

Wine and Beverage Market Manager master programme, for the year 2026/2027 starting in Fall, Sárospatak site, part-time

Subject Code	Subject Name	Type	Number of hours per semester		credit	Evaluation	Fall or Spring Semester	2026/27 Academic year		credit	Subject responsible	Institute	Requirement		Equivalent subject		PSO	
			lecture	seminar				1	2				Code	Name	Code	Name		
								fall semester	spring semester									
Compulsory subjects																		
	Business communication methods	C	5	15	6	pg	fall	6										
	Financial management	C	10	10	6	ex	fall	6										
	Marketing management	C	10	10	6	ex	fall	6										
	Project management	C	5	15	5	pg	fall	5										
	Leadership and team management	C	5	15	6	pg	fall	6										
	Strategic management	C	5	15	6	pg	fall	6										
	Human Resources Management	C	10	10	5	ex	fall	5										
Core elective courses: Business transformation and innovation track								0	15	15								
	Change management & agility	CE	5	15	5	pg	spring		5									
	Problem solving and decision-making	CE	5	15	5	pg	spring		5									
	Digital technologies	CE	5	15	5	pg	spring		5									
Core elective courses: Operational and commercial excellence								0	15	15								
	Purchasing and procurement	CE	5	15	5	pg	spring		5									
	Operation	CE	5	15	5	pg	spring		5									
	Data and analytics	CE	5	15	5	pg	spring		5									
Thesis Work								0	20	20								
	Thesis Work	C			15	a	spring		20									
Total credits								40	35	75								

Remarks

Type: C-compulsory courses, CE-core elective courses, E-elective (optional) courses

The detailed rules related to the admission of the subjects and the completion of the subjects are included in the Study and Examination Regulations!