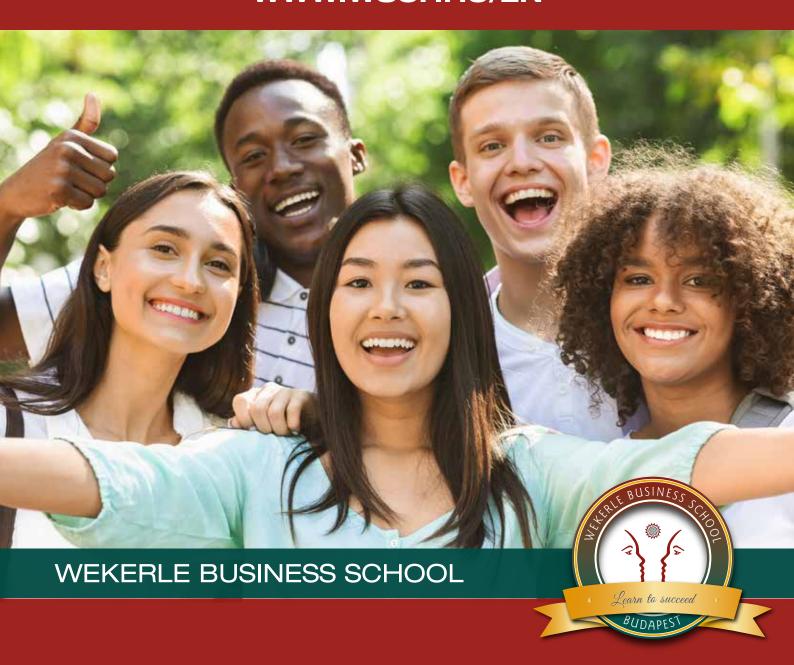
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CONTENTS

ABOUT US	3	RECTOR'S WELCOME
		WHY BUDAPEST?
	6	WHY WBS?
OUR PROGRAMMES	8	PROGRAMMES
	10	FOUNDATION YEAR
		- FOR BUSINESS STUDIES IN ENGLISH
		- FOR BUSINESS STUDIES IN GERMAN
		- FOR BUSINESS INFORMATICS
	14	BACHELOR PROGRAMMES:
		- BA IN COMMERCE AND MARKETING
		- BA IN BUSINESS ADMINISTRATION AND MANAGEMENT
		- BSC IN BUSINESS INFORMATICS
	20	POST-GRADUATE SPECIALIST DIPLOMA PROGRAMMES:
		- MARKETING MANAGER
		- EXECUTIVE MBA MANAGER OR ECONOMIC SPECIALIST
		- PROGRAM-DESIGNER IT SPECAILIST
OUR INSTITUTE	28	INTERNATIONAL STUDENT OFFICE
	29	CAREER OFFICE
	30	APPLICATION PROCESS - IN 10 EASY STEPS
	31	USEFUL INFORMATION
	33	HINGARY

NAME OF INSTITUTION:	WEKERLE BUSINESS SCHOOL
Head of institution:	Imre Balogh, PhD
Central telephone number:	+36-1/50-174-50
Central website address:	www.wsuf.hu/en
Central address:	10 Jázmin Str., Budapest H-1083
Year of foundation:	2008
International Affairs:	international@wsuf.hu
Language of instruction:	English
Instituion's registration number:	Fl50782
Erasmus+ code:	E10082128

RECTOR'S WELCOME



Imre Balogh PhD -Acting Rector of WBS, College Professor

Dear Students

We are proud to introduce to you our college, Wekerle Business School, which is located in one of the safest and most liveable cities in the world with a rich cultural heritage, prominent scientific and artistic achievements and excellent public safety.

Wekerle Business School aims at creating optimal conditions for the students' academic and personal development by uniting high-level academic knowledge with practical education, based on corporate partnerships. We do our best to make our international students feel at home. Our efforts are supported by highly qualified and enthusiastic professors as well as student-friendly structures such as the Career Office and the International Student Office alongside customized teaching methods and flexible timetables.

We organize Bachelor courses, Post-Graduate programmes and Foundation courses both on-campus and online. The details can be found in this brochure, but we will also be delighted to take your questions and inquiries.

I wish you the best of health and good luck with your studies.



WHY BUDAPEST?

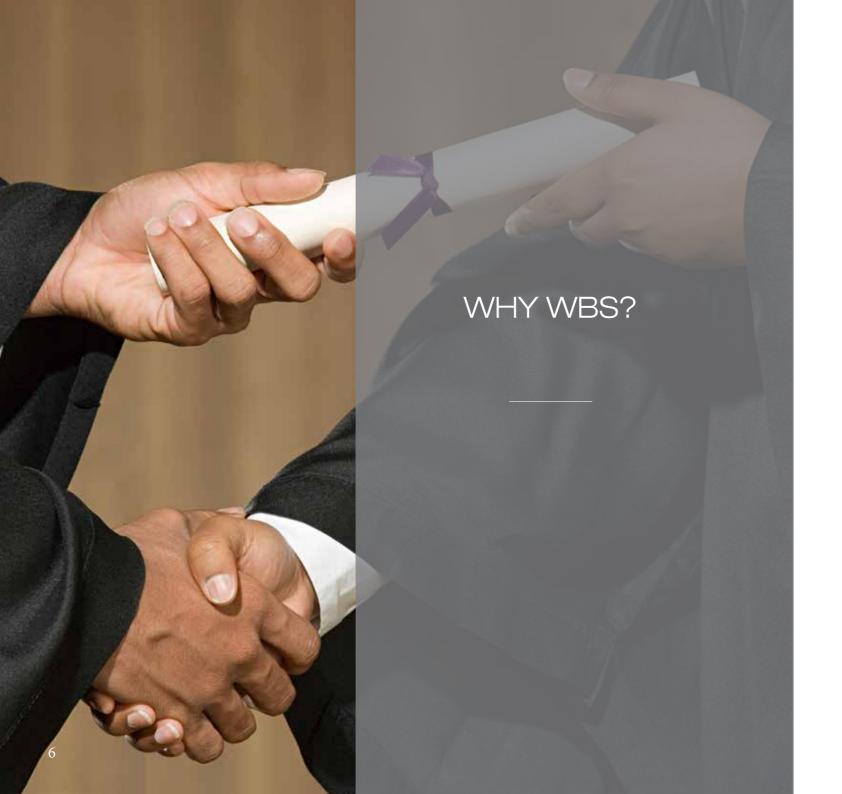
Budapest is cited as one of the most beautiful cities in Europe, with its extensive World Heritage Sites including the banks of the Danube, the Buda Castle Quarter, Andrássy Avenue, Heroes' Square and the Millennium Underground Railway, which is the second oldest in the world.

Other highlights include a total of 80 geothermal springs, the world's largest thermal water cave system, and the third largest Parliament building. The city attracts about 4.3 million tourists a year, making it the sixth most popular city in Europe according to Euromonitor. This beautiful historical capital is situated on the banks of the Danube and is called the pearl of the Danube. The city actually consists of three cities: Óbuda with Celtic and Roman ruins, Buda in the hills on the Western bank, famous for its historic Castle Hill and beautiful residential area, and Pest with its shopping, government and commercial districts on the flat plain of the Eastern bank.

The architectural beauty with monuments ranging from neoclassic, baroque to eclectic art nouveau is prevalent in the city. Budapest is also world famous for its abundance of concerts, operas, recitals, galas and exhibitions. You can find all cuisines in Hungary. There are a lot of Chinese, Turkish, Iranian, Greek, Italian, Indian and Japanese restaurants and buffets as well as fast food chains in Budapest. Certainly, as all European cities, Budapest has many cafés and teahouses, ranging from classical to modern ones, as well as art cafés.

A new type of entertainment centres of social life for young people studying in Budapest are the 'ruin pubs', which are unique in the world. They have developed along the trends of European art. They are centres for open-mindedness to other cultures and networking, where you can meet friendly and helpful people.





- » Our school building is located in the heart of the capital city, only a 5-minute walk from the Corvin Shopping Mall and 4 Metro stops from Deak Square. There are plenty of international IT companies (IBM, Nokia, EPAM, etc.), shops, cafés and apartments to rent next to our college.
- » All our educational programmes have been designed and are run according to the Bologna Process, thus WBS degrees, diplomas and certificates are recognised as qualifications of the European Higher Education Area (EHEA) all over the world.
- » High-level academic education is always combined with practical training, which is ensured by highly qualified tutors who also have many years of work experience in the world of business.
- » A wide range of research opportunities are deeply embedded in the programmes, and allow students to exploit their initiation and creativity as well as to integrate various cultural aspects into their scientific papers and presentations.
- » Our teaching methodology firmly builds on student involvement, which does not only make the lessons more enjoyable and memorable, but also contributes to a healthy group-dynamics within an international community.
- » Education is constantly supported by the services of the International Student Office (see details on page 28), that of the Career Office (see details on page 29), and that of the Technical Department: there is free WIFI access in the whole area of the school, in classrooms, in the library and in the Internet hall, where students can relax and prepare in between their lessons, and it is also possible to print materials on demand.
- » An academic scholarship is available for the students with the best academic results, as well as a community-building scholarship for students who manage to increase the international community of WBS by recommending the school to their friends and acquaintances. Both scholarships are available from the 3rd semester of a student's programme.
- » WBS students may also attend a preparatory programme before their Bachelor studies if they wish to bridge the gap between secondary and tertiary education. The preparatory programme includes courses in English, Mathematics, European Civilizations and Informatics.



FOUNDATION YEAR FOR BUSINESS STUDIES IN ENGLISH (2 SEMESTERS)

FOUNDATION YEAR FOR BUSINESS STUDIES IN GERMAN (2 SEMESTERS)

FOUNDATION YEAR FOR BUSINESS INFORMATICS (2 SEMESTERS)

BACHELOR PROGRAMME IN COMMERCE AND MARKETING
(6 SEMESTERS +1 SEMESTER INTERNSHIP)

BACHELOR PROGRAMME IN BUSINESS ADMINISTRATION AND MANAGEMENT (6 SEMESTERS +1 SEMESTER INTERNSHIP)

BACHELOR PROGRAMME IN BUSINESS INFORMATICS (6 SEMESTERS + 1 SEMESTER INTERNSHIP)

FOUNDATION YEAR FOR BUSINESS STUDIES ENGLISH

(1 OR 2 SEMESTERS)

ALSO AVAILABLE ONLINE
UPON REQUEST AND SPECIAL
AGREEMENT.

The Foundation Year for Business Studies has been designed for students who wish to strengthen their level of English required to enter the standard WBS BA programme.

ADMISSION REQUIREMENTS:

- completed A-level (higher secondary) studies, and
- B1 level of English language proficiency (IELTS min. 4.0 or TOEFL iBT min. 47 or equivalent)*

EXPECTED OUTCOME LEVEL IN ENGLISH:

B2 (according to the Common European Framework of Reference)

SUBJECTS:

- BUSINESS ENGLISH
- ACADEMIC SKILLS
- MATHEMATICS
- EUROPEAN CIVILIZATION

TUITION FEE:

3,250 EUR / SEMESTER

APPLICATION AND REGISTRATION FEE:

200 + 300 EUR** - one-time payment, and upon visa rejection 150 EUR is refundable

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

**Please, contact WBS's Representative concerning the application procedure.

Please, also note that the Administration and the Tuition fees for the first 2 semesters will have to be paid in one lump sum, prior to the issue of the Final Acceptance Letter by WBS.

This programme has been designed for students who after the successful completion of the course and the Goethe-Zertifikat language examination would like to continue their studies on a business Bachelor programme in German, either in Hungary or elsewhere in Europe.

ADMISSION REQUIREMENTS:

- completed A-level (higher secondary) studies, and
- B1 level of English language proficiency (IELTS min. 4.0 or TOEFL iBT min. 47 or equivalent)*

EXPECTED OUTCOME LEVEL IN GERMAN:

B1 or B2 (according to the European Framework of Reference for Languages), depending on students' entry level

SUBJECTS:

- GENERAL GERMAN
- BUSINESS GERMAN
- BASIC ACADEMIC SKILLS
- EUROPEAN CIVILIZATION
- MATHEMATICS

TUITION FEE:

3,250 EUR / SEMESTER

APPLICATION AND REGISTRATION FEE:

200 + 300 EUR** - one-time payment, and upon visa rejection 150 EUR is refundable

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

**Please, contact WBS's Representative concerning the application procedure. Find your agent's contact information on the back cover.

Please, also note that the tuition fee will have to be paid in one bulk, prior to the issue of the Final Acceptance Letter by WBS.

FOUNDATION YEAR FOR BUSINESS STUDIES INTENSIVE GERMAN

(2 SEMESTERS)

10

FOUNDATION YEAR FOR BUSINESS INFORMATICS

The Foundation Year for Business Informatics has been designed for students who wish to improve their English as well as their Information and Communication Technology competences before entering the standard Bachelor Programme in Business Informatics.

ADMISSION REQUIREMENTS:

 completed A-level (higher secondary) studies, and B1 level of English language proficiency (IELTS min. 4.0 or TOEFL iBT min. 47 or equivalent)*

SUBJECTS:

- Business English
- Academic Skills
- Mathematics
- Informatics

TUITION FEE:

3,250 EUR / SEMESTER



Duration: 2 semesters

Application and Registration fee: 200 + 300 EUR** - one-time payment, and upon visa rejection 150 EUR is refundable

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

*Please, contact WBS's Representative concerning the application procedure.

BACHELOR IN COMMERCE AND MARKETING

(6 SEMESTERS + 1 SEMESTER INTERNSHIP)

LEVEL OF QUALIFICATION AS INDICATED IN THE CERTIFICATE: BACHELOR LEVEL (BACCALAUREUS, BACHELOR: BA)

The aim of the programme is to train professionals who will have acquired the necessary economic and business knowledge and skills as well as sales and marketing expertise to successfully work in the acquisition and sales of both products and services, while always meeting market demands.

Not only will they be able to organise and manage the sales activities of small and medium-sized businesses but they will also be able to find employment at large international companies. By the end of the programme they will have acquired sufficient knowledge to continue their studies on a Master level programme.

GRADUATES WITH A BACHELOR'S DEGREE IN COMMERCE AND MARKETING WILL BE ABLE TO:

- organise and manage the sales activities of small and medium-sized businesses;
- acquire and/or sell various products and/ or services;
- perform in a team as well as individually;
- cooperate with suppliers, partners, service providers as well as with other departments of an organisation;
- analyse data on advertising, sales promotion and market research; elaborate on efficient programmes and supervise their implementation;
- analyse and plan commercial processes and strategy;
- · complete certain logistical tasks;
- use commerce and marketing softwares;
- prepare reports and surveys, communicate efficiently both orally and in writing.



SPECIALIZATION:

Marketing Planning and Strategy

Degree earned:

BA in Commerce and Marketing Field of training: economic sciences

Training branch: business

Language of instruction: English

Language of degree: English

Length of programme: 6 semesters +

1 semester internship

Entry level of English required:

IELTS 5.5 or equivalent

Tuition fee:

2,800 EUR / semester

Application and Registration fee:

200 + 300 EUR** - one-time payment, and upon visa rejection

150 EUR is refundable

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

**Please, contact WBS's Representative concerning the application procedure.

BACHELOR IN BUSINESS ADMINISTRATION AND MANAGEMENT

(6 SEMESTERS + 1 SEMESTER INTERNSHIP)

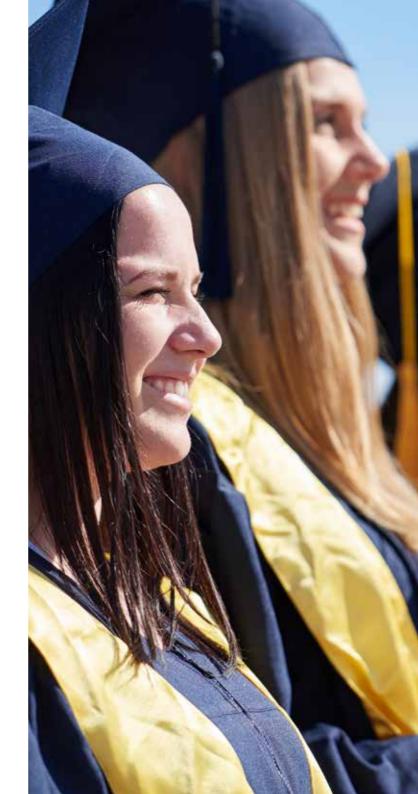
LEVEL OF QUALIFICATION AS INDICATED IN THE CERTIFICATE: BACHELOR LEVEL (BACCALAUREUS, BACHELOR: BA)

The Bachelor's Degree Programme in Business Administration and Management provides students with the necessary scientific training in the basic and applied aspects of business economy, organisation and management as well as with the opportunity to develop their professional skills needed in organisations working in globalized markets.

Graduates of this degree acquire the knowledge and skills necessary to create, direct, assess and evaluate all types of businesses and departments (Purchasing, Production, Logistics, Quality Management, Accounting, Auditing, Finances, Human Resources, Sales, Marketing, etc.), as well as to continue their studies on a Master level programme.

THIS PROGRAMME PROVIDES STUDENTS:

- establish and run their own companies;
- carry out and plan decision making processes and techniques of commercial activities;
- understand the processes of consumer behaviour and consumer protection;
- organise the controlling procedures of a business;
- organise and manage the activities of small and medium-sized businesses;
- acquire and/or sell various products and/ or services;
- perform in a team as well as individually;
- understand financial planning;
- co-operate with suppliers, partners, service providers as well as with other departments of organisations.



SPECIALIZATION:

International Management

Degree earned:

BA in Business Adminstration and Management

Field of training: economic sciences

Training branch: business

Language of instruction: English

Language of degree: English

Length of programme: 6 semesters + 1

semester internship

Entry level of English required: IELTS

5.5 or equivalent

Tuition fee:

2,800 EUR / semester

Application and Registration fee:

200 + 300 EUR** - one-time payment, and upon visa rejection

150 EUR is refundable

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

**Please, contact WBS's Representative concerning the application procedure.

BACHELOR IN BUSINESS INFORMATICS

(6 SEMESTERS + 1 SEMESTER INTERNSHIP)

LEVEL OF QUALIFICATION AS INDICATED
IN THE CERTIFICATE: BACHELOR LEVEL
(BACCALAUREUS, BACHELOR: BA)

In line with the demands of the world economy, Business Informatics covers several disciplines, such as the basics of Economics, Finance and Management, IT and cognitive theories. The initial training cycle brings together these seemingly independent disciplines and provides a mutually supportive transition between the areas concerned.

Special emphasis is placed on the various fields of information management, such as procedure and system development, knowledge and project management, risk and performance management as well as on IT audit and safety. Graduate students will be prepared to continue their studies on a Master level programme.

GRADUATES WITH THE BACHELOR'S DEGREE IN BUSINESS INFORMATICS WILL BE ABLE TO:

- complete tasks related to data management and basic data-migration;
- analyse business procedures and design software applications that support the development of these procedures;
- identify operational risks within a company and offer alternative IT solutions to manage or avoid them:
- manage IT tasks that support value creation processes;
- leverage state-of-the-art information technology to increase the knowledge base and business intelligence of organizations;
- collaboratively model info communication processes and technologies;
- initiate organizational change required for the introduction of new economic models;
- design and manage projects through exploring and collecting the necessary resources.



SPECIALIZATION:

Business Data Analysis

Degree earned:

BSc in Business Informatics

Field of training: informatics

Training branch: business informatics

Language of instruction: English

Language of degree: English

Length of programme: 6 semesters

+ 1 semester internship

Entry level of English required: IELTS

5.5 or equivalent*

Tuition fee:

3,100 EUR / semester

Application and Registration fee:

200 + 300 EUR** - one-time

payment, and upon visa rejection 150 EUR is refundable

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

**Please, contact WBS's Representative concerning the application procedure.



MARKETING MANAGER POST-GRADUATE SPECIALIST DIPLOMA PROGRAMME

(2 SEMESTERS)

EXECUTIVE MBA MANAGER / EXECUTIVE MBA ECONOMIC SPECIALIST POST-GRADUATE SPECIALIST DIPLOMA PROGRAMME
(4 SEMESTERS)

PROGRAM-DESIGNER IT SPECIALIST POST-GRADUATE DIPLOMA
PROGRAMME
(2 SEMESTERS)

MARKETING MANAGER POST-GRADUATE SPECIALIST DIPLOMA PROGRAMME

(2 SEMESTERS)

The aim of the course is to train marketing managers who are able to work efficiently and cooperate successfully both with clients and colleagues as they have highly developed interpersonal and communication skills.

THE GRADUATE STUDENT OF THE COURSE WILL BE ABLE TO:

- attract new costumers through planning, implementing and coordinating the promotional activities of the organization;
- actively contribute to the development of the company's website;
- do market research and competitor analysis;
- efficiently manage marketing databases;
- design promotional materials for the company and supervise their distribution;
- organize events (fairs, conferences) to promote the products or services of the organization;
- design and implement marketing campaigns;
- generate creative marketing and communication ideas based on the company's brand management.



TITLE OF AWARD: Marketing Manager

Certificate earned: Post-graduate Diploma Certificate Field of training: economic sciences **Admission requirement:** BA or BSc degree in any training field Language of instruction: English Language of diploma: English **Length of programme:** 2 semesters **Entry level of English required: IELTS** 5.5 or equivalent* **Tuition fee:** 2.900 EUR / semester **Application and Registration fee:** 200 + 300 EUR** - one-time payment, and upon visa rejection 150 EUR is refundable

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

**Please, contact WBS's Representative concerning the application procedure.

EXECUTIVE MBA MANAGER/ECONOMIC SPECIALIST POSTGRADUATE SPECIALIST DIPLOMA PROGRAMME

(4 SEMESTERS)

The Executive MBA Manager/Economic Specialist Post-graduate Specialist Diploma Programme is a generalist programme incorporating all the important subfields of economics. Thus, its main aim is to train professionals who - possessing extensive knowledge - are capable of developing a strategic approach in order to ensure the survival and development of enterprises, possess decision-making skills, understand international economy and are able to manage human resources, organizations and various activities of enterprises.

As the programme's essential goal is to foster students' carrier and facilitate their promotion to managerial positions, supporting them in these ambitions is also considered to be a major aim.

THE GRADUATE STUDENT OF THE COURSE WILL:

- not only possess relevant knowledge but will also be capable of independent work and decision-making as well as of strategic, entrepreneurial thinking due to the practice oriented training;
- be able to use their in-depth knowledge in practice, to plan, arrange and manage the operational procedures in the public and private sector both at domestic and international level, and to manage people and teams;
- be capable of handling business management related tasks, making reports, analyses and surveys, doing individual and teamwork.



TITLE OF AWARD:

Executive MBA Manager/ Executive MBA Economic Specialist

Certificate earned: Post-graduate
Diploma Certificate
Field of training: economic sciences
Admission Requirements:

- BA or BSc degree in any training field
- minimum 3 years of work experience

Language of instruction: English
Language of diploma: English
Length of programme: 4 semesters
Entry level of English required: IELTS
5.5 or equivalent*
Tuition fee:
2,900 EUR / semester
Application and Registration fee:
200 + 300 EUR** - one-time
payment, and upon visa rejection
150 EUR is refundable

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

**Please, contact WBS's Representative concerning the application procedure.

PROGRAM-DESIGNER IT SPECIALIST POST-GRADUATE DIPLOMA PROGRAMME

(2 SEMESTERS)

The objective of this programme is to educate IT specialists who, building on their previous qualifications, can gain expertise in programming and web development, as well as master object-oriented programming techniques, database structures, and the utilization of SQL.

This comprehensive training has been meticulously designed based on thorough labour market research, catering for the needs of students aiming to embark on a new career path, either by combining their existing qualifications with newly acquired IT competences, or by transitioning to an entirely new field as programming-focused IT specialists.

THE GRADUATE STUDENT WILL BE ABLE TO:

- master the fundamentals of programming and web development;
- utilize object-oriented programming techniques;
- · comprehend multi-tier application logic;
- understand database structures and their design;
- employ SQL (Structured Query Language) for database operations;
- develop softwares in various programming environments, including Python and JavaScript;
- create and develop database-driven web applications using modern web frameworks such as React, Flask, and React Native.



TITLE OF AWARD:PROGRAM-DESIGNER IT SPECIALIST

Certificate earned: Post-graduate
Diploma Certificate
Admission requirements: BA or BSc
degree in IT, Natural, Technical,
Agricultural or Economic Sciences
Language of instruction: English
Language of diploma: English
Length of programme: 2 semesters
Entry level of English required: IELTS
5.5 or equivalent*
Tuition fee:
4,100 EUR / semester
Application and Registration fee:
200 + 300 EUR** - one-time
payment, and upon visa rejection

*Applicants who cannot certify their English language knowledge will have to take a spoken entrance examination in English.

**Please, contact WBS's Representative concerning the application procedure.

150 EUR is refundable

INTERNATIONAL STUDENT OFFICE

DEAR PROSPECTIVE STUDENT,

Let us introduce the International Student Office of Wekerle Business School (WBS): Our institution is proud of its professional work in which cultural differences are not only handled in a successful way but in which these differences are considered to be opportunities which enable students to learn to cope with any economic situation in any part of the world.

From the very first moment of your initial enquiry it is the International Student Office you will be in contact with: we will guide you through your registration and school application process, will provide you with Legal Assistance in your visa process, and upon arrival will help you arrange for airport transfer as well as find accommodation that meets your requirements.

It is also the International Student Office where your first school-related 'adventure' in Hungary will lead to, and where you will be informed on how to avail yourself of students' transport and other benefits (by obtaining a student card), how to settle your issues with the Hungarian authorities, and what documents you will need for all that.

In addition, feel free to turn to us if you need help with compiling your timetable, accessing the teaching material or receiving information on school events and important dates.

What is more, we arrange students into small classes so that the tutors can consider their individual needs, and the regular communication between the staff and the tutors on the basis of student-feedback ensures that you receive the highest-quality education.

You can also count on us to remind you of your tasks before the deadlines expire, as it is of our mutual interest to enable you to earn the best possible marks and to complete your chosen programme within the scheduled time period.

Finally, we carefully design your graduation ceremony to guarantee the most solemn settings for you to receive your final certificate amongst your beloved relatives and friends. You are welcome, just feel free to contact us.

Best regards, the Staff of the International Student Office at WBS international@wsuf.hu

CAREER OFFICE

THE CAREER OFFICE HELPS STUDENTS FIND INTERNSHIP PARTNERS AND EMPLOYMENT WHERE THEY CAN PUT THEIR EXPERTISE INTO PRACTICE.

SERVICES PROVIDED:

- Managing regular interships
- Aid for CV and project proposal writing
- Preparation for job interviews
- Personal consultations
- Practising situational exercises
- Advertising job fairs
- Organizing lectures and training sessions
- Providing help with finding job offers
- Networking between students and companies





- 1. Fill in the Registration form on the school's website: https://wsuf.hu/en/registration-form
- 2. Pay the application fee: 200 EUR non-refundable
- 3. Fill in the school Application form and upload all required documents, and complete your entrance examination if necessary.
- 4. Pay the registration fee of 800 EUR to receive your Conditional Acceptance Letter; the registration fee contains the fee of the Legal Assistance and is partly refundable.
- 5. Fill in the Visa application form for a student visa and upload all required documents in the school's system.
- **6.** Follow the instructions provided through the Legal Assistance.
- 7. Pay the administration and the tuition fees for the first 2 semesters to receive your Final Acceptance Letter.
- 8. Make an appointment for your visa-interview at the nearest Hungarian Embassy; use the online visa booking system and inform the school of the date.
- Present all your original documents to the Hungarian consul at the visa interview and tell him/her about your study plans in a convincing way.
- **10.** Wait for your visa-decision, and inform the school about your visa and flight details.

Budapest Public Transport (BKK): Budapest has a well-developed transportation network. Buses, trams, trolley buses, four underground lines and exceptionally popular ships are also part of the network. Tickets and weekly or monthly passes for public transport in Budapest can be purchased at underground stations, and at ticket vending machines.

Accommodation: In the long term, it is advised to rent a flat in Budapest with friends. We help our students with their search for accommodation, so that they can find the most appropriate and comfortable place to live.

Telephone: International telephone prefix for Hungary is 36, area code for Budapest is 1. To call a number within Hungary, first dial 06, followed by the area code and the telephone number. Budapest telephone numbers have seven digits, all other areas have six digits (excluding the area code in both cases). To make an international call from Hungary, first dial +, then the country code followed by the area code and the subscriber's telephone number. To call a (Hungarian) cell phone, first dial 06, followed by the subscriber's nine-digit number (starting with either 20-, 30- or 70-, depending on which of the 3 mobile providers have issued the number).

Prices:

The estimated costs of living in Budapest for one month are in the table below:

Rent (including utilities) 200-300 EUR
Meals (eating out liberally) 220-300 EUR
Utilities, DSL, and phone 40 EUR
Local transportation (with student ID) 10 EUR
Entertainment, miscellaneous 150 EUR

Costs (500-900 EUR) will vary in accordance with personal taste and priorities.

USEFUL INFORMATION



Wekerle Business School H-1083 Budapest, Jázmin utca 10. https://wsuf.hu/en

CONTACT

BUDAPEST