



# **SUBJECT DATASHEET**

**Strategic Management**

**BMEGT20BX4U005-00**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Strategic Management

### ID (subject code)

BMEGT20BX4U005-00

### Type of subject

Contact hours

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	1
Practice	1
Laboratory	0

### Type of assessment

term grade

### Number of credits

3

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Kovács Stefan	assistant professor	kovacs.stefan@gtk.bme.hu
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### Educational organisational unit for the subject

Department of Management and Business Economics

### Subject website

[edu.gtk.bme.hu](http://edu.gtk.bme.hu)

### Language of the subject

magyar - HU, english - ENG

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

#### Direct prerequisites

*Strong* Nincs

*Weak* Nincs

*Parallel* Nincs

*Exclusion* Nincs

### Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580501/3/2025 registration number. Valid from: 2025.07.10.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim of the course is to help students understand the importance of strategic management in achieving long-term business success and competitiveness. The course also seeks to develop strategic thinking, promote a systems-oriented perspective, and raise awareness of the strategic impact of internal and external environmental factors. Furthermore, it encourages critical analysis and responsible decision-making in complex business situations.

### Academic results

#### Knowledge

1. Understands the historical development of strategic management.
2. Is familiar with the paradigms of strategic management and their evolution.
3. Understands value creation as the foundational basis for strategic goal setting.
4. Acquires knowledge about the impact of digitalization on strategic thinking and practical applications.
5. Learns the key methods of strategic decision-making.

#### Skills

1. Is able to apply the acquired theoretical and methodological knowledge in practice.
2. Is capable of critical thinking, considering alternatives, and integrating knowledge.

#### Attitude

1. Acknowledges the highly limited predictability of the future while rejecting drift and lack of intention.
2. Applies the management tool and technique that offers the greatest chance of making a successful strategic decision, in the most appropriate form.

#### Independence and responsibility

1. Independently prepares a study evaluating the strategic decisions of a specific company.
2. Independently applies other management tools.

### Teaching methodology

Lectures, written and oral communication, use of IT tools and techniques, optional individual and group assignments, and work organization techniques.

### Materials supporting learning

- Kovács Stefan: Stratégiai menedzsment (oktatási segédanyag). Előadások ppt slidejai.
- 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

The assessment of the learning outcomes set out in point 2.2 is based on two midterms.

#### Performance assessment methods

A. Detailed description of assessments during the term: The two midterms can be scored up to a maximum of 100 (60-40) points. The minimum requirement is to score 50 points from the two midterms together. 2. Partial performance assessment (active participation): Students can receive a maximum of 10 points for class participation and activity, which will be added to the result after reaching 50% (from midterms).

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

- 1st midterm: 60
- 2nd midterm: 40
- Partial performance assessment: 10
- 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

According to the Code of Studies. The active participation cannot be made-up, repeated. One of the two midterms may be retaken. Active participation is only added to the final grade if at least 50% of both midterms has been completed.

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

participation at classes	28
preparation for classes	28
preparation for assessment	14
working on the case study	20
total	90

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 07.07.2024.

# 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 Introduction to strategic management
- 2 Development and basic concepts of strategic thinking
- 3 Vision, mission and strategic objectives
- 4 External environmental analysis (PESTEL, STEEP, Porter's Five Forces)
- 5 Internal environmental analysis (resources, capabilities, IFE matrix)
- 6 SWOT analysis and tools for strategic fit
- 7 Strategy creation: corporate, business and functional strategies
- 8 Competitive strategies: cost management, differentiation, focus
- 9 Growth and diversification strategies
- 10 Quantitative strategic tools (SPACE matrix, BCG, GE/McKinsey, QSPM)
- 11 Strategic choice and decision support
- 12 Strategy implementation: organizational structure, culture, change management
- 13 The role of strategy evaluation and control (KPIs, performance management)
- 14 The impact of digitalization and technological changes on strategic management
- 15 Case studies and practical group work

### Additional lecturers

### Approval and validity of subject requirements