



## **SUBJECT DATASHEET**

### **MANAGEMENT AND BUSINESS ECONOMICS**

**BMEGT20A001**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

MANAGEMENT AND BUSINESS ECONOMICS

ID (subject code) BMEGT20A001

### Type of subject

kontaktórás tanegység

### Course types and lessons

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

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Kalló Noémi	associate professor	kallo.noemi@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 és angol; HU and ENG

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

Programme: **Communication and media studies Bachelor's Programme compulsory subjects from 2018**

Subject Role: **Compulsory**

Recommended semester: **4**

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### Direct prerequisites

**Strong** none

**Weak** none

**Parallel** none

**Exclusion** none

### 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.

## 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.

### Academic results

Knowledge

Skills

Attitude

Independence and responsibility

### Teaching methodology

Lectures, computational exercises, optional exercises individually or in teamwork

### Materials supporting learning

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# 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 assessment 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.

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

### Percentage of exam elements within the rating

### Conditions for obtaining a signature, validity of the signature

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### Issuing grades

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

### Retake and late completion

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.

### Coursework required for the completion of the subject

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 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 ömlesztett

2 2. asd

### Additional lecturers

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### 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.