



## **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

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

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Programme: **Regional and Environmental Economics from 2016/17/Term 1, SPRING start**

Subject Role: **Compulsory**

Recommended semester: **3**

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### 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 assessments 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