



John von Neumann University  
Faculty of Economics and  
Business

# SMART MAGAZINE

John von Neumann University, Hungary



**2024/2025 ACADEMIC YEAR  
BUSINESS AND ECONOMICS  
English BSc, MA & PhD  
training programmes**

# GREETING MESSAGE FROM OUR DEAN

I welcome your interest as a foreign student with respect and pleasure at **John von Neumann University**, Hungary.

Starting with the academic year of 2024/2025, we launch our English-language full-time bachelor (BSc), master (MA and MBA) programmes, and doctoral (PhD) training in various economics departments of our university, which you can read about in this brochure.

In addition to presenting our actual training courses, we would also like to introduce you the person whose name our university bears, and we would like to show you some impressions of Kecskemét city, hoping that you will be even more inspired to apply to our institution. We also included student interviews so that you can learn about us directly through the views of our young talents. As our student, in the centre of Europe's „Schengen Zone”, you will be eligible to travel anywhere around the entire European Union to collect valuable memories and insights for your life and career, all along your training years in Kecskemét.

The Hungarian higher education system operates in line with common European education system, on the basis of the ISCED (International Standard Classification of Education) and using the European Qualifications Framework (EQF).

Our economist diplomas in English training language are issued on level 6 (three different bachelor – BSc trainings), level 7 (a master, and a double degree MBA), and a doctoral studies (PhD) training program in economics on level 8.

On the next pages of this publication, you can understand these programs and choose from subject areas and levels that suit your interests the best. There is no better way to lay the foundations for your future than to study. As a native of Kecskemét, I can confidently say that our city and university can satisfy all the needs of a university student, who wants to achieve their goals, and we welcome you with open arms and open hearts.

John von Neumann University: Your Guide to Knowledge! Meet you here soon!



**Dr. József Kárpáti PhD.**

Associate Professor  
Dean of the Economics and Business Faculty



**John von Neumann**, a mathematician, and computer scientist, made several important discoveries in the fields of computers and mathematics, including the fundamentals of gaming theory in economics. His most significant contributions include creating the first computer capable of executing stored programs, the ENIAC, and developing the “von Neumann” architecture, the foundation of modern computers.

The global economic significance of Neumann's discoveries is immense, as his work contributed to the development and widespread use of computers. The ENIAC and the von Neumann architecture fundamentally transformed the progress of computer science, enabling fast and efficient data processing.

The explosive growth of information technology has had a substantial impact on the world economy. The proliferation of computers and the internet has reshaped business processes, communication, and production. The information technology sector significantly contributes to economic growth, creating new industries and job opportunities.

Thus, John von Neumann's discoveries not only revolutionized computer science, but also had a profound influence on the global economy, facilitating the emergence of the modern technological world and its economic benefits.





# Kecskemét offers...

...a number of entertainment and recreation experiences that students can enjoy at a discounted price. The **Ápoló Klub**, one of the city's favourite entertainment venues, is located a few metres from the university, offering several entertainment options in the evenings, from live music performers to big parties. Kecskemét also organizes many festivals every summer: **JAZZ CAPITAL**, the **"Famous Week" festival**, the **Street Food & Street Art Wine Festival**, and many smaller, and larger events. You can find everything from gastronomic specialities to the best wines and craft beers, while free of charge concerts and huge parties await those who want to relax. If you would like a little extra culture, the **József Katona National Theatre** in Kecskemét awaits you, but you can see unique exhibitions in the city's museums too, or you can even take part in various creative workshops.

We must not forget about Kecskemét's sports opportunities either. The **Kecskemét Bath and Thermal Spa** awaits you with an aqua park, a sauna world, a thermal bath, and a sports pool. Besides, there are many yoga studios, tennis courts, and sports fields in the city. Those who would like to relax, and take a long walk in the nature or have a barbecue with friends, can visit the **Zoltán Benkó Leisure Centre**. As for travelling, Kecskemét is located in the middle of the country having excellent public transport, therefore you can easily get to any part of the country, be it Budapest, Szeged or Lake Balaton.



**Dániel Gacs**

second-year student at the BSc  
Commerce and Marketing programme,  
national team volleyball player



*Why did you decide to choose Neumann J. University in Kecskemét for your university studies?*

Even at the time when I applied to the university, sport tied me to my hometown, that is why I chose JvNU in Kecskemét.

*What attractive features did you find in the university, which made you feel that after completing a two-year graduate training program, the BSc at our university is the right place for you?*

Both the university, and the entire faculty were positive and supportive of my sport career. Whether I lived abroad or in the country, I was helped to prepare for tests and exams. I definitely want to get a degree. I grew to like this university during the two-year post-secondary vocational education, so I was sure that I wanted to continue my studies here.

*How can you combine elite sports with your studies?*

As a student on an individual curriculum, I have an easier job because I only have to coordinate exams with my training and matches. Attending classes is not mandatory for me, but if I have time, I try to attend.

*Could you give the high school students who are currently preparing for the NJE a little taste of what kind of programs and parties await them during their university years?*

Unfortunately, as a professional athlete, I can't take part in the social life of the university, but hearing the stories of my classmates, the newly admitted students will surely have a lot of great parties, and experiences. I also feel very positive about the exams here, and my teachers' support during my studies.





# Our English full-time bachelor programs

## The **Business Administration and Management** BSc

is one of the most comprehensive, and at the same time, the most well-known economics courses providing business and management knowledge. We recommend it to students who want to get to know the basic issues of corporate management, and who are still looking for the specialization that really suits them. During the training, students get to know the operation of companies, and they learn not just the rules of cooperation in projects, groups, and organizations, but the methods of business decision preparation, and problem solving too. An important part of the training is the practical project tasks, during which the students propose solutions to problems arising in various management fields with the help of consultants. Those who graduate from this programme have basic business management and organization, as well as marketing and legal knowledge. They are able to interpret accounting statements, prepare company financial analyses, motivate employees, manage projects, and think

strategically. During the training, we emphasize the development of business communication, and presentation skills.

Main general economics subjects: economics, management, marketing, business communication, accounting, corporate finance, business law, international finance, human resource management, business statistics, taxation.

### **Dimensions:**

- **7 semesters including writing the thesis**
- **210 ECTS points.**



## At the Kecskemét-located **Tourism and Catering** bachelor (BSc) course

we train economists who are well-versed in the economic and regulatory environment of travel agencies, hotels and restaurants. We recommend this program to those who, in addition to well-founded, broad knowledge of economics, also want to acquire practical expertise in the hospitality sector. During the training, students get to know the business world and cultural factors of domestic and foreign travel organization, hotel industry, hospitality, gastronomy, acquire the special operational knowledge of the sector's enterprises and the basics of related management, marketing, legal and communication fields.

The practical nature of the training is strengthened by the project tasks and the two-semester mandatory professional internship, during which students participate in longer-term practical training at an external location.

Graduates of the course have knowledge of the international and intercultural connections of the tourism-hospitality sector. They learn the peculiarities of working in projects and groups, as well as develop their professional language skills in order to stand their ground in a multinational environment.

Specialized subjects: accommodation, hotel management, catering basics, hospitality and gastronomy management, tourism marketing, travel organization, destination management, event management, health tourism, nutrition and hygiene, visitor and attraction management.

### **Dimensions:**

- **8 semesters including two semesters of apprenticeship and thesis work**
- **240 ECTS points.**





# Why is it worth studying at JvNU "REKO"?

## John von Neumann University Master's program in Regional and Environmental Economics ("REKO")

### In the **International Business Economics** BSc programme in Kecskemét, we train economists who are well versed in the international business world, culture, economic and regulatory environment. We recommend this bachelor to those who want to build a career at international companies at home or abroad and earn an outstanding income. During the training, students learn about international economic and market processes, the operation of the European Union, the economic policy, and the cultural effects of globalization, the operation of international companies, and learn the basics of the

related fields of management, marketing, law and communication. The practical nature of the training is strengthened by project assignments, during which students participate in solving real international business problems during individual consultations. Graduates of the course have knowledge of the international and intercultural contexts of business decision support. They learn the peculiarities of working in projects and groups, as well as develop their professional language skills in order to stand their ground in a multinational environment. Main general economics subjects: economics, management, marketing, business communication, accounting, corporate finance, business law, international finance, human resource management, business statistics, taxation, technical language. Course-specific subjects: growth policy, EU economics, international economic institutions, international taxation, foreign economic policy.

#### Dimensions:

- 8 semesters including two semesters of apprenticeship and thesis work.
- 240 ECTS points.



**1.** Network Economy and Urban Marketing - Geopolitics specializations cover the most contemporary topics in economics.

**2.** Environmental sustainability, Industry 5.0, and immersive reality technologies broaden your career perspectives.

**3.** We will host the world's best regionalists in Kecskemét in April 2024 as part of the RSAI World Congress, where you can learn from the world's leading scientists in person.

The aim of the training is to train economist specialists who, with their theoretical and methodological knowledge, are capable of exploring the social dimensions of environmental problems, taking into account the interactions between social and natural systems, analyzing social, cultural and ecological processes from an economic perspective, global and regional development and environmental policies and strategies, and for creative and innovative participation in the development of programmes, the cultivation of economic geography, regional, and environmental social sciences. The training makes you able to solve independent analytical and planning tasks, work and manage in groups, as well as conduct analyses and research related to sustainable development in the academic, public and private spheres. Students can learn about the latest ICT solutions (VR, AR, MR, XR applications) in the Metaverse, and their application in regional and environmental economics, which is unique in the European higher education field of economics. The students are prepared to continue their studies in doctoral training.



## The **Master of Business Administration (MBA)**

is the world's most recognized and respected master's degree in economics. Our university has teamed up with the Netherlands Business Academy (NLBA) to **deliver a Double Degree English-language MBA programme** of the Faculty of Economics and Business. The hybrid training schedule offers a unique opportunity in the field of continuing education. Our MBA curriculum has now become the **dominant economic education course for professionals** in the region, advancing in their careers and has been consistently on the podium for the fifth year in a row in Hungary, beating numerous training places in the capital. Our new co-operation with NLBA offers a balanced set of knowledge at the area of both financial, economic and management skills, with a stress on soft skill development.



This double degree MBA program excellently prepares those with a basic degree other than economics for successful management, business decisions, and the performance of managerial tasks. In contrast to the traditional master's degree in economics, the theoretical background can be acquired during the popular "business school" MBA programme on the international economic education market in such a way that, while including company experience, practical challenges and their solution directions, there is a direct connection to the latest scientific results, today's business and economic trends.

**This MBA provides a unique hybrid educational environment.** Every semester, the students spend

- one personal training week (5 school days) in the Netherlands at NLBA
- one personal training week (5 school days) in Hungary at John von Neumann
- and participate in online courses in the rest of the training period.

**Get two degrees with one effort** and join our successful MBA students' alumni, working in the management and operation of many successful enterprises, including the largest domestic automotive, manufacturing, trade, and service companies in our region and beyond. Now, you can enter this special circle.

## Dávid Balázs - MBA student

*Why did you choose the Kecskemét MBA course?*

"I obtained my degree in economics in 2005 and after 15 years I thought (it was 2020 at the time) that I would apply for the MBA course in Kecskemét, because I was driven by the desire for knowledge. I was curious about how much new professional knowledge I could gain in all these years, so actually, an MBA was always somewhere in my plans."

*How would you like to utilise your knowledge after the training?*

"As a management consultant, I know well how important it is to constantly keep up with the latest developments in the management profession and to try to apply them in everyday life as soon as possible. Fresh knowledge can often lead to a real competitive advantage, especially in a market where there are virtually no barriers to entry. Looking back on the last two decades, Lean was one of the major management trends here, while recently we can observe opportunities similar to Industry 4.0. Those who wake up earlier can enjoy the possibilities of the 'blue ocean', although in this phase the educational advantage can often be great."

*Which subjects do you feel are particularly important during the training?*

"I liked the subjects related to Negotiation Techniques, Business Economics, Corporate Finance and Investment Theory the most. Perhaps I learned the most new things in these courses, here I felt that I would like to buy even the recommended books, as I did in the end."

*„Prepared instructors, modern institutional environment and familiarity. All of these make NJE a very lovable place.“*



## The **Doctoral School of Management and Business Administration (PhD)** starting

at our new training site in Budapest offers theoretically demanding but practice-oriented training based on applied sciences, where, in addition to those interested in academic and higher education careers, professionals from the business sector can also benefit.



In addition to more experienced applicants with experience, the doctoral school also welcomes applications from students who have recently completed their master's or MBA studies. The subject themes and the guiding thread of the curriculum are grouped around the applied sciences. The subject structure corresponding to the management and organizational science profile of the doctoral



school is based on this. The PhD Program prepares students for research and teaching careers at leading universities. Our program focuses on developing the necessary skills for the design and execution of original, innovative research, and for the dissemination of knowledge through teaching and writing. Throughout the program, PhD students attain a deep understanding of the most influential research in the main academic business disciplines, as well as the tools needed to contribute state-of-the-art research to advance specific business disciplines in the areas that include circular economy, sustainable development, digitalization, supply chain management, accounting, finance, organizational behavior, enterprise development, and monetary policy.



# OUR OFFERS, MAIN ARGUMENTS

## SELECTION OF PROGRAMMES

We compiled a set of trainings in economics that provide a great deal of knowledge, challenge your skills, and help you in your career development from bachelor to doctoral studies.



## SAFE LOCATIONS IN A BEATIFUL ENVIRONMENT

Hungary is one of the safest in entire Europe – walking alone in the streets of Budapest or Kecskemét, where our main Campus is located is not imposing any risk on you. Foreign students benefit from a welcoming and attractive location. A central hub, great public transportation and freedom of move – wherever your feet take you from Kecskemét.

## ACCOMODATION

Our renovated Campus dormitory in Kecskemét offers a fantastic price-quality ratio right now, but renting a property in Kecskemét is also relatively cheap. A one-bedroom flat rental in Kecskemét starts around EUR 250- 350 per month. According to plans, the completion of the construction of a brand-new dormitory in 2024, just right next to the new Campus, with 300 double-bedrooms, and a large scale of amenities, with 21st century high-tech solutions, will also serve the comfort of students. Our MA trainings in Budapest are also accompanied by a selection of dormitories.

## TUITION FEES

Our tuition fees are the most competitive ones and offer a great price-to-quality deal for your next European study programme: BSc programs cost EUR 3000 per semester, MA and MBA cost EUR 2750-3600 per semester, while our doctoral program's tuition fee is EUR 5000 per semester.



# How to apply? >>>>>

## ADMISSION PROCESS

All applications must be done through the Dream-apply system.

The Dreamapply system for the 2024/25 academic year opens on the 15th of October 2023.

### The following information needs to be uploaded:

- personal and contact details
- copy of valid passport
- copy of school documents (school leaving diploma, transcripts, other qualification documents)
- Curriculum Vitae
- Letter of Motivation

### Application steps:

- Register to the Dreamapply system, upload all documents
- Online interview with the university
- Conditional Acceptance Letter (in case of a successful interview) from the university
- Transfer of school fee based on CAL
- Final Acceptance Letter
- Apply for Visa
- Register personally on the first day of school

**Note:** there is a possibility to submit a graduation transcript at any time during the application process, but its submission is the prerequisite for in-person registration.

1.	Register to our system	
2.	Submit a programme	
3.	Upload your documents	
4.	Take an appointment for an online interview	
5.	Get the CAL	CAL
6.	Payment method	
7.	Get the FAL	FAL
8.	Take an appointment for a visa interview	
9.	Welcome to Kecskemét!	



*Kasir Ahmed, Bangladesh*

'Hi, guys! My name is Kasir Ahmed. I'm from Bangladesh. I study at John von Neumann University. I think, you know who John von Neumann was: the inventor of the computer.

This university is in Kecskemét. I love this city, because it's so calm, and cool, and beautiful all over the place. It's a small

city in Hungary, but to be honest, you will enjoy it. I'm doing my Bachelor's here in Computer Science Engineering. I came here last Semester. Our professors are of high quality, and the International Office staff is really good. I'm so impressed. When I came here, they helped me to do everything, like residence permit, health insurance, and all. I'm so pleased to study in here.'



'My name is Stephen Lesalon from Kenya, and I'm really, really happy to be at this university. I have always had a dream to study in Europe. And what a better country is study in than Hungary, which in the middle of Europe? This university is vibrant. I really love it. We have wonderful professors who are brilliant. We have a vibrant international community, who always come and help us get around. Apart from that, the fact that Europe is advanced in technology also gives me a hint. Because my country is a developing country, so hopefully after I finish my studies in Hungary, I will work for maybe two years, three years to get experience. And using those skills that I have learnt here, I can go, and make my country better, and I will have achieved my dreams.'

*Stephen Lesalon, Kenya*





# CONTACT US

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## SUMMARY OF ENGLISH PROGRAMS

- BSc in Business Administration and Management
- BSc in Tourism and Catering
- BSc in International Business Economics
- MA in Regional and Environmental Economics
- MBA Double Degree with Netherlands Business Academy
- PhD Doctoral Studies in Business Science



**Come to study in one of the safest places in Europe: Hungary! A central hub for your European studies!**

**#yourGuideToKnowledge**

