

FIELD OF STUDY MANAGEMENT

1. BA COURSES

Course title	PHILOSOPHY
Form*	Lecture
Level of course	BA
Year/semester	Year I; semester 1.
ECTS	5
Language of instruction	English
No. of hours	15
Course content (max. 1000 characters)	Acquainting students with the terminology used in philosophy, basic philosophical issues and problems. Presentation of the consequences of specific solutions to key philosophical problems for culture and civilization. To provide constitutive knowledge about the most important philosophical trends in Western philosophy.
Assessment scheme	Regular attendance and attendance are paramount to successfully completing the course. During the course, students will be asked to prepare a paper discussed in class. The final grade in the course will consist of: paper 40%, attendance 10% and exam 50%.
Lecturer	dr Michał Wiśnicki

Course title	FUNDAMENTALS OF MANAGEMENT
Form*	Lecture and Tutorial
Level of course	BA
Year/semester	Year I; semester 1.
ECTS	6
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	Acquainting students with the general functioning of organizations, with management methods, tools and methods of analysis used in management and economic criteria for their effectiveness. Familiarization with the ethical and cultural context of management and management in the conditions of globalization.
Assessment scheme	Regular attendance and attendance are paramount to successfully completing the course. Throughout the course, students will be asked to prepare a presentation illustrating the principles underlying the aspects discussed in class. This will be done in pairs or small groups in the form of microlearning. The final grade of the course will consist of: presentation 40% (preparation – 20%, efficiency – 20%), attendance and participation in classes 20%, written exam 40%.
Lecturer	dr Jacek Glinka

Course title	MICROECONOMICS
Form*	Lecture and Tutorial
Level of course	BA
Year/semester	Year I; semester 1.
ECTS	6
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the course is to present the issues and models of contemporary microeconomics. Explanation of the functioning of markets and economic entities on a microeconomic scale. Study of economic phenomena and processes taking place in particular areas of the economy. Performing market analysis.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Jacek Glinka

Course title	ORGANIZATIONAL BEHAVIOR
Form*	Tutorial
Level of course	BA
Year/semester	Year I; semester 2.
ECTS	4
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the classes is to transfer knowledge and shape students' skills in the field of human behavior in an organization. The layout of the presented content is designed to show the complex mechanisms shaping the factors and types of organizational behavior at two levels: the group and the organizational system.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr hab. Zbigniew Grzymała

Course title	PROJECT MANAGEMENT
Form*	Lecture and Tutorial
Level of course	BA
Year/semester	Year 2; semester 4.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the course is to familiarize students with practical knowledge related to the issue of achieving success in the implementation of a project as a basic tool for regional and local development. Introduction to project management methodology, including Prince2 methodology. Familiarize yourself with all stages of project management.
Assessment scheme	The course ends with a written exam and a project credit. Pupils' performance is also assessed on the basis of their regular attendance, active participation in classes, individual and group presentations, written assignments and tests.
Lecturer	dr hab. Zbigniew Grzymała

Course title	HUMAN RESOURCE MANAGEMENT
Form*	Lecture and tutorial
Level of course	BA level
Year/semester	Year 2; semester 3.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the course is to provide students with basic knowledge about human resources management in modern organizations. To show students that human resources management is not only a part of activities aimed at the organization, but it can be included in the social impact on marginalized people. Familiarization with organizational pathologies in human resources management. Human resources management in the non-profit sector, the specificity of human resources management on reduced work productivity (people with disabilities)
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	dr A. Wójcik-Czerniawska

Course title	QUALITY MANAGEMENT
Form*	Lecture and tutorial
Level of course	BA,
Year/semester	Year 2; semester 3.
ECTS	4
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the course is to develop the ability to solve quality management problems. Familiarization with the components and factors influencing the functioning of the quality management system in enterprises, the terminology used in quality management systems, Deming's quality improvement cycles, the quality pyramid, the basics of process management, the organization of processes in the company. Documentation of the quality management system and its importance in enterprises. Familiarization with the issues of standardization, certification and integration of management systems.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Jacek Glinka

Course title	MARKETING AND PUBLIC RELATIONS
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Form*	Lecture
Level of course	BA,
Year/semester	Year 2; semester 3.
ECTS	3
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	Acquainting students with the philosophy of marketing, with the basic concepts and rules of marketing. Familiarization with the analysis of the marketing environment – social factors: demography, culture, education; economic: macroeconomic conditions, consumer income; technological: the technology of tomorrow and its impact on consumer value, on ecology; competitive: alternative forms of competition, ingredients; Regulatory: price regulation, distribution and law, control of promotion and advertising, control by self-regulation. Market and buyer behavior analysis – classification of consumer behavior factors, cultural factors; subcultural, social classes; social: reference group, family, roles and status; personal: age and stage in the life cycle, occupation, financial situation, lifestyle, personality and life ambitions; psychological: motivations, perceptions, learning process, beliefs and attitudes, needs – the basic category of marketing.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Jacek Glinka

Course title	MARKETING RESEARCH
Form*	Lecture and tutorial
Level of course	BA,
Year/semester	Year 2; semester 4.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	Presentation of marketing research methodology - its stages, types, cognitive and commercial value. Discussion of the research process, ethical aspects of marketing research, secondary data, primary data. Getting up to date with the issues of sample selection and its size (representative and non-representative samples), measurement and measurement instruments, principles of constructing a questionnaire as a research tool. Performing the analysis and interpretation of data and the principles of preparing a test report.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr hab. Zbigniew Grzymała

Course title	MACROECONOMICS
Form*	Lecture
Level of course	BA
Year/semester	Year 2; semester 3.
ECTS	2
Language of instruction	English
No. of hours	15
Course content (max. 1000 characters)	The aim of the course is to familiarize students with the basic macroeconomic categories and models and to develop the ability to understand, analyze and interpret basic macroeconomic phenomena. Dealing with the role of the state in the market economy, fiscal policy, budget deficit and public debt, monetary policy, unemployment, inflation.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Jacek Glinka

Course title	BUSINESS ENGLISH
Form*	Tutorial
Level of course	BA
Year/semester	Year 2; semester 4.
ECTS	2
Language of instruction	English
No. of hours	15
Course content (max. 1000 characters)	The aim of the training is to complement language skills with issues related to professional duties in enterprises. The classes are intended for students of management and for all students who associate their future with work in international corporations.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Mgr Martyna Sternal
Literature	<ol style="list-style-type: none"> 1. David Cotton, David Falvey, Simon Kent; Market Leader Upper Intermediate, Wyd. Pearson, 2011 2. David Cotton, David Falvey, Simon Kent, Market Leader 3Ed Extra Intermediate, Wyd. Pearson, 2016 3. Business Grammar and Usage, Market Leader, New Edition, P. Strutt, Pearson Longman. 4. My Grammar Lab Intermediate, Diana Hall, Mark Foley. 5. Professional English, Intermediate, Steve Flinder. 6. Financial English, Ian MacKenzie, Heinle Cengage Learning. 7. English for presentations, Marion Brussendorf, Oxford University Press.

ELECTIVE COURSES

Course title	RECRUITMENT AND SELECTION OF EMPLOYEES
Form*	Tutorial
Level of course	BA,
Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the module is to prepare students to independently carry out the process of recruiting employees for the needs of their own organization or for the needs of an employment agency. As part of the classes, basic issues will be presented: -planning human resources in the organization, -implementation of recruitment and selection processes of employees. -dismissal of employees.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Kamila Pawłowska

Course title	EMPLOYEE TRAINING AND DEVELOPMENT
Form*	Tutorial
Level of course	BA,
Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the course is to prepare students to independently develop and implement training programs for any groups of adult participants. The classes are designed to prepare students to independently assess the training needs of the teams they lead as well as to work in training companies where the assessment of training needs is carried out at the request of clients. Upon completion of the coursework, students will be prepared to competently plan, implement and evaluate their training modules in the subject matter in which they specialize.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Kamila Pawłowska

Course title	STATE-OF-THE-ART MOTIVATION SYSTEMS
Form*	Tutorial
Level of course	BA,
Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	Providing the latest knowledge on work incentive systems. Getting to know and understand the mechanisms of motivation and the process of shaping them.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Mgr Hanna Żaczek-Wróblewska

Course title	BUSINESS PSYCHOLOGY WITH ELEMENTS OF CHANGE MANAGEMENT
Form*	Tutorial
Level of course	BA,
Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the course is to acquire basic concepts in the field of change management and business psychology. <ol style="list-style-type: none"> 1. The Psychological and Business Significance of Change 2. Leadership Roles and Skills, Leadership Styles 3. How to support the change process 4. Analysis of change management models 5. Training Methods in the Context of Change Training 6. Group process in the context of change, 7. Principles and tactics for overcoming resistance to change 8. People's behaviour in a situation of change 9. Mechanisms to stimulate development 10. The dynamics of change in organizations, 11. Types of resistance to change in organizations 12. Organizational Change Management Model
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Mgr Hanna Żaczek-Wróblewska

Course title	LEADERSHIP IN THE ORGANIZATION
Form*	Tutorial
Level of course	BA,
Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	Developing the ability to develop leadership qualities. Broadening knowledge in the field of management methods and techniques. Broaden your knowledge of leadership types and leadership qualities. Awareness of external and internal determinants of leadership effectiveness
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Kamila Pawłowska

Course title	INTERNAL AUDIT
Form*	Tutorial
Level of course	BA,
Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	Familiarizing students with basic knowledge in the field of internal audit, its stages and techniques. Teaching students how to interpret and evaluate internal audit processes.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Jacek Glinka

Course title	IMPLEMENTATION AND DOCUMENTATION OF THE QUALITY MANAGEMENT SYSTEM
Form*	Tutorial
Level of course	BA,

Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the course is to gain knowledge and skills for effective implementation of the quality management system. The classes present issues related to the conditions for meeting and adhering to the requirements of the quality management system (implemented according to ISO 9001 by over 1.1 million organizations). It is important to properly perceive the changes of the fourth revision of the international standard ISO 9001 and to adapt to the new requirements. It is important to indicate the benefits of implementing a quality management system and to analyze the factors determining whether the management should take action to implement a quality management system. Attention was paid to the hierarchy of documentation. Documented information was presented (analysing individual points of PN-EN ISO 9001:2015-10). It is important for the practice to prepare students for e.g. formulating a quality policy, developing a quality book - preparing documented information.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Jacek Glinka

Course title	TOTAL QUALITY MANAGEMENT - TQM
Form*	Tutorial
Level of course	BA,
Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The classes present issues related to the contemporary, quality-oriented global economy. The aim of the course is to orient students-future managers on the essence of proper perception and understanding and to make them aware of the need to apply the concept of TQM as quality management through universal involvement, which must be constantly improved. Hence, it is important to emphasize the importance of commitment to quality improvement in all areas of the organization's functioning, analyzing the methods of modern management in the conditions of today's competitiveness. The aim is to prepare students to use the provided knowledge in the field of TQM concept and practical application of its instruments in their professional life in order to achieve competitiveness of the skills and competences acquired in the process of education.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Jacek Glinka

Course title	FUNDAMENTALS OF LEAN MANUFACTURING
Form*	Tutorial
Level of course	BA,
Year/semester	Year 3; semester 5 or 6.
ECTS	5
Language of instruction	English
No. of hours	30
Course content (max. 1000 characters)	The aim of the education is to provide knowledge about the history of development, achievements and the main approaches, assumptions and principles used in Lean Manufacturing. Acquiring the ability to define and systematize basic concepts in the field of Lean Manufacturing.
Assessment scheme	The course ends with a written examination. Students' performance is also assessed on the basis of their regular attendance, active class participation, individual and group presentations, written assignments and tests.
Lecturer	Dr Jacek Glinka