



**SUBJECT DATASHEET**

**STRATEGIC MANAGEMENT**

**BMEGT20MN04**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

STRATEGIC MANAGEMENT

### ID (subject code)

BMEGT20MN04

### Type of subject

Contact lessons

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

### Type of assessment

term grade

### Number of credits

3

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Bognár Ferenc	research fellow	bognar.ferenc@gtk.bme.hu
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### 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; angol - ENG

### 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: 580.059/2/2020 Valid from: 29.01.2020.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

Highlighting the scientific background of strategic management, introducing paradigms, models and tools of strategic management. Arousing students' interest in strategic management based on the last five decades of strategic management's most important and practical result. Expressing doubts for further thinking and introducing methodological knowledge for strategic decision making.

### Academic results

#### Knowledge

1. Familiar with the phylogeny of strategic management.
2. Familiar with the paradigms of strategic management.
3. Familiar with value creation as the basis of strategic goal setting.
4. Familiar with the effects of digitization on strategic thinking.
5. Familiar with the most important methods of strategic decision making.

#### Skills

1. Students can apply the theoretical and practical knowledge in practice.
2. Students can doubt, thinking in alternatives and integrating knowledge.

#### Attitude

1. Students recognize the uncertainty of future while refuse drift and intentionality.
2. Student can apply those methodologies which have the biggest chance for the successful strategic decision.

#### Independence and responsibility

1. Students can write study on evaluation of a certain company's strategy and strategic decisions.
2. Students can apply other management tools as well.

### Teaching methodology

Lectures. Guest practicing lecturer can be involved as well.

### Materials supporting learning

- Mészáros Tamás: Stratégiai menedzsment (letölthető oktatási segédlet)
- Tari Ernő: Miért a Graphisoft – az oktatási segédlet része.
- Cser Linda: A Graphi-story folytatódik – az oktatási segédlet része.
- Mintzberg, H. – Ahlstrand, B. Lampel, J. (2005): Stratégiai Szafari, Útbaigazítás a stratégiai menedzsmentben. HVG könyvek. Budapest. 1., valamint 12. fejezet.
- Evans, P. (2000): Strategy, the End of the Endgame. Journal of Business Strategy Nov-Dec. 12-18.
- Porter, M. (2001): Strategy and the Internet. Harvard Business Review March. 63-79.
- Porter, M-Heppelmann, E. (2014): How Smart Connected Products Are Transforming Competition. Harvard Business Review 92 (11) 64-88.
- Lapersonne, A. – Sanghavi, N. De Mattos C. (2015): Hybrid Strategy, Ambidexterity and Environment: Toward an Integrated Typology, Universal Journal of Management 3 (12) 497-508.
- Selected chapters of the followings:
- Mintzberg, H. – Lampel J. – Quinn J. B. – Goshal S. (2003): The Strategy Process – Concepts, Contexts, Cases. Pearson, Harlow
- Hubbard, R. B. (2008): Strategic management. Pearson, Frenchs Forest
- Barney, J. B. – Hesterly W. S. (2010): Strategic Management and Competitive Advantage. Pearson, Upper Saddle River
- Capon, C. (2009): Understanding the business environment. Pearson, Harlow
- Other given materials, power point slides.

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

Semester ends with mid-term mark.

#### Performance assessment methods

A. Detailed description of assessments during the term: - Students have to write and present a case study during the semester.

Submission

and deadlines are presented by the lecturer in the beginning of the semester. On the 10th week a 60 minutes mid-term exam is taken by the students based on the discussed topics.

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

- Esettanulmány értékelés: 40%
- Zárthelyi dolgozat: 60%

#### Percentage of exam elements within the rating

#### Conditions for obtaining a signature, validity of the signature

On time case study submission and writing the mid-term exam.

#### Issuing grades

Excellent	95-100
Very good	89-94
Good	76-88
Satisfactory	63-75
Pass	50-62
Fail	0-49

#### Retake and late completion

Based on the Code of Studies on the 14th week.

#### Coursework required for the completion of the subject

participation in contact hours	$12 \times 2 = 24$
preparation for contact hours	$12 \times 1 = 12$
preparation for the midterm test	30
development of case study	24
total	90

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by Emma Lógó, PhD, Vice Dean for Education. Date: 20 Jan 2020

Valid from spring semester 2019/20

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

The learning outcomes of 2.2 can be achieved by studying the following areas and topics

- 1 Basic definitions, Strategic schools, evolution of planning.
- 2 Evolution of strategic management, paradigms and critics.
- 3 Strategic value creation, goal setting
- 4 Driving forces of strategy creation – special focus on technology – and effects on competitive strategies.
- 5 Strategy creation process and supporting tools

### Additional lecturers

Dr. Mészáros Tamás egyetemi tanár [tamas.meszaros@uni-corvinus.hu](mailto:tamas.meszaros@uni-corvinus.hu)

### Approval and validity of subject requirements

Part I-III of the Subject Form is to be approved by the Head of Department of Management and Business Economics named under 1.8.