



DESCRIPTION OF THE SUBJECT

FIELD OF STUDY	Management
SPECIALISATION	Business management
MODE OF STUDY	Full-time / Part-time
SEMESTER	4

Name of the subject	Modern management methods	MW_2_1
Hourly dimension of particular forms of classes	Full-time studies – 40 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:	The aim of the course is to familiarise students with modern concepts and methods of business management. The aim of the course is to introduce students to modern concepts and methods of business management, especially in view of rapid and unpredictable changes in the modern world. Students will be introduced to modern trends in the theory and practice of management and will possess the ability to select management methods that are appropriate for a given stage of a company's development.
-----------------------------	---

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
K_W01	student knows modern concepts, methods and trends of business management and ways to conduct research in this field	K_W01 K_W07 K_W11 K_W15	P7S_WG P7S_WG P7S_WG P7S_WG
K_W02	the student understands the objectives and results of applying modern methods of business management	K_W01 K_W11 K_W14 K_W15	P7S_WG P7S_WG P7S_WG P7S_WG
K_U03	the student is able to select management methods appropriate to the stage of development of the enterprise	K_U03 K_U08 K_U09	P7S_UW P7S_UW
K_U04	the student has the ability to apply modern business management methods	K_U03 K_U05 K_U06 K_U07	P7S_UW P7S_UW P7S_UO P7S_UO
K_U05	the student is able to find information on various business practices in the field of modern management, to describe them, to interpret them and to draw conclusions on their basis	K_U02 K_U03 K_U08	P7S_UW P7S_UW P7S_UW

K_K06	the student is able to cooperate in a group in order to find a solution to a given management problem	K_K07 K_K08	P7S_KR P7S_KO
K_K07	the student demonstrates creativity in solving problems related to business management	K_K09	P7S_KO

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	Lectures	
T_01	Introduction to management methods and techniques	K_W01 K_W02
T_02	New organisational models	K_W01 K_W02
T_03	Management through partnership	K_W01 K_W02
T_04	Change management - outsourcing, benchmarking, reengineering	K_W01 K_W02
T_05	Management by value - Lean management	K_W01 K_W02
T_06	Management through strategic scorecard	K_W01 K_W02
T_07	Time management	K_W01 K_W02

	Exercises	
T_08	New management paradigms	K_U03 K_U04 K_U05 K_K06 K_K07
T_09	The learning organisation	K_U03 K_U04 K_U05 K_K06 K_K07
T_10	Network organisation	K_U03 K_U04 K_U05 K_K06 K_K07
T_11	Transnational corporations	K_U03 K_U04 K_U05 K_K06 K_K07
T_12	Management by partnership	K_U03 K_U04 K_U05 K_K06 K_K07
T_13	Management by outsourcing	K_U03 K_U04

		K_U05 K_K06 K_K07
T_14	Lear Management	K_U03 K_U04 K_U05 K_K06 K_K07
T_15	Change management in a company	K_U03 K_U04 K_U05 K_K06 K_K07
T_16	Brand management	K_U03 K_U04 K_U05 K_K06 K_K07
T_17	Corporate social responsibility	K_U03 K_U04 K_U05 K_K06 K_K07
T_18	Virtual company	K_U03 K_U04 K_U05 K_K06 K_K07

Methods and forms of teaching	Educational and curricular content
Lecture with Multimedia presentation of selected issues	T_02, T_06
Conversation lecture	T_03, T_04, T_07
Problem-based lecture	
Informative lecture	T_01, T_05
Discussion	T_08, T_11
Work with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	T_09, T_10, T_13, T_14, T_15
Workshop method	
Project method	
Multimedia presentation	T_11, T_16, T_18
Audio and/or video demonstration	
Activating methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, snowball method, constructing mind maps)	

Working in groups	T_12
Other (which ones?) - ...	
...	

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	
K_W01	the student is not familiar with modern concepts, methods and trends of business management and the ways of conducting research in this field	the student is familiar with modern concepts, methods and trends of business management and the ways of conducting research in this field at a basic level	the student is familiar with modern concepts, methods and trends of business management and the ways of conducting research in this field at an intermediate level	student knows modern concepts, methods and trends of business management and ways to conduct research in this field	
K_W02	Students do not understand the objectives and results of the application of modern methods of business management	the student understands the objectives and results of applying modern methods of business management at a basic level	the student understands the objectives and results of applying modern methods of business management at an intermediate level	the student understands the objectives and results of applying modern methods of business management	
K_U03	the student does not have the ability to select appropriate management methods for a given stage of enterprise development	the student has the ability to select management methods appropriate to the stage of development of the enterprise at a basic level	the student is able to select management methods appropriate to the stage of development of the enterprise at an intermediate level	the student is able to select management methods appropriate to the stage of development of the enterprise	
K_U04	the student does not have the ability to apply modern business management methods	the student has the ability to apply modern methods of business management at a basic level	the student has the ability to apply modern business management methods at an intermediate level	the student has the ability to apply modern business management methods	
K_U05	the student is not able to find information concerning various business practices in the field of modern management, to describe them, to interpret them and to draw conclusions on their basis	the student is able to find information concerning various business practices in the field of modern management, to describe them, to interpret them and to draw conclusions from them at a basic level	the student is able to find information concerning various business practices in the field of modern management, to describe them, to interpret them and to draw conclusions from them at an intermediate level	the student is able to find information concerning various business practices in the field of modern management, to describe them, to interpret them and to draw conclusions on their basis	
K_K06	the student is not able to cooperate in a group in order to find a solution to a given management problem	the student is able to work in a group to find a solution to a given management problem at a basic level	the student is able to work in a group to find a solution to a management problem at intermediate level	the student is able to cooperate in a group in order to find a solution to a given management problem	
K_K07	the student does not show creativity in solving problems related to business management	the student demonstrates creativity in solving problems related to business management at a basic level	the student demonstrates creativity in solving business management problems at an intermediate level	the student demonstrates creativity in solving problems related to business management	

Verification of learning outcomes	EK symbols for the module/subject						
	W01	W02	W03	W04	U05	U06	K07
Written test							
Oral exam							
Written credit							
Oral credit	X	X	X	X	X	X	X
Written colloquium							
Oral colloquium							
Test							
Project							
Esej							
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)	65	81
Total 4+5	65	81
SUMMARY 1+2+3+4+5	125	125
Total ECTS credits according to the study plan	5	

Reference literature	Zimniewicz K., Współczesne koncepcje i metody zarządzania. Warszawa 2009. Red. B. Olszewska (red.) Wybrane metody zarządzania współczesnym przedsiębiorstwem, Wyd. UE we Wrocławiu, Wrocław 2008 Olszewska B. (red.) Podstawy zarządzania przedsiębiorstwem na progu XXI wieku. Wyd. Akademii Ekonomicznej, Wrocław 2007 Olszewska B. (red.): Management strategiczne na progu XXI, Wyd. UE we Wrocławiu, Wrocław 2008 Zelek A., Management kryzysem, Instytut Organizacji i Zarządzania w Przemysle „Orgmasz”, Warszawa 2003
Complementary literature	M. Nowakowski: Biznes międzynarodowy – obszary decyzji strategicznych; Wydawnictwo Key Test, Warszawa 2000 A. Rapaport: Wartość dla akcjonariuszy – poradnik menadżera i inwestora; Wydawnictwo WIG - Press, Warszawa 1999 R. Kaplan, D. Norton: Strategiczna karta wyników; Wydawnictwo Naukowe PWN, Warszawa 2007

	<p>M. Nowakowski: Biznes międzynarodowy – obszary decyzji strategicznych; Wydawnictwo Key Test, Warszawa 2000</p> <p>A. Rapaport: Wartość dla akcjonariuszy – poradnik menadżera i inwestora; Wydawnictwo WIG - Press, Warszawa 1999</p> <p>Mac Millan, Ian C., Gunter McGrath R., Odkrywanie nowych szans na odróżnianie się od konkurencji, Harvard Business Review, 10/2005</p> <p>Storbacka K., Sztuka budowania trwałych związków z klientami CRM, Oficyna Ekonomiczna, Kraków 2001</p>
--	--