

Business management - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Business management
Kod przedmiotu	04.0-WM-BizEIP-ZarządzPrzeds-Er
Wydział	Wydział Informatyki, Elektrotechniki i Automatyki
Kierunek	Biznes elektroniczny
Profil	praktyczny
Rodzaj studiów	Program Erasmus pierwszego stopnia
Semestr rozpoczęcia	semestr zimowy 2021/2022

Informacje o przedmiocie	
Semestr	5
Liczba punktów ECTS do zdobycia	4
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	prof. dr hab. inż. Justyna Patalas-Maliszewska

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Wykład	30	2	-	-	Zaliczenie na ocenę
Ćwiczenia	15	1	-	-	Zaliczenie na ocenę

Cel przedmiotu

The main result of this course is to know the methods and tools of strategic analysis, requirements for formulation and implementation strategy, and the essence of enterprise development strategy. Developing practical skills in planning, organizing, coordinating and controlling within an enterprise.

Wymagania wstępne

Knowledge of business economics.

Zakres tematyczny

Defining and types of enterprises, organizational and legal forms of enterprises, systematics of enterprises.

The concept, origin and development of strategic management, stages of strategic management, strategic planning methodology,

Characteristics of organizational structure of enterprises, the concept of knowledge-based enterprise, knowledge workers.

Characteristics of innovative enterprises and innovation management methods.

Human resources management: selection of employees in the enterprise, recruitment and selection process.

Human resource management: motivating employees: tools and methods to motivate individual groups of employees, employee development.

Enterprise financial management: balance sheet, profit and loss account, cash flow, financial analysis.

Production and supply management: product development, production processes, development of purchasing function, supply organization, purchasing strategies).

Controlling in the enterprise: employee evaluation.

Controlling in an enterprise: assessment of the enterprise's condition.

Metody kształcenia

Lecture - conventional lecture using a video projector, presentation of a case study.

Practical classes, discussions, case studies.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
He/she can analyze the enterprise situation (controlling)		Discussion, Written test	Ćwiczenia

Opis efektu	Symboli efektów	Metody weryfikacji	Forma zajęć
He/she is aware of and understands the importance and consequences of non-technical aspects of engineering activities and the associated responsibility for decisions made in the company		- Discussion, - Written test	Ćwiczenia
He/she determines the priorities for implementing specific activities at the level of strategic management of the company		- Discussion, - Written test	Ćwiczenia
He/she knows the practical use of e-business methods and tools in a company		Written test	Wykład
He/she knows the methods and tools supporting business management.		Written test	Wykład
He/she knows about the importance of social and economic aspects related to the enterprise management process		- Discussion, - Written test	Ćwiczenia
He/she knows and is able to identify and resolve problems related to business management.		- Discussion, - Written test	Ćwiczenia
He/she is able to analyze and solve problems related to communication within the enterprise, as with the company's partners		- Discussion, - Written test	Ćwiczenia
He/she understands the need for lifelong learning, can organize the learning process of others: can select tools and methods for the development of enterprise employees		- Discussion, - Written test	Ćwiczenia
He/she knows the models and quantitative methods to support decision-making at the strategic level in the enterprise		Written test	Wykład

Warunki zaliczenia

Lecture - Evaluation of the results of the written test covering knowledge of the content of the subject

Exercise - Evaluation of the results of the written test covering knowledge of the content of the subject

Final grade = 50% of the final grade from the form of classes lecture + 50% of the final grade from the form of classes.

Literatura podstawowa

1. Business Model Innovation Strategy, Amit R., Zott C., Wiley, 2020
2. Crafting and Executing Strategy: Concepts, Thompson A., Peteraf M. Gamble J., Strickland A., 2021, Mc Graw Hill
3. Managing Knowledge Workers - Value Assessment, Methods, and Application tools by J.Patalas-Maliszewska, Springer Verlag, 2013

Literatura uzupełniająca

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Uwagi

Zmodyfikowane przez prof. dr hab. inż. Justyna Patalas-Maliszewska (ostatnia modyfikacja: 14-07-2021 11:23)

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