



# CORVINUS

UNIVERSITY of  
B U D A P E S T

CORVINUS



Faculty of Business Administration

# Faculty of Business Administration of the CORVINUS University of Budapest

**András Nemeslaki Associate Dean**  
**June 07, 2010**

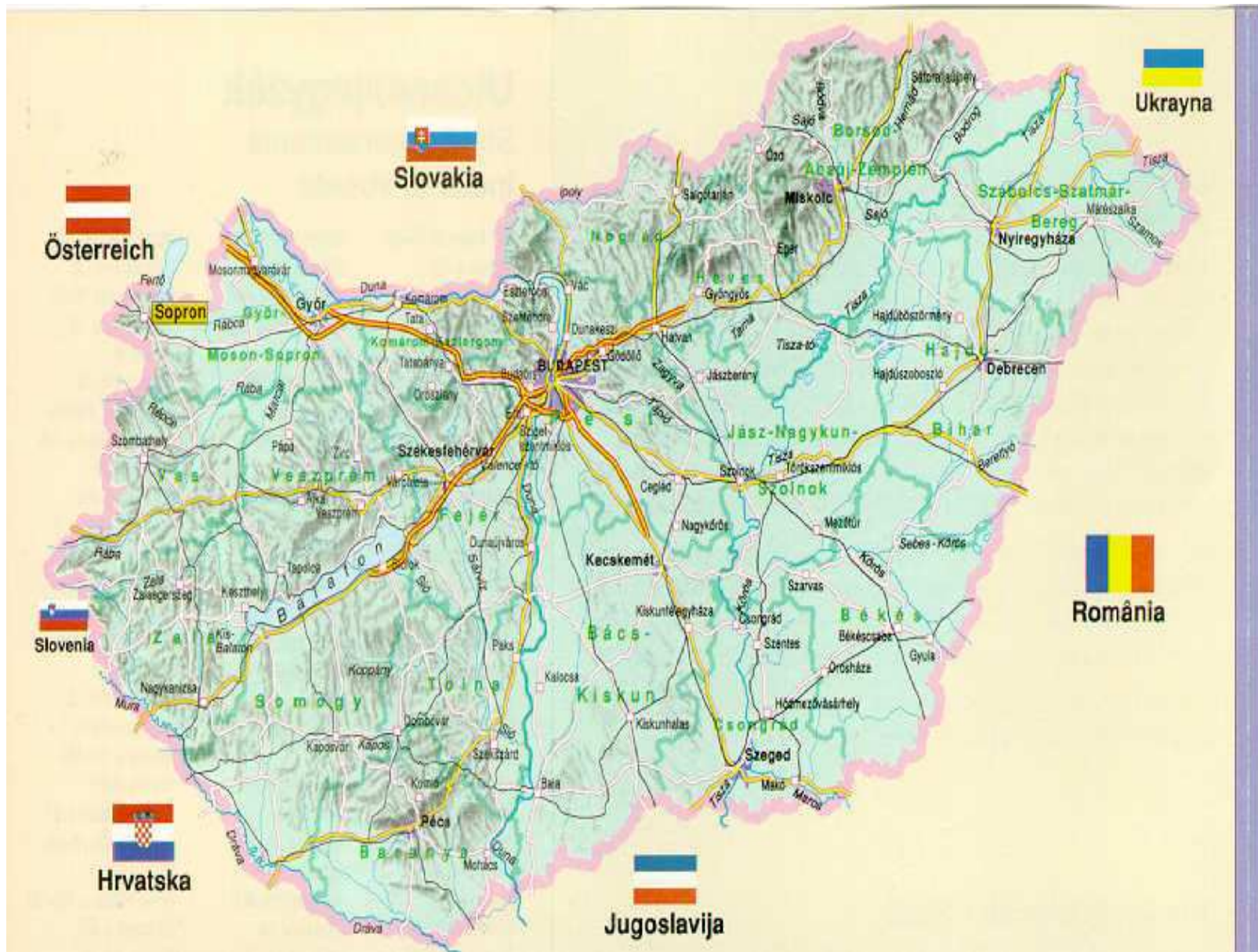
**CORVINUS UNIVERSITY of BUDAPEST**  
Faculty of Business Administration

# Europe

©1997 MAGELLAN Geographix™  
(805) 685-3100 www.maps.com

0 600 km  
0 nautical miles 400





**Territory: 93.000 km<sup>2</sup>**



**Population: 10.2 million  
a few more millions  
beyond the borders**



**Form of state:**  
parliamentary republic



**Capital: Budapest**  
**with suburban region: 2.3 million**

# Hungarian:

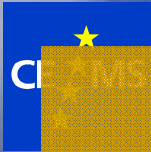
arguably the most difficult language in Europe  
taught at 84 universities in 32 countries





Hungary is the home  
of:





Community of  
European  
Management  
Schools

# Corvinus University

## Pest side

Faculty of Social Sciences

Faculty of Economics

Faculty of Business Administration

## Buda side

Faculty of Public Administration

Faculty of Horticulture

Faculty of Landscaping

Faculty of Food Engineering

17 000 students

1 400 staff (850 faculty – 800 admin)

80 million USD Revenue

## Our Goals

### We aim to:

- Ensure quality and impact of our research and teaching for the business community
- Integrate the best of European business practices with those found elsewhere
- Promote strong linkages with alumni, industry and the business community
- Promote the spirit of enterprise and innovation in everything we do
- The Faculty of Business Administration firmly believes that education and research are interconnected processes that complement and develop each other.
- Our students are trained as research-oriented managers who will dedicate themselves to improving and developing the institutions they work for.

# International relations

The Faculty has intensive connection with the international educational and scientific life.

**CEMS**

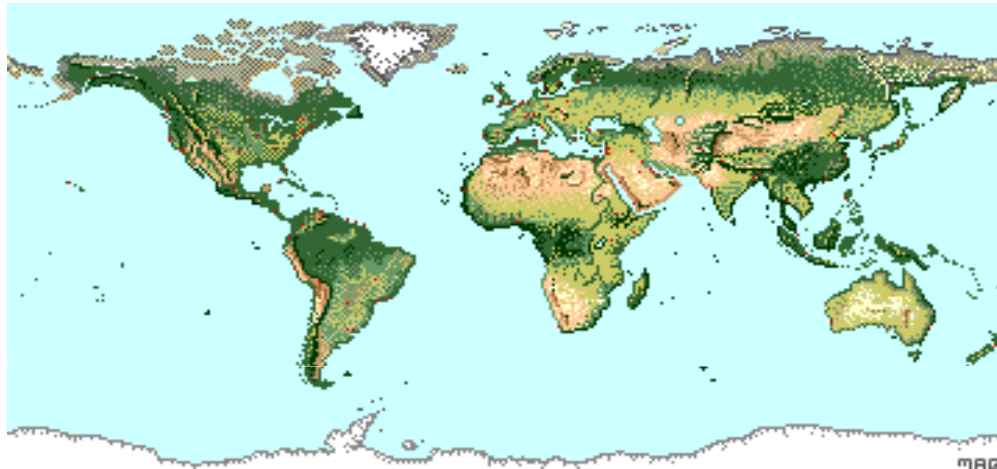
**PIM**

**EFMD**

**AACSB International**

**EDAMBA**

**CEEMAN**



## German language program in business economics

- It is a cooperation between Corvinus University and the University of Passau, Germany. It is supported by the German Ministry of Foreign Affairs through the DAAD.
- The two universities signed an agreement on giving a double degree in Business Economics to their excellent students.

**FBA is a member of the Community of European Management Schools (CEMS), where 17 leading European Business Schools and more than 50 large firms cooperate.**

**The purpose of CEMS MIM is to provide its students with a management education program that sets a Pan-European standard of excellence.**

| Rank | School  | Country     | Programme                                     | Enrollments | Alumni | Research | Intl Exp | Other | Score            | Score            | Score | Score            | Score | Score | Score            | Score | Score | Score | Score | Score |         |    |
|------|---|-------------|---|-------------|--------|----------|----------|-------|------------------|------------------|-------|------------------|-------|-------|------------------|-------|-------|-------|-------|-------|---------|----|
| 3    | Cems  | Italy       | Cems MIM (Master in International Management) | 48 788      | 47 294 | 1        | 16       | 85    | n/a <sup>+</sup> | 80(34)           | 35    | 51               | 33    | 14    | 58               | 83    | 71    | 3     | 2     | 2     | 0       | 12 |
| 4    | London School of Economics and Political Science      | U.K.        | MSc Management                                | 46 711      | 46 711 | 17       | 6        | 86    | 24               | n/a <sup>x</sup> | 61    | n/a <sup>x</sup> | 79    | 94    | n/a <sup>x</sup> | 93    | 2     | 17    | 0     | 0     | 22 580  | 12 |
| 5    | University of Bradford                                | U.K.        | MA in Management                              | 47 083      | 47 083 | 5        | 1        | 73    | 11               | 100              | 57    | 18               | 29    | 96    | 27               | 73    | 9     | 24    | 0     | 0     | 10 063  | 12 |
| 6    | Esade Business School                                 | Spain       | Master in Management                          | 39 511      | 39 084 | 10       | 7        | 85    | 1                | 86(8)            | 47    | 33               | 19    | 48    | 100              | 72    | 14    | 6     | 2     | 0     | 17,500* | 10 |
| 23   | Corvinus University                                   | Hungary     | Master of Sciences in Business Administration | 33 191      | 36 547 | 12       | 19       | 80    | 18               | 87(66)           | 39    | 54               | 0     | 1     | 1                | 36    | 82    | 23    | 20    | 1     | 1 780   | 20 |
| 20   | RSM Erasmus University                                | Netherlands | MSc in Business Administration                | 36 096      | 39 405 | 4        | 21       | 72    | 15               | 82(2)            | 33    | 21               | 34    | 33    | 91               | 15    | 10    | 0     | 0     | 0     | 1 500   | 12 |
| 22   | Vienna University of Economics and Business           | Austria     | Degree Program in Business Administration     | 39 099      | 39 099 | 11       | 8        | 79    | 20               | n/a <sup>x</sup> | 50    | 51               | 20    | 11    | 20               | 20    | 66    | 16    | 18    | 1     | 2,907** | 48 |
| 24   | Nyenrode Business Universiteit                        | Netherlands | Master of Science in Management               | 36 863      | 42 352 | 25       | 14       | 80    | 3                | 50(43)           | 20    | 25               | 0     | 27    | 8                | 69    | 82    | 24    | 23    | 0     | 23 700  | 16 |
| 25   | University of Strathclyde Graduate School of Business | U.K.        | MSc in Business and Management                | 27 581      | 27 581 | 24       | 2        | 72    | 22               | 96(66)           | 36    | 37               | 45    | 17    | 82               | 55    | 81    | 17    | 22    | 0     | 14 700  | 12 |

**In 2005 the Financial Times recognised CEMS as a leading authority on management education in Europe. The CEMS MIM hit the podium directly having been ranked 3rd.**

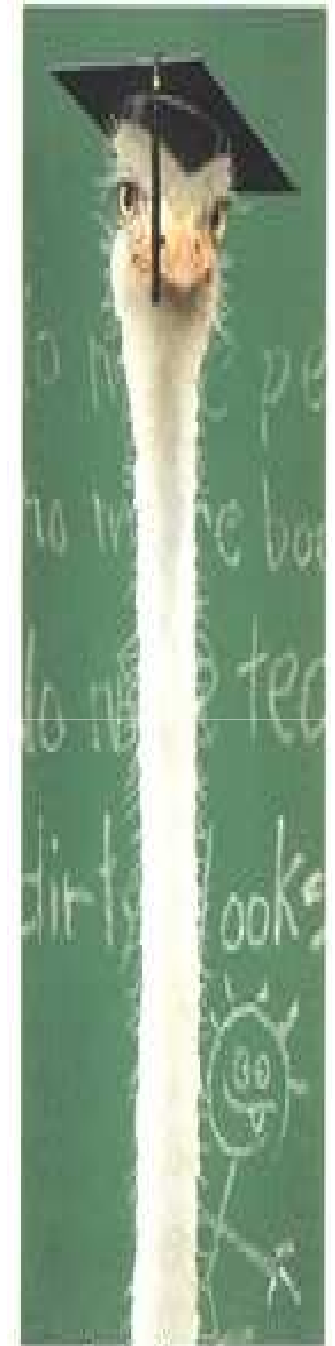
**Corvinus MSc in Business Administration received 23rd place on the TOP 25 list of European Master in Management programs.**

# Academic staff

- The Faculty has about 160 academic staff. 82% holds doctoral degrees and have international experiences having been studied at leading reputable universities throughout the world.
- Staff members publish regularly in leading journals and proceedings of conferences in their respective fields.
- Besides full time staff, the Faculty also engages the services of well qualified and senior practitioners from the private and public sectors through its adjunct appointment scheme.

## Students

- 5000 students
- 1018 enrolled in 2006



*higher learning...*

# Institutes of the Faculty

- Institute of Information Technology
- Institute for Environmental Science
- Institute for Business Law
- Institute of Marketing and Media
- Institute of Finance and Accounting
- Institute of Business Economics
- Institute for the Development of Enterprises
- Institute for Management and Organization

# Undergraduate Programs



- Bachelor of Arts in Business Administration and Management
- Bachelor of Arts in Sales and Marketing
- Bachelor of Arts in Finance and Accounting
- Bachelor of Arts in International Business
- Bachelor of Arts in Tourism and Hospitality
- Bachelor of Science in Business and Rural Development
- Bachelor of Science in Business Information System



# Graduate Programs

The Faculty is planning to launch 12 „Bologna master” programs in

- Organisation and Management
  - Finance
  - Accounting
  - Marketing
  - Regional and Environmental Management
  - Development of Enterprise and Innovation
  - MBA
  - International Business Management
- 
- The accreditation is under process.
  - Until the new programs are introduced, students presently enrolled at the Faculty will graduate from the traditional „five year” pre-experience master programs of the Faculty.



# PhD Programs

## PhD study fields:

- Business economics
- Organisational and Management theory
- Strategic management
- Information management
- Behavioral and decision sciences
- Corporate finance
- Accounting
- Environmental economics and management
- Agricultural economics



# Life-long learning

- As an effect of the worldwide educational trend, life-long learning has become a significant factor in Hungary.
- The Faculty also strives to offer a wide selection of adult education courses in various fields at a reasonable cost in order to make life-long learning a reality for all.
- These courses are offered for graduates and non-graduates as well.



| Name                | Position                                   | Company                         |
|---------------------|--|---------------------------------|
| Arnold, Mark        | Chairman & CEO                             | Budapest Bank                   |
| Bayer, József       | Managing Director                          | Axel Springer Hungary           |
| Beke-Martos, Gábor  | Chairman                                   | Graphisoft                      |
| Bod, Péter Ákos     | Director of Corporate Programmes/Marketing | Corvinus University of Budapest |
| Bojár, Gábor        | Chairman                                   | Graphisoft                      |
| Csányi, Sándor      | Chairman & CEO                             | OTP Bank                        |
| Dobák, Miklós       | Academic Director/Executive                | Corvinus University of Budapest |
| Endresz, Emmerich   | Chairman                                   | RWE Energy kft.                 |
| Gaál, Gyula         | Chairman & CEO                             | MAV                             |
| Hasselmann, Harald  | General Manager                            | Schering kft.                   |
| Heal, Stephen       | Regional Development Director              | Tesco                           |
| Hernádi, Zsolt      | Chairman & CEO                             | MOL                             |
| Hofmeister, Imre    | Chairman                                   | Malév                           |
| Hónig, Péter        | Chairman                                   | Malév                           |
| Kerekes, Sándor     | Academic Director                          | Deloitte & Touche               |
| Klinghammer, István | Regional Director                          | E.ON Hungary & Slovakia         |
| Kreuzer, Konrad     | Chairman                                   | E.ON Hungary & Slovakia         |
| Kupke, Gábor        | Chairman                                   | Audi Hungary                    |
| Kusch, Thilo        | CFO  | Magyar Telekom                  |
| Mészáros, Tamás     | Rector                                     | Corvinus University of Budapest |
| Nichols, John       | Chairman of the Curatorium, Ambassador     | British Embassy                 |
| Patai, Mihály       | Chairman                                   | Transelektro                    |
| Radev, Anthony      | Director                                   | McKinsey & Co.                  |
| Salamon, Károly     | Chairman & CEO                             | Allianz Hungary                 |
| Simor, András       | Chairman & CEO                             | Deloitte & Touche               |
| Somody, Imre        | CEO  | Somody Investment Co.           |
| Sugár, András       |  |                                 |
| Székely, Péter      |  |                                 |
| Takács, János       | CEO  | Electrolux                      |
| Tulassay, Tivadar   | Rector                                     | SOTE                            |
| Vojc, Marko         | CEO  | K&H Bank                        |
| Wetzker, Konrad     | Chairman                                   | The Boston Consulting Group     |

# Corvinus School of Management

## Curatorium of Corvinus School of Management 2006

The relationships with the members of our Curatorium also constitute a highly valuable "asset". They are executives of leading companies in Hungary - like Allianz Hungaria, Audi, Axel Springer, Budapest Bank, Deloitte & Touche, Dunafer, E.ON Hungary, Electrolux, ELTE, K&H, Malév, Matáv, McKinsey, MOL, OTP, RWE Energy, T-Mobile, Tesco, The Boston Consulting Group and Transelektro.

| Name                | Position                                  | Company                         |
|---------------------|---|---------------------------------|
| Arnold, Mark        | Chairman & CEO                            | Budapest Bank                   |
| Bayer, József       | Managing Director                         | Axel Springer Hungary           |
| Beke-Martos, Gábor  | Chairman                                  | Corvinus University of Budapest |
| Bod, Péter Ákos     | Director of Corporate Programmes/Chairman | Corvinus University of Budapest |
| Bojár, Gábor        | Chairman                                  | Graphisoft                      |
| Csányi, Sándor      | Chairman & CEO                            | OTP Bank                        |
| Dobák, Miklós       | Academic Director/Executive               | Corvinus University of Budapest |
| Endresz, Emmerich   | Chairman                                  | EU Energy                       |
| Gaál, Gyula         | Chairman                                  | Magyar Telekom                  |
| Hasselmann, Harald  | General Manager                           | Schering-Kit                    |
| Heal, Stephen       | Regional Development Director             | Tesco                           |
| Hernádi, Zsófia     | Academic Director                         | Corvinus University of Budapest |
| Hofmeisler, Agnes   | Dean                                      | Corvinus University of Budapest |
| Hónig, Péter        | Chairman                                  | MALÉV                           |
| Kerekes, Sándor     | Academic Director/MBA                     | Corvinus University of Budapest |
| Klinghammer, István | Rector                                    | ELTE                            |
| Kreuzer, Konrad     | Chairman                                  | Magyar Telekom                  |
| Kupke, Otfar        | Academic Director                         | Magyar Telekom                  |
| Kusch, Tilo         | CEO                                       | Magyar Telekom                  |
| Mészáros, Tamás     | Rector                                    | Corvinus University of Budapest |
| Nichols, John       | Chairman                                  | British Embassy                 |
| Patai, Mihály       | CEO                                       | HVB Bank Hungary                |
| Radev, Anthony      | Director                                  | Wolters Kluwer                  |
| Salamon, Károly     | Chairman                                  | Deloitte & Touche               |
| Simor, András       | Chairman                                  | Deloitte & Touche               |
| Somody, Imre        | CEO                                       | Somody Investment Co.           |
| Sugár, András       | Chairman                                  | Corvinus University of Budapest |
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# Corvinus School of Management

The Faculty also focuses on executive education organized by the CSM which is committed to provide high-quality education for executives.

The educational programs for top business leaders are the following

## ■ MBA

- The goal of the one-year intensive or two-year part-time MBA education is to educate corporate executives in English in the region for the region, about the region.

## ■ Executive Program

- The aim of the program is to contribute updating the knowledge of business executives by conveying them the newest theories, methods, tools and trends.

## ■ In-Company Programs

- CSM offering tailor-made in-company programs.

# Research

The Faculty's research is based on strong economic and methodological grounds and focuses on direct practical applications.

## The Faculty's main fields of research

- Company strategy and organizational design
- Logistics, operations management and corporate competitiveness
- Applying developed IT in Hungarian small and medium enterprises
- Corporate financial decisions, corporate finance
- Inter-company communication and e-business
- Environmental economics, regional development
- Information Technology and Enterprise Networking
- Marketing strategy, consumer behavior, brand management
- Corporate social responsibility



**Thank you for your  
attention!**