



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Performance Management in Business [S1DSwB1>PMwB]

Course

Field of study

Data Science in Business

Year/Semester

2/4

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

30

Projects/seminars

0

Number of credit points

4,00

Coordinators

dr Rafał Prendke

rafal.prendke@put.poznan.pl

dr inż. Marta Pawłowska-Nowak

marta.pawlowska-nowak@put.poznan.pl

Lecturers

Prerequisites

Student should demonstrate knowledge of the basics of management, micro and macroeconomics

Course objective

Student will become familiar with topics in the area of performance management in enterprises, business data analysis, process optimization issues, management accounting and understanding the mechanisms of functioning of modern enterprises.

Course-related learning outcomes

Knowledge:

Explains the importance of performance management in the functioning of modern enterprises

[DSB1_W04]

Describes fundamental concepts of management accounting and their role in evaluating process efficiency [DSB1_W05]

Characterizes key performance indicators (KPIs) and methods for their interpretation in operational analysis [DSB1_W01]

Identifies and classifies selected financial reports and methods of financial ratio analysis [DSB1_W05]

Describes the use of data analysis tools in performance management and decision-making processes [DSB1_W01]

Skills:

Analyzes operational data to evaluate business performance and identify areas for optimization

[DSB1_U02]

Selects appropriate KPIs for specific business processes and calculates them based on available data

[DSB1_U02]

Applies Pareto analysis to identify key factors impacting organizational performance [DSB1_U07]

Assesses process efficiency using standardization methods and proposes improvements [DSB1_U06]

Plans a management by objectives (MBO) system based on data analysis and the strategic goals of the organization [DSB1_U07]

Social competences:

Demonstrates initiative in independently seeking up-to-date methods and tools used in performance management [DSB1_K01]

Collaborates within a team to design and implement solutions for monitoring and improving process performance [DSB1_K02]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: knowledge acquired during the lecture is verified by two tests, held halfway through and at the end of the course. The first test consists of 10 open questions and calculation tasks (3 points each). The second test consists of 14 open questions and calculation tasks (5 points each). A total of 100 points, pass mark: 50%.

Programme content

Performance management in an enterprise, basics of management accounting in the non-financial scope, understanding, creating and calculating key performance indicators (KPIs), analysis of data obtained in the company, methods of process optimization, methods of setting goals and supervising their effectiveness.

Course topics

The importance of performance management in modern business

Basics of management accounting

Financial reporting

Microeconomics in enterprise management

Key performance indicators (KPIs)

Standardization and optimization of business processes

Pareto method in business decision-making

Financial indicator analysis

Management by Objectives

Teaching methods

Convention lecture, talk

Case studies, business stories, simulation didactic games, business exercises, solving management accounting tasks

Bibliography

Basic:

1. Kaplan R.S., Cooper R., Zarządzanie kosztami i efektywnością, Oficyna Ekonomiczna, 2002.

2. Innowacje w miejscu pracy : pomiędzy efektywnością a jakością życia zawodowego / redakcja naukowa Marta Strumińska-Kutra, Bolesław Rok ; [tłumaczenia Małgorzata Dera]. Warszawa :

Wydawnictwo Poltext, 2016.

Additional:

1. ULRYCH, Wojciech. Zarządzanie efektywnością pracownika Perspektywa strategiczna. Acta Universitatis Lodzensis. Folia Oeconomica, 2014, 4.305.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	45	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	55	2,00