



**BUDAPEST UNIVERSITY  
OF ECONOMICS  
AND BUSINESS**

**Blended short-term mobility course 2026**

**7-11 April 2026**

## **SELL YOURSELF IN ENGLISH: THE LANGUAGE OF PITCHES**

The course will be taught by

**BOGLÁRKA MOKOS BUZÁSNÉ, LANGUAGE TEACHER, TRAINER, COACH**

|                        |  |
|------------------------|--|
| Language of the course | English (B2+)  |
| Credit value           | 3 ECTS   |
| Registration fee       | FREE of charge for BUEB partner universities             |
| Organizer              | BUEB- Centre for Foreign Languages and Language Exams    |
| Venue                  | Zugló Campus – H – 1054, Budapest, Buzogány street 10-12 |
| Participating level    | BA and MA level  |

### **COURSE AIMS:**

- to apply techniques of pitching or effective persuasion for academic and business goals
- to master the creative process of generating, developing and communicating new ideas
- to learn the language of pitching at skill level for different business and career purposes (idea pitching, self-pitching, sales pitching)

**By the end of the course, participants will gain knowledge and practice of:**

- different purposes and types of pitches
- theoretical foundations of pitching
- pitching skills such as efficient starting and closing techniques, persuasive vocabulary and language use
- effective communication such as rapport building, presenting techniques, conscious body language use

### **APPLICATION:**

**[Register here!– BUEB Short-Term Mobility Course 2026](#)**



**APPLY BY  
1 March 2026**



## BUDAPEST UNIVERSITY OF ECONOMICS AND BUSINESS

### PRELIMINARY STRUCTURE OF THE COURSE:

7-11 April 2026

#### Online session:

Online introductory session will be on **31 March from 17.30 to 19.00.**

#### DAY 1: Tuesday, 7th April, 10:10-15:20

- 10.10-11.40: Ice-breaking, course introduction, lead-in to pitches
- 12.00-13.30: Theoretical foundations of pitching, Types of pitches, Personal improvement goal setting
- 13.50-15.20: University student introduction pitch build-up and practice

#### DAY 2: Wednesday, 8th April: 10:10-15:20

- 10.10-11.40: Framework control, focusing on the audience
- 12.00-13.30: Rapport building, Storytelling, emotions in pitching
- 13.50-15.20: Persuasive language, vocabulary and persuasion techniques

#### DAY 3: Thursday 9th April: 10:10-15:20

- 10.10-11.40: Personality and pitcher types
- 12.00-13.30: Visuality and authenticity, Death by deck, professional presentation techniques
- 13.50-15.20: Efficient body language

#### DAY 4: Friday 10th April: 10:10-13:30

- 10.10-11.40: Summary and practice
- 12.00-13.30: Individual or team project work on pitch decks

#### DAY 5: Saturday 11th April: 10:10-11:40

- 10.10-11.40: Individual and team pitch presentations+ evaluation

#### Core topics to be covered during the course include:

- The concept of pitching, theory and practicalities
- Types of pitches, examples and characteristics
- The language and structure of a university student self-introduction pitch
- Framework control, how to grab the audience
- Persuasive language
- Personality/ pitcher types
- Visuality and authenticity to master presentations

#### ASSESSMENT

Course evaluation is based on the following components:

- a live, in-class or online-uploaded individual or team pitch presentation (max. 40 points)
- a hand-in self-reflection essay (max. 10 points)

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