NB: Please note that, in case of cancellation, costs will not be reimbursed after May 1st.

## Testimonials from students who have studied at ESSCA Budapest:

"I am from Australia and have already spent one semester at ESSCA Angers. As I wished to discover more countries in Europe I decided to spend one more semester at another site of ESSCA : this is how I chose ESSCA Budapest. Before I came to Europe I was told by some of my schoolmates at the Western Sydney University that the options and courses at ESSCA were very good and well fitting to my specialization. I arrived in Budapest last night and the sightseeing tour ESSCA organised for the students gave me a very nice first impression of the capital city"

-Arshpreet Aulakh



"I am an ESSCA student who has already travelled a lot. I also lived abroad for a while. However, the Central and Eastern European region was still uncovered for me and I had a strong desire to get to the region. Before the semester started I travelled to Budapest with my friends to see where I would spend the Spring Semester. I found the capital of Hungary beautiful and I felt that the atmosphere was really good. I am now looking forward to starting my classes and getting to know my new classmates."

-Alexandre Deceunynck





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