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

Type	*Lessons*
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 mana-gement. 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 manage-ment, 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 ar-guments, 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 va-lues.
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 intellec-tual 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, computional 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

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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 connectionManagement: resouces and processes of organizations, management functions and roles, teamwork, communication in organizations, management systems, product and its life-cycleQuality management: evolution steps, basics of the ISO 9000 and the quality management systems, TQM, continuous improvementOperation 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

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Approval and validity of subject requirements