



**ERASMUS+ INCOMING STUDENTS
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH
MANAGEMENT
WINTER SEMESTER 2024/2025**

**MANAGEMENT
BACHELOR**

1st year, 1st semester

Bases of economics / Microeconomics

The aim of the course is to gain knowledge about the mechanisms of modern economy, to acquire skills in using concepts and tools of economic analysis to interpret the main phenomena and processes occurring in the modern market economy. Students will learn to order their perception of economic reality in a descriptive and prospective sense as well as applying economic theory to practical activities.

Learning outcomes:

In the terms of knowledge:

3

- Knows the subject of research and functions of economics and its place among social sciences.
- Knows the concepts and laws of economics and understands the principles of market economy functioning, as well as knows how and to what extent they condition the functioning of enterprises.
- Possesses economic knowledge in the scope of economic aspects of management.

In the terms of skills:

- Is able to use economic concepts along with identifying and interpreting problems in this area.
- Is able to find and analyze data concerning economic situations and processes,

and use the conclusions from this analysis in professional activities in the management area.

- Is able to prepare and carry out works in various areas of economics and present their results.

In the terms of social Competences:

- Presents an entrepreneurial and innovative attitude, seeking solutions to economic problems.
- Is ready to participate in project teams, taking on various functions and demonstrating responsibility for both own actions and the actions of the entire team.
- Is open to various theoretical and methodological perspectives of scientific research.

PROGRAM CONTENTS

1. Subject of interest in economics and key concepts.
2. Households, enterprises, and the state as participants in economic life.
3. Selected tools of economic analysis.
4. Sources of economic data and information.
5. The market mechanism of demand and supply.
6. Selected macroeconomic categories.
7. Measures of economic activity outcomes.
8. The state, state budget, fiscal policy.
9. The monetary-credit system.
10. Unemployment and inflation.
11. Business cycle.
12. Macroeconomics of the open economy.
13. Globalization, its dimensions, and consequences.

TEACHING METHODS

- Lecture
- Conversational lecture
- Didactic discussion
- Problem-solving tasks
- Group work and individual work

Method of verifying education: exam, activity during classes, written work

Bases of Economics/ Microeconomics- tutorials

Learning outcomes:

In the terms of knowledge:

- Knows the subject of research and functions of economics and its place among social sciences.
- Knows the concepts and laws of economics and understands the principles of market economy functioning, as well as knows how and to what extent they condition the functioning of enterprises.
- Possesses economic knowledge in the scope of economic aspects of management.

2

In the terms of skills:

- Is able to use economic concepts along with identifying and interpreting problems in this area.
- Is able to find and analyze data concerning economic situations and processes, and use the conclusions from this analysis in professional activities in the management area.
- Is able to prepare and carry out works in various areas of economics and present their results.

In the terms of social competences:

- Presents an entrepreneurial and innovative attitude, seeking solutions to economic problems.
- Is ready to participate in project teams, taking on various functions and demonstrating responsibility for both own actions and the actions of the entire team.
- Is open to various theoretical and methodological perspectives of scientific research.

PROGRAM CONTENTS

14. Subject of interest in economics and key concepts.
15. Households, enterprises, and the state as participants in economic life.
16. Selected tools of economic analysis.
17. Sources of economic data and information.
18. The market mechanism of demand and supply.
19. Selected macroeconomic categories.
20. Measures of economic activity outcomes.
21. The state, state budget, fiscal policy.
22. The monetary-credit system.
23. Unemployment and inflation.
24. Business cycle.
25. Macroeconomics of the open economy.
26. Globalization, its dimensions, and consequences.

TEACHING METHODS

- Lecture
 - Conversational lecture
 - Didactic discussion
 - Individual work
 - Group work
 - Problem-solving tasks
-

Method of verifying education: exam, activity during classes, written work

Mathematics – tutorials:

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

3

LEARNING OUTCOMES

In the terms of knowledge:

- has mathematical knowledge in the field of algebra useful for formulating, mathematically describing, and solving simple economic problems.
- has mathematical knowledge in the field of differential and integral calculus of single-variable functions useful for formulating, mathematically describing, and solving simple economic problems.
- has mathematical knowledge in the field of statistics useful for formulating, mathematically describing, and solving simple economic problems.

In the terms of skills:

- properly selects and applies analytical methods to solve mathematical problems.
- properly selects and applies computational methods to solve mathematical problems.
- can independently acquire knowledge in the field of mathematics, integrate obtained information, interpret it, as well as draw conclusions and formulate and justify opinions.

In the terms of social competences:

- is aware of the need to enhance professional and personal competences.
 - recognizes the priority of knowledge in making decisions aimed at achieving specific tasks.
-

-
- is ready to work in a team and take on various roles within the team.

PROGRAM CONTENT

1. Matrix calculus.
2. Systems of linear equations.
3. Limit of a function and continuity of a function.
4. Differential calculus of single-variable functions.
5. Single-variable function.
6. Elements of integral calculus.
7. Elements of statistics.

TEACHING METHODS:

- individual case analysis,
- solving problem tasks,
- exercises at the board.

Method of verifying education: exam, test, written work

Electives: Legal culture/ Knowledge about state and law – project:

The aim of the course is to present processes related to the creation, application and validity of law, as well as the practical application of the acquired knowledge, e.g. in the context of legal texts analysis, protection of intellectual property and knowledge of terminology You will get acquainted with the terminology, concepts and specifics of the legal language, with particular emphasis on commercial law and labour law regulations.

3

LEARNING OUTCOMES

In the terms of knowledge:

- knows how to obtain information about the law and its application in management and quality sciences.
- lists the principles of legal interpretation and legal reasoning.

In the terms of skills:

- can obtain information about derivative and complex legal situations and attempts to interpret them based on applicable legal regulations.
- can construct precise and coherent oral and written statements on a given topic.
- searches for and qualifies the norms of conduct regulating specific areas of social life.

In the terms of social competences:

- formulates ethical issues related to working in a management position and seeks optimal and lawful solutions and ways to correct unethical behavior by lawyers.
 - shows interest in current issues occurring in democratic societies and can
-

discuss institutional problems.

- actively participates in events related to the broadly understood legal culture, can work in a group assuming different roles, and can create projects for the socio-business environment.

PROGRAM CONTENT

1. Introductory issues – basic concepts in legal sciences and their use in management and quality sciences.
2. Separation of powers – the idea and significance. Analysis of selected constitutional provisions in the context of the freedom to conduct business.
3. Main principles of the civil law system. Working on selected case law. Main principles of the common law system. Working on case studies.
4. Judicial decisions as a source of law. Analysis of Supreme Court and Constitutional Tribunal rulings in Poland, with particular emphasis on administrative and commercial law decisions.
5. Rule of law and professional ethics codes for judges, prosecutors, and attorneys. Rule of law and entrepreneurs.
6. Between law and morality. Selected issues of law norms and their connections with ethics and morality in conducting business.
7. Evaluation and criticism of selected Polish legal norms. Basics of creating commentaries on rulings, with particular emphasis on norms concerning the freedom to conduct business.

TEACHING METHODS:

- situation simulations
- discussion
- solving problem tasks
- project method

Method of verifying education: exam, activity during classes, written work

Electives: Legal culture/ Knowledge about state and law – tutorials:

The aim of the course is to present processes related to the creation, application and validity of law, as well as the practical application of the acquired knowledge, e.g. in the context of legal texts analysis, protection of intellectual property and knowledge of terminology. You will get acquainted with the terminology, concepts and specifics of legal and legal language, with particular emphasis on commercial law and labour law regulations.

2

LEARNING OUTCOMES

In the terms of knowledge:

- knows how to obtain information about the law and its application in management and quality sciences.
- lists the principles of legal interpretation and legal reasoning.

In the terms of skills:

- can obtain information about derivative and complex legal situations and attempts to interpret them based on applicable legal regulations.
- can construct precise and coherent oral and written statements on a given topic.
- searches for and qualifies the norms of conduct regulating specific areas of social life.

In the terms of social competences:

- formulates ethical issues related to working in a management position and seeks optimal and lawful solutions and ways to correct unethical behavior by lawyers.
- shows interest in current issues occurring in democratic societies and can discuss institutional problems.
- actively participates in events related to the broadly understood legal culture, can work in a group assuming different roles, and can create projects for the socio-business environment.

PROGRAM CONTENT

8. Introductory issues – basic concepts in legal sciences and their use in management and quality sciences.
9. Separation of powers – the idea and significance. Analysis of selected constitutional provisions in the context of the freedom to conduct business.
10. Main principles of the civil law system. Working on selected case law. Main principles of the common law system. Working on case studies.
11. Judicial decisions as a source of law. Analysis of Supreme Court and Constitutional Tribunal rulings in Poland, with particular emphasis on administrative and commercial law decisions.
12. Rule of law and professional ethics codes for judges, prosecutors, and attorneys. Rule of law and entrepreneurs.
13. Between law and morality. Selected issues of law norms and their connections with ethics and morality in conducting business.
14. Evaluation and criticism of selected Polish legal norms. Basics of creating commentaries on rulings, with particular emphasis on norms concerning the freedom to conduct business.

TEACHING METHODS:

- situation simulations
- discussion
- solving problem tasks
- project method

Method of verifying education: exam, activity during classes, written work

Bases of marketing – lecture:

The aim of the course is to familiarise students with the marketing concept of management and to acquire new way of thinking in response to the changing needs of the target market.

2

LEARNING OUTCOMES

In the terms of knowledge:

- understands the essence of marketing and defines its tasks, functions, and goals.
- knows and understands the importance of marketing strategies for organizations.
- understands the reasons for consumer behavior in the context of marketing activities.

In the terms of skills:

- independently segments the market and adjusts appropriate marketing mix tools to specific situations.
- can perform a marketing analysis of an organization.

In the terms of social competences:

- is ready for effective collaboration to achieve tasks.
- demonstrates a critical attitude towards the behavior of organizations using marketing tools.
- is ready to adhere to ethical standards in the marketing activities of an organization.

PROGRAM CONTENT

1. The concept of marketing – an overview of concepts.
2. Market segmentation.
3. Buyer behavior in the context of the purchasing process.
4. Marketing goals.
5. Offer positioning.
6. Marketing strategies.
7. Product strategies.
8. Price strategies.
9. Distribution strategies.
10. Promotion strategies.
11. Evaluation of marketing activities' effects in the enterprise.

TEACHING METHODS:

- lecture
 - case study
 - individual case analysis
 - didactic discussion
 - presentations
-

Method of verifying education: exam, activity during classes

Bases of marketing – tutorials:

The aim of the course is to familiarise students with the marketing concept of management and to acquire new way of thinking in response to the changing needs of the target market.

2

LEARNING OUTCOMES

In the terms of knowledge:

- understands the essence of marketing and defines its tasks, functions, and goals.
- knows and understands the importance of marketing strategies for organizations.
- understands the reasons for consumer behavior in the context of marketing activities.

In the terms of skills:

- independently segments the market and adjusts appropriate marketing mix tools to specific situations.
- can perform a marketing analysis of an organization.

In the terms of social competences:

- is ready for effective collaboration to achieve tasks.
- demonstrates a critical attitude towards the behavior of organizations using marketing tools.
- is ready to adhere to ethical standards in the marketing activities of an organization.

PROGRAM CONTENT

12. The concept of marketing – an overview of concepts.
 13. Market segmentation.
 14. Buyer behavior in the context of the purchasing process.
 15. Marketing goals.
 16. Offer positioning.
 17. Marketing strategies.
 18. Product strategies.
 19. Price strategies.
 20. Distribution strategies.
 21. Promotion strategies.
 22. Evaluation of marketing activities' effects in the enterprise.
-

TEACHING METHODS:

- lecture
- case study
- individual case analysis
- didactic discussion
- presentations

Method of verifying education: project, activity during classes, written work

Bases of management – lecture:

The aim of this course is to provide students with modern knowledge and skills in the field of management irrespective of the subject and type of activity, the organisational-legal form and size of the organisation. Students will also learn about the typology of organisational structures, methods of management and communication in organisations.

2

LEARNING OUTCOMES

In the terms of knowledge:

- knows the subject and functions of organization and management sciences and their place among social sciences.
- knows concepts from the field of organization and management and their interdisciplinary nature.
- knows and understands theories regarding enterprises, the functioning principles of contemporary organizations, and management methods.

In the terms of skills:

- can identify problems in the functioning of organizations and analyze possible solutions.
- can perform managerial functions in planning, organizing, motivating, and controlling.
- can prepare and implement individual and/or team work in the field of organization and management.

In the terms of social competences:

- demonstrates an entrepreneurial attitude in formulating solutions to problematic situations in organizations.
- is ready to take on various roles within a team (including managerial roles), showing responsibility for both personal actions and the actions of the entire team.

PROGRAM CONTENT

1. The essence and goals of organization management. Management functions and efficiency.
 2. The organization as a subject of management sciences. The organization as an ambiguous concept. Typology of organizations and enterprises.
-

-
3. Power and management in the organization. Managerial competences and roles, management styles. Leadership in contemporary organizations.
 4. Decision-making in the organization. Types of decisions. Decision models and processes.
 5. The planning process in the organization. The essence, functions, and methods of planning. The system of plans in the organization.
 6. Motivation and motivators. Theories of motivation. Employee motivation in the organization. Compensation systems.
 7. Control in the organization, mechanisms, and conditions. Types of control. Resistance to control.

TEACHING METHODS:

- conversational lecture
- solving problem tasks
- group work
- individual work

Method of verifying education: exam, activity during classes, written work

Bases of Philosophy- lecture

1

LEARNING OUTCOMES

In the terms of knowledge:

- compares philosophy with other fields of knowledge.
- indicates the influence of individual philosophical schools on science, culture, and everyday life.
- distinguishes the most important philosophical positions, indicating ethical principles and norms.

In the terms of skills:

- critically assesses the philosophical positions studied (constructive criticism).
- considers and resolves moral dilemmas.

In the terms of social competences:

- recognizes the need for philosophical reflection in contemporary life.

PROGRAM CONTENT

1. Basics of philosophy - concepts and main currents.
 2. The most important issues of various periods and branches of philosophy: metaphysics, epistemology, axiology.
 3. Discussion of the most representative philosophical concepts in the history of European philosophical thought.
 4. Preparation for a philosophical project within the framework of the project method.
 5. Solving the problem "How to interest children, youth, and the elderly in
-

philosophy" - implementation and evaluation of the philosophical project.

TEACHING METHODS:

- conversational lecture
- didactic discussion
- analysis and interpretation of source texts
- project method

Method of verifying education: exam, activity during classes, written work

Bases of Philosophy- project

2

LEARNING OUTCOMES

In the terms of knowledge:

- compares philosophy with other fields of knowledge.
- indicates the influence of individual philosophical schools on science, culture, and everyday life.
- distinguishes the most important philosophical positions, indicating ethical principles and norms.

In the terms of skills:

- critically assesses the philosophical positions studied (constructive criticism).
- considers and resolves moral dilemmas.

In the terms of social competences:

- recognizes the need for philosophical reflection in contemporary life.

PROGRAM CONTENT

6. Basics of philosophy - concepts and main currents.
7. The most important issues of various periods and branches of philosophy: metaphysics, epistemology, axiology.
8. Discussion of the most representative philosophical concepts in the history of European philosophical thought.
9. Preparation for a philosophical project within the framework of the project method.
10. Solving the problem "How to interest children, youth, and the elderly in philosophy" - implementation and evaluation of the philosophical project.

TEACHING METHODS:

- conversational lecture
- didactic discussion
- analysis and interpretation of source texts
- project method

Method of verifying education: project, activity during classes, written work

LEARNING OUTCOMES

In the terms of knowledge:

- possesses essential knowledge about methods and techniques, as well as appropriate ways of data acquisition used in management processes within institutions from the perspective of management and quality sciences.

In the terms of skills:

- processes primary data, utilizes statistical studies and other data sources; uses them in analytical planning work. Can analyze and interpret statistical research, as well as compile and present statistical material.

In the terms of social competences:

- is critical of the knowledge possessed, carefully collects obtained data, and verifies possessed information and sources.
- recognizes the importance of knowledge in solving cognitive and practical problems, expresses impartial judgments based on the knowledge in the field of management and quality sciences and the studied specialty.
- is ready to responsibly fulfill professional roles, including adherence to professional ethics and demands the same from others.

PROGRAM CONTENT

1. Introduction and development of research methodology in an evolutionary perspective.
2. Basics of research methodology. Defining selected research problems, formulating hypotheses, and selecting methods for their verification and drawing conclusions based on research results.
3. Review of the most important research methods and techniques in social sciences.
4. Planning the research process considering its goal and selection of research instruments.
5. Practical overview of scientific development opportunities and forms of presenting research results.

TEACHING METHODS:

- conversational lecture
 - classic problem method
 - didactic discussion
 - workshop method
 - group work
-

-
- individual work

Method of verifying education: exam, activity during classes, written work

Methodology of Research and Scientific Work- tutorials

1

LEARNING OUTCOMES

In the terms of knowledge:

- possesses essential knowledge about methods and techniques, as well as appropriate ways of data acquisition used in management processes within institutions from the perspective of management and quality sciences.

In the terms of skills:

- processes primary data, utilizes statistical studies and other data sources; uses them in analytical planning work. Can analyze and interpret statistical research, as well as compile and present statistical material.

In the terms of social competences:

- is critical of the knowledge possessed, carefully collects obtained data, and verifies possessed information and sources.
- recognizes the importance of knowledge in solving cognitive and practical problems, expresses impartial judgments based on the knowledge in the field of management and quality sciences and the studied specialty.
- is ready to responsibly fulfill professional roles, including adherence to professional ethics and demands the same from others.

PROGRAM CONTENT

6. Introduction and development of research methodology in an evolutionary perspective.
7. Basics of research methodology. Defining selected research problems, formulating hypotheses, and selecting methods for their verification and drawing conclusions based on research results.
8. Review of the most important research methods and techniques in social sciences.
9. Planning the research process considering its goal and selection of research instruments.
10. Practical overview of scientific development opportunities and forms of presenting research results.

TEACHING METHODS:

- conversational lecture
-

-
- classic problem method
 - didactic discussion
 - workshop method
 - group work

individual work

Method of verifying education: exam, activity during classes, written work

Learning Outcomes

In terms of knowledge:

- Possesses knowledge of verbal and non-verbal communication, including methods and styles of communication and communication barriers.

In terms of skills:

- Establishes and deepens relationships with a group.
- Selects an effective communication strategy for oneself.
- Uses selected effective communication tools.
- Can present oneself appropriately to the situation.
- Organizes work within a team.

In terms of social competences:

- Shows openness to solving individual and group communication problems.
- Engages in teamwork, fulfilling various group roles.

Program Contents

1. Methods of effectively establishing contact with another person.
2. Tools for effective communication: naming feelings, using open-ended questions, active listening (paraphrasing, reflecting), precision of the message, "I" statements.
3. The role of verbal and non-verbal communication.
4. Communication barriers.
5. The role and importance of emotions in the process of communication and integration.
6. Communication in the digital age.

Teaching methods:

- workshop method
 - didactic discussion
 - brainstorming
 - drama techniques
 - activating techniques
-

-
- group and individual work
 - problem-solving

Method of verifying education: project, activity during classes, written work

Information technologies- tutorials

1

LEARNING OUTCOMES

In the terms of knowledge:

- describes and explains the basic terminology in information technology, multimedia, and media convergence, characterizes their sources and applications in management. Knows the methods and principles of creating multimedia presentations, text documents, and spreadsheet handling.
- identifies aspects of intellectual property protection and copyright in the context of administrative work. Has knowledge in correctly searching for information on the Internet and using online services.

In the terms of skills:

- uses information sources in self-development. Applies correct methods for searching for information on the Internet and using online services.
- uses specialized language and communicates precisely and coherently using various channels and communication techniques.
- selects, constructs, and uses available materials, means, and methods of work using modern technologies, with knowledge of intellectual property protection laws. Can create correctly multimedia presentations, text documents, and spreadsheets.

In the terms of social competences:

- is aware of the level of their knowledge and skills in the context of using modern technologies in management, understands the need for continuous professional development and personal growth, especially in deepening knowledge and skills with the use of modern technologies.
- recognizes and formulates moral problems and ethical dilemmas related to their own and others' work and identifies breaches of ethical standards in their work in the field of intellectual property protection.

PROGRAM CONTENT

1. Concepts in information technology, multimedia, and media convergence. The role of information technology in a manager's work.
 2. Using IT tools and applications in education. Editing text documents: entering, correcting, proofreading, autocorrect, formatting, inserting objects in text, lists, tables, headers, sections, page numbering, print preview. Mail merge. Working with multi-page documents: footnotes,
-

-
- bookmarks, hyperlinks, table of contents, bibliography, indexes, etc.
3. Using IT tools and applications in education. Creating spreadsheets: data types, operators, arithmetic expressions, logical and textual expressions, function arguments, function value, extracting parameters in problem solutions, addressing methods, formulas, built-in functions, auto-fill, cell and range formatting, XY charts. Spreadsheet as a simple database - form, search, filtering, multi-field sorting.
 4. Using IT tools and applications in education - creating multimedia presentations (PowerPoint and Prezi). Presentation design principles. Graphics, sound, animation of elements, adding hyperlinks, charts, presentation templates, presentation organization, automatic presentation. Saving presentations in various formats.
 5. Reading and creating selected multimedia messages of an educational nature.
 6. Intellectual property protection in IT education: creating, sharing, and using source materials, types of licenses.

TEACHING METHODS:

- demonstration with explanation
- instruction
- practical exercises
- individual work

Method of verifying education: exam, activity during classes, written work

Bases of management – tutorials:

The aim of this course is to provide students with modern knowledge and skills in the field of management irrespective of the subject and type of activity, the organisational-legal form and size of the organisation. Students will also learn about the typology of organisational structures, methods of management and communication in organisations.

2

LEARNING OUTCOMES

In the terms of knowledge:

- knows the subject and functions of organization and management sciences and their place among social sciences.
- knows concepts from the field of organization and management and their interdisciplinary nature.
- knows and understands theories regarding enterprises, the functioning principles of contemporary organizations, and management methods.

In the terms of skills:

- can identify problems in the functioning of organizations and analyze possible solutions.
 - can perform managerial functions in planning, organizing, motivating, and controlling.
 - can prepare and implement individual and/or team work in the field of
-

organization and management.

In the terms of social competences:

- demonstrates an entrepreneurial attitude in formulating solutions to problematic situations in organizations.
- is ready to take on various roles within a team (including managerial roles), showing responsibility for both personal actions and the actions of the entire team.

PROGRAM CONTENT

8. The essence and goals of organization management. Management functions and efficiency.
9. The organization as a subject of management sciences. The organization as an ambiguous concept. Typology of organizations and enterprises.
10. Power and management in the organization. Managerial competences and roles, management styles. Leadership in contemporary organizations.
11. Decision-making in the organization. Types of decisions. Decision models and processes.
12. The planning process in the organization. The essence, functions, and methods of planning. The system of plans in the organization.
13. Motivation and motivators. Theories of motivation. Employee motivation in the organization. Compensation systems.
14. Control in the organization, mechanisms, and conditions. Types of control. Resistance to control.

TEACHING METHODS:

- conversational lecture
- solving problem tasks
- group work
- individual work

Method of verifying education: project, activity during classes, written work

2nd year, 3rd semester

Information systems in management – tutorials

The aim of the course is to acquaint students with the knowledge of information systems used in the process of organisational management and to prepare students for the implementation of information systems in organisations.

2

LEARNING OUTCOMES

Knowledge:

- Understands the concept of an information management system, including its structure and components.
 - Comprehends the functions of information systems in terms of collecting, processing, storing, and presenting information.
-

Skills:

- Classifies and describes different types of information systems.
- Characterizes the substructures of information systems in management.
- Applies databases to support decision-making processes in management. Familiar with the use of software programs in modern information systems.

Social Competences:

- Aware of the impact of information management systems on business operations.
- Recognizes the necessity of keeping up with technological advancements in information systems.

PROGRAM CONTENT

1. Concept of “information management system.”
2. Structure and components of an information management system (including hardware, software, database, telecommunications, human resources, organization).
3. Functions of information systems concerning the collection, processing, storage, and presentation of information.
4. Classification (types) of information systems in management (including management support systems, production support systems, integrated enterprise management systems, enterprise support systems, WMS, ERP, MRP, CRM, E-business systems).
5. Substructures of information systems in management (including functional structure, informational structure, organizational structure, technical structure).
6. Management of information systems using software examples.
7. Impact of selected information systems on organizational competitiveness.

TEACHING METHODS

- Didactic discussion supplemented with multimedia presentations
- Analysis of individual cases
- Individualized practical exercises
- Case studies
- Group work

Method of verifying education: project, activity during classes, written work

Corporate finance and accounting – tutorials:

The aim of the course is to provide students with theoretical knowledge in the field of business finance, to equip students with practical skills in using theoretical knowledge in the field of business finance, to introduce students to aspects of financial analysis in a market economy, to introduce students to the concepts, principles and current regulations in the field of accounting, to teach students practical skills in recording business operations in companies and in preparing and interpreting financial statements, and to make students aware of the importance of complying with legal regulations.

2

LEARNING OUTCOMES

Knowledge:

- Understands facts, objects, and phenomena related to finance and accounting, including their place within the system of sciences and their relations to other disciplines.
- Knows and understands the structure and functioning principles of business entities in relation to finance and accounting.
- Understands methods and tools, including techniques for data collection and processing in finance and accounting, enabling the description of structures and processes occurring within and between them.
- Understands legal regulations related to finance, accounting, and tax law.

Skills:

- Updates and correctly utilizes knowledge, interpreting economic, political, and legal processes and phenomena in finance and accounting, including their causes, course, and consequences.
- Applies appropriate methods and tools, including advanced information technology tools, in management, and uses IT techniques for collecting, analyzing, and presenting economic and social data.
- Analyzes specific problems in finance and accounting and proposes solutions.

Social Competences:

- Critically evaluates acquired knowledge, carefully gathers, verifies, and updates obtained data.
- Is ready to take responsibility for professional decisions, including adhering to professional ethics and requiring the same from others. Values the profession's legacy and traditions.
- Recognizes the importance of knowledge in solving cognitive and practical problems, expressing impartial judgments based on the knowledge of management and quality sciences, and the studied specialization.

PROGRAM CONTENT

1. Subject and tasks of business finance.
2. Financing and investing principles – external capital and its acquisition.
3. Cost of capital and investment profitability analysis.
4. Short-term financial management – managing working capital and current

liabilities.

5. Concept, functions, principles of accounting, and legal basics of accounting.
6. Ethics in business finance and accounting.
7. Requirements for maintaining accounting books, documentation of economic transactions, and account classification.
8. Recording balance sheet items and analyzing the balance sheet structure.
9. Concept, types, and recording of costs, and cost accounting in enterprise management.
10. Use of spreadsheets in dynamic balance sheet analysis and ratio analysis.

TEACHING METHODS

- Conversational lecture
- Classical problem-based method
- Individual work
- Problem-solving
- Individual case analysis

Method of verifying education: exam, test, activity during classes, written work

Corporate finance and accounting – lecture:

The aim of the course is to provide students with theoretical knowledge in the field of business finance, to equip students with practical skills in using theoretical knowledge in the field of business finance, to introduce students to aspects of financial analysis in a market economy, to introduce students to the concepts, principles and current regulations in the field of accounting, to teach students practical skills in recording business operations in companies and in preparing and interpreting financial statements, and to make students aware of the importance of complying with legal regulations.

2

LEARNING OUTCOMES

Knowledge:

- Understands facts, objects, and phenomena related to finance and accounting, including their place within the system of sciences and their relations to other disciplines.
- Knows and understands the structure and functioning principles of business entities in relation to finance and accounting.
- Understands methods and tools, including techniques for data collection and processing in finance and accounting, enabling the description of structures and processes occurring within and between them.
- Understands legal regulations related to finance, accounting, and tax law.

Skills:

- Updates and correctly utilizes knowledge, interpreting economic, political, and legal processes and phenomena in finance and accounting, including their causes, course, and consequences.
- Applies appropriate methods and tools, including advanced information technology tools, in management, and uses IT techniques for collecting, analyzing, and presenting economic and social data.
- Analyzes specific problems in finance and accounting and proposes solutions.

Social Competences:

- Critically evaluates acquired knowledge, carefully gathers, verifies, and updates obtained data.
- Is ready to take responsibility for professional decisions, including adhering to professional ethics and requiring the same from others. Values the profession's legacy and traditions.
- Recognizes the importance of knowledge in solving cognitive and practical problems, expressing impartial judgments based on the knowledge of management and quality sciences, and the studied specialization.

PROGRAM CONTENT

11. Subject and tasks of business finance.
 12. Financing and investing principles – external capital and its acquisition.
 13. Cost of capital and investment profitability analysis.
 14. Short-term financial management – managing working capital and current liabilities.
-

15. Concept, functions, principles of accounting, and legal basics of accounting.
16. Ethics in business finance and accounting.
17. Requirements for maintaining accounting books, documentation of economic transactions, and account classification.
18. Recording balance sheet items and analyzing the balance sheet structure.
19. Concept, types, and recording of costs, and cost accounting in enterprise management.
20. Use of spreadsheets in dynamic balance sheet analysis and ratio analysis.

TEACHING METHODS

- Conversational lecture
- Classical problem-based method
- Individual work
- Problem-solving
- Individual case analysis

Method of verifying education: exam, test, activity during classes, written work

Managerial competences – tutorials:

The aim of the course is to present the essence and role of managerial work in economic organisations, to show the leadership character of managerial work in contemporary organisations, to present the concept of organisational and individual competences and to show managerial competences in the context of organisational and individual effectiveness.

2

LEARNING OUTCOMES

Knowledge:

- Understands the essence and importance of managerial competencies in contemporary organizations.
- Knows and understands the factors, tools, and methods of assessment that support the development of managerial competencies.
- Is familiar with selected aspects of HR relevant to managers.

Skills:

- Can communicate on professional topics with colleagues, contractors, clients, and internal and external stakeholders, and can define competency requirements for specific work conditions.
- Can apply HR methods based on competency assessment.
- Can select tools to enhance employee engagement.
- Plans and organizes team work, collaborating with others in team settings.

Social Competences:

- Is prepared to promote competencies as a determinant of managerial position within an organization.
 - Accepts responsibility for the outcomes of actions and decisions.
-

-
- Recognizes the importance of ethics in management and acts according to moral values, ensuring integrity, transparency, and accountability in actions.

PROGRAM CONTENT

1. The essence and fundamental characteristics of managerial work in contemporary organizations. Managerial roles.
2. The concept of organizational and individual competencies. The essence and components of managerial competencies.
3. Factors and methods for building and developing managerial competencies.
4. Managerial competencies and organizational innovation.
5. Competency assessment as a criterion for managerial positions. Methods for selection to various managerial roles.
6. Corporate governance as a tool for creating, assessing, and developing managerial competencies.
7. Employment, remuneration, and motivation systems for managerial staff as tools for competency development.

TEACHING METHODS

- Lecture
- Conversational lecture
- Problem-based method
- Case analysis
- Drama techniques
- Problem-solving
- Group work
- Individual work

Method of verifying education: project, activity during classes, written work

Managerial competences – lecture:

The aim of the course is to present the essence and role of managerial work in economic organisations, to show the leadership character of managerial work in contemporary organisations, to present the concept of organisational and individual competences and to show managerial competences in the context of organisational and individual effectiveness.

2

LEARNING OUTCOMES

Knowledge:

- Understands the essence and importance of managerial competencies in contemporary organizations.
- Knows and understands the factors, tools, and methods of assessment that support the development of managerial competencies.
- Is familiar with selected aspects of HR relevant to managers.

Skills:

-
- Can communicate on professional topics with colleagues, contractors, clients, and internal and external stakeholders, and can define competency requirements for specific work conditions.
 - Can apply HR methods based on competency assessment.
 - Can select tools to enhance employee engagement.
 - Plans and organizes team work, collaborating with others in team settings.

Social Competences:

- Is prepared to promote competencies as a determinant of managerial position within an organization.
- Accepts responsibility for the outcomes of actions and decisions.
- Recognizes the importance of ethics in management and acts according to moral values, ensuring integrity, transparency, and accountability in actions.

PROGRAM CONTENT

1. The essence and fundamental characteristics of managerial work in contemporary organizations. Managerial roles.
2. The concept of organizational and individual competencies. The essence and components of managerial competencies.
3. Factors and methods for building and developing managerial competencies.
4. Managerial competencies and organizational innovation.
5. Competency assessment as a criterion for managerial positions. Methods for selection to various managerial roles.
6. Corporate governance as a tool for creating, assessing, and developing managerial competencies.
7. Employment, remuneration, and motivation systems for managerial staff as tools for competency development.

TEACHING METHODS

- Lecture
- Conversational lecture
- Problem-based method
- Case analysis
- Drama techniques
- Problem-solving
- Group work
- Individual work

Method of verifying education: lecture, activity during classes, written work

Operational research – lecture:

1

The aim of the course is for students to learn about selected and classes of optimisation models in decision-making situations, to acquire knowledge and skills in modelling selected decision-making problems and to acquire skills in carrying out the procedure of analysing optimisation results and implementing solutions.

LEARNING OUTCOMES

Knowledge:

- Understands the essence of operations research and identifies decision-making problems in selected areas.
- Knows and understands the terminology of optimization.
- Knows the procedure for conducting a proper analysis of optimization results.

Skills:

- Formulates mathematical models of selected decision-making problems and can solve them.
- Can select the appropriate method for solving the problem under investigation.
- Interprets optimization results in relation to practical problems.

Social Competences:

- Is aware of the limitations of models and conditions for adapting results.
- Accepts responsibility for the outcomes of actions and decisions made.

PROGRAM CONTENT

1. The subject and methodology of operations research.
2. Modeling decision-making processes. Construction and types of decision models in operations research.
3. Classification of models, structure and elements of models, decision-making environment, stages of the modeling process. Linear programming issues.
4. Linear programming - problem formulation, methods of finding solutions. Examples of PL model applications in business management.
5. Formulation and mathematical model of transportation problems. Open and closed transportation issues.
6. Elements of graph theory and networks. Networks of multi-activity projects.
7. Network programming. Planning, scheduling, and controlling project implementation. Network analysis of projects (Critical Path Method (CPM), PERT method, time-cost analysis).

TEACHING METHODS

- Conversational lecture
- Problem-solving
- Case analysis

Method of verifying education: exam, activity during classes, written work

Innovation management – project

The aim of the course is to equip students with knowledge in the field of resource, functional and process diagnosis in a modern enterprise and to develop in students the ability to use diagnostic tools.

LEARNING OUTCOMES

Knowledge:

- Understands and can explain the concept of innovation.
- Understands the specifics of various types of innovation and the associated processes.
- Knows the stages of preparing an innovation project.

Skills:

- Can analyze and assess the drivers of organizational innovation.
- Can identify innovative processes.
- Can plan an innovative project.

Social Competences:

- Is oriented towards collaboration in solving innovation problems.
- Demonstrates entrepreneurial thinking and actions.
- Takes responsibility for the outcomes of their actions and decisions.

PROGRAM CONTENT

1. Types of innovation and their classification.
2. Planning and implementing the innovation process and creating an innovation project.
3. Sources of innovation.
4. Characteristics of innovative organizations, both economic and non-economic.
5. Research and development activities, their types, and how their results can be utilized in organizations.
6. Development, implementation, and diffusion of innovations within an organization.
7. Preparing innovation projects in line with national and EU policy guidelines.
8. Sources of innovation funding.

TEACHING METHODS

- Conversational lecture
 - Classical problem method
 - Case study analysis
 - Teamwork
-

Method of verifying education: project, activity during classes, written work

Innovation management – tutorials:

1

The aim of the course is to equip students with knowledge in the field of resource, functional and process diagnosis in a modern enterprise and to develop in students the ability to use diagnostic tools.

LEARNING OUTCOMES

Knowledge:

- Understands and can explain the concept of innovation.
- Understands the specifics of various types of innovation and the associated processes.
- Knows the stages of preparing an innovation project.

Skills:

- Can analyze and assess the drivers of organizational innovation.
- Can identify innovative processes.
- Can plan an innovative project.

Social Competences:

- Is oriented towards collaboration in solving innovation problems.
- Demonstrates entrepreneurial thinking and actions.
- Takes responsibility for the outcomes of their actions and decisions.

PROGRAM CONTENT

1. Types of innovation and their classification.
2. Planning and implementing the innovation process and creating an innovation project.
3. Sources of innovation.
4. Characteristics of innovative organizations, both economic and non-economic.
5. Research and development activities, their types, and how their results can be utilized in organizations.
6. Development, implementation, and diffusion of innovations within an organization.
7. Preparing innovation projects in line with national and EU policy guidelines.
8. Sources of innovation funding.

TEACHING METHODS

- Conversational lecture
 - Classical problem method
 - Case study analysis
 - Teamwork
-

Operational research – tutorials:

The aim of the course is for students to learn about selected and classes of optimisation models in decision-making situations, to acquire knowledge and skills in modelling selected decision-making problems and to acquire skills in carrying out the procedure of analysing optimisation results and implementing solutions.

LEARNING OUTCOMES

Knowledge:

- Understands the essence of operations research and identifies decision-making problems in selected areas.
- Knows and understands the terminology of optimization.
- Knows the procedure for conducting a proper analysis of optimization results.

Skills:

- Formulates mathematical models of selected decision-making problems and can solve them.
- Can select the appropriate method for solving the problem under investigation.
- Interprets optimization results in relation to practical problems.

Social Competences:

- Is aware of the limitations of models and conditions for adapting results.
- Accepts responsibility for the outcomes of actions and decisions made.

PROGRAM CONTENT

1. The subject and methodology of operations research.
2. Modeling decision-making processes. Construction and types of decision models in operations research.
3. Classification of models, structure and elements of models, decision-making environment, stages of the modeling process. Linear programming issues.
4. Linear programming - problem formulation, methods of finding solutions. Examples of PL model applications in business management.
5. Formulation and mathematical model of transportation problems. Open and closed transportation issues.
6. Elements of graph theory and networks. Networks of multi-activity projects.
7. Network programming. Planning, scheduling, and controlling project implementation. Network analysis of projects (Critical Path Method (CPM), PERT method, time-cost analysis).

TEACHING METHODS

-
- Conversational lecture
 - Problem-solving
 - Case analysis

Method of verifying education: project, activity during classes, written work

Commercial law – lecture:

The aim of the course is to introduce students to notions in the field of jurisprudence and to equip students with theoretical and practical knowledge in the field of business law.

1

LEARNING OUTCOMES

Knowledge:

- Understands and interprets legal regulations governing the functioning of business entities.
- Knows the legal and organizational forms of organization functioning.

Skills:

- Can identify sources of commercial law.
- Can characterize different types of partnerships and corporations.
- Can recognize types of contracts in commercial transactions.

Social Competences:

- Is aware of the consequences of conducting business activities in violation of applicable legal regulations.
- Is critical of the knowledge possessed, carefully gathers obtained data, and verifies information and sources.
- Recognizes the importance of knowledge and ethical principles in the use of commercial law sources.

PROGRAM CONTENT

1. Introduction to commercial law – concepts and subject matter of commercial law.
2. Sources of commercial law.
3. Types of commercial partnerships – introductory issues.
4. Principles of starting and running a business, and legal restrictions on business activities.
5. Sole proprietorships and civil law partnerships, and commercial partnerships (personal and capital companies).
6. Methods of resolving disputes between entrepreneurs.
7. The formation of partner liability depending on the type of commercial partnership.

TEACHING METHODS

- Conversational lecture
- Case study / Classical problem method
- Didactic discussion

Method of verifying education: test, activity during classes, written work

COURSE OBJECTIVES:

- Enhance creative thinking and action skills.
- Prepare students to use various methods to solve the same problem.
- Consciously apply creativity.
- Design and consciously implement changes in their lives.

LEARNING OUTCOMES:

Knowledge:

- Understands the factors that support creative human development.
- Understands the concept of intentional creativity and subject-oriented creative projects.

Skills:

- Applies various methods for creative problem-solving.
- Finds new and unconventional solutions.
- Identifies different sources of inspiration for creative and personal development.
- Designs tasks for personal development.

Social Competencies:

- Takes care of their own development.
- Initiates changes in their private or professional life.
- Is open to novelty.

COURSE CONTENT:

1. Selected methods for creative problem-solving.
2. Review of personal creative resources and searching for inspiration.
3. Defining the direction of personal development.
4. Consciously creating creative situations leading to personal development.
5. Working on personal image and building identity.
6. The process of change.
7. Internal and external motivation.
8. Evaluation of change projects.

TEACHING METHODS:

- Didactic discussion
- Brainstorming
- Workshop method
- Project method
- Group work/Individual work
- Problem-solving tasks

Method of verifying education: project, activity during classes, written work

Psychology in business – tutorials:

The aim of the course is to acquaint students with theoretical knowledge of psychology and its history, to acquaint students with theoretical knowledge from the scope of psychology in organization management, to make students familiar with issues of behavioral economics, psychological basis of marketing, advertising and its influence on shopping, psychology of communication, to make students familiar with mechanisms of pathology and dehumanization of work and techniques of their counteraction, to develop skills of team implementation of research projects, to develop teamwork skills of carrying out research projects.

2

LEARNING OUTCOMES**Knowledge:**

- Understands the psychological conditions of organizations.
- Understands psychological mechanisms of human functioning in organizations, including individual and collective actions, roles, and functions.
- Possesses knowledge about marketing as a social and managerial process, including its components and participants, especially marketing tools like advertising and other components of the marketing communication system. Understands the significance of psychology in marketing and management sciences.

Skills:

- Can apply selected contemporary theories of social psychology, including business psychology, to real management problems.
- Can practically apply knowledge of social psychology to interpret human behavior in organizations.
- Identifies and selects tools for influencing the behavior of various entities.

Social Competences:

- Is prepared to cultivate and disseminate models of proper behavior in professional and personal environments.
- Is prepared to responsibly perform professional roles, adhering to professional ethics and demanding the same from others.
- Demonstrates entrepreneurial thinking and action.
- Shows initiative in addressing social, ethical issues and combating discrimination.

PROGRAM CONTENT

1. Introduction to social psychology.
 2. Application of psychology in business.
 3. Interpersonal and social communication in business.
 4. Psychological tools for influencing interpersonal interactions.
 5. Elements of behavioral economics and gamification.
 6. Psychological foundations of marketing and advertising.
 7. Stress, conflict, pathology, and dehumanization at work.
-

-
8. Psychological factors influencing business success.

TEACHING METHODS

- Lecture
- Conversational lecture
- Didactic discussion
- Brainstorming
- Case study
- Problem-solving tasks
- Group work
- Individual work

Method of verifying education: project, activity during classes, written work

Psychology in business – lecture:

The aim of the course is to acquaint students with theoretical knowledge of psychology and its history, to acquaint students with theoretical knowledge from the scope of psychology in organization management, to make students familiar with issues of behavioral economics, psychological basis of marketing, advertising and its influence on shopping, psychology of communication, to make students familiar with mechanisms of pathology and dehumanization of work and techniques of their counteraction, to develop skills of team implementation of research projects, to develop teamwork skills of carrying out research projects.

1

LEARNING OUTCOMES

Knowledge:

- Understands the psychological conditions of organizations.
- Understands psychological mechanisms of human functioning in organizations, including individual and collective actions, roles, and functions.
- Possesses knowledge about marketing as a social and managerial process, including its components and participants, especially marketing tools like advertising and other components of the marketing communication system. Understands the significance of psychology in marketing and management sciences.

Skills:

- Can apply selected contemporary theories of social psychology, including business psychology, to real management problems.
 - Can practically apply knowledge of social psychology to interpret human behavior in organizations.
 - Identifies and selects tools for influencing the behavior of various entities.
-

Social Competences:

- Is prepared to cultivate and disseminate models of proper behavior in professional and personal environments.
- Is prepared to responsibly perform professional roles, adhering to professional ethics and demanding the same from others.
- Demonstrates entrepreneurial thinking and action.
- Shows initiative in addressing social, ethical issues and combating discrimination.

PROGRAM CONTENT

1. Introduction to social psychology.
2. Application of psychology in business.
3. Interpersonal and social communication in business.
4. Psychological tools for influencing interpersonal interactions.
5. Elements of behavioral economics and gamification.
6. Psychological foundations of marketing and advertising.
7. Stress, conflict, pathology, and dehumanization at work.
8. Psychological factors influencing business success.

TEACHING METHODS

- Lecture
- Conversational lecture
- Didactic discussion
- Brainstorming
- Case study
- Problem-solving tasks
- Group work
- Individual work

Method of verifying education: exam, activity during classes, written work

Decision-making and organizational techniques - workshops:

The aim of the course is to provide students with knowledge about the role of decision-making and organisational techniques in the management process and to train students in the skills of using methods supporting decision-making.

1

LEARNING OUTCOMES**Knowledge:**

- Understands concepts related to decision-making and organizational techniques.
- Understands decision-making processes within organizations.

Skills:

- Can classify different types of decisions and characterize the stages of the
-

decision-making process.

- Can identify decision-making and organizational techniques.
- Can practically apply selected methods supporting the decision-making process.

Social Competences:

- Is aware of the importance of using appropriate decision-making and organizational techniques when solving organizational and management problems.
- Is prepared for teamwork and participatory decision-making.

PROGRAM CONTENT

1. Concepts of "decision-making techniques" and "organizational techniques."
2. Methods and techniques for organizing work.
3. Concepts from decision theory, such as problem situation, decision process, selection criteria, decision, and decision-maker.
4. Classification of decision problems and decisions.
5. Problem-solving and decision-making process.
6. Decision-making techniques (traditional and modern).
7. Selected methods supporting decision-making.

TEACHING METHODS

- Classical problem method
- Case study
- Individual work
- Didactic discussion

Method of verifying education: project, activity during classes, written work

3rd year, 5th semester

Customer relations management – tutorials

The aim of the course is to systematise knowledge in the field of relationship marketing, including in particular the concept of customer relationship management, learning modern methods of marketing analysis and decision-making in the area of cooperation with to learn modern methods of marketing analysis and decision-making in the area of cooperation with business partners in a changing market environment, to improve skills in the use of an integrated package of relationship marketing tools.

3

Learning Outcomes

In terms of knowledge:

- Understands the essence and principles of customer relationship management.
- Knows the concept of relationship marketing and its role in shaping

organizational competitiveness.

- Understands the types of relationship-building strategies used in organizational activities.

In terms of skills:

- Can identify issues related to the application of various tools for building customer relationships.
- Can define the assumptions for a motivational program for any customer segment.
- Can identify target groups for which relationship strategies are directed.

In terms of social competencies:

- Actively participates in building lasting relationships with customers.

Course Content

1. Strategic and Operational Dimensions of Relationship Marketing:
Defining tasks and areas of activity.
2. The Customer in Relationship Marketing.
3. Customer Life Cycle.
4. Customer Loyalty and its Determinants.
5. Developing Quality Customer Service.
6. Building Customer Bonds.
7. Market Segmentation for CRM: Selection of criteria, assessing customer potential.
8. Assessing Profitability and Growth Potential of Buyers for CRM Policy.
9. Methods and Techniques for Identifying Key Customers Based on Customer Cost Accounting.
10. Metrics for Evaluating Customer Service Levels, Loyalty, and Optimizing Actions.

Teaching Methods (for full-time and part-time studies):

- Lecture
- Seminar
- Case Study Method
- Educational Games
- Didactic Discussion

Method of verifying education: project, activity during classes, written work

Customer relations management – lecture:

The aim of the course is to systematise knowledge in the field of relationship marketing, including in particular the concept of customer relationship management, learning modern methods of marketing analysis and decision-making in the area of cooperation with to learn modern methods of marketing analysis and decision-making in the area of cooperation with business partners in a changing market environment, to improve skills in the use of an integrated package of relationship marketing tools.

2

Learning Outcomes

In terms of knowledge:

- Understands the essence and principles of customer relationship management.
- Knows the concept of relationship marketing and its role in shaping organizational competitiveness.
- Understands the types of relationship-building strategies used in organizational activities.

In terms of skills:

- Can identify issues related to the application of various tools for building customer relationships.
- Can define the assumptions for a motivational program for any customer segment.
- Can identify target groups for which relationship strategies are directed.

In terms of social competencies:

- Actively participates in building lasting relationships with customers.

Course Content

11. Strategic and Operational Dimensions of Relationship Marketing:
Defining tasks and areas of activity.
12. The Customer in Relationship Marketing.
13. Customer Life Cycle.
14. Customer Loyalty and its Determinants.
15. Developing Quality Customer Service.
16. Building Customer Bonds.
17. Market Segmentation for CRM: Selection of criteria, assessing customer potential.
18. Assessing Profitability and Growth Potential of Buyers for CRM Policy.
19. Methods and Techniques for Identifying Key Customers Based on Customer Cost Accounting.
20. Metrics for Evaluating Customer Service Levels, Loyalty, and Optimizing Actions.

Teaching Methods (for full-time and part-time studies):

- Lecture
 - Seminar
-

- Case Study Method
- Educational Games
- Didactic Discussion

Method of verifying education: exam, activity during classes, written work

Management control and audit in organisations – tutorials:

2 ECTS

The aim of the course is to make students familiar with the essence of management control and its goals, to discuss elements of the management control system and the impact of management control on risk reduction and organisational efficiency, to introduce students to the binding International Standards for the Professional Practice of Internal Auditing and the Code of Ethics in the work of an internal auditor. The aim is also for students to learn about the role of an internal auditor in the management process of a modern organisation.

The aim is also to make students familiar with the role of an internal auditor in the process of management of a modern organisation, including its functions, and to present the importance of the process of identification and management of risk in an entity, including in internal audit.

Learning Outcomes

In terms of knowledge:

- Understands the concept and standards of management control, and has knowledge of the essence and role of internal auditing within an organization.
- Knows the legal regulations related to management control and understands the significance of the International Standards for the Professional Practice of Internal Auditing and the Code of Ethics for Internal Auditors.
- Correctly characterizes the components of the management control system and recognizes the role of the internal auditor as a creative advisor to management in organizational governance.

In terms of skills:

- Can explain the impact of management control on risk reduction and the achievement of organizational goals, and can apply theoretical knowledge in internal auditing within an organization.
- Has the ability to observe and identify phenomena, processes, and risks within an organization that should be assessed by an internal auditor.
- Possesses the ability to analyze and evaluate risks in audited processes or areas of organizational activity.

In terms of social competencies:

- Is aware of the necessity for continuous improvement of knowledge in light of changes in legal regulations and management standards, and has
-

decision-making skills relevant to the auditing process.

Course Content

1. Introduction to Management Control Issues.
2. Management Control and Audit Standards.
3. Roles, Functions, and Responsibilities of Management Control and Audit in Organizational Management.
4. Management Control and Audit Systems within an Organization.
5. Implementing Management Control and Audit in an Organization.
6. Assessment of the Management Control State.
7. The Role of Management Control and Audit in Achieving Organizational Goals and Tasks.

Teaching Methods:

- Informational Lecture
- Interactive Lecture with Multimedia Presentations
- Didactic Discussion

Method of verifying education: test, activity during classes, written work

Management control and audit in organisations – lecture:

The aim of the course is to make students familiar with the essence of management control and its goals, to discuss elements of the management control system and the impact of management control on risk reduction and organisational efficiency, to introduce students to the binding International Standards for the Professional Practice of Internal Auditing and the Code of Ethics in the work of an internal auditor. The aim is also for students to learn about the role of an internal auditor in the management process of a modern organisation.

3

The aim is also to make students familiar with the role of an internal auditor in the process of management of a modern organisation, including its functions, and to present the importance of the process of identification and management of risk in an entity, including in internal audit.

Learning Outcomes

In terms of knowledge:

- Understands the concept and standards of management control, and has knowledge of the essence and role of internal auditing within an organization.
 - Knows the legal regulations related to management control and understands the significance of the International Standards for the Professional Practice of Internal Auditing and the Code of Ethics for Internal Auditors.
 - Correctly characterizes the components of the management control system and recognizes the role of the internal auditor as a creative advisor to
-

management in organizational governance.

In terms of skills:

- Can explain the impact of management control on risk reduction and the achievement of organizational goals, and can apply theoretical knowledge in internal auditing within an organization.
- Has the ability to observe and identify phenomena, processes, and risks within an organization that should be assessed by an internal auditor.
- Possesses the ability to analyze and evaluate risks in audited processes or areas of organizational activity.

In terms of social competencies:

- Is aware of the necessity for continuous improvement of knowledge in light of changes in legal regulations and management standards, and has decision-making skills relevant to the auditing process.

Course Content

8. Introduction to Management Control Issues.
9. Management Control and Audit Standards.
10. Roles, Functions, and Responsibilities of Management Control and Audit in Organizational Management.
11. Management Control and Audit Systems within an Organization.
12. Implementing Management Control and Audit in an Organization.
13. Assessment of the Management Control State.
14. The Role of Management Control and Audit in Achieving Organizational Goals and Tasks.

Teaching Methods:

- Informational Lecture
- Interactive Lecture with Multimedia Presentations
- Didactic Discussion

Method of verifying education: exam, activity during classes, written work

Recruitment and selection of employees – lecture:

Specialization: Managing the social potential of the organization

The aim of the course is to equip students with knowledge about the process of recruitment and selection of employees, to acquaint students with methods and techniques of recruitment and selection of employees and to develop in students skills and social competences necessary in the area of recruitment and To develop in students social skills and competences necessary in the field of recruitment and selection of employees.

2

Learning Outcomes

In terms of knowledge:

- Understands the essence of the recruitment and selection process.
-

-
- Knows the responsibilities of an HR specialist in an organization and the legal aspects of recruitment and selection.
 - Understands techniques for diagnosing an organization's personnel needs for the purposes of recruitment and selection.

In terms of skills:

- Identifies recruitment and selection methods and tools in the context of personnel policy goals.
- Can prepare a recruitment and selection plan based on job descriptions.
- Possesses the ability to apply selection methods and tools in practice, including knowledge of the advantages and disadvantages of each method.

In terms of social competencies:

- Recognizes the importance of interpersonal communication and ethics in the recruitment and selection process.
- Is aware of the significance of employee selection for the organization.

Course Content

1. The Essence and Importance of Employee Selection in an Organization.
2. Responsibilities of an HR Specialist in an Organization and Legal Foundations of Recruitment and Selection.
3. Methods for Diagnosing Personnel Needs in an Organization.
4. Job Descriptions and Preparing Job Offers for Recruitment.
5. Types and Stages of the Recruitment Process: Traditional and Modern Methods and Tools.
6. Types and Stages of the Selection Process: Traditional and Modern Selection Methods and Tools (e.g., Assessment Centers, Tests, References, Interviews, Work Samples).

Teaching Methods (for full-time and part-time studies):

- Interactive Lecture
- Discussion
- Case Study
- Situation Simulations
- Problem Solving

Method of verifying education: exam, activity during classes, written work

Recruitment and selection of employees – tutorials

Specialization: Managing the social potential of the organization

The aim of the course is to equip students with knowledge about the process of recruitment and selection of employees, to acquaint students with methods and techniques of recruitment and selection of employees and to develop in students skills and social competences necessary in the area of recruitment and To develop in students social skills and competences necessary in the field of recruitment and selection of employees.

Learning Outcomes

In terms of knowledge:

- Understands the essence of the recruitment and selection process.
- Knows the responsibilities of an HR specialist in an organization and the legal aspects of recruitment and selection.
- Understands techniques for diagnosing an organization's personnel needs for the purposes of recruitment and selection.

In terms of skills:

- Identifies recruitment and selection methods and tools in the context of personnel policy goals.
- Can prepare a recruitment and selection plan based on job descriptions.
- Possesses the ability to apply selection methods and tools in practice, including knowledge of the advantages and disadvantages of each method.

In terms of social competencies:

- Recognizes the importance of interpersonal communication and ethics in the recruitment and selection process.
- Is aware of the significance of employee selection for the organization.

Course Content

7. The Essence and Importance of Employee Selection in an Organization.
8. Responsibilities of an HR Specialist in an Organization and Legal Foundations of Recruitment and Selection.
9. Methods for Diagnosing Personnel Needs in an Organization.
10. Job Descriptions and Preparing Job Offers for Recruitment.
11. Types and Stages of the Recruitment Process: Traditional and Modern Methods and Tools.
12. Types and Stages of the Selection Process: Traditional and Modern Selection Methods and Tools (e.g., Assessment Centers, Tests, References, Interviews, Work Samples).

Teaching Methods (for full-time and part-time studies):

- Interactive Lecture
- Discussion
- Case Study
- Situation Simulations
- Problem Solving

Method of verifying education: exam, activity during classes, written work

Career planning and talent management – lecture
Specialization: Managing the social potential of the organization

The aim of the course is to equip students with knowledge of employee development issues and to develop students' skills in using employee development methods and techniques.

2

LEARNING OUTCOMES

In terms of knowledge:

- Understands the determinants of employee career development in and outside the workplace.
- Knows and understands the factors influencing career paths, including those for talented employees.
- Understands the criteria for identifying talented employees and the principles of talent management within an organization.

In terms of skills:

- Can discuss human development theories and their stages.
- Can identify and describe methods and tools used to support employees in their career development.
- Can define talents and recognize the conditions for their retention and development within an organization.

In terms of social competencies:

- **Recognizes the importance of organizational actions for employee retention and development.**
- **Sees the need for improving organizational actions for employee career development.**

PROGRAM CONTENT

1. Introduction to career planning and talent management.
2. The relationship between career and the human life cycle.
3. Personality and the process of professional development. Career planning and development.
4. Principles and tools of organizational support for employee career development.
5. The essence and characteristics of a talented employee. Principles of identifying and retaining talent within an organization.
6. Planning career paths for talents and supporting their development.
7. Benefits of actions aimed at employee development (including talents).
8. Value systems and career planning.

TEACHING METHODS

- Lecture
- Individual work
- Didactic discussion
- Project method

Method of verifying education: exam, activity during classes, written work

Career planning and talent management – project
Specialization: Managing the social potential of the organization

2

The aim of the course is to equip students with knowledge of employee development issues and to develop students' skills in using employee development methods and techniques.

LEARNING OUTCOMES

In terms of knowledge:

- Understands the determinants of employee career development in and outside the workplace.
- Knows and understands the factors influencing career paths, including those for talented employees.
- Understands the criteria for identifying talented employees and the principles of talent management within an organization.

In terms of skills:

- Can discuss human development theories and their stages.
- Can identify and describe methods and tools used to support employees in their career development.
- Can define talents and recognize the conditions for their retention and development within an organization.

In terms of social competencies:

- **Recognizes the importance of organizational actions for employee retention and development.**
- **Sees the need for improving organizational actions for employee career development.**

PROGRAM CONTENT

9. Introduction to career planning and talent management.
10. The relationship between career and the human life cycle.
11. Personality and the process of professional development. Career planning and development.
12. Principles and tools of organizational support for employee career development.
13. The essence and characteristics of a talented employee. Principles of identifying and retaining talent within an organization.
14. Planning career paths for talents and supporting their development.
15. Benefits of actions aimed at employee development (including talents).
16. Value systems and career planning.

TEACHING METHODS

- Lecture
- Individual work
- Didactic discussion
- Project method

Method of verifying education: exam, activity during classes, written work

Communication and culture in the organization – lecture
Specialization: Managing the social potential of the organization

The aim of the course is to provide students with knowledge related to the functioning of individuals and groups within a specific collective, which is an enterprise, and to make students aware of the impact of the enterprise's organisational culture on its internal and external functioning.

2

LEARNING OUTCOMES

In terms of knowledge:

- Understands the concept of culture and social communication within an organization.
- Knows and understands the sources and significance of organizational culture and social communication in an organization.

In terms of skills:

- Can identify factors shaping organizational culture and characterize its main types.
- Can distinguish between different channels of social communication and their significance.
- Can determine conditions for effective communication within an organization, the impact of organizational culture on communication, and identify dysfunctions in this area.

In terms of social competencies:

- Is aware of the impact of organizational culture on competitiveness and interactions with the environment.
- Recognizes the importance of values within organizational culture.
- Is sensitive to manifestations of dysfunctions in social communication within an organization.

PROGRAM CONTENT

1. Introduction to organizational culture and social communication issues within an organization.
2. Sources of organizational culture and factors shaping it.
3. Functions of organizational culture and their significance for organizational management.
4. Typologies of organizational cultures.
5. Values within organizational culture.
6. The impact of organizational culture on the competitive position of the organization and its interactions with the environment.
7. Roles and functions of social communication within an organization.
8. The importance of social communication for the functioning of the organization and its organizational culture.

TEACHING METHODS

- Lecture
- Didactic discussion
- Case analysis
- Project method
- Problem-solving
- Group work

Method of verifying education: exam, activity during classes, written work

Communication and culture in the organization – project
Specialization: Managing the social potential of the organization

The aim of the course is to provide students with knowledge related to the functioning of individuals and groups within a specific collective, which is an enterprise, and to make students aware of the impact of the enterprise's organisational culture on its internal and external functioning.

2

LEARNING OUTCOMES

In terms of knowledge:

- Understands the concept of culture and social communication within an organization.
- Knows and understands the sources and significance of organizational culture and social communication in an organization.

In terms of skills:

- Can identify factors shaping organizational culture and characterize its main types.
- Can distinguish between different channels of social communication and their significance.
- Can determine conditions for effective communication within an organization, the impact of organizational culture on communication, and identify dysfunctions in this area.

In terms of social competencies:

- Is aware of the impact of organizational culture on competitiveness and interactions with the environment.
- Recognizes the importance of values within organizational culture.
- Is sensitive to manifestations of dysfunctions in social communication within an organization.

PROGRAM CONTENT

1. Introduction to organizational culture and social communication issues within an organization.
2. Sources of organizational culture and factors shaping it.
3. Functions of organizational culture and their significance for organizational management.
4. Typologies of organizational cultures.
5. Values within organizational culture.
6. The impact of organizational culture on the competitive position of the organization and its interactions with the environment.
7. Roles and functions of social communication within an organization.
8. The importance of social communication for the functioning of the organization and its organizational culture.

TEACHING METHODS

- Lecture
- Didactic discussion
- Case analysis
- Project method
- Problem-solving
- Group work

Method of verifying education: exam, activity during classes, written work

Accounting and taxation in SMEs – lecture

Specialization: Innovative management of small and medium-sized enterprise development

The aim of the course is to provide students with theoretical knowledge of business finance, to equip students with practical skills in using theoretical knowledge of business finance, to introduce students to aspects of financial analysis in a market economy, to teach students practical skills in recording business operations in companies and in preparing and interpreting financial statements on the example of SYMFONIA MK to make students aware of the importance of acting in accordance with legal regulations and to discuss the significance of tax and non-tax forms of burdening a company with regard to its financial situation. Discuss the importance of tax and non-tax forms of burdening a company with regard to its financial situation.

3

LEARNING OUTCOMES

In terms of knowledge:

- Understands the essence and principles of the management process. Knows concepts related to tax and non-tax forms of enterprise burden.
- Knows the legal forms of conducting business.
- Knows simplified forms of economic record-keeping and associated taxation forms. Understands the applicable procedures and deadlines.

In terms of skills:

- Can choose the appropriate form of business activity based on existing conditions and possibilities.
- Can conduct simplified accounting records for a business entity.
- Can correctly use dedicated computer accounting software.

In terms of social competencies:

- Is critical of acquired knowledge, diligently collects data, and verifies information and its sources.
- Recognizes the importance of decisions regarding mandatory business burdens and adherence to professional ethics.
- Is aware of the responsibility for illegal financial and accounting management within a business.

PROGRAM CONTENT

1. Economic effects of tax and non-tax burdens on businesses.
2. Direct and indirect taxes as elements of business burden.
3. Pension, sickness, accident, and disability insurance as non-tax forms of business burden.
4. Simplified forms of record-keeping: lump-sum taxation, tax card, revenue and expense ledger.
5. Utilization of record-keeping databases: classification of fixed assets, employment forms, CEIDG, etc.
6. Principles of operating and working with selected accounting software (Symfonia MK).
7. Record-keeping of fixed assets, employees, contractors, equipment, and other necessary forms of record-keeping in computer software.
8. Creating financial reports and tax declarations.

TEACHING METHODS

- Conversational lecture

-
- Project method
 - Case analysis

Method of verifying education: exam, activity during classes, written work

Accounting and taxation in SMEs – workshops:
Specialization: Innovative management of small and medium-sized enterprise development

The aim of the course is to provide students with theoretical knowledge of business finance, to equip students with practical skills in using theoretical knowledge of business finance, to introduce students to aspects of financial analysis in a market economy, to teach students practical skills in recording business operations in companies and in preparing and interpreting financial statements on the example of SYMFONIA MK

3

to make students aware of the importance of acting in accordance with legal regulations and to discuss the significance of tax and non-tax forms of burdening a company with regard to its financial situation. Discuss the importance of tax and non-tax forms of burdening a company with regard to its financial situation.

LEARNING OUTCOMES

In terms of knowledge:

- Understands the essence and principles of the management process. Knows concepts related to tax and non-tax forms of enterprise burden.
- Knows the legal forms of conducting business.
- Knows simplified forms of economic record-keeping and associated taxation forms. Understands the applicable procedures and deadlines.

In terms of skills:

- Can choose the appropriate form of business activity based on existing conditions and possibilities.
- Can conduct simplified accounting records for a business entity.
- Can correctly use dedicated computer accounting software.

In terms of social competencies:

- Is critical of acquired knowledge, diligently collects data, and verifies information and its sources.
- Recognizes the importance of decisions regarding mandatory business burdens and adherence to professional ethics.
- Is aware of the responsibility for illegal financial and accounting management within a business.

PROGRAM CONTENT

1. Economic effects of tax and non-tax burdens on businesses.
2. Direct and indirect taxes as elements of business burden.
3. Pension, sickness, accident, and disability insurance as non-tax forms of business burden.
4. Simplified forms of record-keeping: lump-sum taxation, tax card, revenue and expense ledger.
5. Utilization of record-keeping databases: classification of fixed assets, employment forms, CEIDG, etc.
6. Principles of operating and working with selected accounting software (Symfonia MK).
7. Record-keeping of fixed assets, employees, contractors, equipment, and other necessary forms of record-keeping in computer software.
8. Creating financial reports and tax declarations.

TEACHING METHODS

- Conversational lecture
 - Project method
-

- Case analysis

Method of verifying education: exam, activity during classes, written work

Leadership and leadership of SMEs – lecture

Specialization: Innovative management of small and medium-sized enterprise development

The aim of the course is to develop students' skills in the application of tools of management teams and in the practical application of the learnt methods and techniques of shaping the desired behaviour of employees, affecting the functioning of organisations and their success.

2

LEARNING OUTCOMES

Knowledge:

- Understands the essence of leadership and its impact on the functioning of SMEs.
- Knows and characterizes leadership styles and models applicable to SMEs.

Skills:

- Identifies roles within a team and leadership styles.
- Identifies and analyzes problems arising from the mismatch of leadership styles with the conditions of SMEs.
- Can define a leader's tasks in resolving crisis situations and propose solutions for overcoming these situations.
- Can analyze the process of change management in SMEs.

Social Competencies:

- Is ready to work collaboratively, assume various roles within a team, and contribute to organizing activities for social benefit.
- Takes responsibility for the outcomes of their actions and decisions.

PROGRAM CONTENT

1. Introduction to SME management issues.
 2. The essence of managerial functions in SMEs.
 3. Leadership issues in the context of SMEs – key characteristics of effective leadership in SMEs.
 4. The role of the leader in building organizational culture in SMEs.
 5. Leadership styles and models in SMEs.
 6. Leadership competencies in the contemporary world.
 7. The process of change management in SMEs.
-

-
8. The leader's role in dealing with conflict and crisis situations in SMEs.
 9. The role of the leader in building trust and relationships within the team.

TEACHING METHODS

- Lecture
- Dramatic techniques
- Problem-solving

Method of verifying education: exam, activity during classes, written work

Family businesses – lecture

Specialization: Innovative management of small and medium-sized enterprise development

2

The aim of the course is to acquire skills to identify family businesses; to provide knowledge about historical relationships of work in a family business; ability to recognize key threats to the functioning of family businesses family businesses.

LEARNING OUTCOMES

Knowledge:

- Understands and comprehends concepts related to the functioning of family businesses in Poland.
- Has knowledge of strategies and conflicts in family businesses.
- Understands the significance of generational changes and their impact on the management of family businesses.
- Knows the conditions for the development of family businesses.

Skills:

- Can identify and classify family businesses.

Social Competencies:

- Is critical of the knowledge possessed, carefully collects data, and verifies information and sources.
- Shows openness to the rationale behind generational changes in family businesses and the associated management strategies.

PROGRAM CONTENT

1. Characteristics of family business issues.
2. Intergenerational succession management.
3. Methods and techniques of management in family businesses.
4. Strategies of family businesses in the market.
5. Forms and sources of financing for family businesses.
6. Conditions for the development of family businesses and the specifics of family entrepreneurship.
7. Management of relationships in family businesses.
8. Forms of cooperation among family businesses in the market.

TEACHING METHODS

- Lecture with discussion
 - Problem-based discussion
-

-
- Case study analysis

Method of verifying education: exam, activity during classes, written work

Human capital in the process and project organization – lecture
Specialization: Project and process management

2

The aim of the course is to familiarise students with the theory, types of human capital and methods of measurement that can be used in an organisation during project realisation in a task team, providing knowledge on conditions (internal and

external) of human capital management to provide knowledge about conditions (internal and external) of human capital management in an organisation, to provide knowledge about human capital development and career shaping in an organisation, to provide to impart knowledge about relations and partnerships and to impart knowledge about planning and implementing a European project, the structure of activities in its to organise a European project.

LEARNING OUTCOMES

Knowledge:

- Understands the concept of human capital and theories of its development.
- Knows the specifics of human capital for process and project organizations.
- Knows the principles of implementing HR functions in process and project organizations.
- Understands the conditions for the functioning of process and project organizations.

Skills:

- Can interpret, describe, and analyze HR functions in process and project organizations.
- Recognizes the human capital needs essential for the effective functioning of processes and projects.
- Develops proposals for managing human capital within the context of process and project organizations.

Social Competencies:

- Is open to participating in projects related to human capital development.
- Shows initiative in addressing social issues within process and project organizations.
- Thinks and acts entrepreneurially, focusing on task completion and achieving objectives relevant to HR functions.

PROGRAM CONTENT

1. Specifics of process and project organizations.
2. Theory of human capital, its components, and competency dimensions.
3. Specific tasks of employees in process and project organizations.
4. Building human capital in process and project organizations (selection, including temporary employment and investments in development).
5. Planning human and other resources necessary for effective process and project execution.
6. Career paths for employees in project and process organizations.
7. Essential training directions for employees in process and project organizations.
8. Managing human capital in process and project organizations in the context of its diversity (national and demographic).
9. Developing projects related to human capital formation in process and project organizations.
10. Key factors in project quality. The role of human capital in shaping project quality.
11. Social conflicts in project and process organizations and principles and methods of resolving them.

TEACHING METHODS

- Lecture
- Didactic discussion
- Case study analysis
- Project-based method

Method of verifying education: exam, activity during classes, written work

Human capital in the process and project organization – tutorials

Specialization: Project and process management

The aim of the course is to familiarise students with the theory, types of human capital and methods of measurement that can be used in an organisation during project realisation in a task team, providing knowledge on conditions (internal and external) of human capital management to provide knowledge about conditions (internal and external) of human capital management in an organisation, to provide knowledge about human capital development and career shaping in an organisation, to provide to impart knowledge about relations and partnerships and to impart knowledge about planning and implementing a European project, the structure of activities in its to organise a European project.

3

LEARNING OUTCOMES

Knowledge:

- Understands the concept of human capital and theories of its development.
- Knows the specifics of human capital for process and project organizations.
- Knows the principles of implementing HR functions in process and project organizations.
- Understands the conditions for the functioning of process and project organizations.

Skills:

- Can interpret, describe, and analyze HR functions in process and project organizations.
- Recognizes the human capital needs essential for the effective functioning of processes and projects.
- Develops proposals for managing human capital within the context of process and project organizations.

Social Competencies:

- Is open to participating in projects related to human capital development.
- Shows initiative in addressing social issues within process and project organizations.
- Thinks and acts entrepreneurially, focusing on task completion and achieving objectives relevant to HR functions.

PROGRAM CONTENT

1. Specifics of process and project organizations.
 2. Theory of human capital, its components, and competency dimensions.
 3. Specific tasks of employees in process and project organizations.
 4. Building human capital in process and project organizations (selection, including temporary employment and investments in development).
 5. Planning human and other resources necessary for effective process and project execution.
 6. Career paths for employees in project and process organizations.
 7. Essential training directions for employees in process and project organizations.
 8. Managing human capital in process and project organizations in the context of its diversity (national and demographic).
 9. Developing projects related to human capital formation in process and project
-

-
- organizations.
10. Key factors in project quality. The role of human capital in shaping project quality.
 11. Social conflicts in project and process organizations and principles and methods of resolving them.

TEACHING METHODS

- Lecture
- Didactic discussion
- Case study analysis
- Project-based method

Method of verifying education: exam, activity during classes, written work

Information technologies supporting design methods – lecture

Specialization: Project and process management

1

The aim of the course is to present issues concerning the use of information technologies, technologies whose task is to support design methods.

LEARNING OUTCOMES

Knowledge:

- Understands the role and significance of information technology in organizations.
- Knows project methods and their evolution, and understands the justification for supporting them with information technology.

Skills:

- Can identify the benefits of information technology concerning various project methods.
- Can select appropriate information technologies for a chosen project management method.
- Can utilize a specific information technology in project implementation.
- Can use available tools for data collection and presentation.

Social Competencies:

- Is prepared to work in a project team, take on various roles within it, and assist in organizing activities to achieve project goals.
- Is ready to continuously improve their skills in information technology.

PROGRAM CONTENT

1. Concepts related to information technology, multimedia, and media convergence. The role of information technology in managerial work.
2. Tools and forms of information processing in information technologies used in project methods.
3. Popular project methods (Agile, Lean, Waterfall, Kanban, Scrum, Prince, etc.).
4. Universal standards for project management – selecting a project method based on the specifics of a given project.
5. Supporting project implementation with information technologies.
6. Verifying the effectiveness of applied IT solutions in project execution.

TEACHING METHODS

- Lecture
 - Didactic discussion
-

-
- Demonstration with explanation
 - Instruction
 - Project-based method
 - Individual work

Method of verifying education: exam, activity during classes, written work

Information technologies supporting design methods – tutorials

Specialization: Project and process management

3

The aim of the course is to present issues concerning the use of information technologies, technologies whose task is to support design methods.

LEARNING OUTCOMES

Knowledge:

- Understands the role and significance of information technology in organizations.
- Knows project methods and their evolution, and understands the justification for supporting them with information technology.

Skills:

- Can identify the benefits of information technology concerning various project methods.
- Can select appropriate information technologies for a chosen project management method.
- Can utilize a specific information technology in project implementation.
- Can use available tools for data collection and presentation.

Social Competencies:

- Is prepared to work in a project team, take on various roles within it, and assist in organizing activities to achieve project goals.
- Is ready to continuously improve their skills in information technology.

PROGRAM CONTENT

1. Concepts related to information technology, multimedia, and media convergence. The role of information technology in managerial work.
2. Tools and forms of information processing in information technologies used in project methods.
3. Popular project methods (Agile, Lean, Waterfall, Kanban, Scrum, Prince, etc.).
4. Universal standards for project management – selecting a project method based on the specifics of a given project.
5. Supporting project implementation with information technologies.
6. Verifying the effectiveness of applied IT solutions in project execution.

TEACHING METHODS

- Lecture
- Didactic discussion
- Demonstration with explanation
- Instruction
- Project-based method
- Individual work

Method of verifying education: exam, activity during classes, written work

