



BUDAPEST BUSINESS SCHOOL
UNIVERSITY OF APPLIED SCIENCES

Prof. Balázs HEIDRICH
Rector

Budapest Business School

Facts

- The largest business school in Hungary (16 000 students)
- 4 faculties, 12 Bachelor's and 8 Master's programs
- 6 Dual Education programs
- Around 450 professors and researchers
- Wide corporate network – over 900 partners – Bosch, Mercedes etc.
- Wide international network

Faculties

- Commerce, Hospitality and Tourism
- Finance and Accountancy
- International Management and Business
- Zalaegerszeg Faculty of Business Administration



Mission

Develop ourselves to become a major player among Universities of Applied Sciences in the Central-Eastern European higher education area.

- Initiatives
- Projects
- Double degree programmes



Strategic Goals (2016-2020)

- Entrepreneurial University
- Experience based learning environment
- Socially responsible University
- **Internationally acknowledged University (CEE)**



Internationally acknowledged University

The Global Challenge

- The business models of the world, therefore the role of business schools are in transition
- Requirements for future generation of business leaders:
 - global perspective (international experience, multilingual),
 - technological smartness,
 - entrepreneurial attitude, creativity,
 - responsibility,
 - learning from experience

Central-European Perspective

- Standardized Soviet system can be considered an extreme version of the Napoleonic model (Charle 2003, Karády 2005)
- Reforms started simultaneously after the change of the regime (within considerably unstable legal and normative frameworks)
- Consonance of post-socialist countries gradually disappeared - different historical traditions (Leisyte, 2014)
- Humboldtian roots, such as the Czech Republic, Poland and Hungary, then diverged...



International relations

- Multilevel contacts with more than 200 higher education institutions
 - 5 continents
 - 40 countries
 - 900 foreign students
- Regional focus: Europe; East Asia (OBIC)
- Active V4 multilevel cooperation



V4 relations

- 30 + V4 university contacts
- 6 prominent ERASMUS cooperations – 7 universities
- 2 Visegrad Fund Grants
- Active cooperation in research and education mobility, conferences in all our Faculties





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Thank you for your attention!