



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Introduction to business [S2MiBM2>WDB]

Course

Field of study

Mechanical Engineering

Year/Semester

2/3

Area of study (specialization)

Virtual Engineering Design

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

30

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

3,00

Coordinators

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Lecturers

Prerequisites

The student should have knowledge in general mechanical engineering and basic economic principles of business and customer service. Student should demonstrate the ability to think logically, critically use information obtained from the literature (including the internet). Understand the need to learn and acquire new knowledge.

Course objective

To learn about principles of business in legal, economic and organisational aspects. To make the student aware of the role of business and running enterprises (micro, small, medium and large).

Course-related learning outcomes

Knowledge:

- 1 Student knows basic legal principles of business operation.
2. Student knows basic principles of economic operation of business.
3. Student knows basic principles of business functioning in organizational terms.

Skills:

1. To a basic extent, Student knows how to verify the profitability of business decisions.
2. To a basic extent, Student knows how to make correct business decisions.

Social competences:

1. Student understands the need to learn and acquire new knowledge.
2. The student is aware of the importance and understanding of non-technical aspects and effects of engineering activities, including its impact on the environment and the related responsibility for decisions made..
3. Student is able to cooperate and work in a group, taking various roles in it.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: Exam / Credit based on a exam consisting general scored questions [pass if more than 50% of points are obtained:> 50% (3.0),> 60% (3.5),> 70% (4.0),> 80% (4.5),> 90% (5.0)] carried out at the end of the semester.

Tutorial: Credit on the basis of assignments carried out in class, an oral answer on the research work carried out. The form and quality of prepared materials (description of issues, results and their analysis) are assessed.

Grades: very good - if the ratio of sums of achieved and total points is bigger than 90,1%; good plus - if the ratio of sums of achieved and total points is between 80,1-90%; good - if the ratio of sums of achieved and total points is between 70,1-80%; satisfactory plus - if the ratio of sums of achieved and total points is between 60,1-70%; satisfactory - if the ratio of sums of achieved and total points is between 50,1-60%; if the sum is smaller than 50% - unsatisfactory.

Programme content

Lecture:

Strategic business management. Optimisation and change management.

Ethics in management - Sustainable management.

Human Resources (HR) management.

Communication and negotiation in business processes.

Skilled project management.

Commercial and business law. Legal risks of company bodies and agents.

Marketing communication in the age of Digital Business.

Personal branding - building a personal brand. Business Etiquette.

Psychology in business.

Management coaching - Leadership in organisations. Managerial decision-making.

Principles of corporate governance.

Labour law - management contracts.

Building business models based on international business.

Lean management.

Corporate compliance.

Tutorials:

The outcome of the exercises will be the development of a business plan for a business venture taking into account inputs and various internal and external factors.

Course topics

Strategic management of the enterprise:

-analysis of the environment,

-objectives of the organization,

-allocation of resources,

-action of people in the organization, motivation, expectation theory, equity theory, conflict resolution, organizational culture.

Knowledge management:

-strategic processes,

-decision making.

Contemporary management concepts:

-marketing, logistics, human resource management, quality control, time management, benchmarking.

Financial management:

- budget planning,
- financial control,
- financial analysis.

Innovation and change management.

Teaching methods

Lecture: a lecture illustrated with a multimedia presentation containing the discussed program content

Tutorials: practical exercises, team work

Bibliography

Basic:

Chryssides G.D.Kaler J.H.: Wprowadzenie do etyki biznesu, PWN 1999

Krzemień Grzegorz: Własna firma krok po kroku, MT Biznes 2019

Praca zbiorowa: Harvard Business Review. Podręcznik przedsiębiorcy. Rebis 2018

Katarzyna Prędkiewicz, Robert Golej: Zarządzanie finansami przedsiębiorstwa. Marina 2015

Kardas Jarosław S., Wójcik-Augustyniak Marzena: Zarządzanie w przedsiębiorstwie. Difin 2017

Additional:

Praca zbiorowa: Wprowadzenie do Biznesu Międzynarodowego. WSiP 2006

Kowalska Marzena: O biznesie po polsku. Wprowadzenie do języka biznesu. TAIWPN Universitas Kraków 2009

Adam Grzesik: Ekspert biznesu. Jak wymyślić, stworzyć i prowadzić zyskowny biznes bez środków na start. Onepress 2015

Cecil Bozarth, Robert B. Handfield: Wprowadzenie do zarządzania operacjami i łańcuchem dostaw. Helion 2020

Marian Górski i inni: Wprowadzenie do finansów i rachunkowości. WWUW 2010

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
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)	30	1,00