



**SUBJECT DATASHEET**

**MANAGEMENT AND BUSINESS ECONOMICS**

**BMEGT20A003**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

MANAGEMENT AND BUSINESS ECONOMICS

### ID (subject code)

BMEGT20A003

### Type of subject

contact lessons

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

### Type of assessment

term grade

### Number of credits

2

### Subject Coordinator

*Name*                      *Position*    *Contact details*

Dr. Nemeslaki András professor nemeslaki.andras@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

### 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: 580251/13/2023 registration number. Valid from: 29.03.2023.

## 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

1. Know all the important elements of the social science concept set, understands the connections that form the basis of the interpretation of society and organizational operation.
2. Have an overview of the normative systems and operating practices of the social spheres belonging to the field, ie the institutions such as the economy, the market and the companies.
3. Have confident methodological knowledge in various areas of management, understand the possibilities and perspectives of methodological innovation.

#### Skills

1. Are able to synthesize the basic theories and concepts of social communication, to formulate rational arguments, ie to form an opinion and defend one's opinion during debates in different fields of communication.
2. In their professional vocabulary, they confidently use the vocabulary of the management profession, the basic scientific concepts of the profession, and the elements of the special vocabulary based on them.

#### Attitude

1. Accept that cultural phenomena are historically and socially defined and variable.
2. Accept the Hungarian and European religious and social, historical and actual diversity and represent these values.
3. Are open to all forms of professional innovation, accepts, but not without thinking, the theoretical, practical and methodological innovations.
4. Are open to critical self-assessment, various forms of professional training, self-developing methods of intellectual worldview and strive for self-development in these areas.
5. Consciously represent the methods with which they work in their own profession and accept the different methodological features of other disciplines.

#### Independence and responsibility

1. Are able to perform and manage complex tasks in accordance with the professional expectations of the professional work community.
2. Organize their work and the tasks of the staff under them with the independence and responsibility appropriate to their position in the organizational structure.
3. Are independent, constructive and assertive in forms of cooperation inside and outside the institution.

### Teaching methodology

Lectures, computational exercises, exercises individually or in teamwork

### Materials supporting learning

- Kövesi J. (szerk.): Menedzsment és vállalkozásgazdaságtan, Üzleti tudományi ismeretek, Typotex, 2015 – kijelölt fejezetek
- MVT szerzői munkaközösség: Marketing – Fókuszban a termék, Typotex, 2017 – kijelölt fejezetek
- Egyéb, az oktatók által kiadott oktatási segédletek (letölthető: az MVT oktatási oldaláról)

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

The learning outcomes stated in 2.2 are evaluated on the basis of a midterm and active classroom work (and participation).

#### Performance assessment methods

A. Detailed description of the performance evaluations carried out during the term: 1. Midterm, the topic and structure of which is determined by the lecturer. 2. Optional partial performance evaluation (class work and active participation): optional performance evaluation, the methodology is determined by the lecturer. 100% can be obtained without the optional partial performance evaluation, only by writing the midterm.

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

- Zárthelyi dolgozat (+fakultatív részteljesítményértékelés): 100
- Összesen: 100

#### Percentage of exam elements within the rating

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

#### Issuing grades

Excellent	90
Very good	81–90
Good	69–80
Satisfactory	56–68
Pass	50–55
Fail	0–49

#### Retake and late completion

1) The retake and make-up midterm is organized according to the Code of Studies. 2) The practical tasks and active presence cannot be retaken or made-up due to their nature.

#### Coursework required for the completion of the subject

részvétel a kontakt tanórákon	28
felkészülés a teljesítményértékelésekre	32
összesen	60

#### Approval and validity of subject requirements

# 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 two of the following areas and topics.

- 1 Strategic management: organizational environment and its levels and principles, methods and their application in connection
- 2 Management: resources and processes of organizations, management functions and roles, teamwork, communication in organizations, management systems, product and its life-cycle
- 3 Quality management: evolution steps, basics of the ISO 9001 and the quality management systems, TQM, continuous improvement
- 4 Operation and service management: basic principles of the operation of these systems, tools of manufacturing (project management, inventory, capacity, cost), tools of capacity planning and calculation

### Additional lecturers

Dr. Surman Vivien	egyetemi adjunktus	surman.vivien@gtk.bme.hu
Dr. Molnár Bálint	egyetemi adjunktus	molnar.balint@bme.hu
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### Approval and validity of subject requirements