



Titel: **Cadre forge at the Danube**

Duration: **4'07"**

Insert: **Author:** **Karl Harenbrock**
 Camera: **Sebastian Fell**



Text:

A Czech in Budapest. Pavel Cmelik invests in his future.

O Tone Pavel Cmelik

MBA candidate / student

Many educational ideas in the reform countries are still based on the communist ideology and that has to change. The teachers should see things more from a global perspective and they have to learn how to support more the knowledge of languages.

In order to study here, Pavel raised a credit for 7500 dollars which he can hopefully pay back quickly if he finds a good job. Many of his fellow students come from the eastern countries joining the EU. The Canadian top manager Todd Cowan gives a lecture on his company. He builds shopping malls, whole city quarters, in the countries of middle and eastern Europe. In his multinational corporation there is still a demand for qualified university graduates knowing the eastern European markets.

O Tone Todd Cowan

Manager

It's important for us that people solve their problems themselves. It's mainly about organizing the thinking process in a way that complex problems can be solved as quickly and efficiently as possible. To do that you have to coordinate all your skills into one comprehensive package, into one organized thought. That's what this school is teaching.

Typical Anglo-Saxon economic thinking; the curriculum, too, is strictly organized. There is not much time between courses and Pavel likes that. He wants to become an investment banker. The Budapest Business School has an excellent reputation in the new EU countries. Experts like Professor Charles Mayer guarantee a high standard. Today it's about marketing strategies.

O Tone Charles Mayer

Professor for marketing

We work a lot case based. These cases are developed by us for a specific region. We often have experts visiting, everything is focussed on the region. In the future, many of our students will work in the region.



The business school is located in the part of town called Pest and the desired jobs are available in Buda, the exclusive quarter opposite. People wanting a job on the upper floor of a company have to produce an MBA certificate. Students of the current MBA course are confident regarding their future, even if sometimes they make fun of the elitist thinking at the business school.

O Tone Linda Vasilescu

Student

Surely, we will make something out of it, for example becoming executives in an international group of companies. At least, that's what the school is constantly telling us.