

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 2022/2023

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. The aim of the course is to understand the importance of management in an enterprise and to learn the basic tools, techniques and problems of management. Developing practical skills in planning, organizing, coordinating and controlling within an enterprise.

Wymagania wstępne

Knowledge of business economics.

Zakres tematyczny

SW1 (NW1): Characteristics of the organizational structure of enterprises. Definitions and types of enterprises, organizational and legal forms of enterprises, systematics of enterprises.

SW2 (NW2): Company mission and strategy. Characteristics of management in an enterprise at the strategic, tactical and operational level.

SW3 (NW3): Knowledge-based enterprise, knowledge workers. Management of knowledge. Methods of determining the value of intellectual capital.

SW4 (NW3): Characteristics of innovative enterprises and methods of innovation management.

SW5 (NW4): Human Resource Management: selection of employees in the enterprise, recruitment and selection process. Valuation of job positions.

SW6 (NW4): Human resource management: tools and methods of motivating individual groups of employees, employee development.

SW7-SW8 (NW5): Balanced Scorecard.

SW9 (NW6): Elementary problems and subject of economics. Basic categories of economics. Costs and benefits in economics. Production possibilities.

SW10 - SW11 (NW8): Fundamentals of the producer's theory. Definitions: enterprises, entrepreneurs, economic activity. The goals of the enterprise. Form of ownership and property of the enterprise.

SW12-SW13 (NW9) Financing of the company's operations. Cost accounting (costs: total, constant, variable, average, marginal; total and marginal profit). Enterprise profit. Economic and technological optimum.

SW14 (NW9) Business risk. KPIs.

SW15 (NW9) Written test

Exercises:

SC1-SC2 (NC1): Company mission and strategy. Characteristics of management in an enterprise at the strategic, tactical and operational level.

SC3 (NC2): Knowledge-based enterprise, knowledge workers. Management of knowledge. Methods of determining the value of intellectual capital.

SC4-SC5 (NC3): Characteristics of innovative enterprises and methods of innovation management.

SC6 (NC4): Human Resource Management: Company Employee Selection, Recruitment and Selection. Valuation of job positions.

SC7 (NC5): Company balance sheet. Cost accounting (costs: total, constant, variable, average, marginal; total and marginal profit). Enterprise profit. Economic and technological optimum

SC8-SC9 (NC6): KPI

SC9 (NC7): Written test

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
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: 08-04-2022 16:14)

