



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Fundamentals of management [S2LiK2P>PZ]

Course

Field of study

Aerospace Engineering

Year/Semester

1/1

Area of study (specialization)

–

Profile of study

practical

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

There are no predecessors in first degree studies. The student should have the ability to perceive, associate and interpret phenomena in social relations and bear social responsibility for decisions in the area of organization management.

Course objective

Teaching a system of basic concepts used to describe the management process and models, methods and principles explaining basic aspects of the management phenomenon.

Course-related learning outcomes

Knowledge:

1. Knows the basic concepts of economics, relating in particular to air transport, has basic knowledge of management and running a business, and knows the general principles of creating and developing forms of individual entrepreneurship, especially in the aspect of airline companies
2. Knows the general principles of creating and developing forms of individual entrepreneurship, also taking into account time management, as well as the skills of proper self-presentation, using knowledge in the field of science and scientific disciplines relevant to aviation

Skills:

1. Has the ability to self-educate with the use of modern teaching tools, such as remote lectures, websites and databases, teaching programs, e-books
2. Is able to interact and work in a group, assuming various roles in it
3. Understands the need for lifelong learning, can inspire and organize the learning process of other people

Social competences:

1. Is ready to critically evaluate the knowledge and content received, recognize the importance of knowledge in solving cognitive and practical problems, and consult experts in case of difficulties in solving the problem on its own
2. Is aware of the importance and understands the non-technical aspects and effects of engineering activities, including its impact on the environment, and the related responsibility for decisions made
3. Can think and act in an entrepreneurial manner

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge gained during lectures: 100 points. 50 points can be obtained in partial tests on the Moodle platform (10-13 tests containing content from subsequent lectures). Another 50 points from the final exam (the exam can be carried out in one of three forms: oral, written, open, written). Skills and competences acquired as part of the exercises will be verified by the implementation of 10 projects: 100 points. The maximum number of points for one project - 10.

Assessment range (for lectures and exercises):

- 0 - 50 points - 2.0
- 51-60 points - 3.0
- 61-70 points - 3.5
- 71-80 points - 4.0
- 81-90 points - 4.5
- 91-100 points - 5.0

Programme content

1. The essence, goals, types and scope of marketing research.
2. Marketing research and marketing information system.
3. Features of marketing research.
4. Classification of marketing research.
5. Criteria for marketing research.
6. The course of shaping the research process.
7. Research design:
 - a. Identifying the research problem,
 - b. General and specific problems,
 - c. Research theses / hypotheses,
 - d. Main questions and specific questions,
8. Research activity schedule.
9. Organization of marketing research (time, area, commitment).
10. Sampling:
 - a. Define the study population,
 - b. Characteristics of the tested unit,
 - c. Selection of the sample selection method,
 - d. Determining the sample size,
11. Selection of measurement sources.
12. Selection of research method.
13. Construction of the research instrument.
14. Methods and errors of measurement in the field.
15. Methods of editing and reducing raw data.
16. Methods of descriptive analysis.
17. Methods of qualitative analysis.
18. Methods of quantitative analysis.

19. Rules for writing a research report.
20. Rules for the presentation of marketing research results.

Course topics

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20. Rules for the presentation of marketing research results.

Teaching methods

Lecture, talk (discussion), presentation, project.

Bibliography

Basic:

1. R.W. Griffin, Podstawy zarządzania organizacjami, PWN, W-wa, 2017
2. S.P. Robbins, D.A. DeCenzo, Podstawy zarządzania, PWE, 2002
3. A.K. Koźmiński, W. Piotrowski (red). Zarządzanie. Teoria i praktyka, PWE, W-wa, 2020.

Additional:

1. Kałkowska J., Pawłowski E., Włodarkiewicz - Klimek H., Zarządzanie organizacjami w gospodarce opartej na wiedzy. Wydawnictwo Politechniki Poznańskiej. Poznań, 2013
2. J.A.F. Stoner, C. Wankel, Kierowanie, PWE, W-wa, 1999
3. M. Stróżycki, (red), Podstawy zarządzania, SGH, 2008.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	1,00