

Course title: Corporate Management

Studies: International Business

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	General academic					
Semester	IV					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	-	-	30	-	-
Number of ECTS	4					
Examination	Exam					
Language	English					
Content author	Artur Skrzycki MA					
Course objectives						
It encompasses a review of issues in the field of business management, with a particular focus on discussing the fundamental management functions: planning, organizing, motivating, and controlling.						
Prerequisites						
Basic knowledge in the field of economics and management; fluent command of the English language (B2 level).						
Student workload						
1. Class sessions (including assessment and examination) - 45 hours 2. Reading literature for classes - 15 hours 3. Preparing assignments - 15 hours 4. Assessment preparation - 21 hours 5. Consultations 2 hours 6. Exam-2 hours TOTAL: 100 hours (4 ECTS)						
Short description						
Definition of Management, Management Functions, Business Environment. Strategic, Tactical, and Operational Plans of the Company, Leadership Styles, and Specifics of Team Selection, etc.						
Learning outcomes						
<p>KNOWLEDGE:</p> <p>W01. Participants will know the place of corporate management in the field of management and quality sciences within the realm of social sciences and related disciplines, encompassing the essence, regularities, and issues pertaining to organizational functioning, as well as the major developmental trends of this discipline (IB1_W01-03)</p> <p>W02. Participants will know selected methods and tools for acquiring, analyzing, presenting data, and modeling social and economic phenomena, supporting decision-making in organizations under unpredictable conditions. This knowledge is applicable in corporate management of enterprises (IB1_W04)</p> <p>W03. Participants will know the principles and selected concepts of economic and management theories concerning the functioning and developmental trends of the market. This knowledge is valuable in corporate management of enterprises (IB1_W05-06)</p> <p>SKILLS:</p> <p>U01. Participants will be able to apply the acquired knowledge in the field of management and quality sciences, as well as other disciplines, for accurate, creative interpretation of social phenomena. This ability is aimed at the effective and efficient execution of managerial tasks in corporate management of enterprises (IB1_U01-02)</p> <p>U02. Participants will be able to select and apply appropriate methods of analysis and data acquisition, utilizing advanced techniques and forms of communication to describe and assess the causes and course of social processes and phenomena relevant to corporate management of enterprises (IB1_U03-04)</p> <p>U03. Participants will be able to leverage knowledge from various fields relevant to corporate management of enterprises to create innovative solutions within the organization. This includes planning and implementing processes, fostering learning, and guiding others (IB1_U05-06)</p> <p>COMPETENCIES:</p> <p>K01. Participants will develop their social and interpersonal skills by critical assessment and updating of the existing knowledge in resolving corporate management issues for enterprises (IB1_K01)</p> <p>K02. Participants will develop their social and interpersonal skills by recognizing the significance of knowledge in the field of corporate management for enterprises and to act entrepreneurially when taking initiatives and addressing economic challenges (IB1_K02-03)</p> <p>k03. Participants will develop their social and interpersonal skills by adhering to and developing principles of professional ethics and to assume responsibility associated with the profession (IB1_K04)</p>						
Form of verification						
Lecture: Written Exam; Conversatorium: task completion during classes, presentations, and conversations.						
Detailed data						

Type of course: Lecture/ Conversatorium	
Bibliography	
Bibliography: <ol style="list-style-type: none"> 1. Modern Management: Concepts and Skills, Global Edition, Opracowanie zbiorowe, Pearson Education 2019 2. Fundamentals of Business Process Management, Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo A. Reijers, Springer-Verlag Berlin and Heidelberg GmbH & Co. KG, 2018 3. Management: Tasks, Responsibilities, Practices, Peter F. Drucker, Truman Talley Books, 1986 <p>Supplementary:</p> <ol style="list-style-type: none"> 1. The Management Book, Newton Richard, Pearson Education Limited, 2011 2. Managing Quality, Dale Barrie G., Bamford David, Wile TON, John Wiley & Sons Inc., Wiley John & Sons Inc., 2000 	
Range of content	
Lectures <ol style="list-style-type: none"> 1. Essence of Management 2. Organizational Environment 3. Basic Management Functions 4. Comprehensive Quality Management 5. Quality-Focused Management Concepts 6. Change-Focused Management Concepts 7. Customer-Focused Management Concepts 8. Production Management 9. Innovation Management 10. Challenges Facing Contemporary Organization Management Conversatorium <ol style="list-style-type: none"> 1. Essence of Management: Exploring Different Management Philosophies and Their Impact. 2. Organizational Environment: Discussing External Influences on Organizational Success. 3. Basic Management Functions: Practical Applications and Case Studies. 4. Comprehensive Quality Management: Strategies for Implementing Total Quality Management. 5. Quality-Focused Management Concepts: Examining the Role of Quality in Organizational Success. 6. Change-Focused Management Concepts: Navigating Organizational Change Successfully. 7. Customer-Focused Management Concepts: Creating Customer-Centric Strategies and Practices. 8. Production Management: Balancing Efficiency and Quality in Manufacturing Processes. 9. Innovation Management: Fostering a Culture of Creativity and Continuous Improvement. 10. Challenges Facing Contemporary Organization Management: Roundtable Discussion on Addressing Current Business Challenges. 	
Didactic methods	
<ol style="list-style-type: none"> 1. Lecture 2. Group Discussion 3. Partial tasks conducted in groups or individually 4. Multimedia Presentations 5. Case Study 6. Independent Work with Source Literature 	
Assessment methods and assessment criteria	
<p>Written exam. A positive grade for the subject is determined by the number of points obtained (>50% of the maximum points): pass (dst) 51-60%, pass plus 61-70%, credit (db) 71-80%, credit plus 81-90%, distinction (bdb) 91-100%.</p>	