SUBJECT DATASHEET

Category management

BMEGT20VVV1001-00

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Category management

ID (subject code)	BMEGT20VVV1001-00

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	2
Practice	2
Laboratory	0

Type of assessment
exam grade

Number of credits
5

Subject Coordinator

Name	*Position*	*Contact details*
Kelemen Tamás	seniour lecturer	kelemen.tamas@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 - 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: 581015/11/2025 registration number. Valid from: 2025.11.26.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

As part of the course, students become familiar with the fundamentals and current issues of category management. They gain an overview of the processes applied in various procurement categories and the basic methods supporting their implementation.

Academic results

Knowledge

1. Knows and understands the various aspects of corporate category management and the business and technical processes influencing category strategy.
2. Knows the key directions in the field of category management, their conceptual framework and methodological foundations.
3. Knows the internal structure of category strategy and the methods and procedures for planning and analysis of strategic processes and systems.
4. Knows the techniques suitable for category management and individual supplier performance evaluation.

Skills

1. Able to formulate category management objectives that support corporate competitiveness.
2. Able to effectively coordinate category strategy expectations and performance with other corporate functions.
3. Able to focus, direct, and prioritize corporate category strategy processes.
4. Able to define company-specific tools for more effective category management.
5. Able to conduct market research that defines category management and to formulate and analyze an independent problem based on it.

Attitude

1. Committed to quality work.
2. Open and receptive to category management opportunities and new findings from practice, as well as changes in the socio-economic-legal environment affecting the field.

Independence and responsibility

1. When solving professional tasks, he/she independently selects and applies relevant category management problem-solving methods.
2. He/she joins research and development and project groups - in cooperation with the members of the groups - and mobilizes his/her acquired knowledge, practical experience, abilities and skills.
3. He/she represents, adheres to and enforces the ethical standards of the organization, and initiates their further development if necessary.

Teaching methodology

Lectures, practices, case studies.

Materials supporting learning

- Reed, K.B. (2020) Strategic management. Virginia Tech Publishing.
- Pandit, K., Marmanis, H. (2008) Spend Analysis: The Window into Strategic Sourcing. 1st Edition. J. Ross Publishing.
- Elyashevich, I., Sergeev, V., Dybskaya, V., Ivanova, A. (2024) Category management for the operational resource procurement. Journal of Innovation & Knowledge, 9(3), 100507. https://doi.org/10.1016/j.jik.2024.100507
- Hübner, A.H., Kuhn, H. (2012) Retail category management: State-of-the-art review of quantitative research and software applications in assortment and shelf space management. Omega, 40(2), 199-209. https://doi.org/10.1016/j.omega.2011.05.008

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The learning outcomes stated in point 2.2 are evaluated through assessments during the term and the exam period.

Performance assessment methods

A. Detailed description of performance assessments during the term: There will be 3 tasks to be completed in teams during the semester,
with a maximum of 3*10=30 points (each team member receives the score achieved by the team). B. Detailed description of performance
assessments during the exam period: A maximum of 70 points can be obtained during the exam. Points earned during the study period will
only be added to the result after reaching a minimum of 50% of the exam score. A total of 100 points can be collected during the term and the exam period.

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

- **Teamwork**: 100
- **Total**: 100

Percentage of exam elements within the rating

- **Teamwork**: 30
- **Exam**: 70
- **Total**: 100

Conditions for obtaining a signature, validity of the signature

The condition for obtaining the signature is active, personal participation in solving at least 1 of the 3 team tasks.

Issuing grades

Excellent	95
Very good	88-94
Good	75-87
Satisfactory	63-74
Pass	50-62
Fail	0-49

Retake and late completion

Midterm teamwork cannot be replaced or improved. The exam can be corrected or replaced in accordance with the Code of Studies

Coursework required for the completion of the subject

Részvétel a kontaktórákon	56
Csapatfeladatra való felkészülés	36
Vizsga	2
Vizsga(felkészülés)	56
Összesen	150

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

In order to achieve the learning outcomes stated in point 2.2., the subject consists of the following thematic blocks. These thematic elements are scheduled in the syllabi of the courses announced in each semester according to the calendar and other conditions.

1 Presourcing activities
2 Strategic sourcing
3 Supplier relationship management
4 Cost and value management
5 Change management
6 Supplier performance management
7 Negotiation technics
8 Legal and contract management
9 Finance essentials
10 Sustainability

Additional lecturers

Approval and validity of subject requirements