



# **Budapest Winter Program**

15th January to 26th January 2024

# BUDAPEST WINTER PROGRAMME

## 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 **10 sites : Aix En Provence, Angers, Bordeaux, Budapest, Luxembourg, Lyon, Malaga, Paris, Strasbourg, Shanghai**, along with a network of **280 partner universities in 56 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 winter programme, specifically for undergraduates, allows students to learn about the changes happening in one of Europe's most beautiful capital cities.



# BUDAPEST WINTER PROGRAMME



# BUDAPEST WINTER PROGRAMME

## COURSE PROGRAMME

**Dates : 15 to 26 January 2024**

This programme includes a choice of courses

- Option 1 (7.5 ECTS)
  - International Marketing (30 hours)
  - Crisis Management (30 hours)
- Option 2 (7.5 ECTS)
  - CSR (30 hours)
  - Humanistic Management (30 hours)

*This programme is open to **undergraduate students**.*

# BUDAPEST WINTER PROGRAMME

## ACADEMIC INFORMATION

### Option 1

#### International Marketing

During the course the students will get a comprehensive insight into the different international marketing concepts the companies can follow, the many different tasks an international marketing manager/director must do as well as the ways of controlling the performance of these activities. The students also learn how to elaborate and present an international marketing plan. By the end of the course the students will be able to make a clear distinction between the marketing activities which must be performed in the local market and the marketing tasks which have to be completed in international markets.

#### Crisis Management

The course involves with a relatively new field of management the Crisis management. Crisis management is about “proactive activities to respond to a major threat to a person, group or organization.”(Nayor). The Crisis management course focuses on different crisis methods, the Crisis Management Plan, the types of crisis, the special crisis management leadership competencies and the models and theories of crisis management.

# BUDAPEST WINTER PROGRAMME

## ACADEMIC INFORMATION

### Option 2

#### CSR

Today it is widely accepted that in the presence of market failures, firms narrowly focused on profit maximization are likely to trigger some of the most pressing issues that afflict market economies. But a lot has changed over the past few decades. Within this framework, appropriate analytical skills will be fostered among students to deal with the main tenet of a socially responsible firm, i.e. how to reconcile the production of profitable goods with corporate social responsible strategies. In order to allow students to develop these skills, the course's pedagogy is based upon moral debates fueled by case studies.

#### Humanistic Management

Humanistic management course teaches the importance of the balance of profit and human issues within an organization. Individual differences, psychological safety in a team, leading in a supportive way, managing organization through dialogues among stakeholders – all these issues are covered with a humanistic teaching mode. It requires the consideration of a multitude of influences and stakeholders and must be built on a solid ethical basis and a deep understanding of management opportunities and responsibilities.

# BUDAPEST WINTER PROGRAMME

## PRACTICAL INFORMATION

### Fees:

This programme will be charged:

- **1,300 euros** for students from partner universities (tuition fees' waivers)
- **2,000 euros** for students from non-partner universities

### Included:

- Housing (details next slide)
- Company and cultural visits
- Course materials
- Welcome snack
- Administrative fees 55 euros (non-refundable)

### Not included:

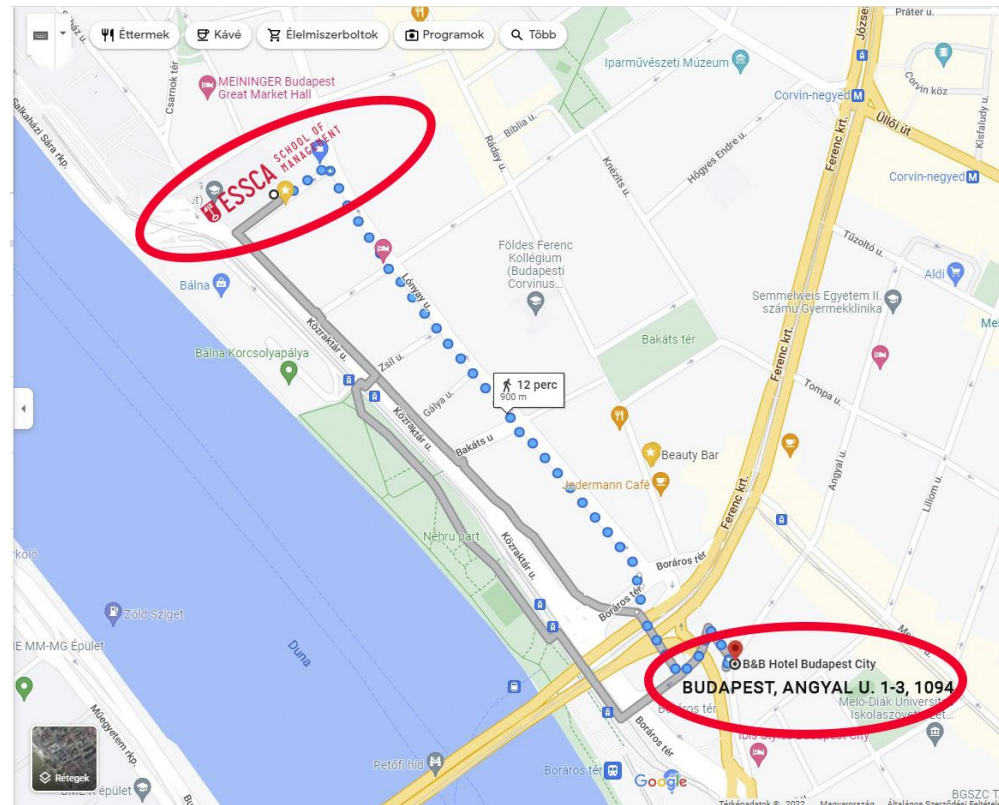
- Meals
- Airport shuttle
- Public transportation
- Visa application

# BUDAPEST WINTER PROGRAMME

## Accommodation

**Address:** Budapest, Angyal u. 1-3, 1094  
*15 minutes walking distance*

<https://www.hotel-bb.com/en/hotel/budapest-city>



# BUDAPEST WINTER PROGRAMME

## Application

- Exchange students should be officially nominated by the international office of their home institution. The nomination form will be sent to the university partners in October. If you did not receive it, please request it to [short-programs@essca.fr](mailto:short-programs@essca.fr)

- Free-mover students (outside the exchange agreement) can contact [short-programs@essca.fr](mailto:short-programs@essca.fr)

For further information, contact [short-programs@essca.fr](mailto:short-programs@essca.fr)

Application deadline is **November 15**