



TANTÁRGYI ADATLAP SUBJECT DATASHEET

MANAGEMENT AND BUSINESS ECONOMICS

BMEGT20A001

I. COURSE DESCRIPTION

1. SUBJECT DATA

Course name

MANAGEMENT AND BUSINESS ECONOMICS

Course code

BMEGT20A001

Course type kontaktórási tanegység

Kurzustípusok és óraszámok

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

Course leader

<u>Name</u>	<u>Position</u>	<u>Email address</u>
Dr. Kalló Noémi	associate professor	kallo.noemi@gtk.bme.hu

Organizational unit for the subject

Department of Management and Business Economics

Subject website

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

Language of teaching

magyar és angol; HU and ENG

Curriculum role of the subject, recommended semester

Programme: **Kommunikáció és médiatudomány alapszak - kötelező tárgyak 2018-tól**

Subject Role: **Kötelező**

Recommended semester: **4**

Pre-requisites

strong none

weak none

paralell none

exclusive none

1.13 A tantárgyleírás érvényessége / Validity of the Subject Description

Approved by the Faculty Board of Economic and Social Science (29.01.2020) with the 13th decision on the 580/059/2/2020 registration number that is valid from 29.01.2020.

Approved by the Faculty Board of Economic and Social Science (29.01.2020) with the 13th decision on the 580/059/2/2020 registration number that is valid from 29.01.2020.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the subject is to introduce students the principles of the work and operation of organizations and management. In the course, we briefly present the most important sub-fields and current problems of business and management. The course deals in detail with the basics of strategic management, general management, quality management, production and service management, and business economics.

Learning outcomes

Knowledge

Ability

Attitude

Autonomy and responsibility

Methodology of teaching

Lectures, computational exercises, optional exercises individually or in teamwork

Materials supporting learning

-

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The assessment of the learning outcomes formulated in point 2.2 takes place in the form of four midterm tests, written performance measurements (partial performance assessment) and optional partial performance assessment (being active).

Performance evaluation methods

Performance assessment: the part of the curriculum on which the assessment is based is determined by the lecturer, the available working

time is 20-25 minutes. There is no minimum score to be achieved for each performance evaluation. Optional partial performance assessment:

the method of completion, the amount of the scores that can be obtained are determined by the lecturer. In each section, the sum of the summative academic performance assessment and the partial performance assessment may not exceed 25% of the maximum assessment of the subject.

Proportion of performance evaluations performed during the diligence period in the rating

- 1st performance assessment/1st partial performance assessment (being active): 25
- 2nd performance assessment 2nd partial performance assessment (being active): 25
- 3rd performance assessment 3rd partial performance assessment (being active): 25
- 4th performance assessment 4th partial performance assessment (being active): 25

Proportion of examination elements in the rating

- :

The condition for obtaining the signature, validity of the signature

?

Grading

Excellent	90
Very good	81
Good	69
Satisfactory	56
Pass	50
Fail	0

Correction and retake

There is no individual minimum requirement for each midterm, but it is possible to retake them individually at the dates announced at the beginning of the semester. A maximum of two midterms can be retaken and improved, and applications must be made in advance for

these occasions. Due to its nature, active participation cannot be retaken, improved, or otherwise replaced. Up to two of the four midterms may be replaced or improved free of charge at the date announced at the beginning of the semester. In case of make-up, the new result is taken into account. There is no other retake option than the above mentioned ones.

Study work required to complete the course

részvétel a kontakt tanórákon	56
félévközi készülés a gyakorlatokra	0
felkészülés a teljesítményértékelésekre	64
házi feladat elkészítése	0
kijelölt írásos tananyag önálló elsajátítása	0
vizsgafelkészülés	0

Approval and validity of subject requirements

Consulted with the Faculty Students Representative Committee on 20.01.2020 by Emma Lógó, PhD, Vice Dean for Education, approved from 20.01.2020.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics discussed during the semester

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

- 1 ömlesztett
- 2 2. asd

Lecturers participating in teaching

- 1 o o

Approval and validity of subject requirements

Part III of the Subject Form is to be approved by the Head of Department of Management and Business Economics named under 1.8.