

**ERENET - 2008
BUSINESS DEVELOPMENT MASTER
PROGRAM AT CORVINUS UNIVERSITY**

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ENTREPRENEUR-RELATED PROGRAMMES AT CORVINUS

- BSc level: Entrepreneurship
- MSc level: Business Development

Business Development MSc program is not a sealed-up Entrepreneurship BSc program

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DIFFERENCES AS TO THE ULTIMATE GOALS

- BSc level Entrepreneurship program: graduates who are able to
 - establish SMEs
 - run the established SMEs
- MSc level Business Development program: graduates who are able to
 - analyse and evaluate both external and internal operational environment of the companies
 - identify realistic vision and goals
 - manage the required changes (projects)

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THE ULTIMATE GOALS OF THE PROGRAM DETERMINE THE REQUIRED COMPETENCES IN TERMS OF

- the required professional knowledge areas
- the required professional skills
- the required human attitudes

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THE REQUIRED COMPETENCES DETERMINE BOTH

- the courses to be taught, and
- the method of teaching

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THE COURSES

Business Development Master Program at CORVINUS

	1 st semester	2 nd semester	3 rd semester	4 th semester
1	Corporate Strategy	Project Management	Entrepreneurship Policy	Business Development Policy
2	Business Innovation	Services in Businesses	Management Accounting	Marketing Strategy
3	Financial Analysis	Innovation Methods	Business Consultancy	Businesses and the Global Market
4	Social and Economic Forecast	Corporate Finance	Management of Organisations	Thesis work
5	Business Economics	Decision-making systems	Decision Theories and Methods	
6	Business Law	Business Communication		
7	Financial Reporting	Research Methods		

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THE METHOD OF TEACHING

- Lectures (and course books): to transfer and provide familiarity with the knowledge areas (courses)
- Individual and group assignments, and case-based discussions: to develop the ability to use the knowledge, i.e. developing skills
- Personality of the professor (beside lectures and assignments): to develop human attitudes

THE REQUIRED PROFESSIONAL KNOWLEDGE IMPLIES THE FOLLOWING COMPETENCES

- analysing operational environment
- identifying competitive advantages, and vision and goals
- analysing financial sources and financial viability of changes
- managing the implementation of a project portfolio
- communicating the change

THE REQUIRED PROFESSIONAL SKILLS IMPLY THE FOLLOWING COMPETENCES

The ability to use the previously introduced knowledge areas in order to ensure the viability of a business-related company, and to ensure its potential for changing in line with its operational environment.

THE REQUIRED HUMAN ATTITUDES IMPLY THE FOLLOWING COMPETENCES

- readiness to identify potentials and problem areas
- readiness to make decisions
- readiness to co-operate, and delegate tasks
- readiness to self-development
- social responsibility
- creativity

INTERRELATIONSHIPS BETWEEN THE PROFESSIONAL KNOWLEDGE-BASED COMPETENCES AND THE COURSES OF THE PROGRAM

THANK YOU FOR YOUR ATTENTION!

ANY QUESTION?