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**Author**

GÖMBÖS, Ervin

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**Abstract**

This article has three parts. The first part offers a brief international overview of the changes in university systems at the turn of the millennium. It explains why global interest in education is growing. The second part introduces private colleges in Hungary and discusses the results of a survey conducted among the students in the public (state-maintained and -supported) and in four private (including one church-operated) higher education institutions. The third part introduces the International Business School of Budapest and offers a detailed description of its attempts to attract students. Major conclusions are drawn at the end of the article. (HRK / Abstract übernommen)