

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Price Management		Code 1011102231011145024
Field of study Engineering Management - Full-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Marketing and Company Resources	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: 15 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		ECTS distribution (number and %)
Responsible for subject / lecturer: prof. dr hab. inż. Władysław Mantura email: wladyslaw.mantura@put.poznan.pl tel. 061 665 34 04 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Has basic knowledge of accounting and management sciences
2	Skills	Can interpret and describe the market mechanism of price shaping and economic processes in an enterprise
3	Social competencies	Is aware of the social context of corporate activities in the scope of pricing
Assumptions and objectives of the course: The purpose of the subject is to acquire knowledge and competence in the scope of terms, issues and methods which occur in price management in an industrial enterprise.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Has knowledge about the place and significance of price management in the activity of an industrial enterprise. - [K2A_W01] 2. Knows terminology and scope of issues in price management. - [K2A_W05] 3. Knows and understands the functions, strategies, cost factors and methods in price management. - [K2A_W08] 4. Has knowledge of the marketing aspects of price management. - [K2A_W09]		
Skills:		
1. Can describe and analyse market phenomena concerning price management. - [K2A_U01] 2. Is able to apply the sales prices shaping methods. - [K2A_U04] 3. Is able to make decisions concerning solutions in the scope of price management. - [K2A_U06] 4. Is able to formulate and analyse issues and problems which occur in price management. - [K2A_U02] 5. Can independently propose solutions to a specific management problem and carry out the settlement procedure in this scope. - [K2A_U07]		
Social competencies:		
1. Is aware of the need for continuous self-education in the scope of pricing. - [K2A_K03] 2. Is aware of the significance of prices in the social and economic life. - [K2A_K05] 3. Is prepared to actively participate in teams and organizations which carry out pricing activities. - [K2A_K06]		

Assessment methods of study outcomes		
Forming grade: In the scope of classes: Based on the assessment of ongoing task completion progress In the scope of lectures: Based on replies to questions concerning the material discussed during previous lectures. Summary grade: Credit for lectures in the form of a test Passing tests during classes		
Course description		
Definition of price. Essence and primary functions of price in the market regulation mechanism. Price management as function of marketing. Conditions and problems of price management. Primary functions of price management. Pricing strategies. Typology and specification of cost factors. Methods of determining sales prices. Diversification and changes of sales prices. Ethical issues in price management.		
Basic bibliography:		
1. Zarządzanie cenami, Mantura W., Wyd. Politechniki Poznańskiej, Poznań, 2011 2. Marketingowe strategie cen, Karasiewicz G., PWE, Warszawa, 1997 3. Zarządzanie cenami, Simon H., Wyd. Naukowe PWN, Warszawa, 1996		
Additional bibliography:		
1. Strategie cenowe, Waniowski P., PWE, Warszawa, 2003		
Result of average student's workload		
Activity	Time (working hours)	
1. Lecture	15	
2. Classes	15	
3. Office hours	10	
4. Examination	2	
5. Student's own work	40	
Student's workload		
Source of workload	hours	ECTS
Total workload	82	3
Contact hours	42	2
Practical activities	40	1