COURSE DESCRIPTION CARD - SYLLABUS

Course name

Enterprise management

Course

Field of study

Corporate management

Year/Semester

1/1

Area of study (specialization)

Profile of study

general academic

Level of study

Second-cycle studies

Course offered in

polish/english

Form of study

part-time

Requirements

compulsory

Number of hours

Lecture

12

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

12

Number of credit points

4

Lecturers

Responsible for the course/lecturer:

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Wydział Inżynierii Zarządzania

ul. Jacka Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Prerequisites

Student has knowledge of the foundations of management conducted in first-cycle studies. In addition, he should also be able to use the acquired knowledge in practice and is ready to work within team structures.

Course objective

The aim of the course is to provide students with knowledge about the functioning of modern enterprises of various sizes, including their structural solutions. In addition, the student learns selected management concepts used in modern enterprise, also in the aspect of sustainable development.

Course-related learning outcomes

Knowledge

1. Student knows methods and tools for modeling information and decision-making management processes

2. Student has extended knowledge about the subject of contextual sciences in relation to management sciences and ergological sciences and the research methods used in them, as well as about common and specific conceptual apparatus in relation to management sciences and technical sciences

3. Student has knowledge of the determinants of organizational structures (structure-building mechanisms and methods of modeling and changes in organizational structures) as well as methods of creating market advantage by enterprises

4. Student has knowledge about the connections occurring in network organizations (concerns, holdings, clusters, etc.) and knowledge about the relationships between organizational units of an enterprise, as well as virtual units

Skills

1. Student is able to forecast and model complex social processes including phenomena from various areas of social life (cultural, political, legal, economic) using advanced methods and tools in management engineering

2. Student has the ability to use the acquired knowledge in various areas and forms, extended by a critical analysis of the effectiveness and usefulness of applied knowledge

3. Student has the ability to independently propose solutions to a specific management problem and carry out the procedure to make decisions in this regard

4. Student is able to bear responsibility for own work and tasks carried out jointly and manage team work

5. Student is able to identify the need and use the possibilities of continuous training (second and third cycle of studies, postgraduate studies, courses) raising professional, personal and social competences; can argue before others the need for lifelong learning

Social competences

1. Student is aware of the interdisciplinary knowledge and skills needed to solve complex organization problems and the need to create interdisciplinary teams

2. Student is able to see the cause-effect relationship in achieving the set goals and rank the importance of alternative or competitive tasks

3. Student is able to make substantive input in the preparation of social projects and manage projects resulting from these projects

4. Student is able to plan and manage business ventures

5. Student is aware of the importance of professional behavior, compliance with professional ethics and respect for the diversity of views and cultures

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during the lecture is verified by a test carried out after the last lecture. The test consists of 20 closed questions. Assessment threshold: 50% of the points (satisfactory).

Knowledge acquired under the project is verified on the basis of solving individual tasks covered by the curriculum. The student receives points for each task. Assessment threshold: 50% of the points (satisfactory).

Programme content

Lecture: Organization as a socio-technical system and its goals (including: management concepts in organizations, enterprise management system and process), creating market advantage (cost, differential, specialization and diversification of enterprise development paths). Enterprise relational strategies. Business management paradigms in an economy based on a smart and sustainable development. Enterprise management system, structures and conditions. Divisions and services in the enterprise. Typical business processes and structural solutions of a large enterprise (including network and virtual structures). Enterprise management system design. Decision-making processes in enterprise management. Planning in company management. Enterprise culture, identity and social intelligence. Company image. Intelligent organization - features and models. Selected concepts of enterprise management: elements of information and knowledge management, lean and agile enterprise. An enterprise based on intelligent digital technologies. Basics of managing human teams in the enterprise.

Project: Designing the organizational structure of the enterprise: methodology and procedure for designing the organizational structure. Creating market advantage (cost, differential, specialization and diversification paths of enterprise development).

Teaching methods

Monographic lecture in the form of a multimedia presentation, with elements of a seminar lecture. Project: solving project tasks based on the case study method.

Bibliography

Basic

1. Pawłowski E., Trzcieliński S., Zarządzanie Przedsiębiorstwem. Funkcje i struktury. Wydawnictwo Politechniki Poznańskiej, Poznań 2011

2. Trzcieliński S., Przedsiębiorstwo zwinne, Wydawnictwo Politechniki Poznańskiej, Poznań 2011

3. Mintzberg H., Zarządzanie, Wydawnictwo Nieoczywiste, Warszawa 2019

4. Griffin R.W., Podstawy zarządzania organizacjami, Wydawnictwo Naukowe PWN, Warszawa 2017

Additional

1. Pacholski L., Malinowski B., Niedźwiedź S., Kierowanie, Wydawnictwo Politechniki Poznańskiej, Poznań 2012

2. Sudoł S., Przedsiębiorstwo. Podstawy nauki o przedsiębiorstwie. Zarządzanie przedsiębiorstwem, PWE, Warszawa 2006

3. Business Process Management. Practical Guidlines to Successful Implementations, Jeston J., Nelis J., Elsevier, Hungary 2008

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,0
Classes requiring direct contact with the teacher	24	1,0
Student's own work (literature studies, preparation for projects, preparation for tests) [1]	76	3,0

[1] delete or add other activities as appropriate