

RECTOR'S FOREWORD

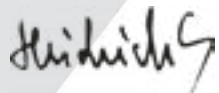
Dear Reader,

We are proud of the achievements of the Budapest Business University (BBU) and here are just a few of the reasons why the BBU is the number one university for providing business education in Hungary. We are not only the market leader in every one of our bachelor's business programmes (Business Administration and Management, Commerce and Marketing, Finance and Accounting, Tourism and Hospitality and Business Information Technology), but also among the top 4 universities for having the highest number of applicants in Hungary. Finally, all three of our Faculties are listed in the top 10 most popular university Faculties in the country. These are just some of the reasons why BBU stands out above the rest.

Our most important goal is to provide our 12,000 students from more than 90 countries with practical knowledge and skills that are transferable to a real-world environment, equipping our students with those key elements expected by both domestic and international labour markets.

When I think of our University, three words come to mind that best embody our work: care, courage and commitment. We care about the welfare of our colleagues, as well as our students. We have created a supportive workplace that ensures professional development for our excellent instructors, researchers and colleagues, while simultaneously inspiring a community spirit. Our community is always developing and I am especially proud of our innovative spirit, the work accomplished and the results, all of which have led to the determination of our strategic direction and decisions made in recent years.

We will boldly continue with our self-evaluation, the development of our organisation and our international accreditations. In this latter regard, the future acquisition of the AACSB (Association to Advance Collegiate Schools of Business) accreditation by one of the most recognised global non-profit quality certification organisations is of particular importance. I am convinced that the professionalism and commitment of the BBU community will continue to move us forward and that the ingenuity and creative power inherent within us will be embodied in a variety of value-generating activities which will become increasingly visible and evident to the outside world.



Prof. Dr. Balázs Heidrich PhD, Rector

