

MISSION STATEMENT OF BUDAPEST BUSINESS UNIVERSITY

VISION

Budapest Business University stands as a premier and internationally recognized institution of business education in Central Europe.

In alignment with our vision, we are dedicated to:

- Providing learners with knowledge and deep understanding of businesses and society on a global scale that empowers them to succeed and contribute to society in an international environment;
- Encouraging entrepreneurial thinking in learners and aid businesses with research-backed insights, promoting a favorable environment for entrepreneurship and economic growth;
- Cultivating a vibrant academic community that attracts both young and experienced faculty, supporting collaboration, innovation, and professional growth;
- Becoming the top choice for Hungarian businesses seeking involvement in collaborative projects, applied research, and consulting, fostering a mutually beneficial relationship that supports the university's progression and innovation;
- Placing principles of quality, ethics, social responsibility, sustainability, diversity, inclusion, and innovation at the forefront of our learners', faculty's, and staff's mindset, while they actively promote these values by setting exemplary standards.

MISSION

Our mission is to provide inspiring business education that enables learners to address challenges of the future effectively and responsibly.

We fulfil our mission through:

- Providing transformative educational programs that equip our learners with a solid understanding of key business concepts and practices, and prioritize the development of digital literacy, communication and interpersonal skills necessary to succeed in the rapidly evolving business landscape.
- Promoting a culture of continuous improvement in the university community that enables our faculty and staff to excel in research, education, and support services, while fostering diversity and inclusion, enhancing employee well-being and satisfaction, and developing international partnerships and collaborations.
- Establishing and strengthening collaborative partnerships with businesses, alumni, and other stakeholders that enhance the school's impact on society and its reputation as a thought leader in management education and research. Together, our learners, alumni, business partners, and faculty and staff comprise the largest business community in Hungary. At BBU, we see ourselves as the hub of this vibrant community, playing a central role in connecting and empowering these diverse groups. Our aim is to foster a collaborative ecosystem where education, research, and practical application converge, benefiting our stakeholders as well as the broader society.

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VALUES

Our mission and vision are grounded in five core values: Collaboration, Expertise, Commitment, Development, and Trust, shaping the distinctive culture that supports our work and paves the way for our success.

STRATEGIC PILLARS AND GOALS

The strategic plan 'BBU 2027' is founded on three pillars that align with our key stakeholder groups, setting forth eight strategic goals to advance our mission. These pillars encompass an Excellent Learner Experience through Outstanding Degree Programs and Learner Services, a Committed Employee Community achieved via Research Excellence and enhanced Human Resources and Organization, and a focus on Positive Social Impact through Business Partnership and Entrepreneurship Development, as well as Alumni Relations. Additionally, the plan emphasizes horizontal goals of Digitalization and Internationalization to ensure comprehensive growth and progress.