



Créateurs d'avenirs

BUDAPEST WINTER PROGRAMME

22nd January 2018 – 4th February 2018

ANGERS

PARIS

BUDAPEST

SHANGHAI



WWW.ESSCA.FR

Introduction to ESSCA Budapest

Founded in 1909, ESSCA 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 of **183 partner universities in 49 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 allows students to learn about management, business and marketing related strategies and techniques in the Central and Eastern European region.



GETTING TO BUDAPEST

By air

Budapest airport is a modern international hub to all major European and international airlines. From the airport the best way to get to the city is taking an Airport Minibus, which is easy to find upon arrival. A return ticket to the city center costs approximately €18 per person. If you would prefer to take a taxi, it is approximately €45 per cab both ways. Low cost airline companies: Easyjet, Wizzair, other cheap flights

By train

Budapest is linked with all major capitals in Europe. Most European cities are reachable within less than 24 hours by train.

By car

ESSCA Budapest can be reached via several motorways from any neighboring country (Latitude: N 47.484961° and Longitude: W 19.061322°). Due to changes in the regulation, all motorways and many other main roads are fee paying roads, you can check them and the prices here.

By coach

Eurolines and Orangeways offer good value round trip fares between Budapest and all major European capitals.



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.



CULTURE AND SPORTS



The two most well-known sites in Budapest are definitely the world-famous House of Parliament and the Castle District (with the 14th century Buda Castle). Both are listed as UNESCO World Heritage sites. When walking along the banks of the Danube, you can't miss it as the whole area is packed with both smaller and large sites to see, not to mention the breathtaking scenery.



The city's rich architecture is easily represented by the Parliament Building with its mixed use of gothic and renaissance elements and how it nobly raises above the entire city. This mixed style and the atmosphere it creates is the essence of Budapest and that is what makes it so interesting for film producers.

OTHER THINGS BUDAPEST IS FAMOUS FOR



- the bridges crossing over the Danube
- Heroes Square and the City Park
- The Art Gallery, the National Gallery, House of Terror
- thermal baths
- the beautiful, neo-Renaissance Opera House
- Ruin Bars
- ice skating-rink at Heroes Square

BUDAPEST WINTER PROGRAMME



Budapest Winter Programme:

- is an intensive 2-week programme
 - is entirely taught in English
 - is 7.5 ECTS credits
 - offers a multicultural learning environment which develops cross-cultural skills
 - includes field trips
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ACADEMIC INFORMATION

Earn 7.5 ECTS with the following courses:

PAIRING 1:

Module title	Hours
Doing Business and Management in CEE	30
Postmodern Marketing in CEE	30

PAIRING 2:

Module title	Hours
Money and Capital Markets	60

DOING BUSINESS AND MANAGEMENT IN CEE

Drawing on insights from diverse fields, including cross-cultural management, entrepreneurship, international human resource management and organizational behaviour this course is designed to help participants to develop a deeper understanding of the issues that confront regional and global managers today and to prepare them for leadership roles in regional organizations or to become regionally/globally successful entrepreneurs.

The main objectives of this learning experience can be formulated on three different levels:

Individual - learning to lead requires self-awareness and self-management skills, so a particular focus will be on personal development and career management. Special emphasis will be on developing entrepreneurial thinking.

Group – learning to lead and work in groups crossing national, cultural and professional boundaries is a must in business nowadays, where executives travel around broader regions, start-ups founded in CEE gain rapid access to global pools of capital, and culturally diverse and geographically dispersed virtual teams are created to address important strategic challenges to help companies to become competitive.

Starting and leading regional businesses – learning from the experiences of Hungarian multinational companies on how they were managing regional mergers and acquisition and from the practice of successful entrepreneurs, reflecting on the nature of business and with a special emphasis on possible contributions entrepreneurial ventures make to the economy, we evaluate the different processes involved in mergers and acquisitions, we identify the characteristics of prospective entrepreneurs and their industry & competitive environments in order to appraise their chances for success.

POSTMODERN MARKETING IN CEE

This course sets out answer the question, “what is marketing today?”

As there are different concepts and opinions, nobody can answer this questions correctly. One thing is sure that postmodernity is *a new phase of development of society, culture, economics and also in marketing*, but still today there is not any widely accepted or understood concept for it . The term has aroused in marketing science since the beginning of the 90s, and most of the opinions are the critics of modern marketing, that traditional approach cannot be accepted in a postmodern era.

We know a lot about what happened in the preindustrial or industrial society and also about the selling and marketing concept, but *to understand today's pluralism model* we need to explore the social roots and progresses which have influenced the society.

Through the discussion of *changes in the society and also in technology*, a critical reading of the different theories, experiencing the different practices through field studies, a thought provoking dialogue is supposed to start among students about today's marketing.

Other sub-themes that we will be explored include the characteristics of postmodern marketing in the different areas of the service industry like media industry, culture, education, tourism, entertainment and for individuals. Efforts will be made to extend the utility of this course beyond its immediate aim which is *to develop student knowledge and understanding of future marketing trends and practices*.

MONEY AND CAPITAL MARKETS

In this intermediary course we will cover the financial system and its components – banks, central banks, non-financial institutions – as well as related important concepts and theories. In particular, we will delve into debt financing and interest rates (including government debt and the term structure of interest rates), capital markets, foreign exchange rates and financial risk management.

Monetary policy also features prominently in the syllabus. Some regional differences will be highlighted, including the special characteristics of the CEE region. We will study the environment market participants operate in, and also the tools and methods via which such market participants can be analyzed.

FIELD VISITS

The exact visits that take place in the winter 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 programmes...



Audi



Deloitte



Huawei



Japan External Trade Organization

JETRO

PRACTICAL INFORMATION

Dates

The Budapest Winter Programme starts on **22nd January 2018** and ends on **4th February 2018**.

Application and admission

Please contact exchange@essca.fr to apply for this programme. We will send you an official letter of acceptance on receipt of your application.

Class time and textbooks

The total number of contact hours for the whole programme is approximately 60. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All materials are provided by the lecturers.

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 fulfil your registration on the Winter Programme. Please send us a copy with your application and make sure your document is written either in French or English

PRACTICAL INFORMATION

Fees

Also included	Not included
Accommodation	Airport transfers there and back (private taxi: 45 euros, airport shuttle bus: 18 euros)
Course materials	Meals, everyday expenses
Welcome meal	Public transport (12 euros for EU students with student cards, 31 euros for non EU)
Farewell meal	Visa application at Hungarian consulate (60 euros)
Company visits	Travel

BUDAPEST WINTER PROGRAMME

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



BUDAPEST WINTER PROGRAMME

Please contact exchange@essca.fr
to apply for the **Budapest Winter
Programme**



Budapest Summer Programme

www.essca.fr
