



DESCRIPTION OF THE SUBJECT

FIELD OF STUDY	Management
SPECIALISATION	Business management
MODE OF STUDY	Full-time / Part-time
SEMESTER	6

Name of the subject	Enterprise value management	MKO_2_6
Hourly dimension of particular forms of classes	Full-time studies – 45 Part-time studies - 24	
	• lectures Full-time studies – 10 Part-time studies - 8	
	• other forms Full-time studies – 30; Part-time studies - 16	

Learning objectives:	<ul style="list-style-type: none"> – to take an interest in the economic phenomena taking place in the environment of modern companies, – to raise awareness of the need to integrate all stakeholders of a company around a common goal, – showing intangible resources as a key carrier of company value in the conditions of the XXI century economy.
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Learning outcomes for the subject			
Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	characterise the essence and main assumptions of the enterprise value management concept	K_W05	P7S_WG
EK_W02	distinguish between the basic standards of value and identify and classify the factors that influence the value of a company	K_W07	P7S_WG
EK_W03	identify the company's key stakeholder groups and their objectives	K_W06	P7S_WG
EK_U04	analyse the impact of managerial decisions on the value of the company	K_U02	P7S_UW
EK_U05	diagnose the situation of the company and solve typical problems related to its operations on the basis of the assumptions of the enterprise value management concept	K_U08	P7S_UW
EK_K06	is oriented towards solving problems socio-economic problems in a way that takes into account the point of view of different interest groups	K_K03	P7S_KO
EK_K07	takes a long-term view of the operation and development of enterprises	K_K09	P7S_KO

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	Lectures/ Exercises	
TP_01	Changes in the modern global economy and the need to maximise shareholder value.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_02	Enterprise value - basic standards.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_03	Objectives, functions and rationale for measuring enterprise value.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_04	Key carriers of business value.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_05	The essence of the concept of enterprise value management.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_06	Measuring the effectiveness of a company's value creation based on economic value added (EVA) and MVA, SVA, CFROI and TSR indicators.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_07	Corporate communication with capital market participants.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06

		EK_K07
TP_08	Development processes and their impact on company value.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_09	The agency problem. The role of incentive systems in corporate value management.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_10	Intellectual capital of a company - essence and methods of measurement.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_11	Building enterprise value using innovation and intellectual property rights.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07
TP_12	Venture capital instruments in creating value for new economy enterprises.	EK_W01 EK_W02 EK_W03 EK_U04 EK_U05 EK_K06 EK_K07

Methods and forms of teaching	Educational and curricular content
Lecture with Multimedia presentation of selected issues	
Conversation lecture	
Problem-based lecture	
Informative lecture	T_01 – 12
Discussion	T_07, T_08
Work with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	T_01, T_02, T_04, T_09, T_11, T_12
Workshop method	
Project method	
Multimedia presentation	T_03, T_05

Audio and/or video demonstration	
Activating methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, snowball method, constructing mind maps)	
Working in groups	
Inne (jakie?) – rozwiązywanie zadań	T_06, T_10
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Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For the assessment 2	For the assessment 3	For the assessment 4	For the assessment 5
EK_W01	The student is unable to characterise the essence and main assumptions of the enterprise value management concept.	Students can at a basic level characterise the essence and main assumptions of the concept of enterprise value management.	The student is able to well characterise the essence and main assumptions of the concept of enterprise value management.	The student is fully able to characterise the essence and main assumptions of the enterprise value management concept.
EK_W02	The student is not able to distinguish between basic value standards and does not identify and classify factors influencing enterprise value	Students will be able to distinguish between basic value standards and identify and classify factors influencing enterprise value.	The student is able to distinguish between basic value standards and to identify and classify factors influencing enterprise value.	The student fully distinguishes between basic value standards and identifies and classifies factors influencing enterprise value
EK_W03	The student does not recognize the most important stakeholder groups in the enterprise and does not identify their objectives	The student recognises the most important stakeholder groups in the company and defines their objectives	The student identifies the most important stakeholder groups in the company and determines their objectives.	The student identifies the most important stakeholder groups in the company and determines their objectives.
EK_U04	The student does not analyse the impact of managerial decisions on enterprise value	The student analyses to a basic degree the influence of managerial decisions on the value of an enterprise	The student analyses the influence of managerial decisions on the enterprise value to a good extent.	The student fully analyses the impact of managerial decisions on enterprise value
EK_U05	The student does not diagnose the situation of the enterprise and does not solve typical problems related to its activity on the basis of assumptions of the enterprise value management concept.	The student makes a basic diagnosis of the situation of an enterprise and solves typical problems related to its operations on the basis of the assumptions of the enterprise value management concept.	The student makes a good diagnosis of the situation of the company and solves typical problems related to its activities on the basis of the assumptions of the concept of enterprise value management.	The student fully diagnoses the situation of the enterprise and solves typical problems related to its activities on the basis of assumptions of the enterprise value management concept.
EK_K06	The student is not oriented towards solving socio-economic problems in a way that takes into account the point of view of different interest groups	The student is oriented towards solving socio-economic problems in a way that takes into account the point of view of different interest groups	The student is well oriented towards solving socio-economic problems in a way that takes into account the point of view of different interest groups	The student is fully oriented towards solving socio-economic problems in a way that takes into account the point of view of different interest groups
EK_K07	The student does not perceive the functioning and development of the enterprise in a long-term perspective	The student has basic knowledge and perceives the functioning and development of enterprises in a long-term perspective.	The student has a good level of basic knowledge and perceives the functioning and development of enterprises in a long-term perspective.	The student has full knowledge and perceives the functioning and development of enterprises in a long-term perspective.

Verification of learning outcomes	EK symbols for the module/subject						
	W01	W02	W03	U04	U05	K06	K07
Written test	X	X	X	X	X		
Oral exam							
Written credit							
Oral credit							
Written colloquium	X	X	X	X	X		
Oral colloquium							
Test							
Project							
Written work							
Report							
Multimedia presentation	X	X	X	X	X	X	X
Other (which ones?) -							
Work during exercises	X	X	X	X	X	X	X

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	30	16
3. Consultation with the teacher	20	20
Total 1+2+3	60	44
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	90	106
Total 4+5	90	106
SUMMARY 1+2+3+4+5	150	150
Total ECTS credits according to the study plan	6	

Reference literature	<ul style="list-style-type: none"> – Suszyński C. (red.), Przedsiębiorstwo, wartość, Management, PWE, Warszawa 2007. – Nita B., Metody wyceny i kształtowania wartości przedsiębiorstwa, PWE, Warszawa 2007. – Szablewski A., Pniewski K., Bartoszewski B. (red.), Value Based Management. Koncepcje, narzędzia, przykłady. Wyd. Poltext, Warszawa 2008. – Bielecki J.K., Pawłowicz L. (red.), Management wartością spółki kapitałowej (wyd. II). Wyd. CeDeWu, Warszawa 2015.
Complementary literature	<ul style="list-style-type: none"> – Szczepankowski P., Wycena i Management wartością przedsiębiorstwa, Wyd. Nauk. PWN, Warszawa 2007. – Patena W., W poszukiwaniu wartości przedsiębiorstwa, Oficyna Wyd. Wolters Kluwer, Warszawa 2011. – Urbanek G., Kompetencje a wartość przedsiębiorstwa. Zasoby niematerialne w nowej gospodarce, Oficyna Wyd. Wolters Kluwer, Warszawa 2011.

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| | <ul style="list-style-type: none">– Maćkowiak E., Ekonomiczna wartość dodana, PWE, Warszawa 2009.– Jabłoński M., Kształtowanie modeli biznesu w procesie kreacji wartości przedsiębiorstw, Wyd. Difin, Warszawa 2013.– Kasiewicz S., Rogowski W., Kicińska M., Kapitał intelektualny. Spojrzenie z perspektywy interesariuszy, Oficyna Ekonomiczna, Kraków 2006.– Cwynar A., Dzurak P. (red.), Systemy VBM i zysk ekonomiczny: Projectowanie, wdrażanie, stosowanie, Wyd. Poltext, Warszawa 2010. |
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