



Syllabus

Term: 2025/26/2 **Subject name:** Business Case Studies **Subject code:** B19GMK14E

Unit (Unit code) Department of Management Science (KMI)

Lecturer responsible for the course: Dr. SOMOGYVÁRI Márta

Requirement: Exam

Classes per week : 2/2/0/0

Classes per term:

Purpose of education:

This module aims to examine decision alternatives in a strategically important business situation. The course is based on business cases where students have the possibility to explore real business situations, assess the impact of politics and society on critical managerial decisions and elaborate alternative decisions, then estimate the risks and enforceability of these decisions from the company point of view. This course aims to provide a nuanced understanding of strategy and management decisions in a business context.

This module also assists students in developing professional and entrepreneurial skills such as creativity, analysis of ill-structured problems, logical reasoning, problem-solving teamwork.

Contents:

What is Strategy. Introduction

Strategy Process. Mission Vision

External Environment 01 Social, Technological

External Environment 02 Economical, Environmental

External Environment 03 Political, Legal, Ethical

Industry Environment: 5 forces, Competitive Space

Internal Environment: VRIO, value chain,



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Contents:

Business Level Strategy, Business Model approach

Break

Corporate Level Strategy

Simulation Cup

Strategy Control: Balance Scorecard, KPIs

International and global strategy, supply chain bottlenecks

Innovation

System of examining and valuation:

Class activity	10%
Presentation or essay(individual)	20% (essay 15%)
Simulation Cup	10%
Semester paper	30%
Final exam	30%

Bibliography:



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Bibliography:

Fred R. David, Francis Forest R. David: Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 16/E. 2017 Pearson

W. Chan Kim, Rénee Mauborgne: Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant HBSP.2015

Michael A. Hitt (Author), R. Duane Ireland (Author), Robert E. Hoskisson: Strategic Management: Concepts: Competitiveness and Globalization 11th Edition. ISBN-13: 978-1285425184

Bibliography: