

Institute of Cyberphysical Systems			Mintatanterv szerinti 4. félév 2024-25/2.												
Course:	Code	Credit:	Óraszám												
				ea	tgy	lab									
Business and Project Management	NBXVP1EBNF	4	nappali heti	0	4	0									
Course Leader: Anikó Almási PhD			senior lecturer												
Oktató(k):															
Method of calculation		mid-year grade													
Teaching notes															
Educational objectives:	<p>The aim of the course is to introduce students to the complex system of business development and project management. By completing the course, participants will acquire basic economics and business knowledge, as well as micro and macro-economic, financial, innovation and management skills, primarily from a corporate perspective.</p> <p>We deal with different budget, market, project, organisational and competitive issues of companies of different sizes. We also cover the legal background (taxation, labour law, etc.) so that students have up-to-date knowledge whether they are thinking of starting a start-up or working as an employee in a multinational company.</p>														
Themes:	<p>The course takes a practical approach to the business-oriented topics of business development and project management. The assessment of the external and internal environment, business plan, resource planning are essential tasks for students both as business leaders and project managers.</p> <p>During the semester, group exercises simulate real business situations.</p>														

Structure of Semester	
Weeks	Topics
1.	Starting a business: strategy and management
2.	External factors: PESTEL Project task group selection deadline
3.	SBU / Business Plan / Process management
4.	External factors: environment / Industry / Competitors
5.	Consultation
6.	Group presentation + Test
7.	Internal factors: portfolio, resources
8.	Core competence, Innovation
9.	Change management / Pekka Makkonen
10.	Rector's break
11.	Consultation
12.	Rector's break
13.	Group presentation + Test
14.	Summary
Requirements	

Conditions for achieving a mid-year grade/qualification:	2 group assignments and 2 tests minimum 50% pass
Tasks	
Week	Topic
5-6	Group task 1 (30) / Test (20)
11-13	Group task 2 (30) / Test (20)
Method of evaluation	
<p>Method of assesment: mid-term performance assesment, individual test + group performance assesment with project tasks.</p> <p>End of the semester grade calculated from the sum of continuous performance: 100%</p>	
Method of Substitution	
Method of Substitutuion	The group assignment can be substituted only with individual permission and by special agreement at the start of the semester. It is obligatory to indicate this at the beginning of the semester and to agree on the substitution! Supplementary assignments: in week 14 or once during the examination period.
Exam	
Exam grade	
Grade:	
0% - 59%:	fail (1)
60% - 69%:	pass (2)
70% - 79%:	satisfactory (3)
80% - 89%:	good (4)
90% - 100%:	excellent (5)
Theoretical Background	
Compulsory readings	Uploaded to Moodle after the lessons
Suggested readings:	Uploaded to Moodle after the lessons