

SUBJECT DATASHEET

Management and Business Economics

BMEGT20A402

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I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Course tymes and lessens

Subject name

Management and Business Economics

ID (subject code) BMEGT20A402

Type of subject

contact lessons

Course types and lessons		<u>Type of</u>
Type	Lessons	assessment
Lecture	2	term grade
Practice	0	Number of
Laboratory	0	<u>credits</u>
•		3

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

Direct prerequisites

StrongNoneWeakNoneParallelNoneExclusionNone

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580251/13/2023 registration number. Valid from: 29.03.2023.

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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 mana-gement. 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 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.

Independence and responsibility

- 1. Are able to perform and manage complex tasks in accordance with the professional expectations of the professi-onal work community.
- 2. Organize their work and the tasks of the staff under them with the independence and responsibility appropriate to their position in the organizational structure.
- 3. Are independent, constructive and assertive in forms of cooperation inside and outside the institution.

Teaching methodology

Lectures, computional exercises, optional exercises individually or in teamwork

Materials supporting learning

- 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 a midterm test, written performance measurements

(partial performance assessment) and optional partial performance assessment (being active).

Performance assessment methods

Detailed description of the performance evaluations carried out during the term: 1. Performance assessment: the part of the curriculum on which the assessment is based is determined by the lecturers. 2. Optional partial performance assessment: the method of completion, the amount of the scores that can be obtained are determined by the lecturer. 100% can be obtained without the optional partial performance

evaluation, by only by writing the midterm.

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

- Zárthelvi dolgozat (+fakultatív részteljesítményértékelés): 100
- összesen: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

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

Retake and late completion

1) The replacement and make-up of the midterm is carried out in accordance with the TVSZ. 2) Due to their nature, it is not possible to replace or improve class assignments and active participation.

Coursework required for the completion of the subject

részvétel a kontakt tanórákon 28 felkészülés a teljesítményértékelésekre 62 összesen 90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 13.03.2023.

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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 two of the following areas and topics.

- 1 Strategic management: organizational environment and its levels and principles, methods and their application in connection
- 2 Management: resouces and processes of organizations, management functions and roles, teamwork, communication in organizations, management systems, product and its life-cycle
- 3 Quality management: evolution steps, basics of the ISO 9000 and the quality management systems, TQM, continuous improvement
- 4 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

Dr. Benedek Petra	egyetemi adjunktus	benedek.petra@gtk.bme.hu
Dr. Molnár Bálint	egyetemi adjunktus	molnar.balint@bme.hu
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Approval and validity of subject requirements

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