



**BUDAPEST UNIVERSITY
OF ECONOMICS AND
BUSINESS**

Blended short-term mobility course 2026

26-30 October 2026

BASICS OF COACHING

The course will be taught by

JUDIT E. KOVÁCS, PHD DEPARTMENT OF MANAGEMENT AND LEADERSHIP, FACULTY OF MANAGEMENT

Language of the course	English (B2)
Credit value	3 ECTS
Registration fee	FREE of charge for BUEB partner universities
Organizer	Faculty of International Business, Department of Tourism and Hospitality
Venue	to be confirmed
Participating level	BA and MA level (not limited to tourism-related background)
Online component	21 October, 2026 8:20 am - 9:20 am, CEST

COURSE AIMS:

The aim of the Basics of Coaching course is to introduce participants to the fundamental principles, mindset, and practical tools of coaching. The course develops essential coaching communication skills such as active listening, powerful questioning, trust building, assertive communication, and solution focused conversations. Participants will gain an understanding of the coaching process and learn how to apply basic coaching models and techniques in professional and personal contexts through practice-oriented learning.

The course is highly interactive and based on experiential learning methods, including pair work, group discussions, role plays, and reflective exercises.

APPLICATION:

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



**APPLY BY
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LEARNING OUTCOMES

By the end of the course, participants will be able to:

- explain the role of coaching and distinguish it from other assisting professions,
- apply effective questioning techniques to facilitate reflection and self-awareness,
- demonstrate active listening and focused attention during conversations,
- define clear and achievable goals,
- use the IGROW coaching model to structure conversations,
- recognise and understand the role of assertive communication in effective conversations,
- apply basic coaching tools and techniques in different situations.

ASSESSMENT

To successfully complete the course and receive a final grade, the following requirements have to be fulfilled along the Seminars:

- Attending at least 67% of the seminars.
- Creating a Personal Learning Contract (33%) by DAY 2
- Complete a test (33%) on DAY 3
- Submit Reflection paper (34%) at the end of the course, on DAY 5

Point limits:

- Below 60 points Insufficient (1)
- 60-69 points Sufficient (2)
- 70-79 Points Average (3)
- 80-89 points Good (4)
- 90- points (5) Excellent(5)

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PRELIMINARY STRUCTURE OF THE COURSE: 26-30 October 2026

PROPOSED STRUCTURE OF THE COURSE

ONLINE SESSION:

Wednesday 19th October, 2026 8:20-9:20

Introduction to the course topics, to the requirements and to the personal learning contract.

DAY 1: 26th of October, 8:20-11:40

Introduction to the foundations of coaching and its place among other assisting professions. The role of the coach, the core principles of coaching, and the competencies needed to build trust and create a supportive coaching relationship. Special attention is given to the coaching mindset, ethical presence, and the importance of partnership in coaching conversations.

DAY 2: Tuesday 27th of October, 8:20-13:30

The second day focuses on the key communication skills of effective conversations. Participants practice the art of asking powerful questions, active listening, and maintaining focused attention during conversations. Through interactive exercises, they learn how communication can support reflection, self-awareness, and deeper understanding.

DAY 3: Wednesday 28th of October, 8:20-13:30

Goal setting as a central element of the coaching process. Participants learn how to support clients in clarifying objectives and structuring development-focused conversations using the IGROW coaching model. The day combines theoretical input with practical exercises and practice.

DAY 4: Thursday 29th of October, 8:20-11:40

The role of assertive communication in coaching relationships. Participants gain insight into communication styles and practice expressing thoughts and feedback in a clear, respectful, and constructive way.

DAY 5: Friday 30th of October, 8:20-11:40

Selected coaching tools and techniques will be introduced. Participants practice selected coaching tools and reflect on their learning experiences. The day emphasises experiential learning and self-reflection.

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