



**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

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

### Type of assessment

term grade

### Number of credits

4

### 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; angol - 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**

---

Programme: **BSc in Civil Engineering**

Subject Role: **Compulsory**

Recommended semester: **1**

---

Programme: **BSc in Mechanical Engineering**

Subject Role: **Compulsory**

Recommended semester: **1**

---

Programme: **Electrical Engineering, B.Sc.**

Subject Role: **Compulsory**

Recommended semester: **1**

---

Programme: **BSc in Chemical Engineering**

Subject Role: **Compulsory**

Recommended semester: **2**

---

Programme: **BSc in Biochemical Engineering**

Subject Role: **Compulsory**

Recommended semester: **2**

---

Programme: **BSc in Environmental Engineering**

Subject Role: **Compulsory**

Recommended semester: **2**

---

Programme: **Computer Engineering, B.Sc.**

Subject Role: **Compulsory**

Recommended semester: **2**

---

Programme: **Bachelor of Profession in Computer Science**

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, Decree No: 580427/8/2022. Valid from: 29.06.2022.

## 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.
6. Organize their work and the tasks of the staff under them with the independence and responsibility appropriate to their position in the organizational structure.
7. Are independent, constructive and assertive in forms of cooperation inside and outside the institution.

#### Independence and responsibility

1. Are able to perform and manage complex tasks in accordance with the professional expectations of the professional work community.

### Teaching methodology

Lectures, computational exercises, optional exercises individually or in teamwork.

### Materials supporting learning

- Tankönyvek, jegyzetek, letölthető anyagok – Books, notes, downloadable materials
- 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 assessment of the learning outcomes formulated in point 2.2 takes place in the form of two midterm tests, written performance 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 available working time is 25-30 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 determined by the lecturer. In each section, the sum of the summative academic performance assessment and the partial performance assessment may not exceed 50% of the maximum assessment of the subject.

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

- 1. összegző tanulmányi teljesítményértékelés +1. részteljesítmény-értékelés (aktív részvétel): 50
- 2. összegző tanulmányi teljesítményértékelés +2. részteljesítmény-értékelés (aktív részvétel): 50
- összesen: 100

### Percentage of exam elements within the rating

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

-

### Issuing grades

Excellent	91
Very good	81-90
Good	69-80
Satisfactory	56-68
Pass	50-55
Fail	0-49

### Retake and late completion

There is no individual minimum requirement for each midterm, but it is possible to retake them individually at the dates announced at the beginning of the semester. Both 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. In case of make-up, the new result is taken into account. Writing the midterm again is a make-up option if the student achieved before at least the pass grade. There is no other retake option than the above mentioned ones.

### Coursework required for the completion of the subject

részvétel a kontakt tanórákon	56
felkészülés a teljesítményértékelésekre	64
összesen	120

### 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 the following areas and topics.

- 1 Strategic management: organizational environment and its levels and principles, methods and their application in connection  
Management: resources and processes of organizations, management functions and roles, teamwork, communication in organizations, management systems, product and its life-cycle  
Quality management: evolution steps, basics of the ISO 9000 and the quality management systems, TQM, continuous improvement  
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

Erdei János	mesteroktató	erdei.janos@gtk.bme.hu
Dr. Szabó Tibor	egyetemi adjunktus	szabo.tibor@gtk.bme.hu
Kovács Stefán	mesteroktató	kovacs.stefan@gtk.bme.hu
Iványi Tamás	egyetemi tanársegéd	ivanyi.tamas@gtk.bme.hu
Dr. Surman Vivien	egyetemi adjunktus	surman.vivien@gtk.bme.hu

### Approval and validity of subject requirements