SUBJECT DATASHEET

Introduction to Case Competiton

BMEGT20MN50

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Introduction to Case Competiton

ID (subject code)	BMEGT20MN50

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	2
Practice	0
Laboratory	0

Type of assessment
term grade

Number of credits
3

Subject Coordinator

Name	*Position*	*Contact details*
Dr. Kalló Noémi	associate professor	kallo.noemi@gtk.bme.hu

Educational organisational unit for the subject
Department of Management and Business Economics

Subject website
https://edu.gtk.bme.hu

Language of the subject
magyar - HU, English - EN

Curricular role of the subject, recommended number of terms

Direct prerequisites

Strong	None
Weak	None
Parallel	None
Exclusion	None

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580251/13/2023 registration number. Valid from: 29.03.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to provide insight and experience to students in case competition. They deepen their ability to provide comprehensive, management-based analysis, and problem-solving. In this way, they not only prepare for successful participation in case competitions, but also acquire the competencies necessary for the preparation of their thesis and their subsequent work (especially in the field of management consulting).

Academic results

Knowledge

1. Deepen the knowledge of principles, rules, connections, and procedures of management and organizational science.
2. Get acquainted with the conditions and methods of the establishment and development of efficient operation.
3. Deepen the knowledge about economic and management activities and their interrelationships.
4. Deepen the knowledge about the theory and methodology required for managing and developing production and service companies.

Skills

1. In the field of management, the student can apply and put into practice the acquired knowledge and can use problem-solving techniques.
2. Able to review production and service processes from technical, economic, human, and other perspectives and to communicate between representatives of each discipline.
3. Able to perform economic decision preparation tasks and decision making.
4. Creativity, flexibility is developed, good communication, argumentation, cooperation, and problem-solving skills are achieved.

Attitude

1. Strives to plan and carry out his tasks at a professionally high level, independently or in working groups.
2. Characterized by continuous learning skills, broad and thorough education, advanced analytical and synthesizing skills, and sensitivity to the environment.
3. Characterized by a strong ethical stance, a critical and self-critical sense.
4. Suitable for cooperation, participation in group work and, after due practice, performing independent leadership tasks.
5. Respects the professional opinions and achievements of others. Characterized by a system-level thinking and approach.

Independence and responsibility

1. Able to solve management and economic tasks independently.
2. Makes decisions carefully and takes responsibility for them, taking into account the expectations of different fields.
3. Characterized by initiative, responsibility, and decision-making ability.

Teaching methodology

Solving case studies in writing and orally.

Materials supporting learning

- Osterwalder, A. és Pigneur, Y. (2012): Üzletimodell-építés. Cser Kiadó.
- Osterwalder, A., Pigneur, Y., Bernarda, G. és Smith, A. (2022): Értékajánlat-tervezés. Cser Kiadó.
- Osterwalder, A. and Pigneur, Y. (2012): Business Model Generation. John Wiley and Sons.
- Osterwalder, A., Pigneur, Y., Bernarda, G., and Smith, A. (2014): Value Proposition Design. John Wiley and Sons.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The performance in the subject is evaluated based on the active classwork and the solution of the assigned tasks, and the final case study.

Performance assessment methods

Classwork, task solution, and case study solution.

Percentage of performance assessments, conducted during the study period, within the rating

- **Classwork**: 20
- **Tasks**: 30
- **Case study**: 50
- **Total**: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

-

Issuing grades

Excellent	94
Very good	85-94
Good	75-84
Satisfactory	65-74
Pass	50-64
Fail	0-49

Retake and late completion

Homework assignments can be retaken by the deadline specified for them.

Coursework required for the completion of the subject

Contact classes	28
Classwork	12
Homework	50
Total	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 13.03.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

The subject introduces the objective and practice of case solving. Develops the knowledge and competencies required for solving cases.

1 Case study introduction.

2 Environmental and strategic analysis.

3 Marketing management and communication.

4 Data collection, data estimation.

5 Economic studies.

6 Executive summary, presentation.

7 Presentation of teams' solutions.

Additional lecturers

Gerse-Krizsa Teréz egyetemi tanársegéd/assistant lecturer krizsa.terez@gtk.bme.hu

Approval and validity of subject requirements