SUBJECT DATASHEET

Analyses of Competitiveness

BMEGT30M212

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Analyses of Competitiveness

ID (subject code) BMEGT30M212

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	4
Practice	0
Laboratory	0

Type of assessment
exam grade

Number of credits
5

Subject Coordinator

Name	*Position*	*Contact details*
Dr. Dobos Imre	professor	dobos.imre@gtk.bme.hu

Educational organisational unit for the subject
Department of 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: **Regional and Environmental Economic Studies MSc (in English) from 2019/20/Term 1**
Subject Role: **Compulsory**
Recommended semester: **4**

Programme: **Regional and Environmental Economics from 2016/17/Term 1, SPRING start**
Subject Role: **Compulsory**
Recommended semester: **3**

Direct prerequisites

Strong	Mikroökonómia, Nemzetközi gazdaságtan - Microeconomics, International Economics
Weak	Makroökonómia, Stratégiai menedzsment - Macroeconomics, Strategic Management
Parallel	None
Exclusion	None

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580005/7/2022. Valid from: 26.01.2022.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

Based on theoretical insights and sectoral case studies, students will be able to use analytical toolkits to assess competitiveness strategies in diverse industries.

Academic results

Knowledge

1. basic tools of competitiveness analysis
2. industry-specific competitiveness strategies

Skills

1. to identify and understand important competitiveness problems in manufacturing
2. to analyse some corporate strategies of competitiveness
3. .

Attitude

1. co-operation with the instructor and fellow students
2. .
3. .

Independence and responsibility

1. openness to criticism,
2. systemic approach.
3. .

Teaching methodology

Case study based, emphasis on presentations.

Materials supporting learning

- Török Ádám (2008): Export competitiveness and the catch-up process in Hungary (1996-2001): a comparative analysis with some reflections on trade theory. Competitiveness Review. An International Business Journal. Vol. 18. No.1-2. 2008. 131-153.
- Török Ádám (1999): Verseny a versenyképességért. Bevezetés a mikroszféra-kezelés gazdaságpolitikájába az Európai Unióban és Magyarországon, Budapest, 1999.
- Török, Ádám – Csuka, Gyöngyi (2011): Gátfutás ólomcsizmában. Szabályozási és versenyképes-ségi feltételek a magyar gazdaságban. Megjelent: Muraközy, László (szerk.): 20 év múlva. Vissza a jövőbe. Akadémiai Kiadó, Budapest. 185-219.
- Török, Ádám – Csuka, Gyöngyi (2014): Magyarország a nemzetközi innovációs versenyben az EU-csatlakozás után. Közgazdasági Szemle, LXI. évf. (2014) április. 509-526.
- Chikán Attila, Czakó Erzsébet (2009): Versenyképesség vállalati nézőpontból. In: Chikán Attila, Czakó Erzsébet (szerk.), Versenyben a világgal. Vállalataink versenyképessége az új évezred küszöbén. Buda-pest: Akadémiai Kiadó, 2009. pp. 35-95., (ISBN:9789630586825)
- Chikán Attila, Czakó Erzsébet (2009) (szerk.): Versenyben a világgal. Vállalataink versenyképessége az új évezred küszöbén, Budapest: Akadémiai Kiadó, 2009. 401 p., (ISBN:9789630586825)
- Hara, Takuji (2003): Innovation in the Pharmaceutical Industry. Edward Elgar, 2003. F.M.Scherer (1996): Industry Structure, Strategy and Public Policy, New York: HarperCollins.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Assessment of the learning outcomes are based on class activity and an end-term exam performance. Grades can be proposed based on quality
of presentation, prior to exam.

Performance assessment methods

A. Detailed description of assesments during the mid-term: 1. See above. B. Detailed description of assessments during the end-term: 1. See above.

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

- **1st mid-term test/class activity**: 50%
- **2nd mid-term test/presentation**: 50%
- **3rd mid-term test/exam**: 50%
- **total**: 100%*

Percentage of exam elements within the rating

- **oral exam**: 50%
- **mid-term tests**: 50%
- **total**: 100%

Conditions for obtaining a signature, validity of the signature

Submission of presentation, both in PPT and essay form.

Issuing grades

Excellent	90
Very good	85–90
Good	70–84
Satisfactory	55–69
Pass	40–54
Fail	40

Retake and late completion

The oral examination may be replaced or corrected in accordance with the provisions of the current Study and Examination Regulations,
with the payment of the fees prescribed in the Remuneration and Allowance Regulations.

Coursework required for the completion of the subject

class participation	14×4=56
preparing for assessments	26
preparing for presentation	34
preparing for exam	34
total	150

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 10.01.2022.

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. Theoretical foundations of competitiveness analysis.
2	Distortions of competition. SCP, Sosnick criteria, Antitrust Paradox.
3	Aircraft industry.
4	Pharma industry 1. Main characteristics, special market structures.
5	Pharma industry 2. IPRs and related strategies. Generics.
6	Pharma industry 3. R+D and innovation. International rules of product development, standards vs strategies.
7	Pharma industry 4. Pricing and financing. Competitive positions of the industry in Hungary.
8	Automotive industry 1. The first competitiveness strategies.
9	-
10	Automotive industry 2. The „economies of scale” based strategy.
11	Automotive industry 3. The „platform strategy”.
12	Automotive industry 4. Case studies (GM, Kia/Hyundai, Eastern Europe). Challenges of the 21th century.
13	Presentations.

Additional lecturers

Approval and validity of subject requirements