Erasmus+

BUDAPEST METROPOLITAN UNIVERSITY

BUSINESS

MODULES

www.metubudapest.hu

GUIDE
FOR ERASMUS+ STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Business for the Fall semester Academic Year of 2026/2027.

The maximum number of ECTS credits that guest students can take is **30 ECTS**, corresponding to one module. **Please note that there is no possibility to combine or switch between modules.** All courses within the selected module will be automatically registered for you. During the course drop period, you will have the opportunity to withdraw from individual courses you do not wish to complete

When preparing your Learning Agreement (Before Mobility), you can use either the template or the Online Learning Agreement Platform, based on the available module list.

Please carefully review the course information for the selected module, as it provides important details about the courses included.

For communication, please **use incoming.erasmus@metropolitan.hu.**

The Future of Business: Intelligent Strategies and Sustainable Practices						
This programme offers a high-impact blend of technological literacy and sustainable business strategy. By mastering the applications of Artificial Intelligence and the principles of the circular economy, students learn to navigate a marketplace defined by resource efficiency and digital innovation. Complemented by the applications of game theory, best practices of global marketing and entrepreneurship skills, the curriculum prepares future leaders to make calculated, ethical decisions in an interconnected global environment.						
Subject	Number of lecture class	Number of practical class	Lecture/ Practical class	Credit Points	Erasmus	Group Number
AI Society	2	0	L	5	45	1
Applied Game Theory	0	2	P	5	45	3
Artificial Intelligence in Business	2	0	L	5	45	1
Circular Visions	0	2	P	5	45	3
Course on Entrepreneurship	2	0	L	5	45	1
Marketing in Global Environment	2	0	L	5	45	1
				30		

The Future of Business: Intelligent Strategies and Sustainable Practices

This programme offers a high-impact blend of technological literacy and sustainable business strategy. By mastering the applications of Artificial Intelligence and the principles of the circular economy, students learn to navigate a marketplace defined by resource efficiency and digital innovation. Complemented by the applications of game theory, best practices of global marketing and entrepreneurship skills, the curriculum prepares future leaders to make calculated, ethical decisions in an interconnected global environment.

Circular Visions

This course explores the evolution of the circular economy, examining diverse models such as "circular modernism" and "peer-to-peer" systems. Students gain a deep understanding of how circular processes function at both the individual and interpersonal levels through a structured research project. The final phase of the course challenges participants to work both independently and in teams to formulate a comprehensive circular vision, equipping them with the strategic skills necessary to lead sustainable transitions in any professional field.

Course on Entrepreneurship

This interactive course equips students with the essential skills to thrive as 21st-century entrepreneurs. Focusing on the pillars of professional success, the curriculum covers everything from building profitable business relationships to selecting the right venues and talent for a growing venture. Students will master the vocabulary and techniques required for fluent communication in modern offices and high-stakes settings like conferences and workshops. By the end of the term, participants will be prepared to navigate the international business arena with the confidence of a seasoned communicator.

Artificial Intelligence in Business

Master the intersection of technology and commerce in this deep dive into AI for business. This course covers the essential applications of generative and analytical AI, teaching students how to leverage data-driven insights to personalize customer experiences and automate routine tasks. From understanding the basics of neural networks to navigating the legal and ethical landscape of digital innovation, you will develop the technical literacy and strategic vision required to succeed in a marketplace increasingly defined by artificial intelligence.

Marketing in Global Environment

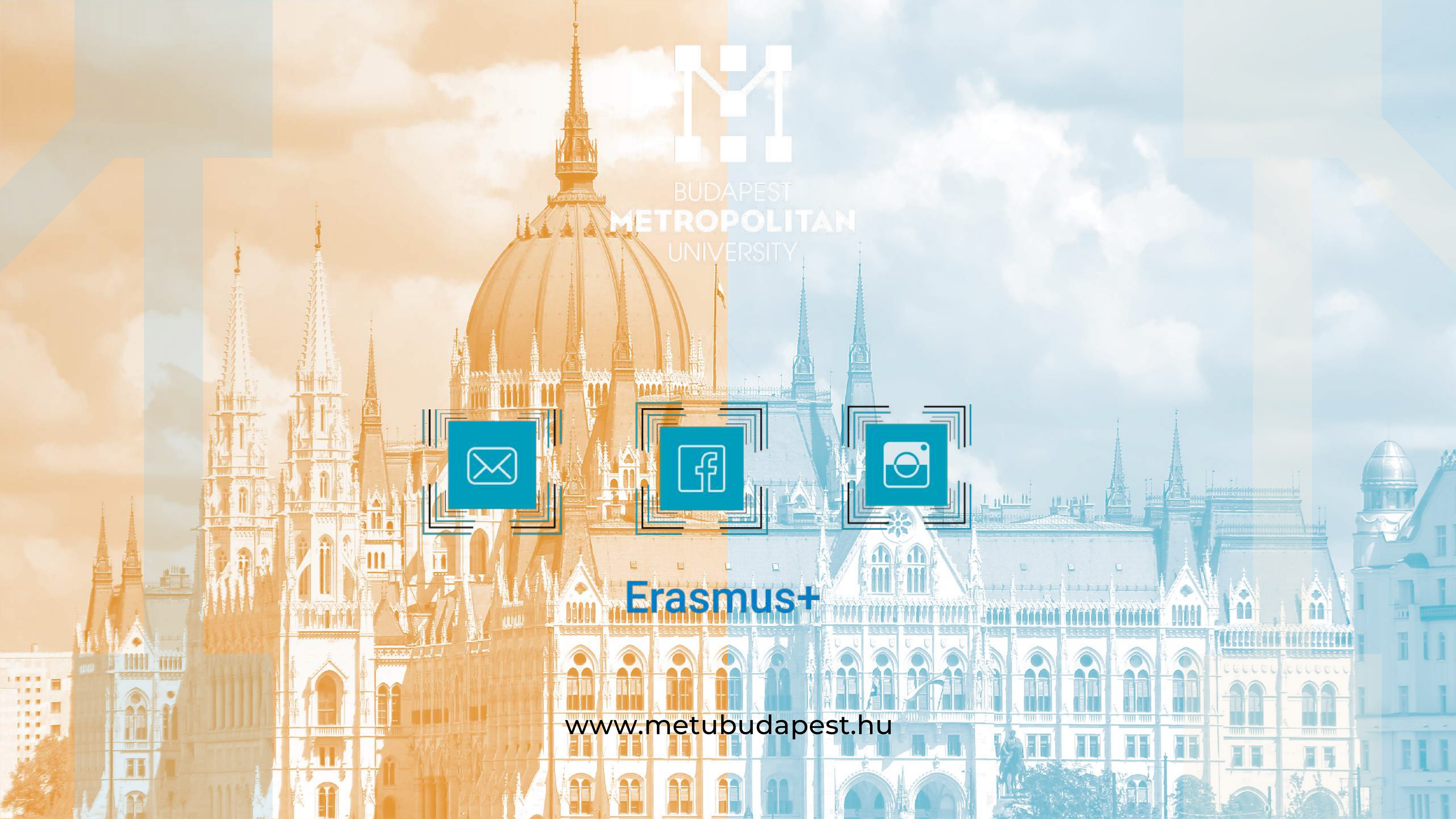
It has become more important than ever for enterprises to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global marketplace. The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning.

Applied Game Theory

In a situation where people's decisions depend on what others will do, each actor must decide whether he is willing to cooperate with others or compete with them. Game theory deals with this problem area, i.e., the systematic study of strategic interactions, whose models (e.g. prisoner's dilemma) are intensively used in various fields of social sciences. This course is an introduction to game theory, the study of strategic behaviour among parties having opposed, similar or mixed interests. It presents the basic concepts and analytical tools of elementary game theory in a way that allows the student to apply them in real-life situations.

AI Society

The course examines the social impacts of artificial intelligence. It explores how AI technologies transform work, education, governance, communication, and everyday life. Key issues include privacy, employment, democracy, social interaction, cognition, and creativity. Students can also learn about the basic functioning of AI systems and critically evaluate them.


BUDAPEST
METROPOLITAN
UNIVERSITY
Erasmus+
www.metubudapest.hu