

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Service organization		Code 1011105321011145167
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 2
Elective path/specialty Production and Operations Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 10 Classes: - Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences		ECTS distribution (number and %) 100 3%
Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		Responsible for subject / lecturer: dr inż. Maciej Szafranski email: maciej.szafranski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	A student has basic knowledge of micro-and macro-economics, and marketing
2	Skills	A student is able to interpret and describe the factors that affect the market mechanism of efficient functioning of the enterprise.
3	Social competencies	A student is able to analyze and effectively use marketing tools affecting the enterprise's actions.
Assumptions and objectives of the course: Mastery of basic concepts about the organization of service activities, familiarization to the classification system of services and knowledge of trends in services The student has knowledge of the importance of service activities in the functioning of the enterprise and the economy.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student knows and understands the ways of functioning of mechanisms affecting the organization of service activities - [K2A_W08]		
2. The student has knowledge of the classification and functioning of services in the economy. - [K2A_W09]		
Skills:		
1. Student can identify market factors affecting the leading of service activities in the enterprise - [K2A_U02]		
2. The student is able to classify services and identify factors that affect the classification of services. - [K2A_U02]		
3. Student is able to identify factors that influence the effectiveness of organizing service activities. - [K2A_U06]		
4. Student is able to specify factors that influence the organizational conditions of service activities. - [K2A_U05]		
5. The student is able to analyze the causes that affect the efficiency of the services. - [K2A_U07]		
Social competencies:		

1. The student becomes aware of the need for continuous further training in issues of marketing, particularly in the area of organization of service activities. - [K2A_K01]
2. The student is aware of the significance of the decision in the area of organization of service activities and their impact on the functioning of enterprise - [K2A_K02]
3. Students can carry out a critical analysis of the impact of services on the enterprise - [K2A_K03]
4. The student is aware of the importance of behavior in a professional manner and respect the principles of professional ethics and respect for the diversity of views and cultures. - [K2A_K04]
5. The student recognizes the importance of service activities in economic development - [K2A_K06]
6. Student is able to use modern information and communication technologies both for professional use as well as personal life in a conscious and effecting way. - [K2A_K07]

Assessment methods of study outcomes

Forming rating:

- a) In the exercise: on the basis of the current progress of the tasks
- b) In lectures: on the basis of answers to questions concerning the material discussed in previous classes.

Summary rating:

- a) In the exercise on the basis of:
 - (1) systematically completed tasks ,
 - (2) the presentation of solutions developed,
 - (3) on the basis of discussions held on the given back tasks,
 - (4) the form and quality of prepared materials;
- b) in lectures:
 - (1) pass in the form of multiple-choice test with answers, of which at least there is one correct answer, each question is scored on a scale from 0 to 1; pass of the lectures is obtained after getting at least 55% of the points.
 - (2) Discussion of the results of pass.

Course description

The essence of the service activity. The economic interpretation of services. Context of being of services. The globalization of services. Services features in the market economy. Systematization of service: classification system. The concept of the service sector: the theory of the three sectors. Consumption of services. Functioning of the services market. Entities carrying on activity services. Legal aspects of business services. Employment and wages in service activities. Efficiency of the services. Case Studies of service enterprises.

Basic bibliography:

1. Richard N., Zarządzanie usługami. Strategie i przywództwo w biznesie, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2012.
2. Kłosiński K.A., Światowy rynek usług w początkach XXI wieku, Polskie Wydawnictwo Ekonomiczne, Warszawa 2011
3. Wojciechowski T., Marketingowo-logistyczne zarządzanie przedsiębiorstwem
4. Marketing usług logistycznych. Materiały dydaktyczne do wykładów i ćwiczeń, pod red. M. Branowskiego, Wydawnictwo Politechniki Poznańskiej, Poznań, 2011
5. Organizacja działalności usługowej. Materiały dydaktyczne, praca zbiorowa, Wydawnictwo Politechniki Poznańskiej, 2010

Additional bibliography:

1. Dyczkowska J., Marketing usług logistycznych, Wyd. Difin, Warszawa, 2014

Result of average student's workload

Activity	Time (working hours)
1. Lectures	15
2. Classes	15
3. Consultation of classes	6
4. Preparation to classes	20
5. Preparation to pass of lecture	19
6. Discussion of the results of pass	2

Student's workload

Source of workload	hours	ECTS

Total workload	75	3
Contact hours	38	1
Practical activities	15	0