



**INTERNATIONAL  
STUDY EXPERIENCES**

# DEVELOPING YOUR MANAGEMENT HORIZON

ENHANCED EDUCATIONAL,  
PROFESSIONAL,  
AND CROSS-CULTURAL  
OPPORTUNITIES  
**IN THE HEART OF EUROPE**



## DEVELOPING YOUR MANAGEMENT HORIZON

### **BENEFITS**

International Study Experiences at CEU Business School offers groups from leading colleges and universities around the world the opportunity to interact with corporate executives and entrepreneurs. ISE participants become familiar with different business practices, ideas and venues. This new knowledge is acquired through in-depth immersion exercises, lectures, company presentations and on-site company visits.

# ▶ ISE PROGRAMS

## ● ACADEMIC RENOWN AND INSIGHT

- Learn from a world-class international faculty
- Part of Central European University – a top-ranked multidisciplinary university
- Courses cover all relevant aspects of business
- Based on deep experience in the transforming economies of the region
- Provides intensive, substantive and cross-cultural learning experiences

## ● PROFESSIONAL AND SEAMLESS SERVICE

Each ISE program is tailored carefully to a partner's academic goals and requirements. ISE is flexible. We can organize visits ranging from 3 days to 3 weeks depending on objectives and level of depth desired. Programs are designed and implemented for undergraduate business students, MBA students and executive MBAs.

- Each program is customized
- Professional and cultural experiences can be included upon request
- Ancillary services (hotel, travel, dining, etc.) can be arranged upon request

## ● ILLUSTRATIVE PROGRAM THEMES INCLUDE

- Doing business in CEE
- Global entrepreneurship and venture capital
- Dealing with managerial challenges in emerging markets

## ● ILLUSTRATIVE PRESENTATION TOPICS INCLUDE

- Introduction to Hungary – geopolitical overview
- The CEE and the EU
- Integrity management
- Sustainability in business
- Business ethics
- Managing cross-cultural differences
- Innovation strategy
- The rise of East-West supply chains

We can arrange company visits to multinationals (GE, ALCOA, etc.), to large local companies (Zwack, OTP, etc.), and to startup entrepreneurs (Graphisoft, Prezi, etc.)



## ● ABOUT CEU

Central European University (CEU) is a U.S.- and Hungarian-accredited institution of graduate education specializing in the social sciences, humanities, public policy, and business. It seeks to contribute to the development of open societies in Central and Eastern Europe, the former Soviet Union, and emerging economies worldwide. CEU is an advanced center of teaching and research.

## ● ABOUT CEU BUSINESS SCHOOL

The overarching mission of CEU Business School is to act as a catalyst for nurturing and growing superior business-school activities in our region and emerging markets throughout the world. To achieve this goal the School blends critical thinking, advanced approaches associated with modern professional management, the creativity and zeal of modern entrepreneurship and deep familiarity with business practices on the ground. Leveraging a dynamic tension of professionalism, entrepreneurialism and tacit knowledge of the region, CEU Business School and its community stay at the cutting edge of business practices and opportunities. The institution thereby possesses a unique capacity to train new generations of successful business leaders and entrepreneurs for fast-growing economies worldwide. Particularly important in support of its mission is CEU Business School's focus on the following high-impact strategic anchors: innovation and entrepreneurship; business and society (especially integrity education and anti-corruption); leadership and strategy in emerging regions; and financial services in emerging regions.



## ● WHAT OUR PARTICIPANTS HAVE TO SAY



*"For twelve years CEU Business School has provided my graduate students with international visiting programs that are substantive in academic content and extremely well executed logistically. Working with CEU Business School on our annual visits to the region has been a rewarding experience for all, and is consistently valued very highly by my students."*

### **GARY R. WEAVER**

Professor of Management and  
Faculty Director of Central Europe  
MBA Study Abroad Program,  
University of Delaware, USA



*"Our visit to Budapest was incredible. The professors at CEU are very impressive, engaging and knowledgeable. We gained a significant amount of knowledge about Hungary and Central Europe. We look forward to visiting this beautiful city again."*

### **DIMITRIJA GEORGIEV**

Senior Manager,  
Bank Marketing  
MBA, University of Delaware, USA

# ▶ WHY BUDAPEST? WHY HUNGARY?

An EU member since 2004, Hungary is the ideal location in Europe's center for studying diverse sectors. *Site Selection* magazine ranked Budapest Eastern Europe's top "Best to Invest" metro area. Hungary's large and rapidly growing industries include automobiles, high technology (bio/medical, IT services, and electronics), and a thriving entrepreneurial community. Budapest has assumed a special role as a major business hub, connecting Western Europe with markets in Central and Eastern Europe and beyond. Budapest consistently scores quite high as a tourist destination compared to other European cities, and is safe, fun, and exciting.

## ● CONTACT

For more information please contact:

### **Andrea Szalay**

Manager of International Study Experiences  
+36 1 887 5155 | [szalaya@business.ceu.edu](mailto:szalaya@business.ceu.edu)

### **CEU Business School**

H-1023 Budapest, Frankel Leo st. 30–34.  
[www.business.ceu.edu](http://www.business.ceu.edu)





CEU Business School is  
fully committed to sustainability

Copyright © 2015 CEU Business School



[www.business.ceu.edu](http://www.business.ceu.edu)