



SUBJECT DATASHEET

MANAGEMENT AND MARKETING

BMEGT20MN47

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

MANAGEMENT AND MARKETING

ID (subject code)

BMEGT20MN47

Type of subject

Contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	4
Practice	0
Laboratory	0

Type of assessment

term grade

Number of credits

5

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Szabó Tibor	assistant professor	szabo.tibor@gtk.bme.hu
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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; angol - ENG

Curricular role of the subject, recommended number of terms

Programme: **Management and Leadership MSc (in English) from 2019/20/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

Programme: **Master's programme in Management and Leadership from 2019/20/Term 1 (Autumn term start)**

Subject Role: **Compulsory**

Recommended semester: **1**

Programme: **Master's programme in Management and Leadership from 2020/21/Term 2 (Spring term start)**

Subject Role: **Compulsory**

Recommended semester: **2**

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 (29.05.2019) with the 9th decision on the 580.448/2/2019 registration number that is valid from 09.09.2019.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to give the participants an introduction to the fields of management and marketing, to understand their basic concepts, and to find out the specifics and possibilities of combining these two areas within the organization. The subject would like to provide better understanding of the features of management functions, the characteristics, rules and life cycle of organizations, with the specificities of these factors. Another goal is to understand the essence of the information available to marketers, to provide guidance on the processing and analysis of data available from consumers and the business market. Students will also gain insight into market segmentation, positioning and analysis of market competitors, combining management tools with the key features of corporate marketing strategy. During the discussion of the topics we refer to the applicable management and marketing methods based on their impact on the organization's efficiency.

Academic results

Knowledge

1. are familiar with all the key elements of the concept of business administration and management, and understand the relationships between them.
2. have the ability to overview the interactions of the functional units of the organization, their operational practices, especially in the field of marketing.
3. have confident methodological knowledge in different areas of management and marketing, understanding the application possibilities and combinations of the learned methodologies.

Skills

1. are able to compare the basic theories and concepts related to the management functions with the related marketing concepts, to elaborate rational arguments, and also to form and to defend their opinion in the different stages of management and marketing communication.
2. are able to recognize the connection between different processes in the field of marketing and management, and to select and design commonly usable methodologies.
3. use professional phrases of management, the terminology of the management and marketing fields, and the phrases of the professional vocabulary.

Attitude

1. accept that organizational features are historically and socially defined and constantly variable.
2. accept the historical and contemporary diversity of the Hungarian and European management and marketing tools and undertake to the represented values.
3. are open to all forms of professional innovation, inclusive, but not without reflection, to theoretical, practical and methodological innovations in both marketing and management fields.
4. consciously represent the methods used in their own profession and accept the different methodological features of other disciplines.

Independence and responsibility

1. being in a professional working community are capable of performing, designing, organizing and managing complex tasks in accordance with the professional requirements.
2. organize their work with appropriate autonomy and responsibility in their own organizational structure.
3. are self-contained, constructive and assertive in forms of collaboration within and also out of the organization (especially in marketing and management fields).

Teaching methodology

Lectures, optional self and group work, presentations.

Materials supporting learning

- Kötelező irodalom a tantárgyhoz készített jegyzet, a tanuláshoz felhasználható az előadásokon bemutatott slide show. (<http://www.mvt.bme.hu/oktatas>)
- Compulsory literature is the written material designed for the course, and the slideshows. ([Http://www.mvt.bme.hu/oktatas](http://www.mvt.bme.hu/oktatas))

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The course has midterm examination, and for the assessment of knowledge, two midterms (50 points each) are written which contain topics with the same difficulty.

Performance assessment methods

Detailed description of assessments during the term: Each midterm consists of two parts. The first part is about the concepts and basic knowledge of the given topic. Typically, this may consist of multiple choice tests, short-answer questions and tasks, and true/false questions, figure supplementations. The second part of the midterm aims to assess more complex understanding of the topic through essays or short case studies, problem solving tasks, or calculations. 30-60 minutes are available for writing a midterm. There are no minimum scores for the individual exams. The condition of course completion is to achieve at least 51 scores of the total sum. During the academic semester it is possible to receive extra scores which will be automatically counted in case of reaching the minimum requirement of 50 scores.

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

- 1. partial performance evaluation (active participation): 50%
- 2. partial performance evaluation (active participation): 50%

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	90
Very good	90
Good	77–89
Satisfactory	64–76
Pass	50–63
Fail	elégtelen (1) ● Fail [F] 50% alatt

Retake and late completion

1) The date of retaking or making up midterms is: Week 14. 2) One of the midterm exams can be retaken or made up at the end of the semester. 3) Always the last achieved result is counted, even in case of grade deterioration. 4) The rewrite opportunity is considered only for students who have achieved at least a „Pass [E]” grade based on the result of the original midterms. 5) Please take into consideration that there is no other option to obtain the grade except for the midterms and their retake occasions at specified times.

Coursework required for the completion of the subject

participation in contact lessons	12x4=48
preparing for the midterms	51x2=102
total	150

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by Emma Lógó, PhD, Vice Dean for Education

Date:.....

Valid from 09 09 2019.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Subject includes the topics detailed in the course syllabus to ensure learning outcomes listed under 2.2. can be achieved. Timing of the topics may be affected by calendar or other circumstances in each semester.

- 1 Introduction, basic concepts of management
- 2 Specifics of Planning
- 3 Sub-functions of Organizing
- 4 Organizational structure, life cycle models
- 5 Controlling function, decision-making capability I.
- 6 Controlling function, decision-making capability II.
- 7 Introduction to Marketing Management
- 8 Analysing Marketing Information
- 9 Consumer Markets and Consumer Buying Behaviour
- 10 Business Markets and Business Buyer Behaviour
- 11 Marketing Strategy, Competitive Strategies
- 12 Segmentation, Targeting, Positioning, 4 Ps

Additional lecturers

Dr. Bernschütz Mária	egyetemi adjunktus, (assistant professor)	bernschutz.maria@gtk.bme.hu
Dr. Bognár Ferenc	tudományos munkatárs, (research fellow)	bognar.ferenc@gtk.bme.hu
Dr. Szalkai Zsuzsanna	egyetemi docens, (associate professor)	szalkai.zsuzsanna@gtk.bme.hu
Dóra Tímea Beatrice	egyetemi tanársegéd, (assistant lecturer)	dora.timea@gtk.bme.hu

Approval and validity of subject requirements

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