



# **SUBJECT DATASHEET**

**Case competition**

**BMEGT20MN51**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Case competition

### ID (subject code)

BMEGT20MN51

### 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> |
|-----------------|---------------------|------------------------|
| 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: 580439/11/2024 registration number. Valid from: 29.05.2024.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim of the course is to provide in-depth and additional experience for students who already have experience 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. (2010): 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 4 case study solutions. The exact number of case studies will be given at the beginning of the semester.

### Performance assessment methods

Solving the case studies and presenting the solution in the specified manner. To pass the course, maximum one of the tasks can be

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

- Case study solution: 100
- Total: 100

### Percentage of exam elements within the rating

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

-

### Issuing grades

|              |       |
|--------------|-------|
| Excellent    | 95    |
| Very good    | 85-94 |
| Good         | 75-84 |
| Satisfactory | 65-74 |
| Pass         | 50-64 |
| Fail         | 0-49  |

### Retake and late completion

One of the case study solutions can be replaced by doubling the points given to the last task. This also means an opportunity for

### Coursework required for the completion of the subject

|                       |    |
|-----------------------|----|
| Contact classes       | 28 |
| Individual/group work | 62 |
| Total                 | 90 |

### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 06.05.2024.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

In addition to solving practical cases in special management areas, the subject develops the competencies necessary for case solving; expands and deepens the experience gained in practical case solving.

- 1 Development of the knowledge and competencies necessary for solving cases (e.g. management tools, management methodologies, team work, writing skills, presentation).
- 2 Review of (4-5) cases responding to current management challenges and prepare for the individual/team solution.
- 3 Presentation of the solutions (4-5 times).
- 4 Collective evaluation and discussion of student teams' solutions (4-5 times).

### Additional lecturers

### Approval and validity of subject requirements