SUBJECT DATASHEET

BUSINESS ENVIRONMENT

BMEGT20A009

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
BUSINESS ENVIRONMENT

ID (subject code)	BMEGT20A009

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	2
Practice	0
Laboratory	0

Type of assessment
exam grade

Number of credits
3

Subject Coordinator

Name	*Position*	*Contact details*
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

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: 581015/11/2025 registration number. Valid from: 2025.11.26.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

To define the business environment precisely is neccessary and rational criterion for successful business planning and implementing. The aim of this course is to present starting points to understand the diversity of the business environment, to master the methodologies used in international practice to explore the business environment, and to understand the basic concepts and system of strategic planning.

Academic results

Knowledge

1. Know the basic conceptual framework of business strategy and the essence of strategic planning.
2. Know the typical expectations of stakeholders of business processes.
3. Understand all the important models and methods of analysing the business environment.
4. Have an overview of the received results of analysing the business environment and understand their application possibilities and perspectives to transformate them to a strategic level.

Skills

1. Are able to learn independently.
2. Have the ability to follow and understand the literature of the business environment.
3. In their professional vocabulary, they confidently use the vocabulary of the business environment during oral and written communication.
4. Are able to take part professionally in analysing the business environment.

Attitude

1. Cooperate with their professors and the other students to expand their knowledge.
2. Expand theirknowledge by constantly acquiring knowledge.
3. Strive to follow and use the changes of analysing methods of the business environment.
4. Strive to analyse the environment thorougly and systematically.

Independence and responsibility

1. Are able to perform exact analysing tasks in accordance with the professional expectations of a professional work community.
2. Perform their analysing work with the independence and responsibility appropriate to their place in the organizational structure.
3. Cooperate with their colleagues during teamwork during finding solutions and solving tasks.
4. Apply systematically approaching for environment-analysis.

Teaching methodology

Lectures, analysing exercises, written and oral communication, using IT devices and techincs, group-work tasks, work-organization techniques.

Materials supporting learning

- Capon, C. (2009): Understanding the Business Enviroment, Pearson, Harlow
- Worthington, I., Britton, C. (2009): The Business Enviroment. Sixth Edition. Pearson, Harlow
- Hamilton, L., Webster, P. (2015): The International Business Environment. Third Edition. Oxford University Press, Oxford

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Obtaining a signature is subject to the minimum level of the aggregate results of the two midterms to be written during the semester, as well as the timely submission of group assignments to be completed during the semester, presentations and the minimum level of give-in
tasks. A grade can be obtained from the subject on the basis of a written examination taken during the examination period.

Performance assessment methods

A. Detailed description of the performance evaluations carried out during the term: The midterm is done in writing. A total of 20 points can be obtained based on the two midterms, each midterm is worth 10-10 points. 20 points can be obtained with the group task and presentation. Oral and detailed written information on the details of the group assignment will be given during the first lecture. The condition for getting the signature is to obtain a minimum of 10 points from the group task to be submitted, and a total of at least 10 points from the two midterms. A grade can be obtained during the semester on the conditions of which are announced by the lecturer at the beginning of the semester. Detailed description of the performance evaluation carried out during the exam period: The exam is done is writing, on which a total of 10 points can be obtained.

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

- **1st midterm**: 25
- **2nd midterm**: 25
- **Group work and presentation**: 50
- **Total**: 100

Percentage of exam elements within the rating

- **Written exam (/obtained grade)**: 100
- **Total**: 100

Conditions for obtaining a signature, validity of the signature

The condition for getting the signature is to obtain a minimum of 10 points from the group task to be submitted, and a total of at least 10 points from the two midterms.

Issuing grades

Excellent	95
Very good	87-94
Good	75-86
Satisfactory	63-74
Pass	50-62
Fail	0-49

Retake and late completion

Both midterms can be replaced / repaired. In case of retake/make-up, the result achieved on the retake/make-up midterm counts. It is possible to give in the group assignment no later than three calendar days before the start of the student presentations. The presentations
cannot be replaced. The make-up and retake of the midterms are in accordance with the actual Code of Studies.

Coursework required for the completion of the subject

participation in contact hours	28
preparation of group work and presentation	24
preparation in the exam	38
total	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 10.11.2025.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

To achieve the learning outcomes set out in section 2.2, the course consists of the following areas and topics.

1 The concept of the business environment and its connections to the concepts of value, vision, and mission.
2 The relationship of the business environment with strategic planning.
3 Exploring the business environment as a group work.
4 Methods suitable for identifying the position in the business environment.
5 PESTEL analysis and SWOT analysis.
6 Practical application of resource analysis and stakeholder analysis.
7 The business canvas and its application possibilities through a case study.
8 The macro-level dimension of the business environment, macroeconomics.
9 The micro-level dimension of the business environment, the operation and market behavior of enterprises.

Additional lecturers

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Approval and validity of subject requirements