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

Type	*Lessons*
Lecture	4
Practice	0
Laboratory	0

Type of assessment
term grade

Number of credits
4

Subject Coordinator

Name	*Position*	*Contact details*
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**

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 mana-gement. In the course, we briefly present the most important sub-fields and current problems of business and mana-gement. The course deals in detail with the basics of strategic management, general management, quality manage-ment, production and service management, and business economics.

Academic results

Knowledge

Skills

Attitude

Independence and responsibility

Teaching methodology

Lectures, computional 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 perfor-mance 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 availa-ble 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 deter-mined by the lecturer. In each section, the sum of the summative academic performance assessment and the partial perfor-mance 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 an-nounced 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 se-mester. 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.