



**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>
Dr. Kovács Stefan	assistant professor	kovacs.stefan@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; angol - ENG

**Curricular role of the subject, recommended number of terms**

Programme: **MSc in Engineering Management**  
Subject Role: **Compulsory elective**  
Recommended semester: **0**

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Programme: **MSc in Management and Leadership**  
Subject Role: **Compulsory elective**  
Recommended semester: **0**

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**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: 5881478/13/2024 registration number. Valid from: 11.12.2024.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim is to present the scientific background, concepts and technical tools of strategic management. To shed light on the complex nature of organizational strategy and to recommend a system of tools for managing the opportunities and challenges inherent in complexity. To present the modern trends of strategic management and the interpretation possibilities of the Strategy 4.0 concept. The focus is on arousing the students' interest in cultivating the subject area within the framework of doctoral research. The course aims to prepare the students to apply individually what they have learned in practice.

### Academic results

#### Knowledge

1. Familiar with the basic terms and concepts of strategic management.
2. Familiar with the possible ways and tools of formal strategy creation.
3. Familiar with the role of complexity in strategy selection.
4. Familiar with the most important methods of strategic decision-making.
5. Familiar with the relationship between organizational culture and strategy.
6. Familiar with the main elements of the Strategy 4.0 concept.

#### Skills

1. Students can apply theoretical and practical knowledge in practice.
2. Students can doubt, thinking in alternatives and integrating knowledge.
3. It is able to model the complexity inherent in strategy selection.
4. Students can identify organizational culture.
5. Students can think along the Strategy 4.0 concept.

#### 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.
3. 3. Students delve into the international literature on strategic management.

#### Independence and responsibility

1. Students can create a formal strategic plan.
2. Students independently apply methodologies for identifying and changing organizational culture.

### Teaching methodology

Lectures, individual and group work.

### Materials supporting learning

- A kurzus írásos anyagai és az esettanulmányok elérhetők a Moodle rendszerben.
- Ajánlott olvasmányok / Recommended reading:
- Sciencedirect, Wiley, Emerald, SAGE, Springer, Routhledge stb./etc.
- 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
- Balaton Károly, Hortoványi Lilla (2018): Stratégiai és üzleti tervezés. Akadémiai Kiadó

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

Semester ends with mid-term mark. At least 50% must be achieved from the strategic plan and from the mid-term exam as well.

#### Performance assessment methods

A. Detailed description of assessments during the term: A mid-term test is taken by the students based on the discussed topics. Students have to write and present a strategic plan during the semester. Details, submissions and deadlines are presented by the lecturer at the beginning of the semester.

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

- Strategic plan and presentation: 50
- Mid-term: 50
- Total: 100

#### Percentage of exam elements within the rating

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

#### Issuing grades

Excellent	95
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, retake or make-up test can be written. Additional submission of the strategic plan is possible a maximum of 3 working days after the submission deadline announced at the beginning of the year. Presentation cannot be retaken or make up.

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

participation in contact hours	28
preparation for contact hours	8
preparation for the midterm test	24
development of case study	30
total	90

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 04.11.2024.

# 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, Schools of strategic management, Concept of strategic management.
- 2 The strategy creation process and supporting tools.
- 3 Complexity in strategy selection.
- 4 Conceptual details of Strategy 4.0.
- 5 The significance of organizational culture.
- 6 The connection between the Competing Values Framework and strategy formation.

### Additional lecturers

### Approval and validity of subject requirements