



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Elective humanistic subject II (Management and marketing)

Course

Field of study

Chemical and process engineering

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

Polish

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

Tutorials

Projects/seminars

Other (e.g. online)

16

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

Responsible for the course/lecturer:

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Wydział Inżynierii Zarządzania

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Prerequisites

The student knows the basic concepts of management and marketing. Has general knowledge about entrepreneurship and the functioning of companies in a market economy. The student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy. Is able to define the basic economic, social, business and marketing phenomena used in company management. The student understands and is prepared to take social responsibility for decisions in the field of enterprise management (especially SMEs). Understands the importance of information in business and the possibility of exerting environmental impact through it.

Course objective

To familiarize students with the basic achievements in the field of management and marketing theory. To acquaint students with the specifics of management and promoting enterprises in a market economy. Paying attention to the problem of growth and financing of enterprises enabling effective



company management, as well as the identification of barriers and success factors in effective business management and development. The student is able to define modern management methods and techniques.

Course-related learning outcomes

Knowledge

1. Student has basic knowledge in the field of enterprise management - knows the essence and specificity of enterprise functioning - [K_W16__P6S_WK; KW17__P6S_WK_P6SI_WK; K_W20__P6S_WK_P6SI_WK]
2. The student knows the basic market laws and marketing tools supporting business management - [K_W16__P6S_WK; KW17__P6S_WK_P6SI_WK; K_W20__P6S_WK_P6SI_WK]
3. Has knowledge of various aspects of strategic management - [K_W16__P6S_WK; KW17__P6S_WK_P6SI_WK; K_W20__P6S_WK_P6SI_WK]
4. Has in-depth knowledge in SME management and marketing - [K_W16__P6S_WK; KW17__P6S_WK_P6SI_WK; K_W20__P6S_WK_P6SI_WK]
5. Knows the aspects of using information in business - [K_W16__P6S_WK; KW17__P6S_WK_P6SI_WK; K_W20__P6S_WK_P6SI_WK]

Skills

1. The student correctly uses the basic terms learned in the field of management and marketing (especially business information) [K_U22__P6S_UO]
2. Has the ability to select effective business management tools - [K_U05__P6S_UU]
3. Has the ability to make optimal choices in the field of financial management (e.g. selection of financing sources) - [K_U05__P6S_UU]
4. Has the ability to formulate problems and make choices in the field of strategic management and teamwork - [K_U05__P6S_UU; K_U22__P6S_UO;]
5. Has the ability to formulate problems and make choices in the field of marketing - [K_U05__P6S_UU; K_01__P6S_KK]

Social competences

1. The student is prepared to act as the enterprise manager - [K-K01__P6S_KK; K_K02__P6S_KO_P6S_KK; K_K03_P6S_KR; K_K04__P6S_KO_P6S_KR; K_K05__P6S_K; K_K06__P6S_KO; K_K07__P6S_KO]
2. Is able to communicate efficiently and defend his arguments - [K-K01__P6S_KK; K_K02__P6S_KO_P6S_KK; K_K03_P6S_KR; K_K04__P6S_KO_P6S_KR; K_K05__P6S_K; K_K06__P6S_KO; K_K07__P6S_KO]



Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

LECTURES - Formative assessment: active in discussions summarizing individual lectures or given material (e.g. books, movies), giving the student the opportunity to assess the understanding of the problem; optional papers (essay) assigned during the semester. Summative assessment: written exam on the last lecture (to obtain a positive grade, 55% of points are required)

Programme content

1. Basic concepts in the field of management
2. Basic concepts in marketing
3. Management functions I - planning and organizing
4. Management functions II - motivating and controlling
5. Strategic management
6. Managerial role and competences
7. Contemporary management concepts
8. Effective methods and tools to motivate staff as a factor of success
9. Barriers to entrepreneurship development in the aspect of obtaining financing sources
10. Illusion as an effective marketing tool
11. Social Media in the application of information in business
12. Enterprise management in aspects of business responsibility

Teaching methods

- I. FEEDBACK: Information lecture, Problem lecture, Conversational lecture, Talk, Lecture, Reading
- II. SEARCHING: Case study, Brainstorming, Round table discussion, Discussion - pyramid, Discussion - seminar, Discussion - paper,
- III. TUTORIAL - PRACTICAL: Auditorium exercises, Demonstration method, Project method, Workshop method, Tasks solving, Writing essay
- IV. EXPOSING: Demonstration (film / presentation)

Bibliography

Basic

1. Goldratt, E.M., Cox, J. (2008). CELI. Doskonałość w produkcji. Wydawnictwo: Mint Books - dostępna dla Studentów na Moodle w wersji eBook



1. Goldratt, E.M., Cox, J. (2008). The Goal. Publisher: Mint Books - acces for Studens at Moodle platform as a eBook
2. Cialdini, R (2012). Wywieranie wpływu na ludzi. teoria i praktyka. Gdańsk: GWP - dostępna dla Studentów na Moodle w wersji eBook
2. Cialdini, R. (2012). Influence The Psychology of Persuasioin. Harper Collins e-books - acces for Studens at Moodle platform as a eBook
3. Kotler, Ph (2017). Marketing. 4.0. Era cyfrowa. mtbiznes - dostępna dla Studentów na Moodle w wersji eBook
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6. Małecka (2019). Knowledge Management in SMEs. Journal of Knowledge Management Application and Practice Vol.1. No.3. (Dec. 2019). pp. 47-57. Natural Science Publishing.
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Additional

1. Żurek, A. (2015). Zaządaniei przez zaangażowanie. Jak bezinwestycyjnie poprawić wynik. ObePress - dostępne dla Studentów na Moodle w wersji eBook
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3. Drucker, P.F. (2001). Myśli Przewodnie Druckera. Harvard Business School
4. Porter M.E. (2001). Porter o konkurencji. Warszawa: PWE
5. Porter, M.E. (1994). Strategia konkurencji. Metody analizy sektorów i konkurentów. Warszawa: PWE
6. Małecka, J. (2018). Knowledge Management in SMEs – In Search of a Paradigm. Proceedings of the 19th European Conference of Knowledge Management. Published by Academic Conferences and Publishing International Limited Reading, UK. E-Book: ISBN: 978-1-911218-95-1. E-BOOKISSN: 2048-



8971. Book version ISBN: 978-1-911218-94-4 Book Version ISSN: 2048-8963. p.485-493 - dostępne on-line

7. Małecka, J. (2018). Alternative Sources of Financing for SMEs in Poland in the Light of Empirical Research. Proceedings of the Entrepreneurship and Family Enterprise Research International Conference - dostępne on-line

8. Małecka, J.(2017). The role of SMEs in international trade: Selected aspects, Institute of Economic Research Working Papers, No. 68/2017, available at:
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Breakdown of average student's workload

	Hours	ECTS
Total workload	90	3,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for tests/exam, project preparation, watching films, case-study tasks, writing an essay) ¹	45	1,5

¹ delete or add other activities as appropriate