



**I | B | S**

**INTERNATIONAL  
BUSINESS SCHOOL**



***Proud to be IBS.***



**[www.ibs-b.hu](http://www.ibs-b.hu)**

# Why IBS?



Prof. István TAMÁS  
Chancellor

*I believe that a school in the third millennium must teach us to learn, work, and live together with others.*

*I believe that higher education in the third millennium must lay the foundations of lifelong learning.*

*I believe that a business school in the third millennium must prepare students for international business in a globalised world.*

*I believe that International Business School Budapest is the business school of the third millennium.*

*I am fully confident that IBS Budapest, founded in 1991, is an institution which stands on firm foundations both academically and financially. Our school trains professionals who, with their excellent linguistic, cultural and marketing skills, will be highly successful in their domestic as well as international activities.*

## International Experience

IBS is a truly international university that offers British degrees. Students come from 75 countries of 5 continents and professors from various countries of the world. Most of the professors who teach at IBS have significant international business experience. IBS guarantees all its students the opportunity of an international study experience at one of its 72 partner universities in 19 European countries and the chance to get international work experience at one of its corporate partners.

## British Degree

The degree of our British partner awarded on all our Bachelor's and Master's programmes is not "just" a universally accepted and highly valued degree which opens the doors to the best positions for our graduates, but also the quality seal of our education, which ranks us amongst the best business schools in the region.

## Practice-based Approach

IBS is a university that combines the teaching of academic theory with teaching the ever so important practical skills needed to succeed in business life. IBS teachers "practise what they preach": with most of their professors coming from a business background, IBS students get a glimpse of the real business world. The outstanding practical skills of IBS students are highly valued by the biggest multinational corporations, our crucially important stakeholders, who employ IBS graduates worldwide in the area of Marketing, Sales, Finance, Logistics, HR, Arts Management, or any position indeed.

## International Student Assistance

IBS also offers a unique service for its international students. Our International Student Assistant provides care and support for students arriving at IBS, prior and during their stay in Hungary.



# International

## 4 years, 3 countries

Being a student of an international university like IBS means a truly international experience.

In the **first year** of your studies, you will become a member of the IBS Community that comprises students from about 75 nationalities from all over the world. This will enable you to get to know different cultures and get acquainted with fellow students from different parts of the globe.

In the **second year** you will be encouraged to participate in the student mobility programme of the European Union called ERASMUS. Beside progressing with your studies, spending a semester or two in another European country is bound to be an unforgettable experience: learning another language, getting to know yet another culture and building the international network for your future career. On some programmes this year will also give you an opportunity to take on one of the following language and culture modules: Chinese, Arabic, Japanese or Russian.

The **third year** is the placement year when you work for a company for 12 months. This internship period can be completed in Hungary, in your home country or anywhere else in the world.

The **fourth year** is spent again in Hungary doing your specialization, completing your studies, receiving your degree and finalising the preparations for your career. All in all, you have the opportunity to be an IBS student in 3 countries.

The years spent in different countries will prepare you for many of the challenges of the business world. And hopefully you will overcome these difficulties just as easily as you have crossed borders.



Prof. László LÁNG  
Vice-Chancellor

*IBS has a privileged position within the corporate world. The School maintains close relations with the main actors of the local and regional business community that greatly helps the job search and career development of our graduates. Employers need young professionals who are not only prepared for the challenges of today's business but can also successfully operate across international and disciplinary boundaries. By preparing YOU for that role, IBS Budapest delivers what employers want.*



# ERASMUS Exchange

## ERASMUS Partners

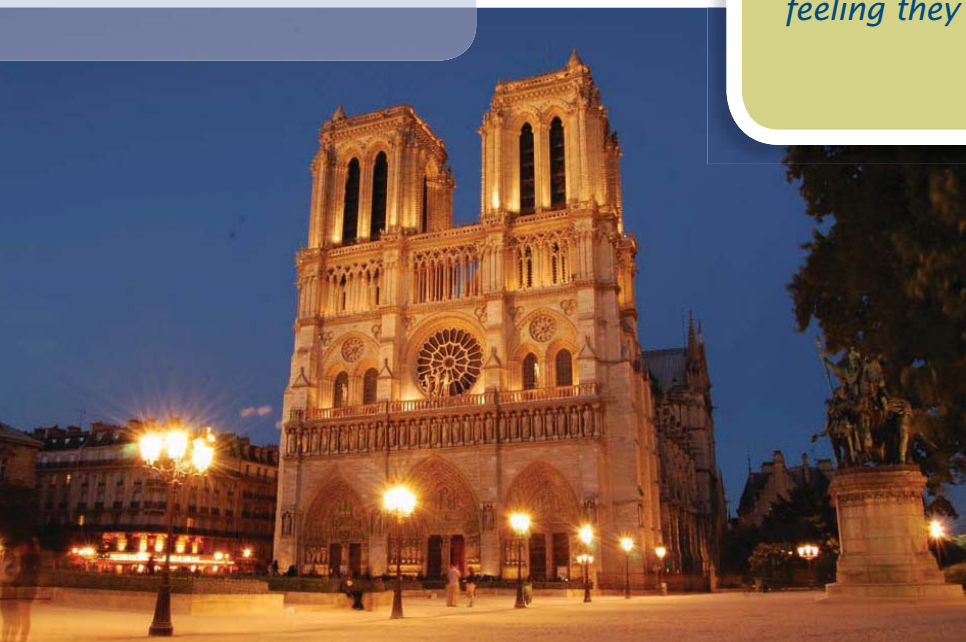
The following countries can be your destination for the second year's ERASMUS period, while from the same countries many students will arrive to IBS as well.

- Austria
- Belgium
- Cyprus
- Denmark
- Finland
- France
- Germany
- Great Britain
- Italy
- Latvia
- Lithuania
- The Netherlands
- Norway
- Poland
- Portugal
- Spain
- Sweden
- Switzerland
- Turkey



Meike MAASMANN,  
Germany,  
ERASMUS Student

*"What I appreciate most at IBS is the quality of the teachers. I have some teachers who are working and teaching at IBS and for me it is very important that the teachers know what they are talking about. At IBS I have the feeling they do."*



# Business

## Business in the Classroom

Our most important goal is to ensure that you find a job that meets your expectations by equipping you with all the knowledge and skills necessary to get a well-paid and respected job. We make sure that the professors who teach you are experienced business professionals, having up-to-date knowledge of modern business processes and practices. In addition, case studies, role plays and simulation games form integral parts of the teaching. We also put a great emphasis on continuous curriculum development to live up to the challenges of the age of information and to provide you with skills that will not expire but inspire you to keep up with the changes of the world.

## Career Centre

Our Career Centre will guide you to the most suitable position in the corporate world. More than 300 international and Hungarian companies are in contract with IBS offering hundreds of placement positions to our third year students and permanent jobs to our graduates. We are proud of the fact that the job offers from our corporate partners always outnumber the job seekers of IBS placement students and alumni.

## Great Career Prospects

It is our duty to keep up with the changing labour market of the world by constantly adapting our programmes to the needs of our students' future employers and by developing new programmes that train professionals to positions in high demand. According to follow-up surveys of our graduates, their majority find their desired jobs within 3 months after graduation. Our success measure is that our graduates are proud to become the members of our Alumni association and are happy to use the services of our Career Centre. Many of them, who have become employers themselves, look for new employees amongst their former schoolmates. The network of IBS students is extremely strong, which gives you a significant competitive advantage on the job market.



Bialko ULADZIMIR, Belarus,  
BAFIN Graduate,  
Risk management specialist,  
Home Credit Bank

*"One of the many advantages is the lecturers and seminar leaders who possess hands-on experience of the subjects they teach...  
...Students acquire an additional edge on the job market, because they graduate with a minimum of one year of work experience – the placement year."*



# Corporate Partners

## Company Network

IBS has built up a network of more than 300 corporate partners that offer internship positions to our students. We are proud to be the strategic partner of many international companies, delegating sometimes more than 10 students a year to a single partner. IBS's own job fair, organised exclusively for IBS students, has a constantly increasing number of participating companies, in spite of the global recession or the downsizing in some companies. This proves that there is always demand for well-trained and skilled professionals such as IBS Students.



Szabolcs BIRKÁS,  
Hungary, BABS Graduate,  
Marketing Director, HAAS&CZJZEK

*"As an undergraduate at IBS I managed to learn important skills e.g. computer studies, presentation skills, the confident use of English and that of a second foreign language, thinking in whole systems etc., which are essential in the modern business life."*

## Extract from our list of 300+ corporate partners

- Air France/KLM
- BMW
- Budapest Bank
- Budapest Mariott
- CIB Bank
- Coca-Cola
- DHL
- Egis Pharmaceuticals
- Ernst & Young
- ExxonMobil
- GE Holdings
- Heineken
- Hilton
- Hotel Inter-Continental
- IBM
- KPMG Hungary
- L'Oréal
- Marks & Spencer
- Morgan Stanley
- Peugeot
- Philips
- Porsche
- Pricewaterhouse Coopers
- Shell
- Sony
- Telenor
- The Walt Disney Co.
- Vodafone

## A Worthwhile Investment

Higher education is an investment in your future. You should add up the time and money spent on your studies plus all the efforts invested, and measure them against the degree and career prospects after graduation. Our career path analysis shows that IBS students are very pleased with the returns of their educational investment.



# Quality Education

## Accreditations

In order to maintain academic excellence, IBS puts special emphasis on quality assurance. Besides our strategic partner, we are accredited by a number of other quality assurance bodies as well. Our university greatly benefits from this since all these institutions have their own rigorous quality assessment methods. By constantly striving to meet these quality standards, IBS keeps revising all its practices and processes, with a view to the continuous improvement of quality.

### ***Institutional Accreditations:***

- Oxford Brookes University, UK
- HAB, The Hungarian Accreditation Committee, Hungarian Ministry of Education
- BAC, British Accreditation Council

### ***Programme Accreditations:***

- Oxford Brookes University, UK
- The Hungarian Accreditation Committee, Hungarian Ministry of Education
- ECBE, European Council for Business Education (BABS programme)
- IAA, International Advertising Association
- The National Institute of Vocational and Adult Education

### ***Quality Seals:***

- Superbrands 2010
- SMBG Eduniversal, 1000 Best Business Schools Worldwide



Elizabeth BRYKOVA,  
Russia,  
BABS programme

*“IBS has a way of finding the right way of communication with each student. You can really feel part of a multicultural society, where you play your own role. By studying in such an environment, students get used to the feeling of intercultural society, which will help them in the nearest future. “*



# Undergraduate programmes

All of our Bachelor programmes are four-year full-time courses of modular studies. Years 1, 2 & 4 are based on in-class learning, Year 3 is an employment experience (Placement). All the programmes are delivered and assessed in English and start with a common first year (except BAAM), which provides the opportunity for students to change their initial programme choice at the end of the first year.



Pierre BOSZNAY,  
France,  
BAAM programme

*"I found this country welcoming even if it was quite different from my homeland. I remember that being confronted to Hungarian food was something surprising but I really enjoyed it!"*

## BA in Finance and Accounting

By the time you graduate from the BA in Finance and Accounting programme you will have developed the ability to read and understand financial statements, evaluate business propositions and acquired knowledge about capital and money markets. You will also possess the professional knowledge required to provide and analyse financial information for a variety of decision-making purposes. Completing this course provides you with excellent career opportunities, allowing you to take your place as a competent professional in the areas of Accounting, Corporate Finance, Controlling, Risk Management, Banking or Foreign Exchange Trading.

## BA in International Business Relations

The BA in International Business Relations programme will train you to be an international business professional who speaks several languages, and has broad and multidisciplinary knowledge in the field of international business, international marketing, international management, social sciences, communication and diplomacy. Equipped with the skills, knowledge and insight provided by this course, you will have the confidence to pursue a career across a range of international relations roles at international corporations or in the field of diplomacy. A few areas where graduates can work: Global Corporate Operations, Export Promotion, Foreign Direct Investment or Interstate Co-operation.

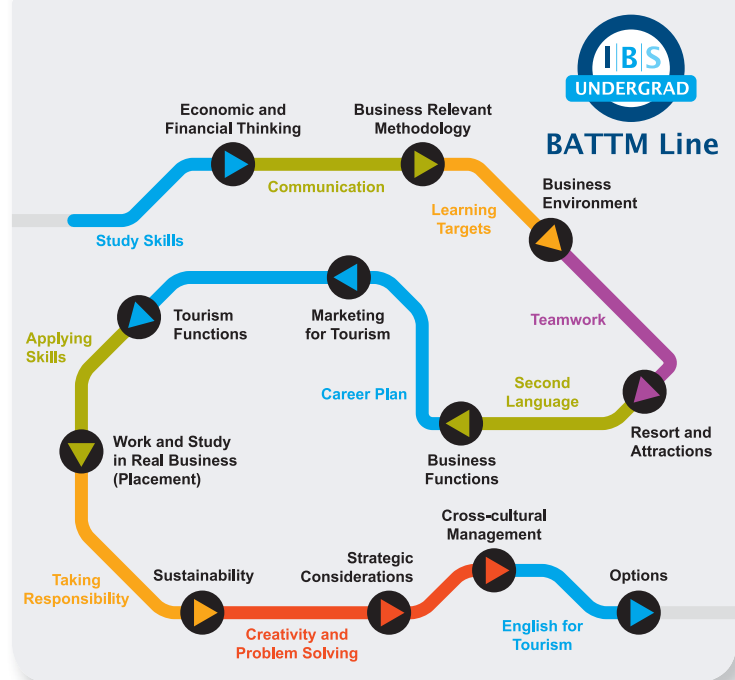


## BA in Business Studies

The BA in Business Studies programme offers you thorough and up-to-date knowledge and understanding of business in relation to its environment and allows you to develop the methodological skills required to operate effectively in all fields of business. In general, your course will prepare you for the realities and demands of any functional areas of the business sector. A few areas where graduates can work: HR, PR, Marketing, Logistics or Sales.

## BA in Arts Management

The BA in Arts Management programme trains you to be successful in managing both the people and the companies which make up the arts and events communities. This course combines business knowledge and skills with sensitivity for and insight into the world of art. Upon graduation management-level jobs will be available in the areas of Media Production (including Television, Radio, Film, Web and Graphics Design), Gallery, Museum, Event Coordination or Auction Houses.



Don't get lost! Visit all our undergrad lines at [www.ibs-b.hu](http://www.ibs-b.hu).

## BA in Travel and Tourism Management

The BA in Travel and Tourism Management programme prepares you for a management job in the travel and tourism industry, one of the most flourishing service industries of the world. You will not only acquire an overview of the various components of this global industry but also get insight into the strategic management in a number of areas, such as Hospitality, Tour Operations or Resorts and Attractions. Here are just a few areas where graduates with this degree can work: Airlines, Conference Management, Tour Operators, Travel Agents, Cruise Ships, Resort Management, Marketing & Development Consultancy, Ski Resorts or National Tourism Offices.



Alexandra CHIRITA,  
Romania,  
BAFIN programme

*"The very first week showed that IBS has everything that a student may need: experienced teachers, friendly staff, interesting lectures/topics, a perfect international atmosphere and the chance to study abroad as an exchange student."*

# Postgraduate Programmes

## Master's Degree in One Year

IBS offers four postgraduate programmes in English, all leading to a Master of Sciences degree conferred by our British partner university. All our MSc programmes are full time, last for 3 terms and can be completed within one calendar year. In order to enable you to work besides studying we have created a flexible schedule that will fit your other obligations: classes are held on Thursday and Friday evenings and Saturday all day.

## Challenging Programme

Attending the MSc programme at IBS requires considerable commitment and investment on your part. We aim to match your commitment by providing a challenging programme that encourages you to question the way that management processes operate in organisations, either in a national or an international context. These programmes offer you an opportunity to gain relevant knowledge, skills and competencies which will be of great value for a career in the field of business and management.



## Cross-cultural Context

Students on the MSc programmes usually come from a wide variety of learning environments. They are expected to be independent learners and for many this is a new experience. The aim is to provide an environment in which students can grow in confidence in their own abilities and appreciate the value of the educational experience from a variety of perspectives. A core value of the programme is to provide the opportunity to develop individual and team building skills in cross-cultural contexts. The latter is achieved by recruiting students from many different countries and cultures.

The programmes are designed primarily for recent graduates from countries all over the world, but will also be attractive to those wishing to make a career change.



Szandra GONZALES,  
Chile,  
MScIB programme

*"The best at IBS was learning through case-studies, the diversity of teaching staff, enjoyable learning environment and the global thinking we acquired."*



IBS

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## Career Opportunities

- **MSc in Financial Management** integrates theory with practice to produce graduates who have broad knowledge of finance and can apply it in real-life situations. In addition, the course may lead to job opportunities as line manager at finance units within the private, public and not-for-profit sectors.
- **MSc in Human Resource Management** provides you with excellent career opportunities, including positions in Employee Relations, Employee Development and Recruitment. Organisations recognise that a strong HRM team is an essential part of a business enterprise, and the HRM course will train you to perform effectively in many roles.
- **MSc in International Business** offers valuable preparation for anyone contemplating a career in general management and is an ideal step towards graduate-level employment, especially if you want to progress your career from an entry-level to management position.

- **MSc in Marketing Management** seeks to encourage your creative expression and help smooth a path to this exciting sector. You will be able to pursue careers in a wide range of marketing roles at a creative agency or in the media sector including Product Management, Sales, Advertising, Public Relations and Market Research.



Term	MSc in International Business	MSc in Financial Management	MSc in Human Resource Management	MSc in Marketing Management
Term 1, Part One: "Environment"	Research and Learning Methodology			
	The Business and Its Environment			
	Business Data Analysis			
	Business Orientation			
Term 1, Part Two: "Structures"	Principles and Practices of Global Business	Principles and Practices of Finance	Principles and Practices of HRM	Principles and Practices of Marketing
	one of the other 3 "Principles... modules"	Corporate Finance	Planning HRM	Consumer Behaviour
Term 2, Part One: Process Know-How"	Dissertation Research Skills OR Consultancy Skills			
	Management Skills			
	Business Strategy			
Term 2, Part Two: "Functions"	International Trade Practices	Financial Decisions	Performance Appraisal & Management	Marketing Communication
	Corporate Governance	Risk Management	Corporate Social Responsibility	Marketing Research
	1 elective			
	Dissertation Research Skills OR Consultancy Skills			
Term 3	Dissertation OR Project Work			

Indicative MSc programme structure

# Non-degree Programmes

## Intensive English Language Programmes

IBS offers a one-year Intensive English Language Programme with 600 hours of English including Business English. At the end of the programme students who work hard and achieve good results throughout the year may take the LCCI Intermediate Language Exam free of charge at the school. Students will also have in-depth knowledge and practice in the following language areas:

- Pronunciation
- Use of English
- Skills Development
- Reading and Writing
- Listening and Speaking
- Business English



Irina POPA,  
Moldova,  
Summer School

*“English classes were very enjoyable and entertaining, the teachers were always eager to help. I really improved my speaking. During the excursions I’ve seen a lot of beautiful places and liked that all the trips were versatile. It helped me gain a lot of memorable experiences and meet new people.”*



## Summer School

This course consists of 100 English language classes over four weeks in the summer. It aims to develop and practise general and business English grammar and vocabulary at intermediate level, with special focus on all four language skills: listening, speaking, reading and writing.

There are planned extra curricular activities like visits to museums, outings, film club and sightseeing in Budapest. These activities are aimed at helping international students get better acquainted with the Hungarian culture and making the most of their stay in Hungary.

# Requirements for Application

## Bachelor's Programmes

We accept students from all walks of life who have the ability to combine their academic strengths with an enthusiasm for new challenges. We invite applications for our Bachelor's degree programmes from international students who have an official certificate proving the successful completion of secondary school.

## Master's Programmes

Entrants to any of the programmes of the MSc Portfolio should possess minimum a Bachelor-level degree in any field or discipline and a good command of English.

## International Students

All non-EU citizens must apply for a residence permit (for study purposes) at the local Hungarian Consular Office. Your residence permit, however, will be approved and issued in Hungary at the Office of Immigration and Nationality, and you will have to pick it up on arrival within 30 days after

entering. You will be required to present a proof of accommodation and a health insurance for submitting your visa application. Relevant documents will be provided by IBS after your complete payment of tuition, registration and accommodation fees.

## Tuition Fees for one Academic Year

BA programmes (except BAAM)	€ 5,000
BAAM programme	€ 5,800
MSc programmes (full programme)	€ 8,700
Intensive English Language Programme	€ 3,800
Summer School	€ 1,475
Registration fee for Non-EU citizens	€ 900

## Deadline for application: see webpage

For detailed admission requirements please visit our website at [www.ibs-b.hu](http://www.ibs-b.hu).



Altangerel UNDRAKH  
Mongolia  
BABS programme

*"Being part of IBS I discovered a new side of my personality, an ability to become a professional business woman, with the great help of our tutors and the practice-oriented programme itself. I found IBS a perfect place to learn both social and professional skills in an international environment it nurtures."*

# Campus



## Residence Hall

Situated in the heart of IBS Campus, IBS Residence Hall offers comfortable accommodation in well-equipped en suite rooms with internet access and TV to international as well as local students and visiting tutors. Only 20 minutes from the city centre, the fully-refurbished rooms overlooking the garden offer guests peace and quiet. Rooms can be occupied by one person or shared with another student.

Each room has its own bathroom and there are communal kitchens and laundry rooms at the disposal of our students on each floor. Several sports opportunities for both students and teachers are available on the campus of the School.



Garden



Restaurant, Canteen



Fitness



Café, Lobby



Theatre Hall



# The Budapest Experience



Indicative cost of stay per year (€)	BA	MSc
Tuition fee	5,000	8,700
Accommodation	2,500	2,500
Living expenses	3,500	3,500
Total	11,000	14,700

## The Capital City

Budapest, situated right in the heart of Europe along the two banks of the River Danube, is a lively, friendly city with a continental climate. It has succeeded in adapting to the modern world while preserving its rich historic past. The city offers a wealth of entertainment and cultural activities, museums, concerts, theatres, opera as well as discos, jazz clubs, elegant shops and good food. An excellent inexpensive public transport system of buses, trolley buses, trams and underground lines extends all across the city.

## Living Costs

As you can see from the chart above in Hungary the costs of education will end up less than in the UK or the US, even without extra income from a part-time job, and it will give you more time to concentrate on your studies and enjoy your free-time.

## Entertainment

Budapest is a city famed for its nightlife as well. There are hundreds of music pubs, bars, and cafés open around the clock. There are also plenty of other ideas for a fun night out, ranging from theatres and jazz venues to casinos and rock/pop events. For those after a dose of culture, a visit to the city's majestic State Opera House, the brand new National Theatre or the concert hall of the Palace of Arts makes for an unforgettable evening. If you are up for great relaxation, you may want to visit some of Budapest's world famous thermal baths.



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*We are IBS.*

*English is our language,  
practice-based our approach,  
international our community.*

