



Akademia
Humanistyczno
Ekonomiczna
w Łodzi



Erasmus+

ERASMUS+ INCOMING STUDENTS
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH
MANAGEMENT
SPRING 2023/2024

**MANAGEMENT
BACHELOR**

1st year, 2nd semester

BASES OF CREATIVITY – PRACTICAL CLASSES

Objectives of the subjects

The purpose of the course is to familiarize students with the concepts of creativity, equip them with knowledge of the language of deliberate creativity. The subject will allow students to get acquainted with the subjective concept of man, develop fluidity, flexibility and originality of thinking, the ability to perceive and give new meanings and meanings to reality and also prepare students for creative problem solving.

The learning achievements

2 ECTS

- **in terms of knowledge**

- Distinguishes between creative and standard behavior
- Identifies what fluency, flexibility, originality are of thinking
- Explains selected methods of creative solution problems

- **in terms of abilities**

- Modifies his perception of reality
- Combines different ideas, concepts and ideas
- Argues his attitude and views
- Demonstrates a willingness to break patterns in thinking and action

- **in terms of social competence**

- Takes care of his own autonomy in thinking and acting
- Organizes own activities in an innovative way
- Demonstrates flexibility in thinking and acting

Program content

- Thinking by analogy, metaphor, abstraction
- Selected methods of creative problem solving
- Conscious development of creative dispositions
- Features of creative thinking - fluency, flexibility, originality
- Specificity of the creative act, deliberately creative

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- didactic discussion
- brainstorming
- workshop method
- project method
- group work / individual work
- problem-solving tasks

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature
- preparation for the credit

BASES OF CREATIVITY – THEORETICAL CLASSES

Objectives of the subjects

The purpose of the course is to familiarize students with the concepts of creativity, equip them with knowledge of the language of deliberate creativity. The subject will allow students to get acquainted with the subjective concept of man, develop fluidity, flexibility and originality of thinking, the ability to perceive and give new meanings and meanings to reality and also prepare students for creative problem solving.

1 ECTS

The learning achievements

- **in terms of knowledge**

- Lists the differences between the heteronomistic and reductionist and subjectivist vision of man
- Distinguishes between creative and standard behaviors
- Explains the concepts of human creative development
- Defines creative, intentionally creative and standard
- Describes the evolution of the meaning and scope of applicability of the concept of creativity

Program content

- History of the concept of creativity
- Understanding the concept of creativity - different concepts of creativity
- Techne method and scientism
- Subjective vision of man
- Conscious development of subjective dispositions

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture
- didactic discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature
- preparation for the exam

PROTECTION OF INTELLECTUAL PROPERTY

Objectives of the subjects

The aim of the course is to acquire knowledge about intellectual property and its protection in Poland and in the world. After completing the course, the student will know and understand the concepts of intellectual property, incl. copyright. Understand the relationship between intellectual property protection and fair competition, innovation and growth economic. He will also be familiar with the principles of intellectual property protection. It will also recognize the differences between moral and proprietary copyrights.

1 ECTS

The learning achievements

- **in terms of knowledge**

- The student knows and understands the concepts of intellectual property including copyright
- The student knows the principles of intellectual property protection

- **in terms of abilities**

- Students are able to correctly define a work and other objects of intellectual property in the categories of legal and economic
- The student is able to evaluate economic phenomena in connection with protection of intellectual property
- Student is able to select information, statistical data for the analysis of impact on the economy of the area of intellectual property rights

- **in terms of social competence**

- The student is aware of his knowledge of the social and economic role of intellectual property protection
- The student acts in a professional manner, with respect for intellectual property

Program content

- Subject and subjects of copyright law and basic definitions
- Personal rights of creators to protected works
- International conventions in the aspect of intellectual property law
- National and international organizations for collective management of rights
- Copyright and related rights
- Genesis and place of modern copyright and related rights law
- Selected court rulings in the aspect of copyright protection
- The relationship of intellectual property protection to competition policy, combating, unemployment, innovation and economic growth
- The concept of catalog of property rights and fields of exploitation of the work
- Forms of violation of author's personal and property rights - the concept of plagiarism, piracy, database.
- Rights of libraries and schools. The law of citation.
- Protection of inventions, trademarks and industrial designs.
- Community trademark
- Civil and criminal principles of liability for infringement of intellectual property rights

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- didactic discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Own work with the subject literature

INFORMATION TECHNOLOGIES – TUTORIALS

Objectives of the subjects

The aim of the course is to familiarize students with issues related to the impact of the information revolution on the functioning of society, economy and state institutions. Students' knowledge of the essence of new social, economic and political phenomena emerging in connection with the growing importance of increasing use of ICT solutions in various spheres of life. The aim is to equip students with the ability to analyze and evaluate the trends determining the formation of modern societies, increasingly focused on the production, distribution and use of information. The goal is also students getting to know the possibilities of using the knowledge and competences acquired in the course of classes in public and business activities and in the profession of a manager.

2 ECTS

The learning achievements

- **in terms of knowledge**

- Describes and explains the elementary terminology of information technology, multimedia and media convergence media, characterizes their sources and application in management. Knows the methods and principles of correct creation of multimedia presentations, text documents and operation of spreadsheet

- Indicates aspects of intellectual property and copyright protection copyrights in the context of the work of an administrator. Has knowledge in of correctly searching for information on the Internet and using services on the web

- **in terms of abilities**

- Uses computerized sources of knowledge in self-development.
Uses correct methods of searching for information on the Internet and using services on the web
- Uses specialized language and communicates with
Accurately and coherently using a variety of channels and techniques communication

- **in terms of social competence**

- He is aware of the level of his knowledge and skills in the context of in the context of the application of modern technologies in management, understands the need for continuous training professional and personal development especially in deepening knowledge and skills with the application of modern technologies

Program content

- Concepts of information technology, multimedia and media convergence media
- The role of information technology in the work of a manager
- Using TI tools and applications in education
- Editing text documents: typing, correcting, proofreading, autocorrecting, formatting, placing objects in the text, lists, tables, headings, sections, page numbering, print preview
- Serial Correspondence
- Working with multi-page documents: footnotes, bookmarks, hyperlinks, tables of contents, bibliography, indexes, etc.

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- Demonstration with explanation,
- Instruction,
- Practical exercises,
- Individual work

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Familiarization with the literature on the subject,
- Preparation for classes ,
- Performance of exercise tasks,
- Completion of tasks on the e-learning platform.

The aim of the course is to familiarize students with issues related to the impact of the information revolution on the functioning of society, economy and state institutions. Students' knowledge of the essence of new social, economic and political phenomena emerging in connection with the growing importance of increasing use of ICT solutions in various spheres of life. The aim is to equip students with the ability to analyze and evaluate the trends determining the formation of modern societies, increasingly focused on the production, distribution and use of information. The goal is also students getting to know the possibilities of using the knowledge and competences acquired in the course of classes in public and business activities and in the profession of a manager.

The learning achievements

- **in terms of knowledge**

- He knows the concepts and theories related to the information society, its genesis and successive stages of development
- Understands the specifics of changes in the field of social relations, economic and political relations, including in the area of public administration - brought about by the revolution information
- Knows the social context of the application of new technologies information and communication technologies in management

- **in terms of abilities**

- It evaluates the trends and processes related to the development of the information society and actively participates in discussion of them
- Based on his analysis, he expresses his opinion on the impact of the information revolution on the functioning of organizations
- Plans and implements team projects on the use of ICT solutions in socio-economic and public life and prepares speeches presenting their results

- **in terms of social competence**

- He is ready to participate in teams implementing innovative projects involving the use of ICT in Administration

Program content

- The concept, genesis and stages of development of the information society
- Selected theories of the information society
- Information society vs. post-modern society
- The application of new information and communication technologies in life
- Social changes brought about by the information revolution
- Changes in the economy caused by the information revolution
- importance of the IT industry, e-commerce and remote work

- New political phenomena in the information society
- E-government, as part of the information society
- Social determinants of ICT application in the public sector

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- didactic discussion,
- solving problem tasks,
- group work,
- project method

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and additional materials,
- preparation for the credit,
- implementation of exercises,
- forums to complete,
- preparation, implementation and evaluation of projects

MATHEMATICS – TUTORIALS

Objectives of the subjects

The aim of the course is to develop the ability to apply knowledge in the field of algebra and mathematical analysis as well as statistics to describe processes related to management.

The learning achievements

2 ECTS

- **in terms of knowledge**

- The student has mathematical knowledge of algebra useful to formulate, mathematically describe and solve simple economic tasks

- **in terms of abilities**

- The student correctly selects and applies analytical methods to solving tasks in mathematics

- The student correctly selects and applies computational methods to solving mathematical tasks

- **in terms of social competence**

- Is aware of the need to improve professional and personal competencies professional and personal

- Is able to appropriately determine priorities for the implementation of a specific mathematical task

Program content

- Matrix calculus
- Systems of linear equations
- Limit of functions and continuity of functions
- Differential calculus of functions of one variable
- Function of one variable
- Elements of integral calculus
- Elements of statistics

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- Analysis of individual cases,
- Solving problem tasks,
- Exercises at the blackboard

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Preparation for the credit and exam,
- Familiarization with the course literature and additional materials.⁴⁶
- Preparation of solutions to the assigned papers/exercises

FUNDAMENTALS OF ENTERPRISE SCIENCE – LECTURE

Objectives of the subjects

The aim of the course is to assimilate the essence and concepts of the enterprise, its goals and characteristics by students. Students learn about various forms of activity of enterprises and their associations, as well as the conditions of their choice. Students learn about the economic and organizational conditions for the functioning and development of an

2 ECTS

enterprise. The subject will allow students to gain the ability to shape the economic efficiency of the company and the selection of tools for its assessment, integrated shaping of individual areas of the company's activity and its entirety.

The learning achievements

- **in terms of knowledge**

- Has knowledge of the essence of the enterprise and its importance for the functioning of the national economy
- Knows and understands the factors and conditions for the development of enterprises. Understands the investment processes in enterprise

- **in terms of abilities**

- Can apply theoretical knowledge about the enterprise to practical applications in an enterprise
- Can make a decision on the development of the enterprise and make it argue

- **in terms of social competence**

- He is prepared to communicate with various entities in the company and its environment
- Is competent in persuasion and negotiation
- Is able to take responsibility for decisions made

Program content

- Subject, scope and development of enterprise knowledge. Science of enterprise as a synthesis of interdisciplinary knowledge of the enterprise
- Economic, organizational, legal and social aspects of the functioning of enterprises
- Entrepreneurship, entrepreneur, enterprise as basic categories of enterprise science
- Features, forms and objectives of the activities of enterprises.
- Typology of enterprises
- The life cycle of an enterprise and key strategic decisions in the different phases of the life cycle
- Establishment, development, repair and liquidation of enterprises
- Management of the enterprise in its various forms. Supervision of activities of enterprises

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture,

- didactic discussion, case analysis,
- project method

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the teaching material provided,
 - familiarization with the basic literature on the subject
 - preparation for the exam,
 - preparation, implementation and evaluation of projects
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FUNDAMENTALS OF ENTERPRISE SCIENCE – PROJECT

Objectives of the subjects

The aim of the course is to assimilate the essence and concepts of the enterprise, its goals and characteristics by students. Students learn about various forms of activity of enterprises and their associations, as well as the conditions of their choice. Students learn about the economic and organizational conditions for the functioning and development of an enterprise. The subject will allow students to gain the ability to shape the economic efficiency of the company and the selection of tools for its assessment, integrated shaping of individual areas of the company's activity and its entirety.

2 ECTS

ORGANIZATIONAL BEHAVIOUR – LECTURE

Objectives of the subjects

The aim of the course is to provide the student with the essence and regularity of behavior in the organization, to present the impact of the work group and organization structures on the behavior of members of the organization. The subject aims to present issues related to behavior resulting from the influence of the human personality sphere and emotional on the level of his motivation. The student learns about issues related to decision-making, mechanisms of group dynamics, conflict in interpersonal communication and the process of introducing changes using knowledge in the field of social psychology and elements of sociology.

2 ECTS

The learning achievements

- in terms of knowledge

- The student has an expanded knowledge of human behavior in an organization against the background of its formal structures, as well as about the effects of social effects of these behaviors
- The student has an expanded knowledge of the areas functioning of the organization (functional area, cooperative area, power area) and their influence on the behavior of a person

- **in terms of abilities**

- Students are able to use theoretical knowledge to recognize the causes and consequences of human behavior in organization at two levels: group level and level of the organization's system
- Is able to appropriately respond in an appropriate manner, using leadership and appropriate styles of leadership

- **in terms of social competence**

- The student is able to expand his knowledge of human behavior in the organization, and use it in the management process

Program content

- The essence and determinants of human behavior in organizations
- The role and impact of the organization's environment, and the effects of the information revolution and globalization on it.
- The change of organizational values and management methods in the era of information civilization, the educational revolution.
- The impact of changes in organizational structure on people's behavior
- Behavior and reactions of people to manifestations of organizational power
- Participative management techniques: management by delegation of authority, management by exception, management by objectives.
- The essence of transformational management
- The charismatic leader. Leading vs. coordinating.
- Emotional leadership versus rational leadership
- Asymmetry of power in modern organizations
- People's behavior and attitudes in functional relationships

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture,
- group work,
- individual work,
- classical problem method,

- didactic discussion,
- solving problem tasks

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Getting acquainted with the subject literature,
- preparation for the credit,
- activity in class.

BASICS OF HUMAN RESOURCE MANAGEMENT – LECTURE

Objectives of the subjects

The aim of the course is to provide students with knowledge and competence in the field of resource management human resources in the organization, especially in public administration. Familiarize students with the concepts leadership and problems in managing people in the organization.

The learning achievements

- **in terms of knowledge**

- Knows the concepts of human resource management.
- Characterizes the functions of human resource management

- **in terms of abilities**

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- Analyzes the main areas of human resource management activities
- Is able to solve problems in the field of human resource management

2 ECTS

- **in terms of social competence**

- Presents an entrepreneurial and innovative attitude, using the acquired knowledge of modern techniques of human resource management to solve standard problems in administration
- He is ready to take on various team roles (including including leadership), demonstrating responsibility both for his own actions and those of the entire team

Program content

- Contemporary determinants of human resource management - the consequences of globalization and civilization changes
- Personnel function in the organization - its understanding, meaning, structure and directions of changes

- Models and principles of human resource management in the organization
- Human resources in public administration
- Elements and components of strategic human resource management, including elements of strategic management in public administration
- The concept of man and ethical aspects in human resource management
- Leading and leading in an organization
- Human resource management in organizations with different organizational cultures
- Models for managing the competencies of employees

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- case method
- didactic games
- didactic discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and additional materials,
- preparation for the credit

BASICS OF HUMAN RESOURCE MANAGEMENT – TUTORIALS

The aim of the course is to provide students with knowledge and competence in the field of resource management human resources in the organization, especially in public administration. Familiarize students with the concepts leadership and problems in managing people in the organization.

2 ECTS

FUNDAMENTALS OF LABOUR LAW – LECTURE

1 ECTS

Objectives of the subjects

The aim of the course is to provide knowledge in the field of labor law and skills in the use of labor law sources. After completing the course, the student will have knowledge of the principles of labor law and related legal principles governing the functioning of business entities. He will identify the principles of labor law in connection with the applicable European Community law in this area.

The learning achievements

- **in terms of knowledge**

- Has knowledge of the principles of labor law and related principles of law governing the operation of entities conducting business activities. Identifies the principles of labor law in conjunction with the applicable European Community law

- **in terms of abilities**

- Uses the acquired knowledge in the field of law and administration, to resolve dilemmas that arise in work profession

- **in terms of social competence**

- He is aware of the role of labor law principles and norms in the conducting business activities

- He pays special attention to attention and negatively assesses cases of non-compliance with regulations of the labor law

Program content

- Introduction to the subject of labor law
- General and autonomous sources of labor law
- Establishment of the employment relationship:
 - according to the Labor Code;
 - according to the Law on Civil Service;
 - according to the Law on Local Government Employees.
- Types of employment contracts
- Remuneration for work
- Working time
- Vacation in light of labor laws
- Protection of parenthood in light of labor laws

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- problem solving

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Familiarization and work with the literature on the subject,
- preparation for workshop classes,
- preparation for the colloquium

2nd year, 4th semester

CONSTRUCTIVE CONFLICTS RESOLUTION – WORKSHOPS

Objectives of the subjects

The aim of the course is to familiarize with the essence of conflict in a group, improve the ability to recognize a conflict situation, show the influence of the group on the process of conflict formation and resolution, improve skills to stop the process of escalation of the conflict at the earliest possible stage of its development, or help in resolving the conflict at every stage.

The learning achievements

- **in terms of knowledge**

-Distinguishes and describes the stages of constructive conflict resolution, knows the styles of conflict resolution

- **in terms of abilities**

- Makes observations and diagnoses conflicts occurring in the group
Recognizes one's emotions and needs in a conflict situation

1 ECTS

- **in terms of social competence**

- Demonstrates responsibility for the process taking place in a group, takes care to resolve the conflict in a constructive manner

Program content

- Definition of conflict and types of conflict
- Stages of constructive conflict resolution. Styles of conflict resolution
- Phases of group conflict
- The role of emotions in group conflict
- Group process vs. conflict situation
- Styles of conflict resolution
- Constructive ways of resolving conflict in a group

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- didactic discussion
- brainstorming
- drama techniques
- workshop method

Full-time studies / part-time studies:**Individual student work**

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- getting acquainted with the literature on the subject
- formation of skills learned in class

**MANAGEMENT OF LOGISTICS AND PRODUCTION PROCESSES –
LECTURE****Objectives of the subjects**

The aim of the course is to provide students with theoretical knowledge of the logistics operation of enterprises, to familiarize students with the techniques and technologies used in logistics, to equip students with the ability to practically manage processes carried out in a company using logistics infrastructure.

The learning achievements

- **in terms of knowledge**

3 ECTS

- The student knows the basic concepts of logistics and their classification and elements, as well as the essence of processes and activities logistics

- **in terms of abilities**

-The student is able to select appropriate methods, techniques and tools to solve simple project tasks related to logistics and production activities

- **in terms of social competence**

-The student demonstrates openness to new ideas and techniques of managing logistics and production processes.

Program content

- Concept of logistics and logistics management and production management
- Concept of logistics and production systems
- Classification of logistics systems
- Elements and design of logistics systems
- Selected concepts and types of production processes and logistics activities
- Selected methods of logistics and production management in an enterprise
- Indicators of logistics activities
- Costing of logistics and production activities

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method,
- individual case analysis,
- group work

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- solving practical e-learning tasks,
- preparing for the credit.
- familiarization with the subject literature

MANAGEMENT OF LOGISTICS AND PRODUCTION PROCESSES – TUTORIALS

Objectives of the subjects

The aim of the course is to provide students with theoretical knowledge of the logistics operation of enterprises, to familiarize students with the techniques and technologies used in logistics, to equip students with the ability to practically manage processes carried out in a company using logistics infrastructure. **2 ECTS**

QUALITY MANAGEMENT – LECTURE

3 ECTS

Objectives of the subjects

The aim of the course is for students to acquire interdisciplinary knowledge in the field of theoretical quality management, as well as to present useful systems, methods, techniques and tools that are necessary in the process of quality management. The specific objective will be to familiarize students with the system implementation process, its documentation, certification and information flow.

The learning achievements

- **in terms of knowledge**

- Defining quality management terms
- Characterizes the problems associated with the implementation, evaluation of the quality management system

- **in terms of abilities**

- Analyzes and defines the conditions of implementation of the system of quality management
- Uses quality management standards to evaluate economic processes.
- Uses ISO standards as part of analysis

- **in terms of social competence**

- Seeks to optimize decisions by accepting the team's solutions
- Works as part of a team taking on various roles

Program content

- Evolution of the quality management system. Precursors and their views on quality
- History of standardization. Elements of ISO standards and quality management systems.
- Characteristics of ISO standards, scope and requirements
- Methods and tools of quality, use in the organization
- Methods quantitative in quality management
- Economics of quality costs
- Types and classification of costs
- Integrated systems: quality management, environmental management, safety.
- Quality measures and indicators
- Documentation of quality. QMS certification.
- Total quality management in a company - TQM. Essence methods, benefits for the enterprise of implementing TQM

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method,
- individual case analysis,
- work in teams

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparation for the credit,
- solving tasks in the field of quality systems in order to consolidate the acquired knowledge

Human capital and goodwill – lecture

Specialization: Managing the social potential of the organization

Objectives of the subjects

The aim of the course is to familiarize students with the objectives and importance of the process of human and social capital management, to educate students in the ability to take action for the development of social capital in the organization.

The learning achievements

- **in terms of knowledge**

- The student defines the terms human capital and social capital
- The student understands the objectives of human and social capital management and the functions and role of human and social capital in the functioning and development of organizations

2 ECTS

- **in terms of abilities**

- The student recognizes the difference between human capital and social capital
- The student has the ability to make an analysis in terms of the state of social capital and its further planning and development

- **in terms of social competence**

- The student is aware of the fundamental importance of social capital of as one of the elements in an organization
- The student recognizes the need to take measures for increase in the value of human and social capital in the organization and the possibility of problems related to human capital within the organization

Program content

- The concept of "human capital" and "social capital"
- Objectives of human capital management
- Functions and role of human and social capital in the functioning and development of the organization
- The relationship between human capital and social capital
- Planning the state of human capital in the organization
- The role and importance of the manager (manager) in the management of people
- Economic effects of social capital and human capital
- Development activities aimed at increasing the value of human and social capital in the organization
- Methods of analysis of human capital problems

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method: workshop method, brainstorming, solving tasks, problem solving, simulation of situations,
- project method

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparation, implementation and evaluation of projects,
- preparation for the credit.

HUMAN CAPITAL AND GOODWILL - PROJECT SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION.

Objectives of the subjects

2 ECTS

The aim of the course is to familiarize students with the objectives and importance of the process of human and social capital management, to educate students in the ability to take action for the development of social capital in the organization.

CREATING THE COMPANY'S PERSONNEL STRATEGY – TUTORIALS

SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION

Objectives of the subjects

The aim of the course is to show students the importance and role of personnel strategy in the effective functioning of the company, equipping students with knowledge and practical skills in the field of creating a personnel strategy of the company.

The learning achievements

- **in terms of knowledge**

- The student understands the difference between general strategy and personnel strategy.
- The student knows what types of personnel strategy exist

- **in terms of abilities**

- The student is able to explain the objectives of personnel strategy
- The student is able to characterize the stages of construction of the personnel strategy

2 ECTS

- **in terms of social competence**

- The student is aware that people are the strategic link in an organization
- Student recognizes the benefits of having a personnel strategy in an enterprise

Program content

- Characteristics of enterprise strategy and personnel strategy
- Types of personnel strategy
- Objectives of personnel strategy
- Stages of building a personnel strategy
- Models of personnel strategy (including, but not limited to, the Michigan Model, the Harvard Model, Schuler Model, Human Capital Model)
- The importance of human resources in an organization
- Practical benefits of having a personnel strategy

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- didactic discussion,

- classical problem method,
- project method

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparation for the credit,
- preparation, implementation and evaluation of projects

CREATING THE COMPANY'S PERSONNEL STRATEGY – PROJECT SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION

Objectives of the subjects

2 ECTS

The aim of the course is to show students the importance and role of personnel strategy in the effective functioning of the company, equipping students with knowledge and practical skills in the field of creating a personnel strategy of the company.

METHODS AND PROCEDURES FOR THE FUNCTIONING OF THE HR DEPARTMENT – LECTURE SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION

Objectives of the subjects

The aim of the course is to familiarize students with the theoretical and practical aspects of the functioning of the HR department in the organization, to show students the essential importance of the HR department in the organizational structure of the company.

2 ECTS

The learning achievements

- **in terms of knowledge**

-The student understands what place the HR department has in the structure of the organizational structure of the company and what functions it performs in the organization

- **in terms of abilities**

-The student is able to characterize the models of functioning of the department HR in a company

- Students will be able to identify the employer's obligations regarding employment documentation and the principles of developing regulations of employment, remuneration, company benefit fund social benefits

- **in terms of social competence**

- The student is aware of the fundamental importance of the HR department for the operation of the company
-The student recognizes the need to improve the work of the HR department

Program content

- The place of the HR department in the organizational structure of the company
- Functions and role of the HR department in the organizational structure of the company
- Models of HR department functioning in a company (including: passive model, reactive model, active model, proactive model)
- HR instruments for managing the personnel of the company (including: instruments for motivation and evaluation of employees, instruments for supporting development of employees)
- Practical application of specific HR instruments in the process of personnel management of the enterprise
- Obligations of the employer in the field of employment documentation and the principles of development of rules and regulations of employment, remuneration, company benefit fund social benefits
- Ways to improve the work of the HR department

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture,
- conversation lecture,
- case-study exercises

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparation for the credit

**METHODS AND PROCEDURES FOR THE FUNCTIONING OF THE HR
DEPARTMENT – TUTORIALS
SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE
ORGANIZATION**

Objectives of the subjects

2 ECTS

The aim of the course is to familiarize students with the theoretical and practical aspects of the functioning of the HR department in the organization, to show students the essential importance of the HR department in the organizational structure of the company.

**BUSINESS MODELS IN SMES – LECTURE
SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS
MANAGEMENT**

Objectives of the subjects

The aim of the course is to transfer knowledge and shape the ability of students to design a business model. The student knows the elements that make up each business model, knows the definitions, structure of the model, techniques for designing business models and strategies for introducing changes.

The learning achievements

- **in terms of knowledge**

-The student knows the elements that make up each model business model, knows the definitions, structure of the model **3 ECTS**
-The student knows the techniques for designing business models and strategies for implementing changes

- **in terms of abilities**

-The student is able to select appropriate methods to protect model
-The student is able to recognize the business model its disadvantages, advantages and opportunities for development

- **in terms of social competence**

- The student has independently developed an idea for the development own business model

Program content

- Business models - selected definitions, planning approach, positional approach, innovative
- Business creation space - product vs. sector, competence vs. market
- Structure of a business model, example of a business model
- Customer (profitable customer segmentation, segmentation by RFM method, customer as a creator of innovation)
- The place of profit formation.
- The concept of profit zone
- Dilemmas of business model configuration, core and supporting
- Methods of protecting business models (protection through: de facto standard, barriers to entry, low cost, bulk commodity, customer relationships, patents and others, value chain management, innovation, system of licenses and permits, firewall and others)

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture,
- discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature,
- preparation for the credit,
- preparation of written work.

BUSINESS PLAN IN MSP (SMALL AND MEDIUM-SIZED ENTERPRISES) - PROJECT

SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS MANAGEMENT

Objectives of the subjects

The aim of the course is to present the role of a business plan in company Management, including: when setting up a company, obtaining sources of financing, during the implementation of investment activities, etc. During the classes, students acquire practical skills in preparing a business plan and in working groups develop a project based on selected examples. In the course of learning, the ability to create a document structure, analyze macro- and micro-environment factors influencing business activity, plan marketing activities, investment outlays, employment and action schedules, taking into account the sources of financing of individual **3 ECTS**

activities, is shaped. In the final part of the course, students make an economic and financial assessment of the developed project.

The learning achievements

- **in terms of knowledge**

- Has knowledge of the methodological principles of preparing a business plan and areas of its application in practice.
- Gains knowledge of the methods of economic analysis

- **in terms of abilities**

- Has the ability to conduct economic analyses required for the development of a business plan
- Will gain the ability to independently build domain plans including strategic plan, marketing plan, organizational, financial plan of a selected enterprise

- **in terms of social competence**

- Will possess the ability to communicate and work in a group necessary for developing a business plan
- Will possess the readiness to observe the changing conditions of economic conditions and their impact on the development of enterprises operating in the market

Program content

- Genesis and essence of planning. Selected principles of modern planning
- Layout and structure of a business plan
- Methodological principles of preparing a business plan
- Typical applications of a business plan
- Selection and characterization of the enterprise or venture selected to be analyzed in terms of subject of activity, legal form, registered office, owners, etc.
- Strategic analysis taking into account internal and external development conditions - selection of the optimal development strategy
- Construction of a marketing action plan taking into account the product, main customers, competition, pricing policy, distribution and promotional activities
- Development of an activity plan, i.e.: determination of technology, capital expenditures, investment and sources of their financing, determination of the quantitative plan of production, determination of supply and sales organization

- Preparation of an organization and management plan, taking into account the structure and costs of employment, and the schedule of major intentions
- Develop a financial plan, revenue forecast, income statement, balance sheet and cash flow statement in optimistic, pessimistic and probable variants

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- project method,
- discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Getting acquainted with the subject literature,
- preparation for the credit,
- preparation, implementation and evaluation of projects

FINANCING THE ACTIVITIES OF SMES – LECTURE SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS MANAGEMENT

Objectives of the subjects

The aim of the course is to familiarize students with the model of financing business development in the SME sector and to develop the ability to match the source of financing to the current situation of the business entity.

The learning achievements

2 ECTS

- **in terms of knowledge**

- The student has knowledge of the sources of financing for the development economic entity
- The student has knowledge of the financial strategies economic entities
- The student has knowledge of the conditions of operation of entities in the SME sector

- **in terms of abilities**

-The student is able to apply practical knowledge in the field of use of sources of financing for the development of the economic entity
-The student has the skills of preliminary assessment of available sources of financing for the development of the enterprise
-Student has the ability to analyze and evaluate proposed solutions and is able to participate in the processes of making decisions and their implementation in the organization

- **in terms of social competence**

-The student is ready to actively participate in the activities of employee representatives in management bodies
-Student is able to work in a group in the implementation of certain projects related to planning of financing of development of a business entity.

Program content

- Sources of financing for a business entity
- Financing conditions for SME entities
- Factors affecting the financial strategy of the SME entity
- Effectiveness of the various sources of financing in the activities of SMEs
- Barriers related to obtaining foreign capital for SME entities

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- didactic discussion with the use of audiovisual techniques,
- project method,
- group work,
- individual case analysis

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparation for the credit and/or exam,
- preparation, implementation and evaluation of projects

**FINANCING THE ACTIVITIES OF SMES – PROJECT
SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS
MANAGEMENT**

Objectives of the subjects

2 ECTS

The aim of the course is to familiarize students with the model of financing business development in the SME sector and to develop the ability to match the source of financing to the current situation of the business entity.

Legal aspects of SMEs – lecture

Specialization : Innovative behavior and small business management

Objectives of the subjects

The aim of the course is to acquire practical knowledge and skills in setting up and running a business in Poland and to familiarize students with the legal basis, subjective and subjective scope of business registration, conditions for running and managing a business entity.

The learning achievements

- **in terms of knowledge**

-The student has knowledge of the principles of the economy, the principles of creating and conducting economic activity, recognizes normative and practical aspects of undertaking and conducting business activity in Poland with particular emphasis on small and medium-sized enterprises **2 ECTS**

- **in terms of abilities**

- He is able to independently undertake and conduct business activities.
-Student Is able to distinguish between the legal forms of small and medium-sized businesses enterprises

- **in terms of social competence**

-Demonstrates activity and self-reliance in economic activities, with particular attention to small and medium-sized enterprises

Program content

- The concept of economic activity
- Legal and formal registration of economic activity in Poland in the context of the functioning of small and medium-sized enterprises.

- Rights and obligations of entities operating small and medium-sized enterprises
- Principles of public economic law and their impact on the activities of enterprises in Poland
- The concept, essence and principles of small and medium-sized enterprises
- Sources of financing for small and medium-sized enterprises
- Small and medium-sized enterprises on the market

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture, conversational lecture,
- didactic discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature,
- preparation for the credit

DESIGN MODELS AND ORGANIZATION MANAGEMENT – LECTURE SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

The aim of the course is to familiarize students with selected models of organization design and management.

The learning achievements

- **in terms of knowledge**

2 ECTS

-Has knowledge of the organizational management process, norms and rules organizational design, organizational changes organizational and the consequences of these changes

-Has in-depth knowledge of the processes of changes in organizational structures, causes, conditions and consequences of these processes

- **in terms of abilities**

-Can design a management system from selected procedures and decision-making instruments

-Is able to identify decision-making problems during the design of an

organization

- **in terms of social competence**

- Cooperate in a team by taking on different roles and be aware of the consequences from decisions made

Program content

- Theoretical foundations of the operation of enterprises - consolidation of news
- Organizational structure, its essence, features functions and types - consolidation of news and introduction to design
- Determinants of the organization design process: situational approach to organization design, the environment of the organization and its impact on its functioning, organizational effectiveness model, mechanistic and organic models of organizations, the relationship between organizational structure and technology and organizational strategy, the life cycle of an organization
- Design of organizational structures: classical and modern designs
- organizational structures, the problem of grouping organizational units, span of leadership, decentralization of organizational authority, subordination, functional and responsibilities, organizational documentation, structures of network organizations.
- Classical and contemporary design methodologies
- Methods of organizational analysis and diagnostics.
- Methods of designing organizational improvements
- Design of organizational management systems and subsystems
- Organizational change as part of modeling an organization:
 - preparation for change, change management process, resistance to change, communication during change, organizational culture and the process of
 - change management, change in organizational structure.
- Models of modern enterprises and determinants of their development

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture
- classic problem method
- workshop method
- brainstorming
- simulation of situations,
- solving problem situations

- individual work

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials;
 - preparation of coursework,
 - preparing for a credit.
-

DESIGN MODELS AND ORGANIZATION MANAGEMENT – TUTORIALS SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

3 ECTS

The aim of the course is to familiarize students with selected models of organization design and management.

PROCESS APPROACH TO ORGANIZATION MANAGEMENT – TUTORIALS SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

The aim of the course is to provide knowledge in the field of project management and their evaluation. After completing the course, the student will learn modern concepts and methods of measuring enterprise performance management in terms of the process. The student will learn the principles of analyzing, diagnosing and making changes to economic organizations, including the processes of restructuring and strategic renewal of the organization in terms of the process.

3 ECTS

The learning achievements

- **in terms of knowledge**

-He is familiar with contemporary concepts and methods of measuring management achievements of the enterprise in a process perspective
-Knows the principles of analyzing, diagnosing and making changes to economic organizations, including processes of restructuring and renewal of the strategic renewal of the organization in process view

- **in terms of abilities**

-Has the ability to identify managerial problems allowing practical analysis of processes on the scale of the organization, national economy, as well as on a global scale

-Has the ability to diagnose the situation of the organization and design possible variants of its strategy in terms of process-based

- **in terms of social competence**

-Is able to appropriately identify priorities for the implementation of specific tasks in the context of process management

-Is able to use elements of process management in the micro environment of the company

Program content

- Process definition, process approach
- Types of processes and their parameters
- Process optimization
- Process management
- Implementation methods
- Evaluation and control of implementation of management processes
- The way of evaluation and development of the process approach in the environment of the organization

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method,
- individual case analysis.
- group work
- individual work

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparation for the credit,
- preparation of homework/e-learning assignments

PROCESS APPROACH TO ORGANIZATION MANAGEMENT – LECTURE SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

The aim of the course is to provide knowledge in the field of project management and their evaluation. After completing the course, the student will learn modern concepts and methods of measuring enterprise performance management in terms of the process. The student will learn the principles of analyzing, diagnosing and making changes to economic organizations, including the processes of restructuring and strategic renewal of the organization in terms of the process. **2 ECTS**

PROJECT MANAGEMENT METHODS – LECTURE SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

The aim of the course is to acquire interdisciplinary knowledge in the field of theoretical foundations of service design management and appropriate methods used for project management.

The learning achievements

- **in terms of knowledge**

- The student knows the concepts of project management. Knows the different methods of project management
- Distinguishes between the roles and competencies of the project personal structure **2 ECTS**

- **in terms of abilities**

- Can distinguish between project management methods and knows how to Apply to the purpose and type of project

- **in terms of social competence**

- Demonstrates openness to teamwork; as part of a team is able to assume different roles, and is willing to co-organize activities for the benefit of the professional environment and initiate activities for the benefit of the group

Program content

- Definition and concepts related to the management and conduct of projects
- The role, competencies and tasks of individuals in a project group
- Construction of project teams
- Project management methodologies: (PRINCE, PMI, etc.).
- Tools used in project management
- Project management: project charter, project scope and project management plan
- Financing, risk assessment and success factors
- Project monitoring and evaluation

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method,
- individual case analysis,
- group work

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparing for the credit.

3rd year, 6th semester

PROJECT OF OWN VENTURE – PROJECT

Objectives of the subjects

The aim of the course is to stimulate an entrepreneurial attitude in students, to inspire them to create jobs for themselves and others. The subject will allow students to develop the ability to independently plan their career path in order to achieve their own goals and passions.

3 ECTS

The learning achievements

- **in terms of abilities**

- It defines its own subject goals realized during designing one's own venture
- Designs own venture
- Critiques his/her own project and the projects of others in the group

- **in terms of social competence**

-Is open to change

-Demonstrates its subjective gain resulting from the implementation of the project

Program content

- Planning your own venture
- Schedule of activities
- Characteristics of the entrepreneurial attitude
- Identification of strengths and weaknesses of the project
- Evaluation of the change

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- didactic discussion,
- brainstorming,
- project method.

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the literature on the subject,
- preparation, implementation and evaluation of projects

INTERNET MARKETING – LECTURE

Objectives of the subjects

The aim of the course is to provide information on modern marketing, especially the mechanisms of: product promotion, communication with the client, selection of methods of building value for the client, shaping pricing policies. In addition, examples of the use of mobile solutions in traditional business models will be shown.

2 ECTS

The learning achievements

- **in terms of knowledge**

- He has a structured knowledge of terminology in the field of Internet marketing and in the typology of Internet property
- Knows selected theories and concepts in the field of marketing Internet

- **in terms of abilities**

- Is able to use online marketing theories to identify challenges and issues in the digital economy facing the organization.
- Is able to propose potential tools to solve challenges in the area of digital economy facing the organization

- **in terms of social competence**

- He is aware of the impact of technological development of the digital economy and, through this, on the ways of communicating with stakeholders of the organization
- Is aware of the ethical requirements in the field of marketing Internet

Program content

- The impact of the Internet on the marketing activities of enterprises
- Marketing research on the Internet
- Planning a promotional campaign on the Internet
- Communication of the enterprise with the market through Internet tools
- Social campaigns on the Internet
- Internet in the product development process
- Customer service on the Internet

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture,
- case study work,
- discussion,
- project method

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Getting acquainted with the subject literature,
- preparation for the credit,
- preparation, implementation and evaluation of projects

INTERNET MARKETING – PROJECT

Objectives of the subjects

The aim of the course is to provide information on modern marketing, especially the mechanisms of: product promotion, communication with the client, selection of methods of building value for the client, shaping pricing policies. In addition, examples of the use of mobile solutions in traditional business models will be shown. **3 ECTS**

INNOVATION MANAGEMENT – TUTORIALS

Objectives of the subjects

The aim of the course is to learn the importance of innovation in a modern organization, also in the economy and enterprise. Developing the ability to plan and implement innovation processes, innovative projects in accordance with the assumptions of the innovation policy of Poland and the EU.

The learning achievements

- **in terms of knowledge**

-Can characterize and identify innovations of different types and is able to analyze sources of knowledge innovation
-Is able to plan, implement and manage innovation processes in an Organization **1 ECTS**

- **in terms of abilities**

-He skillfully analyzes and evaluates the factors affecting the growth of the Innovation of the organization

- **in terms of social competence**

-Can actively interact in problem solving, making decisions during the implementation of innovation processes

Program content

- Presentation of the types of innovations including their classification
- Determination of the assumptions of planning and implementation of the innovation process, creation of an innovation project

- Sources of innovation
- Formulation of the characteristics of an innovative organization, an innovative enterprise
- Define the scope of research and development activities, including its types and the possibility of using its results in the enterprise
- Presentation of the conditions for the development, implementation, diffusion of innovations in the network organization (including in the enterprise)
- Preparation of innovation projects in accordance with the assumptions of innovation policy in the European Union and in Poland
- Identification of sources of innovation financing
- Presentation of the principles of cooperation with partners in the regional innovation system

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- classical problem method,
- multimedia techniques,
- didactic discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature,
- preparation of credit works,
- preparation for a credit

INNOVATION MANAGEMENT - LECTURE

Objectives of the subjects

The aim of the course is to learn the importance of innovation in a modern organization, also in the economy and enterprise. Developing the ability to plan and implement innovation processes, innovative projects in accordance with the assumptions of the innovation policy of Poland and the EU.

1 ECTS

CORPORATE SOCIAL RESPONSIBILITY – LECTURE

2 ECTS

Objectives of the subjects

The aim of the course is to familiarize students with the concept of corporate social responsibility (CSR), to present the areas interests of the idea of CSR, the sequence of shaping the social awareness of enterprises and the dilemmas and direction of changes regarding the implementation of corporate social responsibility in modern market economy.

The learning achievements

- **in terms of knowledge**

- The student defines the ideas and concepts of social corporate responsibility
- The student names and correctly interprets concepts of corporate social responsibility

- **in terms of abilities**

- The student is able to list the advantages and disadvantages of the CSR concept and identify its usefulness and benefits for local community stakeholders and the economy as a whole
- The student analyzes the behavior of enterprises implementing the CSR concept and evaluates their preparedness to implement this idea.

- **in terms of social competence**

- The student evaluates the usefulness of the CSR concept in practice
- The student understands the importance of ethical conduct in the profession of a manager

Program content

- The idea of CSR (Corporate Social Responsibility)
- The concept and areas of interest of CSR
- Corporate social responsibility in the aspect of the employee (labor relations Labor, Human Rights)
- The role of CSR from the employer's perspective
- Outline of the formation of social consciousness in the process of management
- Ethics in business as an important element of CSR
- CSR and sustainable development
- The impact of the Sustainable Development Goals
- UN on the formation of directives related to CSR
- CSR international norms and standards
- Possible dysfunctions and directions of change related to the implementation of social
- Corporate Responsibility
- The benefits of applying CSR in enterprises

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- multimedia presentations,
- discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Getting familiar with the literature on the subject,
- preparation for the credit

BUSINESS NEGOTIATIONS- LECTURE

Objectives of the subjects

The aim of the course is to provide students with knowledge about the ability to analyze a situation in order to prepare for negotiations and to effectively use interpersonal communication skills in the negotiation process.

The learning achievements

- **in terms of knowledge**

- Indicate the different styles adopted by negotiators
- Indicate the manipulation techniques used in negotiations

- **in terms of abilities**

1 ECTS

- Analyze the negotiation situation in the preparation phase of the negotiations
- Apply knowledge of communication in negotiation situations

- **in terms of social competence**

- Cooperate in a team

Program content

- The importance of interpersonal communication in the negotiation process
- Stages of negotiation. Contingency plans - BATNA
- Negotiation styles and techniques

- Principled negotiation
- Manipulations in negotiations
- Breakthrough negotiation

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- case method,
- didactic games,
- film,
- didactic discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the literature on the subject.
- preparation of written work

BUSINESS NEGOTIATIONS- WORKSHOPS

Objectives of the subjects

The aim of the course is to provide students with knowledge about the ability to analyze a situation in order to prepare for negotiations and to effectively use interpersonal communication skills in the negotiation process.

2 ECTS

EMPLOYER IMAGE MANAGEMENT – LECTURE SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION

Objectives of the subjects

The aim of the course is to make students aware of the benefits for the organization of building the right image of the employer. Equipping students with employer branding tools. Presentation of the leading issues in the field of shaping and improving the employer brand in the practice of innovative enterprises operating in the modern market.

2 ECTS

The learning achievements

- **in terms of knowledge**

- The student knows the concept of image and employer image
- Student understands the rationale for the increase in the importance of the image employer and knows the main assumptions of the concept of building employer's image
- Student understands the essence of the process of building brand image and knows in which stages it takes place

- **in terms of abilities**

- The student is able to organize the process of branding employer
- Student is able to apply tools for building employer image

- **in terms of social competence**

- The student is ready to follow the trends in the field of employer image building
- The student is aware of the advantages of implementing the concept of building employer image

Program content

- The concept of "image" and "employer image"
- Rationale for the increasing importance of the employer's image
- The main assumptions of the concept of employer image building
- The concept of "employer branding process"
- Organization of the employer branding process
- Stages of the employer branding process
- Tools for building the employer's image
- Modern methods of employer branding
- Benefits flowing from the implementation of activities aimed at improving the employer brand

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture
- discussion,
- individual case analysis,
- brainstorming
- project method

Full-time studies / part-time studies:
Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Getting acquainted with the subject literature,
 - preparation for the credit,
 - preparation, implementation and evaluation of projects
-

EMPLOYER IMAGE MANAGEMENT – PROJECT SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION

Objectives of the subjects

The aim of the course is to make students aware of the benefits for the organization of building the right image of the employer. Equipping students with employer branding tools. Presentation of the leading issues in the field of shaping and improving the employer brand in the practice of innovative enterprises operating in the modern market.

The learning achievements

- **in terms of knowledge**

- The student knows the concept of employer image
 - Student understands the rationale for the increase in the importance of the employer image and knows the main assumptions of the concept of building of employer image
 - Student understands the essence of the process of building brand image
- 2 ECTS**

- **in terms of abilities**

- The student is able to organize the process of branding employer
- Student is able to apply tools for building employer image

- **in terms of social competence**

- The student is ready to follow the trends in the field of building the employer image
- The student is aware of the advantages of implementing the concept of building employer image

Program content

- The concept of "image" and "employer image"
- Rationale for the increasing importance of the employer's image
- The main assumptions of the concept of employer image building
- The concept of "employer branding process"

- Organization of the employer branding process
- Stages of the employer branding process
- Tools for employer image building
- Modern methods of employer branding
- Benefits flowing from the implementation of activities aimed at improving the employer brand

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture
- discussion,
- individual case analysis,
- brainstorming
- project method

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Getting acquainted with the subject literature,
- preparation for the credit,
- preparation, implementation and evaluation of projects

MOTIVATING AND REWARDING EMPLOYEES – LECTURE SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION

Objectives of the subjects

The aim of the course is to familiarize students with the theory of shaping an effective motivation system in a modern organization. The subject is aimed at developing students' skills in practical use of means of motivating employees in the organization.

2 ECTS

The learning achievements

- **in terms of knowledge**

- The student understands the essence of motivation employees and knows what a motivation system is
- The student understands the concepts and theories of motivation

- **in terms of abilities**

- The student can describe the process of motivating employees
- The student is able to effectively apply measures motivating based on the principles of motivation

- **in terms of social competence**

- The student is ready to learn about modern means of influencing the motivation of employees
- =The student is aware of the role of motivation in talent development and careers of employees

Program content

- The essence of motivation and motivating employees
- Concepts and theories of motivation
- The concept of "motivation system"
- The process of motivating employees
- Types of means of motivating employees
- Principles of effective application of individual means of motivation
- Coaching as a modern means of influencing the motivation of employees
- The role of motivation in talent and career development of employees

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method,
- solving problem tasks,
- workshop method
- group work,
- individual work

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Familiarization with the literature of the subject,
- preparation of a credit work

Objectives of the subjects

The aim of the course is to familiarize students with the theory of shaping an effective motivation system in a modern organization. The subject is aimed at developing students' skills in practical use of means of motivating employees in the organization.

PERSONNEL CONTROLLING – LECTURE SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION

Objectives of the subjects

The aim of the course is to prepare the student to apply specialized knowledge in the field of management science in practice in connection with the completed specialization and acquiring the ability to select appropriate methods and tools in solving practical problems in the field of human resource management, and creating innovative solutions.

The learning achievements

- **in terms of knowledge**

- To learn the essence and importance of personnel controlling
- Understanding the difference between classical control and the concept of personnel controlling
- To understand the role of human resources in the functioning of modern enterprises
- =To learn about the qualitative instruments used by personnel controlling

2 ECTS

- **in terms of abilities**

- Ability to diagnose the state of personnel resources in enterprise and search for ways to increase efficiency of the work performed by them
- To make a correct assessment of signals on the state of personnel resources in the enterprise

- **in terms of social competence**

- Ability to independently perform the tasks of a controller of personnel in an enterprise
- Ability to cooperate in a group
- Attitude to the necessity of continuous professional development

Program content

- Personnel controlling, as a philosophy of enterprise management
- Areas and tools of personnel controlling

- The role of the controller in the organization
- Places and importance of personnel controlling for effective management of personnel of an economic entity
- Controlling the development of employees
- Controlling personnel resources planning of the enterprise
- Personnel controlling and motivational system in the enterprise
- Strategic scorecard and scorecard of human resources management
- The role of the personnel controller in recruiting and selecting employees and in stimulating the development of potential labor

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- informative lecture,
- Conversational lecture supported by multimedia presentations,
- didactic discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and additional materials,
- preparation for the exam/assessment,
- implementation of exercises,
- forums to complete.

PERSONNEL CONTROLLING – TUTORIALS

SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION

Objectives of the subjects

2 ECTS

The aim of the course is to prepare the student to apply specialized knowledge in the field of management science in practice in connection with the completed specialization and acquiring the ability to select appropriate methods and tools in solving practical problems in the field of human resource management, and creating innovative solutions.

INNOVATION OF SMES – LECTURE

SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS MANAGEMENT

2 ECTS

Objectives of the subjects

The aim is to familiarize students with the conceptual apparatus of business ethics and economic choices and their limitations. After completing the course, the student will know the directions and ethical systems, the principles of fair and unfair competition and the principles of ethical advertising. In addition, he will learn the principles of ethical human resource management and the principles of ethical action in relation to society and the state.

The learning achievements

- **in terms of knowledge**

-Defines terms in the field of innovation, distinguishes between different types of innovation and characterizes the importance of innovation in economic processes

- **in terms of abilities**

-Presents economic problems, solved on the basis of implemented innovations of various types with the use of multimedia techniques
-Analyzes the process of innovation implementation based on knowledge of principles, methods and techniques of effective innovation (innovation models)

- **in terms of social competence**

-Understands the need to constantly strive to expand his own knowledge and possessed skills and inspire others to do the same behaviour
-Manifests an active attitude towards searching for different problems solutions

Program content

- Classification of innovations and the essence of innovation
- The need for innovation - the aspect of competitiveness
- Sources of innovation of SMEs
- Methods and tools of innovative management in SME enterprises
- Building an innovation strategy of SME business entities
- Future forms of organization of SME enterprises
- Innovations in human capital management
- Management of a new product

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture

- workshop method,
- work on the basis of case studies

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Getting familiar with the literature on the subject,
- preparation for the credit

MARKETING MANAGEMENT OF SMES – LECTURE SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS MANAGEMENT

Objectives of the subjects

The aim of the course is to create Qualifications in solving decision-making problems in marketing management and applying analyzes to identify and solve these problems.

The learning achievements

- **in terms of knowledge**

- The student has knowledge of marketing management in the SME sector
- The student has knowledge of the application of social media in marketing of SMEs
- The student has knowledge of marketing (as a social and management process), its components (components, participants, in particular, knowledge of marketing tools, including advertising and other components of the marketing communication system)

3 ECTS

- **in terms of abilities**

- He is able to select marketing tools to the situation of a particular enterprise
- The student communicates using specialized terminology from the field of management science and marketing
- The student analyzes and interprets statistical research, develops and presents statistical material, as well as uses statistical studies and from other data sources; uses them in analytical planning work

- **in terms of social competence**

- The student understands the need to track changes in the economic situation, that is relevant to the enterprise (institution)
- The student is ready to perform professional roles responsibly, including adherence to the principles of professional ethics and requires it of others

Program content

- Specifics of the SME sector in the context of marketing activities
- The importance and methods of analyzing the competitive and sectoral environment and opportunities to expand the market
- Marketing management vs. value management
- The importance of Internet marketing in SMEs.
- The role of social media in SMEs
- Promotional strategies and principles of writing marketing content for SMEs' needs
- Analysis of the effectiveness of sales activities, growth potentials, effectiveness of sales activities, and intangible assets in the sales department
- Marketing decisions in the long term
- Image as a strategic intangible asset
- Product image and corporate image in the marketplace

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lectures with the use of multimedia presentations
- discussions with students.
- solving problem tasks

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Familiarization with the subject literature,
- preparation of credit works

MARKETING MANAGEMENT OF SMES – TUTORIALS SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS MANAGEMENT

2 ECTS

Objectives of the subjects

The aim of the course is to create Qualifications in solving decision-making problems in marketing management and applying analyzes to identify and solve these problems.

**PROJECT MANAGEMENT IN SMES – LECTURE
SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS
MANAGEMENT**

Objectives of the subjects

After completing the course, the student knows the key concepts of the theory of enterprise and the principles of functioning of SME entities in a market economy, and understands the relationships between them. He knows the general principles of creating and developing individual entrepreneurship and uses this knowledge.

The learning achievements

- **in terms of knowledge**

- The student knows the key concepts of enterprise theory and the principles of functioning of SME entities in the market economy, as well as understands the interrelationships that exist between them
- He knows the general principles of formation and development of individual entrepreneurship and uses this knowledge
- The student knows to an advanced degree the terminology within the sciences of management and project management
- Knows and understands the most important theories of project management in the field of SMEs in Poland

3 ECTS

- **in terms of abilities**

- The student has the ability to use the gained knowledge and the ability to formulate conclusions and justifications
- The student has the ability to build analytical tools such as a tree of problems, goals, needs analysis and identification of the main objective and specific objectives
- Recognizes dilemmas in project management and solves them independently and responsibly

- **in terms of social competence**

- The student is able to apply elements of theoretical knowledge on project management in practical activities and implementation of real activities
- The student is able to apply particular analytical tools of management in relation to the specifics of social and commercial

-Student demonstrates openness to new programs, facts and challenges in the field of project management

Program content

- Project management - concepts in the context of the specifics of SMEs
- Initiating project activities using the potential of the enterprise
- SME - from idea to project - workshop on building project structure using logical project matrix - tree of problems, goals, analysis of needs and identification of the main objective and specific objectives
- Planning project activities in SMEs: building a project team, building a schedule of project activities - Gantt chart, critical path, progress path; project budget
- Project control: control and monitoring of activities - project objectives and indicators, project evaluation tools
- Risk management in projects: identification of risks in the project, strategy, response to risk, supervision and control of risk situation
- Project evaluation and assessment: criteria for project evaluation; how to evaluate - methods of evaluation studies; project success - evaluation criteria

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method,
- analysis of an individual case,
- project method

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparation, implementation and evaluation of projects,
- preparation for the credit

PROJECT MANAGEMENT IN SMES – PROJECT SPECIALIZATION : INNOVATIVE BEHAVIOR AND SMALL BUSINESS MANAGEMENT

2 ECTS

Objectives of the subjects

After completing the course, the student knows the key concepts of the theory of enterprise and the principles of functioning of SME entities in a market economy, and understands the relationships between them. He knows the general principles of creating and developing individual entrepreneurship and uses this knowledge.

RISK MANAGEMENT IN PROJECTS – TUTORIALS SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

The aim of the course is for students to understand the role of risk and uncertainty in decision-making, the role of psychology, mathematics and statistics in decision-making in the face of risk and uncertainty. Students will master the knowledge of identifying, estimating, assessing, interpreting and managing the most important risks in projects.

The learning achievements

- **in terms of knowledge**

- Has knowledge of the concepts of making decisions, the role of risk and uncertainty in decisions (differences for both approaches), the most important decision models in the face of risk and uncertainty
- Has knowledge of standards and methodologies for managing risks, structures and documentation of risks in the organization
- The student has knowledge of legal norms and rules, organizational, moral, ethical, economic and financial that determine the organization of structures and management systems of international projects in Poland

3 ECTS

- **in terms of abilities**

- Properly creates decision trees with alternatives and selection options
- Properly Identifies the tendency and aversion of an individual to risk depending on the type of decision
- Adequately calculates objective risks and is able to identify the most important psychological traps into a decision-maker

- **in terms of social competence**

- Presents his own views on the role of risk and uncertainty in decision-making models, especially from the perspective of economic decisions

Program content

- Risk - definitions, concepts, models (introductory remarks)

- Economic decisions - decision-making process, decision tree
- Crisis phenomena and their impact on ways to measure risk
- Risk - between psychology and economics
- Dealing with increased risk of failure
- Risk management methodologies and standards
- Selected issues of the risk management process in projects

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method,
- individual case analysis.
- brainstorming

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials,
- preparation for the credit,
- solving accounting tasks in order to consolidate the acquired knowledge

PROJECT EVALUATION PROCESS - TUTORIALS SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

The aim of the course is to provide knowledge of project feasibility analysis and its evaluation. After completing the course, the student will gain knowledge in the field of project implementation. Student will know what a project is, project management, will know the specificity and nature of individual stages and phases of life project.

3 ECTS

The learning achievements

- **in terms of knowledge**

-Understands the essence of the project and the aspects involved in its implementation

-The student has knowledge of project implementation - what a project is, the specifics and nature of the various stages and phases of the life of the project

-The student is prepared to recognize and define norms and legal regulations in the field of EU project management in Poland

- **in terms of abilities**

-The student has the ability to use the acquired knowledge and to formulate conclusions and justifications

-The student has the ability to build analytical tools, such as a tree of problems, objectives, needs analysis and identification of the main objective and specific objectives

-Student is able to select project evaluation tools adapted to the specifics of the project

- **in terms of social competence**

-Students are able to apply elements of theoretical knowledge on of project management in practical activities and implementation of real activities

-The student is able to apply particular analytical tools of management in relation to the specifics of activities social and commercial activities

Program content

- The essence of the project, the characteristics of the project, the parameters of the project., the specifics of management
- Projects - consolidation of knowledge
- Concept, scope and objectives: monitoring, control, evaluation and audit in project management
- Selected aspects of evaluation research: stages of preparatory activities, methods and techniques of evaluation, evaluation of project implementation
- Examination of the correctness of project implementation - formal requirements
- Examination of the reasonableness and eligibility of expenses
- Testing the correctness and completeness of documentation
- Evaluation of the project control system: forms, methods and tools
- Analysis of project progress reports: deviation reports, work progress, phased, final project
- Examples of monitoring, control, evaluation and audit of selected projects
- Importance of monitoring, control, evaluation and audit in the implementation of European projects

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- conversational lecture,
- classical problem method,

- individual case analysis

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials
 - preparing for the credit
-

ORGANIZATION OF E-ENTERPRISE – LECTURE SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

The aim of the course is to familiarize students with the construction and functioning of e-enterprises. After completing the course, the student will know the concepts related to the use of e-business platforms in management.

The learning achievements

- **in terms of knowledge**

- Classifies e-business models
- Knows the concepts related to the use of ebusiness platforms in management
- Knows the areas of e-business, opportunities and barriers

3 ECTS

- **in terms of abilities**

- Can distinguish and characterize the internal and external of an e enterprise
- Characterizes popular e-business models

- **in terms of social competence**

- Is able to work in a group taking on different roles
- Is aware of the responsibility for decisions made in a team

Program content

- E-business-modern enterprise based on e-environment know-how
- E-client - the modern consumer
- E-learning - a modern way of improving competence and qualifications in the organization
- Electronic exchange of information (EDI)

- Models of e-business in an enterprise
- Channels of communication in e-business
- Threat, analysis of the e-business environment

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- lecture,
- classical project method.
- didactic discussion

Full-time studies / part-time studies:

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the subject literature and/or additional materials;
- preparation, implementation and evaluation of projects.

ORGANIZATION OF E-ENTERPRISE – PROJECT SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

3 ECTS

The aim of the course is to familiarize students with the construction and functioning of e-enterprises. After completing the course, the student will know the concepts related to the use of e-business platforms in management.



Akademia
Humanistyczno
Ekonomiczna
w Łodzi



Erasmus+

**ERASMUS+ INCOMING STUDENTS
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH
MANAGEMENT
SPRING SEMESTER 2023/2024**

**MANAGEMENT
MASTER'S DEGREE**

1st year, 2nd semester

**CONTEMPORARY TRENDS IN HUMAN RESOURCE MANAGEMENT-
EXERCICES 1 ECTS, LECTURE 1 ECTS**

Objectives of the subjects

The aim of the course is to familiarize students with the current challenges of market working conditions and the preferences of employees in the area of HRM. Knowledge of selected modern trends in human resource management.

The learning achievements

- **in terms of knowledge**

-Identifies changes taking place in the organization's environment of primary importance for the quality of labor resources management

-Has knowledge of modern concepts of human resource management

-Identifies the role of diversification of labor resources (multigenerationality, multiculturalism, diversity of importance for the success of the organization) in human resource management

- **in terms of abilities**

-Is able to identify problems under new conditions

-Is able to design projects involving solving problems arising in the area of human resource management

- **in terms of social competence**

- Has the competence to continuously develop his/her knowledge and skills and inspire others to do the same

-Is able to assume different roles in a team

- The student is aware of the responsibility for making a decision and solving a problem

Program content

- The new quality of the environment for HRD
- Multigenerationality and multiculturalism and their impact on Human Resources Department
- New trends in salary management as a consequence of the growing diversification of labor resources
- Changes in the labor market (aging labor resources as a consequence of changes in demographics, labor migration and its impact on the supply of labor resources
- labor resources, development of atypical forms of employment) and their impact on HRM
- Contemporary concepts of human resource management
- Organizational climate and culture in modern companies

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- Lecture
- Classical problem method,
- Discussion

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

-To become familiar with the course literature and/or additional materials.

-Preparing for a credit and/or exam.

MANAGEMENT IN THE FAMILY BUSINESS-

LECTURE 1 ECTS

Objectives of the subjects

The purpose of the course is to acquire the ability to identify the family enterprise as a specific category of enterprises. To learn about the mechanisms that determine the longevity of a family enterprise and to be able to recognize the basic threats to the life of a family enterprise

The learning achievements

- **in terms of knowledge**

-Has knowledge of the history of family entrepreneurship and the specifics of this type of enterprise

-Has knowledge of the establishment of family businesses taking into account the economic and social conditions of family businesses

-Knows how to manage in family businesses

-Has knowledge of the role of the manager in family businesses and the reasons for the emergence of conflicts in such enterprises

- **in terms of abilities**

-Can design the strategy of family business enterprises

-Can apply management styles and techniques to end conflicts that occur on the manager-owner line

-Can establish a family business taking into account legal regulations

- **in terms of social competence**

-Is able to work individually and in a team, as well as communicate

-Communicate and exchange information in the execution of a project task

Program content

- History of family entrepreneurship
- Specificity and typology of family enterprise
- The economic and social importance of family businesses in Poland and in the world
- Determinants of the development of family entrepreneurship
- The formation of family businesses - forms, sources of financing, size

- Conflicts in family businesses and transformations
- Manager and owners - fields of cooperation and conflicts
- Specifics of management in family enterprises
- Styles and techniques management
- Strategies of family enterprises in different phases

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- lecture
- classic problem method
- individual work

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Familiarization with the subject literature and/or additional materials
- Preparing for the exam and final course tests

RISK MANAGEMENT IN THE ENTERPRISE-

PROJECT 2 ECTS, LECTURE 2 ECTS

Objectives of the subjects

The main objective of the course is to familiarize the student with the fundamental knowledge of enterprise risk management.

The learning achievements

- **in terms of knowledge**
- Has theoretical knowledge of risk, its types and sources
- Can define the differences between risk and uncertainty, knows the basic methods of risk assessment, as well as quantitative and qualitative methods of risk assessment

-Analyzes organizations focused on risk management vs. traditional

- **in terms of abilities**

-Is able to make decisions under risk conditions, create system models describing risks in the enterprise

-Conducts risk analysis using a matrix method, based on assigning weights or impact values to areas of risk and countermeasure opportunities

- **in terms of social competence**

-Supplements and improves acquired knowledge and skills in the field of risk management in an enterprise

-Is aware of the decisions made in the field of modification of organizational structures for the purpose of risk management

Program content

- Definition of risk
- Differences between risk and uncertainty
- Types of risk and its identification
- Sources of risk
- Basic methods of risk assessment
- Quantitative methods of risk assessment
- Qualitative methods of risk assessment.
- Risk management-oriented versus traditional organizations
- Algorithm suggesting the emergence of risk
- Modification of the organizational structure of the enterprise for Risk management, role of risk manager; risk committee

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- Lecture
- Project method
- Individual case analysis

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects;

Preparation for credit and/or examination; Other forms of own work in the course, which?);

-Familiarization with the subject literature and/or additional materials.

-Preparation, implementation and evaluation of projects

PUBLIC FINANCES-

EXERCICES 2ECTS, LECTURE 1ECTS

Objectives of the subjects

The basic idea of the course is to familiarize students with the distribution and collection of public funds

The learning achievements

- **in terms of knowledge**

-The student will gain knowledge of the scope of state activity in the economy

-The student will gain knowledge about the management of public funds in market economy

-The student will gain knowledge about the specifics of the processes of collecting and disbursement of public funds

- **in terms of abilities**

-Can explain the principles of operation of the finance sector public sector and the management of public funds

-Describes the mechanism of formation and effects of the deficit and public debt, social and economic consequences associated with the cost of debt service

-Evaluates the effectiveness of state fiscal policy, in particular in periods of crisis

- **in terms of social competence**

-Organizes teamwork related to, for example, analysis of reports

-On the execution of the state budget, budgets of territorial self-government units and other public funds

-Analyzes information from various sources on the functioning of public finances in other countries

Program content

- Concept and functions of public finance
- Sources and forms of collection of public funds
- Dilemmas disposition of public funds - public expenditures
- Balance of the public finance sector
- Directions of reallocation of public funds
- Public finance sector - legal and organizational forms
- Performance budget in Poland and the world.
- Revenues and expenditures of the state budget
- Deficit and public debt. Types, sources of financing
- Financial management of local government units. Links
- budgets of local government units with the state budget
- System of control of public finances

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- lecture
- classic problem method

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Familiarization with the subject literature and/or additional materials
- Preparing for the exam and the credit

SOCIAL SKILLS TRAINING-

WORKSHOP 1 ECTS

Objectives of the subjects

The aim of the subject is developing social competences of students. To familiarize students with selected issues of psychosocial development, to recognize their strengths

and areas for development in psychosocial skills and to select and plan areas for development

The learning achievements

- **in terms of knowledge**

-Has knowledge of the concepts of the elements of development of social skills

- **in terms of abilities**

-Looks at different types of personal development

-Experiences a sample of development activities in such areas as: assertiveness, stress management, dealing with emotions, setting boundaries, self-esteem, balance work - life, unmasking manipulation

-Evaluates his way of functioning

- **in terms of social competence**

-Shows openness to change his/her habits

-Demonstrates openness to developing his skills

-Engages in individual and team work performing various group roles

Program content

- Types of social skills
- Overview of areas that improve quality of life
- Exercises on selected skills, e.g., assertiveness, dealing with stress, managing emotions, setting boundaries, self-esteem, work-life balance, unmasking manipulation
- Self-assessment and evaluation in practiced areas
- Planning the area from the level of skills to change

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- workshop method
- didactic discussion
- brainstorming
- drama techniques
- activating techniques
- group and individual work

- problem solving

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- getting acquainted with the literature on the subject
 - formation of skills learned in class
-

PROTECTION OF INTELLECTUAL PROPERTY-

LECTURE 1 ECTS

Objectives of the subjects

The purpose of the course is to learn advanced knowledge of intellectual property and its protection in Poland and around the world

The learning achievements

- **in terms of knowledge**

- The student knows and understands to an advanced degree the concepts of intellectual property including copyright
- The student knows the relationship between intellectual property protection and fair competition, innovation and economic growth

- **in terms of abilities**

- Students are able to correctly define a work and other intellectual property objects in legal and economic
- Student is able to evaluate economic phenomena in connection with protection of intellectual property

- **in terms of social competence**

- The student is aware of his knowledge of the social and economic role of intellectual property protection
- The student acts in a professional manner with respect for intellectual property

Program content

- Development of the protection of intangible assets in historical perspective
- Subject and subjects of copyright law, basic definitions
- Personal rights of creators to protected works
- International conventions in the aspect of intellectual property

- European Union Law
- National and international organizations for collective management of rights
- Copyright and related rights
- Genesis and place of modern copyright and related rights
- Selected judicial decisions in the aspect of copyright protection
- The relationship of intellectual property protection to competition policy, combating unemployment, innovation and economic growth
- The concept of catalog of property rights and fields of exploitation of the work License
- Forms of infringement of author's personal and property rights - the concept of plagiarism, piracy, database
- The concept and principles of permitted private and public use from a work
- Rights of libraries and schools
- The law of citation
- Special protection of computer programs, image and correspondence
- Protection of inventions, trademarks and industrial designs
- Community trademark
- Civil and criminal principles of liability for infringement of intellectual property rights

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- conversational lecture,
- didactic discussion

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Own work with the subject literature
-

2nd year, 2nd semester

COMPUTER AIDED DESIGN-

EXERCICES 2 ECTS, LECTURE 2 ECTS

Objectives of the subjects

The main goal of the course is to familiarize the student with the principles of object design, electronic circuit diagrams and the creation of objects in photorealistic graphics.

The learning achievements

- **in terms of knowledge**

- He has knowledge in the field of drafting geometry and stereometry. He knows What technical drawing is and knows its elements

- Knows and understands the assumptions of geometric construction

- Has knowledge of designations on drawing content

- **in terms of abilities**

- Able to use AutoCAD

- Can apply photorealistic graphics using its possibilities in image and video design.

- **in terms of social competence**

- Works as part of a design team to solve problems of a design and drawing

- Accepts roles in the team and is aware of their responsibilities

Program content

- Fundamentals of drafting geometry and stereometry
- Norms and standards
- Principles of technical drawing
- Documentation of architectural designs and electronic systems
- Photorealistic graphics
- Basic geometric constructions
- Projection, sectioning and dimensioning
- Personalizing the AutoCAD interface
- Additional markings on drawings
- Solving complex design and drawing problems

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- lecture
- conversation lecture
- brainstorming

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Familiarization with the subject literature and/or additional materials
 - Working with AutoCad program at home
-

MANAGEMENT TRAINING-

EXERCICES 3 ECTS

Objectives of the subjects

The main objective of the course is to improve personal and social competence and deepen knowledge and practical skills in interpersonal communication

The learning achievements

- **in terms of knowledge**

- Has knowledge of how to create a group contract
- Knows how to improve personal and social competencies

- **in terms of abilities**

- Is able to manage himself and his own creativity
- Can integrate groups, create empathy and willingness in them cooperation
- Diagnoses fears and anxieties of group members due to active participation in activities

- **in terms of social competence**

- He works in a group taking on different roles and at the same time takes them irresponsibly

-Is aware of the consequences of interpersonal communication used in the environment during class

Program content

- Integration of the group, building a climate of empathy, trust and cooperation
- Diagnosis of fears and anxieties arising in group members in connection with participation in activities
- Creating and concluding a group contract
- Group roles (analysis of the roles performed in the group by individual members; analysis of the distribution of roles in the group)
- Interpersonal communication (verbal and non-verbal communication; active listening; recognizing communication barriers on the part of the sender and receiver of the communication; accuracy of first impressions and traps of stereotypes)
- Emotional intelligence, improvement of personal and social competence
- Self-management
- Managing one's own creativity, inspiring others

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- Workshop method
- Brainstorming

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

-Familiarization with the subject literature and/or additional materials

SOCIAL MARKETING-

EXERCICES 2 ECTS, LECTURE 3 ECTS

Objectives of the subjects

- Explain the essence of social marketing and the dilemmas associated with the term due to the different approaches to defining the role of the enterprise

- Explaining the process of analyzing, planning, organizing and implementing social marketing in enterprises
- To familiarize with the tools for implementing social marketing in enterprises
- Developing the ability to identify and analyze and evaluate opportunities and ways to implement social marketing

The learning achievements

-in terms of knowledge

- Has in-depth knowledge of the location of social marketing in economic and management sciences
- Knows and understands the arguments for and against the implementation of the concept of marketing in enterprises
- Knows how the process of implementing social marketing in enterprise
- Knows the tools that enterprises use in implementing the concept of social marketing and the measures for evaluating the effects of its implementation

-in terms of abilities

- Can identify how stakeholders determine the implementation of social marketing
- Has the ability to define opportunities for the implementation of social marketing
- Social marketing in different market sectors and areas
- Can identify and evaluate which social marketing tools and in how they contribute to improving the image and influence the value of the company

-in terms of social competence

- Is aware of the need for continuous updating and deepening of knowledge in the field of social marketing
- Recognizes the effects of teamwork
- Is able to analyze and select necessary information to make decisions on the implementation and scope of social marketing
- Understands and has the need to act ethically in professional life

Program content

- Social marketing- definition, genesis of the idea
- Marketing vs. social marketing
- Social responsibility vs. marketing
- The place of social marketing in the sciences of Management
- Motives, benefits of action within the framework of social marketing.
- Criticism of social marketing
- Social responsibility vs. the goals of the enterprise.
- Models and areas of activity in social marketing

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar,

brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- group work
- analysis of an individual case
- exercises
- lecture

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- familiarization with the literature on the subject
 - execution of exercises
-

MANAGEMENT AND INTERNAL CONTROL IN ORGANIZATIONS-

(specialization: management control and internal audit)

EXERCICES 2 ECTS, LECTURE 3 ECTS

Objectives of the subjects

The purpose of the course is the practical use of management control terminology (COSO model and standards INTOSAI). Transfer of practical knowledge of risk identification in management control and identification of risk response mechanisms. Transfer of practical knowledge in the field of risk analysis and management in the entity

The learning achievements

- **in terms of knowledge**

- The student has knowledge of the terminology of management control in an organization
- The student has knowledge of the mechanisms of response to risk

- **in terms of abilities**

=The student is able to identify risks within the framework of management control and identify mechanisms for responding to this risk

- **in terms of social competence**

-The student is able to apply knowledge of management control in the area of entity management

Program content

- Practical use of management control (COSOS model and INTOSAI standards. INTOSAI)
- Identifying risks and defining risk response mechanisms within the framework of management control for specific areas of the entity's operations
- Performing risk analysis and risk management methods in the entity
- Issues related to the functioning of management control in the organization (value for the organization)

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- group work
- individual case analysis
- exercises
- lecture

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- getting acquainted with the subject literature
- implementation of exercises

STAGES OF REALIZATION OF THE AUDIT TASK-

(specialization: management control and internal audit)

PROJECT 3 ECTS, EXERCISES 2 ECTS

Objectives of the subjects

- To introduce students to what are the stages of the audit task

- Introduce students to what actions are taken by the auditor, during the implementation of the subsequent stages of the audit task
- To provide practical knowledge of the preparation of the preliminary review and program of the implemented audit task
- To familiarize students with the techniques of effective communication between the auditor and the auditee

The learning achievements

- **in terms of abilities**

- The student is able to apply the acquired knowledge in the area of management of the unit
- The student is able to perform a preliminary review within the conducted audit task, and has the ability to independently prepare the program of the audit task

- **in terms of social competence**

- Student is able to apply techniques for effective communication with the audited

Program content

- Preparatory activities of the internal audit (preliminary review, task program)
- Subsequent stages of the audit task
- Techniques for effective communication with the auditee
- The actual stage of conducting the audit task
- Completion of the audit task (closing meeting, preliminary results, audit report)

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

- doing the exercise
- getting acquainted with the subject literature
- project method

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

-Familiarization with the subject literature

-Group work during the class

(specialization: management control and internal audit)

LECTURE 2 ECTS, EXERCICES 2ECTS

Objectives of the subjects

The aim of the subject is to familiarize students with the basic concepts related to internal audit in an organization, to familiarize students with the general theoretical and practical issues related to the the work of the internal audit function in an organization, to present the advisory function of internal audit in the organization, to familiarize students with the role of the internal auditor in the management process of a modern organization, and to discuss the position of the internal auditor in the organization.

The learning achievements

- **in terms of knowledge**

-The student knows, understands the processes taking place in the organization, and knows and understands the role of auditing in their evaluation and in solving emerging problems

-The student has knowledge of the methods and techniques used audit examination

- **in terms of abilities**

-The student is able to prepare a diagnosis of the state of the organization, by indicating the causes and consequences of a given condition

- **in terms of social competence**

-The student has the ability to participate in the preparation and presentation of various solutions necessary for the proper and effective functioning of the organization

Program content

- Issues related to internal auditing in an organization
- The tasks and roles of the internal auditor in the organization and the position and tasks of the internal auditor and the internal audit function in the modern organization
- Characteristics of audit examination methods and techniques and their connection with the various stages of audit activities
- Preparation of a diagnosis of the state of the organization, based on the collected material (assessment of effects, as well as causes)
- Preparation of recommendations, in order to make changes in the audited areas
- Issues included in the international standards of professional practice of internal auditing

Educational methods

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, group work, individual work):

Full-time studies / part-time studies:

- lecture
- individual case analysis
- brainstorming
- Familiarization with the literature on the subject.
- Preparation of credit works

Individual student work

(elective: Familiarization with the subject literature and/or additional materials; preparation of credit work; preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which?):

- Familiarization with the literature on the subject.
 - Preparation of credit works
-