University of Humanities and Economics in Lodz

MANAGEMENT
BACHELOR

3rd year, 6th semester

PROJECT OF OWN VENTURE – PROJECT

Objectives of the subjects

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

3 ECTS

The learning achievements

- **in terms of abilities**

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

- **in terms of social competence**

-Is open to change
-Demonstrates its subjective gain resulting from the implementation of the project

Program content

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

Educational methods
- didactic discussion,
- brainstorming,
- project method.

- **Method of verifying education**: test, project, activity during classes

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INTERNET MARKETING – LECTURE

Objectives of the subjects

The aim of the course is to provide information on modern marketing, especially the mechanisms of: product promotion, communication with the client, selection of methods of building value for the client, shaping pricing policies. In addition, examples of the use of mobile solutions in traditional business models will be shown. **2 ECTS**

The learning achievements

- **in terms of knowledge**

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

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

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

Method of verifying education: test, project, activity during classes

INTERNET MARKETING – PROJECT

Objectives of the subjects

The aim of the course is to provide information on modern marketing, **2 ECTS** especially the mechanisms of: product promotion, communication with the client, selection of methods of building value for the client, shaping pricing policies. In addition, examples of the use of mobile solutions in traditional business models will be shown.

Learning Outcomes

In terms of knowledge:

1. Understands concepts and ideas related to online marketing.
2. Knows various strategies and techniques used in online marketing and their practical application in business.
3. Possesses knowledge about marketing as a social and managerial process, particularly knowledge about marketing tools, including advertising and other components of the marketing communication system in a virtual environment.

In terms of skills:

1. Able to create online advertising campaign projects.
2. Able to evaluate and formulate online marketing strategies, considering various communication channels and tools available on the Internet.
3. Selects methods and tools, including advanced information and communication technologies (ICT), applies information technologies to management tasks, and uses IT tools for collecting, analyzing, and presenting economic and social data.

In terms of social competencies:

1. Prepared for teamwork, taking on various roles within the team, and organizing activities for social life.
2. Shows initiative in addressing social, ethical, and discrimination issues.

Program Content

1. Introduction to online marketing.
2. Strategies and marketing tools on the Internet.
3. Online communication channels.
4. Content creation in online marketing.
5. Internet analytics.
6. E-commerce and online sales.
7. Legal and ethical aspects of online marketing.
8. Managing online marketing campaigns.

Teaching Methods

- Conversational lecture
- Case study-based work
- Discussion
- Project method

Method of verifying education: test, project, activity during classes

INNOVATION MANAGEMENT – TUTORIALS

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

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

1 ECTS

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

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

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

Method of verifying education: test, project, activity during classes

INNOVATION MANAGEMENT - LECTURE

Objectives of the subjects

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

1 ECTS

Learning Outcomes

In terms of knowledge:

1. Knows the terminology related to business models for SMEs.
2. Understands the processes of designing business models for SMEs.
3. Knows and understands the role of the customer in the business model of SMEs.

In terms of skills:

1. Able to identify the type of business model for SMEs.

In terms of social competencies:

1. Demonstrates entrepreneurial thinking and actions.

Program Content

1. The essence of the business model and its role in SMEs.
2. Typology of business models and the conditions for selecting a model for a specific venture.
3. The role of the customer in the business model of SMEs.
4. Processes supporting the creation of business models.
5. Profit and cost zones in the business model.
6. Methods for protecting business models.

Teaching Methods

- Lecture
- Didactic discussion

Method of verifying education: test, project, activity during classes

CORPORATE SOCIAL RESPONSIBILITY – LECTURE

2 ECTS

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

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

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

Educational methods

- conversational lecture,
- multimedia presentations,
- discussion
Method of verifying education: test, project, activity during classes

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BUSINESS NEGOTIATIONS– LECTURE

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

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

- **in terms of abilities**

1 ECTS

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

- **in terms of social competence**

-Cooperate in a team

Program content

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

- Principled negotiation
- Manipulations in negotiations
- Breakthrough negotiation

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

Method of verifying education: test, project, activity during classes

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BUSINESS NEGOTIATIONS– WORKSHOPS

Objectives of the subjects

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

2 ECTS

Learning Outcomes

In terms of knowledge:

1. Knows key concepts related to negotiations.
2. Understands the rationale for using negotiation techniques based on persuasion or manipulation.

In terms of skills:

1. Able to analyze and discuss the negotiation process.
2. Able to communicate on professional topics with colleagues, contractors, clients, internal and external stakeholders.

In terms of social competencies:

1. Ready for teamwork, taking on various roles within the team, and organizing activities for social purposes.

2. Ready to responsibly fulfill professional roles, including adhering to professional ethics and expecting the same from others.

Program Content

1. Introduction to negotiation issues.
2. The importance of interpersonal communication in the negotiation process.
3. Analysis of the negotiation process. Stages of negotiation.
4. Negotiation styles and techniques. Negotiation strategies. Characteristics of a "good" negotiator.
5. Persuasion and manipulation in negotiations. Emotions in negotiations.
6. Errors and pitfalls in the negotiation process.

Teaching Methods

-   Conversational lecture
-   Workshop method
-   Educational games

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

2 ECTS

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

The learning achievements

- **in terms of knowledge**

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

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

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

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

The aim of the course is to make students aware of the benefits for the

organization of building the right image of the employer. Equipping students with employer branding tools. Presentation of the leading issues in the field of shaping and improving the employer brand in the practice of innovative enterprises
operating in the modern market.

The learning achievements

- **in terms of knowledge**

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

2 ECTS

- **in terms of abilities**

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

- **in terms of social competence**
-The student is ready to follow the trends in the field of buiding the employer image
-The student is aware of the advantages of implementing the concept of building employer image

Program content

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

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

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

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

The aim of the course is to familiarize students with the theory of shaping an effective motivation system in a modern organization. The subject is aimed at developing students' skills in practical use of means of motivating employees in the organization.   **2 ECTS**

The learning achievements

- **in terms of knowledge**

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

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

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

Method of verifying education: test, project, activity during classes

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| **MOTIVATING AND REWARDING EMPLOYEES – TUTORIALS SPECIALIZATION: MANAGING THE SOCIAL POTENTIAL OF THE ORGANIZATION** | **2 ECTS** |

Objectives of the subjects

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

Learning Outcomes

In terms of knowledge:

1. Understands the essence of motivation and motivating employees, and knows what a motivation system is.
2. Understands motivation concepts and theories.
3. Understands the significance of financial and non-financial motivation.

In terms of skills:

1. Able to describe the employee motivation process.
2. Identifies factors of financial and non-financial motivation.
3. Able to analyze elements of compensation strategy in terms of their impact on motivational processes.

In terms of social competencies:

1. Convinced of the crucial importance of motivation in the management process of an organization.
2. Aware of the role of motivation in the development of employee talents and careers.
3. Convinced of the importance of ethics in motivating employees.

Program Content

1. The essence of motivation and motivating employees.
2. Motivation concepts and theories.
3. Management strategy and management styles in relation to employee motivation.
4. The employee motivation process.
5. Factors of material and non-material motivation.
6. Contemporary tools for motivating employees.
7. The role of motivation in the development of talents and employee careers.
8. Studying employees' motivational needs.
9. Principles and forms of wage compensation – advantages, disadvantages, and limitations.
10. Compensation strategies and their components.

Teaching Methods

- Conversational lecture
- Problem-solving tasks
- Project method
- Group work

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

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

2 ECTS

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

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

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

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

2 ECTS

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

Course Objectives

To prepare students to analyze processes occurring within an organization and its environment, with a special focus on human resource management. To familiarize students with the principles of the personal controlling system.

Learning Outcomes

In terms of knowledge:

1. Knows and understands the significance of personal controlling and its relationship with classical control.
2. Knows and understands the role of human resources in the functioning of contemporary organizations.
3. Knows the quantitative and qualitative tools used by personal controlling.

In terms of skills:

1. Able to identify the state of human resources in an organization and propose ways to improve their work efficiency.
2. Proposes quantitative and qualitative tools for diagnosing the state of human resources in an organization.
3. Analyzes and performs preliminary assessments of the state of human resources in an organization.

In terms of social competencies:

1. Critical of the knowledge possessed regarding personal controlling.
2. Ready for teamwork, taking on various roles within the team, and organizing activities for social purposes.

Program Content

1. Personal controlling as a management philosophy for the organization. Concepts, types, and functions of personal controlling.
2. The role of personal controlling and controllers in the management process of an organization.
3. The place and significance of personal controlling for effective personnel management in an organization.
4. The use of quantitative and qualitative indicators in personal controlling in various areas of organizational management.
5. Conditions for the functioning of personal controlling – opportunities and barriers to implementation.
6. Controlling and human resource management.
7. The competency profile of a personal controller.

Teaching Methods

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

Method of verifying education: test, project, activity during classes

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

2 ECTS

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

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

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

Educational methods
- lecture

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

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

-The student has knowledge of marketing management in the SME sector
-The student has knowledge of the application of social media in marketing of SMEs   **3 ECTS**
-The student has knowledge of marketing (as a social and management process), its components (components, participants, in particular, knowledge of marketing tools, including advertising and other components of the marketing communication system)

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

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

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

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

3 ECTS

- **in terms of abilities**

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

- **in terms of social competence**

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

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

Program content

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

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

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects
The learning achievements

- **in terms of knowledge**

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

- **in terms of abilities**

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

- **in terms of social competence**

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

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

2 ECTS

Program content

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

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

Method of verifying education: test, project, activity during classes

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

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

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

-Has knowledge of the concepts of making decisions, the role of risk and uncertainty in decisions (differences for both approaches), the most important decision models in the face of risk and uncertainty
-Has knowledge of standards and methodologies for managing risks, structures and documentation of risks in the organization **3 ECTS**
-The student has knowledge of legal norms and rules, organizational, moral, ethical , economic and financial that determine the organization of structures and management systems of international projects in Poland

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

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

Educational methods
- conversational lecture,
- classical problem method,
- individual case analysis.
- Brainstorming

Method of verifying education: test, project, activity during classes

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PROJECT EVALUATION PROCESS – TUTORIALS
SPECIALIZATION: PROJECT AND PROCESS MANAGEMENT

Objectives of the subjects

The aim of the course is to provide knowledge of project feasibility analysis and its evaluation. After completing the course, the student will gain knowledge in the field of project implementation. Student will know what a project is, project management, will know the specificity and nature of individual stages and phases of life project. **1 ECTS**

The learning achievements

- **in terms of knowledge**

-Understands the essence of the project and the aspects involved in its implementation
-The student has knowledge of project implementation - what a project is, the specifics and nature of the various stages and phases of the life of the project

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

- **in terms of abilities**

-The student has the ability to use the acquired knowledge and to formulate conclusions and justifications
-The student has the ability to build analytical tools, such as a tree of problems, objectives, needs analysis and identification of the main objective and specific objectives
 -Student is able to select project evaluation tools adapted to the specifics of the project

- **in terms of social competence**

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

Program content

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

Educational methods
- conversational lecture,
- classical problem method,

- individual case analysis

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

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

The learning achievements

- **in terms of knowledge**

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

2 ECTS

- **in terms of abilities**

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

- **in terms of social competence**

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

Program content

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

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

Educational methods

- lecture,
- classical project method.
- didactic discussion

Method of verifying education: test, project, activity during classes

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

Objectives of the subjects

2 ECTS

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

Learning Outcomes

In terms of knowledge:

1. Knows concepts related to the use of e-business platforms in management.
2. Knows and understands the essence of e-business activities in contemporary enterprises.

In terms of skills:

1. Identifies conditions and opportunities related to running e-business operations.
2. Describes popular e-business models.
3. Able to distinguish and characterize the internal and external environment of an e-enterprise.
4. While working on individual and/or team projects, correctly determines priorities for achieving tasks set by oneself or the group, and identifies

and resolves dilemmas related to managing an e-enterprise.

In terms of social competencies:

1. Ready to disseminate modern business practices.
2. Aware of the risks associated with running an e-enterprise.

Program Content

1. E-business – a modern enterprise based on e-environment know-how.
2. Conditions for e-business activities in contemporary enterprises.
3. E-client – the modern consumer.
4. Electronic information exchange.
5. E-business models in the enterprise.
6. Communication channels in e-business.
7. Risks and challenges in e-enterprise operations.

Teaching Methods

- Conversational lecture
- Classical problem method
- Didactic discussion
- Project method

Method of verifying education: test, project, activity during classes