

Kautz Gyula Faculty of Business and Economics

Kautz: Community, Competence, Carrier

Over the past 29 years, the Kautz Gyula Faculty of Business and Economics has grown dynamically, in close connection with the economic and social life of the city and the region.

Thanks to this, its educational and research portfolio is well aligned with regional needs.

Students have the opportunity not only to gain knowledge through seminars and corporate internships, but also to test innovative, idea-driven solutions and to build valuable networks. The Faculty's student associations and professional communities provide further opportunities for personal and professional growth.

At Kautz, strengthening international presence, expanding and developing English-taught programs, and nurturing talent are among our highest priorities.

Translation of the Hungarian
Prospectus (included English
Degree Programs)

Source of program descriptions:
<https://admissions.sze.hu/-study>



Business Administration and Management BSc



About the Program

The programme aims to train business experts equipped with a wide knowledge of economic, sociological, business and applied economic theories and methods, who will be capable of planning, analysing, coordinating and organising business activities in economic organisations and institutions. Their expertise will enable them to continue their studies at MSc level.

Job Opportunities

Graduates of the Business Administration and Management BSc programme have diverse career opportunities in fields such as financial analysis, investment banking, business consulting, marketing, and human resources. They may pursue roles like financial analyst, project manager, marketing coordinator, HR specialist, or entrepreneur. The programme equips students with the skills to excel in international financial and business markets or to continue their education in advanced business and finance programs.



International Business Economics BSc



About the Program

Our programme is aimed at people who want to learn how to run and manage an international business. To understand the national and international economy and economic processes and actors, the rules of international transport and international finance and to understand the basic functions, determinants and objectives of economic policy, foreign trade processes, foreign economic policy and the functioning of the European Union.

Job Opportunities

Graduates in International Business Economics can find employment practically in all areas of domestic and international companies and fill middle and senior management positions. Their advanced language skills and understanding of economics also make it easy for them to work abroad (or for international companies operating in Hungary). The diploma obtained is recognised as equivalent in the European Union.



Tourism and Catering BSc



About the Program

The Tourism and Hospitality bachelor's program aims to train business professionals who are fluent in foreign languages and possess broad economic, social theory, and methodological knowledge. The program offers two specializations: Tourism and Hotel Management, as well as Hospitality and Hotel Management. Students are prepared to manage tourism and hospitality operations, conduct demand analyses, and design experience-based service offerings.

Job Opportunities

There is a wide range of job opportunities with competitive diploma. Student can find jobs in hotels, restaurants, travel agencies, regional organisations, local governments, museums, and agencies dealing with touristic marketing, or as event organisers. During the course, students can make connections with local regional and international organisations. They can also start up their own enterprises, for example in village tourism, marketing, touristic and gastronomical fields.



Supply Chain Management MSc



About the Program

The central feature of the SCM Program is its integrated approach to logistics, business management and supply chain. Through the combination of theoretical and practical knowledge, students will be able to design, plan, control and improve logistics and supply chain processes, also in an international context. Practical courses and project work are based on strong collaboration with industrial partners. With the solid academic basis provided, students will be able to access further studies on our English language doctoral programs.

Job Opportunities

The skills acquired can help the graduates exploring various carrier path. Students as supply chain manager can work in logistics sector including shipment, courier or forwarding companies, different areas of SMEs or a multinational company, such as purchasing, production planning, logistics, supply chain management, distribution or sales in local or international environment. Graduates can also continue their careers as PhD students. The master degree obtained is recognised as equivalent in the European Union.



Marketing MSc



About the Program

The aim of the MSc Marketing programme is to give participants an insight into both Hungarian and international marketing processes. They learn to carry out analytical tasks independently, to give greater accuracy to decision-making processes and to handle the complexities of domestic and international marketing issues by familiarizing themselves with the needs and desires of consumers in diverse sectors of the market.

Job Opportunities

Graduates can explore various career paths, each with unique responsibilities. Marketing Manager: oversees campaigns, conducts market research, and develops sales strategies, aligning marketing efforts with business goals. Market Researcher: analyses consumer trends and market opportunities to provide insights that inform organizational decisions. Brand Manager: develops and implements brand strategies to enhance brand identity and ensure consistent messaging. Sales Manager: leads the sales team to achieve targets while collaborating with marketing to optimize sales efforts. The diploma obtained is recognised as equivalent in the European Union.



Tourism Management MSc



About the Program

The program is aimed at those who would like to work in the public or private sector of tourism as managers, researchers or employees. This program covers the most current researches, projects and findings in economics and tourism as well as the touristic trends and developmental directions of the world.

Job Opportunities

Graduates of the MSc in Tourism Management have access to a wide range of career opportunities. The knowledge and skills acquired in the programme enable them to work in leadership positions in the private sector, government, and non-profit organizations, tourism development, marketing, hospitality, as well as research and analytical roles. Building on their academic background, they can successfully operate internationally in the tourism sector, participate in strategic planning and engage in project management. The diploma obtained is recognised as equivalent in the European Union.



International Economics and Business MSc



About the Program

The aim of this university-level program is to train professionals to be able to carry out economic analytic work in an international environment and in different fields or on various levels of the economic system by acquiring a basic knowledge of international economics, micro- and macroeconomics, international politics, international law, civilization, globalization, world regions, European integration and businesses and to solve decision-making and analytic tasks independently. This knowledge will enable them to continue their studies at doctoral level.

Job Opportunities

The skills acquired can help the graduates in a wide range of areas, including work at multinational corporations or international organisations. Graduates can also continue their careers' as PhD students. The diploma obtained is recognised as equivalent in the European Union.





Business Informatics BSc



About the Program

Within the growing demand for IT specialists, there is an increasing need for professionals who specialise in business applications. Business IT professionals are able to design and develop efficient and secure and database management solutions that meet functional needs, develop new business solutions. This requires a high level of analytical and problem-solving skills, a systems approach, good communication and abstraction skills and creativity. The Business Informatics program is designed for students who are interested not only in IT but also in business processes.

Job Opportunities

Upon graduation, our students can be qualified for high-level positions in systems engineering, systems analysis, business intelligence or business application expertise, and for managing development projects in all areas where business tasks are to be solved with IT support. The majority of our graduates are business analysts, but there is also a significant proportion of graduates in IT project management, software development, database management, digitalisation, IT consultancy and business intelligence solutions. The diploma obtained is recognised as equivalent in the European Union.



Business Informatics MSc



About the Program

The goal of the education program is to provide students with high level knowledge built on a strong foundation of business, management and technical sciences related to the fields of Computer Science and Information and Communications Technologies (ICT) in order to enable them to understand, design, implement, integrate and manage complex systems, and furthermore, to coordinate and perform research and development tasks for business IT purposes. The program will equip students with knowledge of IT project management,

Job Opportunities

With our master's degree, students have several career opportunities such as business analyst, ERP consultant, IT project manager, product manager, data analyst, or IT manager. In addition, the graduate may choose a career in research or higher education, the latter being closely linked to the PhD programmes offered by our University. Graduates with this diploma could initially achieve managerial positions at the lower and middle levels of the corporate hierarchy. Our graduates have typically found positions with the following companies: SAP, AUDI, IBM, T-Com, Tata Consultancy Services and other R&D and tech companies. The diploma obtained is recognised as equivalent in the European Union.





Best

SZEMÉLYESSÉG
OKOS VILÁG
ANYAGKÍSÉRLETEK
ÖKOLÓGIA
ALKALMAZKODÓKÉPESSÉG

[)] _
DESIGN
CAMPUS

A művészeti és design egyetemek reprezentációjában az éves projektek legjobbját felvonultató Best of kiállítások különösen fontos események, amelyek betekintést adnak a képzés szellemiségébe, valamint a hallgatók munkáin keresztül találkozhatunk inspiráló gondolatokkal, az egyetem kreatív laboratóriumában készülő kutatások eredményeivel, a jelenkor trendjeivel és az új generáció friss energiáival.

A Széchenyi István Egyetem Művészeti Kar, Design Tanszék Best of kiállítása 2024 nyarán olyan fogalmak köré épül, amelyek az innováció területét és a hétköznapi életet is átszövik. A Design Tanszék oktatási elvei a Bauhaus - a maga idejében rendkívül korszerű - eszméjére épülnek, amely az oktatási elvekkel szövetkező, az ipar szükséglete felől közelített a designhoz. Ezt az alkalmazkodóképességet fordítja át a kiállítás fogalmi hálójába a 21. század kihívásaira, bemutatva a hallgatók kreatív válaszait, ötleteit.

[)] _
DESIGN
CAMPUS

**SZÉCHENYI
EGYETEM**
MŰVÉSZETI KAR

EXHIBITION