



**BUDAPEST UNIVERSITY  
OF ECONOMICS  
AND BUSINESS**

## Blended short-term mobility course 2025

### SOCIAL SUSTAINABILITY & WELLBEING

**24-28 MARCH 2025**

#### Course leader

[DR. JANOS DEBRECENI PHD, ASSOCIATE PROFESSOR PHD](#) - DEPARTMENT OF HOSPITALITY  
and guest speakers from academia and major luxury hotel group

#### Language of the course

English (B2)

#### Credit value

3 ECTS

#### Registration fee

FREE of charge for BUEB partner universities

#### Organizer

BUEB- Department of Hospitality

#### Participating level

BA and MA students - recommended for students studying tourism and hospitality

### COURSE AIMS:

Environmental, Social and Governance (ESG) reporting system had been created for companies and enterprises to take concrete steps towards a less exploitative, much more responsible, and more ethical operation. The course enables students getting to know the ESG reporting system of a large tourism company and help them develop the social standards through the lens of diversity. This 5-days study program offers a unique opportunity to learn from a promising sustainability initiative. The program sets the stage for building relationships, increasing the participants' co-working skills in an international environment.

The Social Sustainability and Wellbeing course is mainly for students studying tourism & hospitality, as they immerse in wellbeing and happiness during an ESG-related fieldwork in Budapest.

### APPLICATION:

[BUEB SHORT-TERM MOBILITY COURSE 2025 REG. LINK](#)



## PROGRAMME OVERVIEW

- Online introductory session will take place mid-March as part of the Blended short-term mobility course.
- Welcome event for all international course participants including BUEB students and Faculty members

### DAY 1. ESG

- Welcome, icebreaking tasks and group formation
- Introduction of ESG standards in general
- Meeting the representatives of a *prestigious European luxury hotel group* as the associated partner
- Introduction of the ESG reports of associated partner
- Identifying rooms to improve the social pillar of associated partner's ESG

### DAY 2. DIVERSITY DAY

- Participants will learn about themselves and their community
- Unusual discovery of the urban environment in Budapest

### DAY 3- SELF DEVELOPMENT DAY

- How to transform individual actions into broader social sustainability

### DAY 4- DESIGN THINKING DAY

- Application of innovative methods to find solutions for corporate challenges
- Peer groups find ways to improve social pillars of associated hotel groups's ESG standards

### DAY 5- PRESENTATION DAY

- Peer group introduce their findings and outcomes to the prestigious European luxury hotel group's representatives

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**APPLY BY  
28 FEBRUARY 2025**

