

# Summer School in HUNGARY at the University of Dunaújváros

Experience excellent academic content and have fun at the same time!



## GLOBALIZATION, INTERNATIONAL MANAGEMENT AND SUSTAINABILITY

### CONTENT

Due to globalization, more and more companies are expanding abroad. For an experienced and successful company in its own country, this challenging activity may often seem simple at first glance, but international business is the most difficult and becomes more complicated. It is important to understand and get to know what (additional) challenges companies must deal with today. These are explained in the course, which, in addition to the characteristics of globalization, covers its foundation, operation, marketing activities, communication, and negotiation techniques, which also affect issues such as sustainable development and green finance issues.



### COURSE AIM

After studying this course, you will:

- ▶ To gain multidisciplinary knowledge about the operation of businesses in a globally changing world.
- ▶ We equip you with knowledge that will enable you to become a future pioneer of socially and environmentally sustainable development and to use your new knowledge at your workplace or in your own business.
- ▶ Strengthen your learning skills by combining fruitful scientific experiences with the cooperation of our university researchers and experts in the heart of Europe, in a European environment, in Hungary, which offers a wealth of cultural events.

### QUICK FACTS

-  3 July - 14 July 2023
-  Study format: short term
-  Teaching method: on campus
-  Credit points: 5 ECTS
-  Workload: 40 teaching hours
-  Qualification: Certificate from UOD
-  Language: English



### CONTACT

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### TARGET GROUP

This course would suit students from the field of Social Sciences, especially those with a background in Economics, International Relations, Marketing, Finance or Business Communication.

### COURSE FEE

 1300 EUR

### THIS INCLUDES

- Application fee (15 EUR)
- All tuition, including lectures, seminars, and tutorials.
- Assessment, transcript of records and certificate.
- Accommodation at the student hostel
- Breakfast and lunch during the summer course
- Social activities, including two excursions to the Hungarian countryside

For detailed information about the course fee, visa support and cancellation and refund policy, please visit the following link:

 [General information on the university website](#)