



SUBJECT DATASHEET

ORGANIZATIONAL AND INSTITUTIONAL COMMUNICATION

BMEGT43M115

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

ORGANIZATIONAL AND INSTITUTIONAL COMMUNICATION

ID (subject code)

BMEGT43M115

Type of subject

class

Course types and lessons

<i>Type</i>	<i>Lessons</i>	<u>Type of assessment</u>
Lecture	4	term mark
Practice	0	<u>Number of credits</u>
Laboratory	0	5

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Educational organisational unit for the subject

Department of Sociology and Communication

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Communication and Media Studies Master's Programme - Digital media specialisation (from 2018)**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Communication and Media Studies Master's Programme - Cultural industries specialisation (from 2018)**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Communication and Media Studies Master's Programme - Communication design specialisation (from 2018)**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Communication and media science Master's Programme - Cultural spaces specialisation (from 2016)**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Communication and Media Studies Master's Programme - Visual communication specialisation (from 2018)**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Communication and media science Master's Programme - Digital media specialisation (from 2016)**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Communication and media science Master's Programme - Communication design specialisation (from 2016)**

Subject Role: **Compulsory**

Recommended semester: **3**

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: 580251/13/2023 registration number. Valid

from: 29.03.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

With the spread of digital network culture, the use of smart devices requires some kind of technological knowledge in two senses. On the one hand, the everyday use of increasingly smart devices requires practical knowledge, which corresponds to 'know how' type knowledge. On the other hand, there is also a need for knowledge about technologies (in the sense of 'knowing what'), with which we can interpret present and future techno-cultural changes with greater certainty. The subject presents the most important components of the digital transformation and analyzes the technological changes behind them. In parallel with the historical overview of technology, students can learn about some important technologies (regular expression grammar, editorial system, databases and SQL language, data visualization techniques).

Academic results

Knowledge

1. Solid knowledge of conceptualization for studying communication and media phenomena.

Skills

1. Ability to recognize social and communication problems, and to choose appropriate solutions
2. Ability to make judgements in practical tasks, ability to make independent decisions.

Attitude

1. Presence from social science egocentrism in other disciplinary fields

Independence and responsibility

1. Independence.

Teaching methodology

Lectures

Materials supporting learning

- Tankönyvek, jegyzetek, letölthető anyagok – Books, notes, downloadable materials
- Jeffrey E. F. Friedl, Reguláris kifejezések mesterfokon. Kossuth, 2004
- John L. Viescas, Michael J. Hernandez. SQL-lekérdezések földi halandóknak. Kiskapu, 2009
- Rab Árpád (szerk). Csomópontok. 2017
- Syi, Egyben az egész. Typotex, 2007.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése: 1) Az órákon való részvétel a TVSZ-ben rögzített elvárások szerint. 2) A félév során kiosztott, csoportos gyakorlati feladatban vállalt munka elvégzése. A félév során kiosztott csoportos munkában vállalt részfeladat minősége, az elvállalt szerepen belül elvégzett munka nagysága és minősége. Az aktív órai részvétel mellett számít a tartalmas szerepvállalás, az elvégzett munka minősége és mennyisége.

Performance assessment methods

Szorgalmi időszakban végzett teljesítményértékelések részletes leírása: 1. Részteljesítmény-értékelés: A félév során kiosztott csoportos munkában vállalt részfeladat minősége, az elvállalt szerepen belül elvégzett munka nagysága és minősége. Az aktív órai részvétel mellett számít a tartalmas szerepvállalás, az elvégzett munka minősége és mennyisége

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

- partial assessment: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	100
Very good	80-95
Good	70-79
Satisfactory	60-69
Pass	50-59
Fail	49

Retake and late completion

Retakes and make-ups are regulated by the University's Code on Education and Examination.

Coursework required for the completion of the subject

classes	56
prep. for classes	15
prep. for assessment	30
homeworks	30
reading	19
total	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Additional lecturers

Bátorfy Attila

Approval and validity of subject requirements