



SUBJECT DATASHEET

Analyses of Competitiveness

BMEGT30M553

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Analyses of Competitiveness

ID (subject code)

BMEGT30M553

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	15
Practice	15
Laboratory	0

Type of assessment

exam grade

Number of credits

5

Subject Coordinator

Name *Position* *Contact details*

Dr. Dobos Imre professor dobos.imre@gtk.bme.hu

Educational organisational unit for the subject

Department of Economics

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Master of Regional and Environmental Economic Studies**

Subject Role: **Compulsory**

Recommended semester: **2**

Direct prerequisites

Strong Mikroökonómia, Nemzetközi gazdaságtan – Microeconomics, International Economics

Weak Makroökonómia, Stratégiai menedzsment – Macroeconomics, Strategic Management

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580884/8/2023 registration number. Valid from: 29.11.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

Students learn the basic concepts and problems of competition theory, market structures, forms of competition, barriers to entry and basic strategies in dealing with competitors. The lecture deals with the problems associated with the development of an appropriate institutional framework, such as competition law, its interpretation and enforcement, and the role of competition policy as an important element of economic policy. Particular attention is paid to the trade-offs that arise in the context of economic policy instruments aimed at "competitiveness". The aim is to provide the student with the most important elements necessary for an adequate analysis of competitiveness. This is partly achieved in the form of case studies relating both to the European Union and to the specific problems of digitalisation.

Academic results

Knowledge

1. basic tools of competitiveness analysis
2. Understanding the role of competition policy for an economic policy aimed at competitiveness.
3. Knowledge of the importance of digitalisation for competition, competitiveness and economic policy.

Skills

1. Ability to identify and understand important competitiveness problems in manufacturing.
2. Ability to analyse some corporate strategies of competitiveness.
3. Ability to plan, organize, and conduct self-study.

Attitude

1. Co-operation with the instructor and fellow students.
2. You expand your knowledge through continuous knowledge.
3. Even in decision-making situations requiring a complex approach, it is able to make decisions with full consideration and consideration of aspects.

Independence and responsibility

1. openness to criticism,
2. In the course of performing its professional tasks, it also cooperates with practitioners of other fields.
3. systemic approach.

Teaching methodology

Case study based, emphasis on presentations.

Materials supporting learning

- Davidson, Paul / Kauffmann, Céline / Liedekerke, Marie-Gabrielle de: How do laws and regulations affect competitiveness: The role for regulatory impact assessment. OECD Regulatory Policy Working Papers 15. 2021.
- Ernst, Ricardo / Haar Jerry: Globalization, Competitiveness, and Governability. The Three Disruptive Forces of Business in the 21st Century. Cham 2019.
- Ferreira, João J. M. / Teixeira, Sérgio J. / Rammal, Hussain G. (Eds): Technological Innovation and International Competitiveness for Business Growth. Challenges and Opportunities. Cham 2021.
- Palotai, Dániel / Virág, Barnabás: Versenyképesség és növekedés. Budapest 2016.
- Rapkin, David P. / Avery, William P. (Eds): National Competitiveness in a Global Economy. London 1995.
- Tiwari, Rajnish / Buse, Stephan (Eds.): Managing Innovation in a Global and Digital World. Meeting Societal Challenges and Enhancing Competitiveness. Wiesbaden 2020.
- Ullberg, Eskil / Edvinsson, Leif / Lin, Carol Yeh-Yun (Eds.): Intangible Asset Gap in Global Competitiveness Mapping and Responding to the New Economy. Cham 2021.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Assessment of the learning outcomes are based on class activity and an end-term exam performance.

Performance assessment methods

A. Detailed description of assessments during the mid-term: class activity B. Detailed description of assessments during the end-term: end-term exam

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

Percentage of exam elements within the rating

- written exam: 100
- összesen: 100

Conditions for obtaining a signature, validity of the signature

Submission of presentation, both in PPT and essay form.

Issuing grades

Excellent	90
Very good	85–90
Good	70–84
Satisfactory	55–69
Pass	40–54
Fail	0–39

Retake and late completion

The written examination may be replaced or corrected in accordance with the provisions of the current Study and Examination Regulations,
with the payment of the fees prescribed in the Remuneration and Allowance Regulations.

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	56
félévközi készülés a gyakorlatokra (seminars)	26
Az órahoz kapcsolódó kiegészítő tananyag olvasása (reading)	34
felkészülés a teljesítményértékelésre (preparing for assessments)	34
összesen	150

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 06.11.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Bevezetés Versenyelméleti alapok A versenypolitika szerepe a gazdaságpolitika elemeként A versenytől a versenyképességig: piac és állam I. A versenytől a versenyképességig: piac és állam II A verseny védelme - a versenyképesség támogatása Verseny és/vagy versenyképesség? Versenyképesség és digitalizáció Az európai perspektíva A fejlődő országok és a feltörekvő piacok perspektívája Esettanulmányok Összefoglalás, a kutatás és a hallgatók nyitott kérdései, kapcsolódási pontok a közgazdasági kutatás más területeivel

- 1 Bevezetés
- 2 Versenyelméleti alapok
- 3 A versenypolitika szerepe a gazdaságpolitika elemeként
- 4 A versenytől a versenyképességig: piac és állam I.
- 5 A versenytől a versenyképességig: piac és állam II
- 6 A verseny védelme - a versenyképesség támogatása
- 7 Verseny és/vagy versenyképesség?
- 8 Versenyképesség és digitalizáció
- 9 Az európai perspektíva
- 10 A fejlődő országok és a feltörekvő piacok perspektívája
- 11 Esettanulmányok
- 12 Összefoglalás, a kutatás és a hallgatók nyitott kérdései, kapcsolódási pontok a közgazdasági kutatás más területeivel

Additional lecturers

Approval and validity of subject requirements