



SUBJECT DATASHEET

Intensive seminar

BMEGTDHM901

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Intensive seminar

ID (subject code)

BMEGTDHM901

Type of subject

contact-hour study unit

Course types and lessons

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

Type of assessment

signature

Number of credits

2

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Koltai Tamás	university professor	koltai.tamas@gtk.bme.hu

Educational organisational unit for the subject

Dean's Office

Subject website

<https://intenziv-kurzus.gtk.bme.hu/2024>

Language of the subject

HU-ENG

Curricular role of the subject, recommended number of terms

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

Programme: **Master of Business Administration**
Subject Role: **Compulsory elective**
Recommended semester: **0**

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: 581478/13/2024 registration number. Valid from: 2024.12.11.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

To develop students' skills to identify operational and strategic problems in the field of organisational operation and management in producer, service provider and public administration organisations, to choose the right solution methods and to analyse the economic impact of the outcomes. This is achieved by presenting the experiences of practising business leaders, analysing real cases and developing the skills needed for decision-making through lectures and training sessions with the involvement of national and international contributors.

Academic results

Knowledge

1. Know the methods for identifying complex decision-making problems.
2. Know the methods for evaluating the economic impacts of complex decision-making problems.
3. Know the methods for identifying the organisational and human resource implications of implementing management decisions.
4. Know the characteristics of the process from problem identification through decision-making to successful implementation.

Skills

1. Verbal and analytical formulation of problems related to business and public administration processes, synthesised comparison of basic theoretical and practical points of view, presentation of rational arguments, i.e. formulating and defending opinions in debates in the different levels of communication related to operation.
2. Planning the solution process for business problems and following the path from problem identification to solution.
3. Confident use of the relevant basic concepts of the management profession, the specialised language of the profession and the related terminology.
4. Use of the appropriate communication in different corporate decision-making situations.

Attitude

1. Seeking ethical, responsible and sustainable solutions to complex decision-making problems. (ERS)
2. Consciously advocating the methods used in their own profession and accepting the different methodological specificities of other disciplines.
3. Striving to make decisions by listening to the opinions of the people under their management and, where possible, in cooperation with them.
4. Having a comprehensive systems approach to successfully solve complex decision-making problems.

Independence and responsibility

1. When becoming a team-member at work, they are able to carry out and manage complex tasks according to the professional expectations of the team.
2. Being independent, constructive and assertive in the various forms of cooperation within and outside the institution.

Teaching methodology

Lectures; presentation and critical evaluation of practical business cases; practical skills training (workshop)

Materials supporting learning

- Az előadások és workshopok speciálisan erre az alkalomra készült feldolgozandó szemléltető anyagai, amennyiben az oktató épít rá a foglalkozás során, előzetesen elérhetők a moodle rendszerben, amennyiben nem aktivitás alapú az óra akkor pedig utólag kerülnek fel a moodle rendszerbe –
- When used by the lecturer in the lessons, the specifically prepared demonstration materials of the lectures and workshops will be available in advance in moodle, if the lesson is not activity-based they are uploaded to moodle afterwards

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Attendance of minimum one workshop, which is a 2x90-minute lesson, is mandatory. In addition to the compulsory workshop, participation in six 90-minute lessons is a prerequisite for the completion of the Intensive Seminar Programme. The lessons are individually chosen by the students based on their own interests. For example, it is possible to attend a workshop on all three days, subject to availability, which – in addition to the compulsory 1 workshop – involves four 90-minute study units. In addition, two more lectures must also be selected. Individual programmes can be compiled also by attending 6 lectures in addition to the compulsory workshop. Students can also choose the compulsory workshop they wish to attend

Performance assessment methods

Active participation in the lessons. The signature required for completion is given if the student has verifiably participated in the lessons and has completed the assessment questionnaire for the lessons in the electronic system.

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

- level assessment 1 (quiz) : 50
- formative assessment (active participation) : 50

Percentage of exam elements within the rating

- inclusion of mid-term results : 100

Conditions for obtaining a signature, validity of the signature

Students will receive the signature if they have verifiably participated in the lessons and have completed the assessment questionnaire for the lessons in the electronic system.

Issuing grades

Excellent	99
Very good	0
Good	0
Satisfactory	0
Pass	0
Fail	0

Retake and late completion

The subject is completed by obtaining the signature, so retake is not relevant. Due to the specific nature of the subject, a KTB application must be submitted in order to ensure that a late completion is possible, taking into account the specific aspects of the given course. Late completion options: a subject developing transversal skills or other on-the-job training, possibly in the form of work experience or student mobility, a professionally relevant learning opportunity.

Coursework required for the completion of the subject

active participation in lessons 5

Approval and validity of subject requirements

Jóváhagyta a Gazdaság- és Társadalomtudományi Kar Kari Tanácsa (2024.12.11.) az 581478/13/2024 iktatószámon hozott határozatával, amely érvényes 2024.12.11.-től.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Varies depending on the current year. Additional lecturers: Depending on the current year, there will be lecturers from abroad and from home, industry partners and alumni participants, as well as BME GTK's lecturers-researchers. The current list of lecturers is available from the start of the subject registration period: <https://intenziv-kurzus.gtk.bme.hu>

1 Lecture topics: <https://intenziv-kurzus.gtk.bme.hu>

Additional lecturers

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