



# Budapest Winter Program

9th January to 27th January 2023

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## BUDAPEST WINTER PROGRAMME

### INTRODUCTION TO ESSCA BUDAPEST

Founded in 1909, ESSCA (Business School) 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 **8 sites : Aix En Provence, Angers, Bordeaux, Lyon, Paris, Strasbourg, Budapest, Shanghai**, along with a network of **280 partner universities in 55 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, specifically for undergraduates, allows students to learn about the changes happening in one of Europe's most beautiful capital cities.



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 **ESSCA**

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# BUDAPEST WINTER PROGRAMME

## COURSE PROGRAMME

**Dates : 9 to 27 January 2023**

This programme includes a choice of courses

•Option 1

- Doing Business and Management in CEE
- Cross Cultural Management

•Option 2

- Ethics in Finance

•Option 3

- East meets West in the context of International Relations

*This programme is open to **undergraduate students**.*



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# BUDAPEST WINTER PROGRAMME

## ACADEMIC INFORMATION

### Option 1

#### Doing Business and Management in CEE

Drawing on insights from leaders in diverse fields, 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 course is designed to provide different perspectives about the opportunities and challenges of doing business in Central and Eastern Europe, from guest speakers that range from Ambassadors, through highly respected academics to industry leaders.

#### Cross Cultural Management

Students on an individual level are primarily expected to demonstrate their progress by coming prepared and well informed to class sessions enabling them to be assessed on in-class tasks and participation. In addition to mere attendance, individual students are expected to show their involvement by being active in class discussion sessions, showing understanding and knowledge of pertinent concepts and topics.



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## ACADEMIC INFORMATION

### Option 2

#### Ethics in Finance

Ethics has recently gained prominence mainly due to major accounting scandals and the recent financial crisis. The course will focus on the issues of ethics and moral choices in accounting. The critical issues around the motivations behind financial reporting, corporate governance, accounting scandals and best practices will be discussed via case studies.



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## ACADEMIC INFORMATION

### Option 3

#### East meets West in the context of International Relations

In the eyes of Westerners the so called East is a far-away concept. It is indeed true that we still have very limited knowledge on the Eastern countries, economies and cultures and how much they actually differ from our own well-accustomed contexts. The course is about broadening the horizons of the students about the dichotomy of East and West. It strives to give practical knowledge when highlighting the most important differences. A company visit is also planned where the students will visit the Hungarian branch of a Russian company.



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## PRACTICAL INFORMATION

### Fees:

This programme will be charged:

- **1,200 euros** for students from partner universities (tuition fees' waivers)
- **1,900 euros** for students from non-partner universities

### Included:

- Housing (details next slide)
- Company and cultural visits
- Course materials
- Welcome snack

### Not included:

- Meals
- Airport shuttle
- Public transportation
- Visa application



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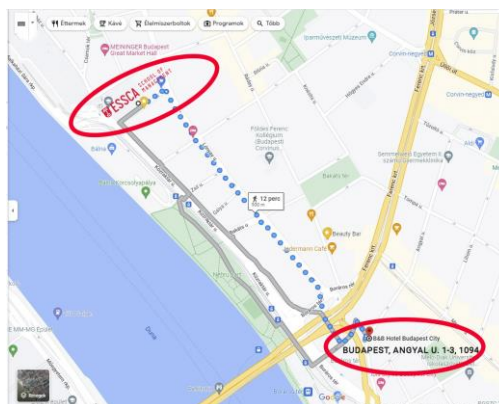
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# BUDAPEST WINTER PROGRAMME

## Accommodation

**Address:** Budapest, Angyal u. 1-3, 1094  
15 minutes walking distance

<https://www.hotel-bb.com/en/hotel/budapest-city>



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# BUDAPEST WINTER PROGRAMME

## Application

•Exchange students should be officially nominated by the international office of their home institution. The nomination form will be sent to the university partners in October. If you did not receive it, please request it to [exchange@essca.fr](mailto:exchange@essca.fr)

•Free-mover students (outside the exchange agreement) can contact [exchange@essca.fr](mailto:exchange@essca.fr)

For further information, contact [exchange@essca.fr](mailto:exchange@essca.fr)

Application deadline is **November 15**



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