

Cyber-physical Systems Institute			Semester 1. of the curriculum 2026-27-1			
Name of the subject:	Code of the subject:	Credits:	Weekly hours:			
				lec	sem	lab
Project Management and Business Development	NKXPM1EMNF	5	full-time weekly	2	2	0
Responsible person for the subject: Anikó ALMÁSI PhD			Classification: Senior Lecturer			
Subject lecturer(s): Anikó ALMÁSI PhD						
Prerequisites:						
Way of the assessment: mid-term grade						
Course description						
Goal:	<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>					
Course description:	<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>					

Lecture schedule	
Education week	Topic
1.	Starting a business: strategy and management
2.	SBU / Business Plan / Process management Project task group selection deadline
3.	External factors: PESTEL
4.	External factors: Industry / Competitors
5.	Consultation
6.	Group presentation
7.	Test + Internal factors: portfolio, resources
8.	Break
9.	Innovation and core competence
10.	Consultation
11.	Rector's break
12.	Rector's break
13.	Group presentation
14.	Summary, Test
Mid-term requirements	

Conditions for obtaining a mid-term grade/signature	Participation at the lessons is mandatory. Students who missed more than 30% of the lessons can't have grade. A successful test and project task is mandatory to acquire grade.													
Assessment schedule														
Education week	Topic													
5-6	Group task 1 (30) / Test (20)													
12-13	Group task 2 (30) / Test (20)													
Method used to calculate the <i>mid-term grade</i> (to be filled out only for subjects with mid-term grades)														
Test results and group project tasks need to exceed 51%. There is no exam: end of the semester grade calculated from the sum of continuous performance: Group task (30+30) + Tests (20+20) = 100%														
Type of the replacement														
Type of the replacement of written test/mid-term grade/signature	<p>In the case if the mid-term test does not reach 50%, the student can replace the test in the form of re-take test in the 14th week. Replacement of the mid-term mark: once in the first 10 working days of the examination period.</p> <p>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</p>													
Type of the exam (to be filled out only for subjects with exams)														
-														
Calculation of the exam mark (to be filled only for subjects with exams)														
-														
Final grade calculation methods:														
The final grade will be calculated using the following scale:														
	<table border="1"> <thead> <tr> <th>Achieved result</th> <th>Grade</th> </tr> </thead> <tbody> <tr> <td>87% - 100%</td> <td>excellent (5)</td> </tr> <tr> <td>75% - 86%</td> <td>good (4)</td> </tr> <tr> <td>64% - 74%</td> <td>satisfactory (3)</td> </tr> <tr> <td>51% - 63%</td> <td>pass (2)</td> </tr> <tr> <td>0 - 50 %</td> <td>failed (1)</td> </tr> </tbody> </table>	Achieved result	Grade	87% - 100%	excellent (5)	75% - 86%	good (4)	64% - 74%	satisfactory (3)	51% - 63%	pass (2)	0 - 50 %	failed (1)	
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References														
Obligatory:	Uploaded to Moodle after the lessons													
Recommended:	Uploaded to Moodle after the lessons													
Other references:														