

Polish course name	<b>ZARZĄDZANIE KAPITAŁEM INTELEKTUALNYM</b>
English course name	<b>INTELLECTUAL CAPITAL MANAGEMENT</b>
Course code	<b>WIP-MDL-D1-ICM-06</b>
Field of study	<b>Materials design and logistics</b>
Level of qualification	<b>First degree</b>
Form of study	<b>Full-time</b>
Semester	<b>6</b>
Number of ECTS points	<b>3</b>
Ways of assessment	<b>Test</b>

**Number of hours per semester**

<b>Lecture</b>	<b>Seminar</b>	<b>Classes</b>	<b>Laboratory</b>	<b>Project</b>
15		15		

**TEACHERS:**

Dr hab. inż. Rafał Prusak, prof. PCz.,

Dr inż. Marzena Ogórek,

Dr inż. Dominika Strycharska.

**COURSE OBJECTIVES:**

- › **C1** Providing students with advanced aspects of knowledge concerning the methods of intellectual capital management in the enterprise.
- › **C2** Acquainting students with modern methods of human capital development in enterprises.
- › **C3** Acquisition of skills by students as part of shaping selected elements of intellectual capital management systems in enterprises.

**PRELIMINARY REQUIREMENTS FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCES:**

1. Knowledge in the field of marketing in the area of competition in the modern economy and affiliate marketing.
2. Knowledge in the field of management in terms of the characteristics and goals of the organization and its components, planning, steering and

controlling processes in enterprises and contemporary management concepts.

3. Management knowledge in the area of personnel selection and human resource management, Features and goals of the organization and its components.
4. Ability to work independently and in a group.
5. Ability to use literature sources and internet resources.

## **COURSE CONTENT**

### **LECTURE**

- › **L1** Contemporary approach to intellectual capital.
- › **L2, L3** The influence of intellectual capital on the efficiency of the enterprise.
- › **L4, L5, L6** Human capital.
- › **L7, L8** Structural capital.
- › **L9, L10** Relational capital.
- › **L11 - L13** Valuation of the value of intellectual capital.
- › **L14, L15** Knowledge management in the process of shaping intellectual capital.

### **CLASSES**

- › **C1 - C4** Analysis of human capital.
- › **C5, C6** Identification and evaluation of the components of the company's structural capital.
- › **C7, C8** Shaping relations with suppliers and recipients in the context of intellectual capital management.
- › **C9 - C15** Methods of intellectual capital valuation.

### **BASIC REFERENCES**

1. Ashok Jaspara: Zarządzanie wiedzą, zintegrowane podejście, PWE, Warszawa 2006 r.
2. Bolesta – Kukułka, K.: Decyzje menedżerskie w teorii i praktyce zarządzania, Wyd. Naukowe WZ UW, Warszawa 2000 r.
3. Drucker, P.F.: Zarządzanie w czasach burzliwych. Nowe wyzwania – nowe horyzonty, Akademia Ekonomiczna w Krakowie, „Nowoczesność” Sp.z o. o., Warszawa 1995 r.
4. Fazlagić A.J.: Zarządzanie wiedzą, Milenium, Gniezno 2006 r.

5. Kordel P., Kornecki J., Kowalczyk A., Krawczyk K., Pylak K., Wiktorowicz J.: Inteligentne organizacje - zarządzanie wiedzą i kompetencjami pracowników, PARP, Warszawa 2010 r.
6. Mikuła B.: Zarządzanie wiedzą w organizacji, [w:] B. Mikuła, A. Pietruszka-Ortyl, A. Potocki (red.), Podstawy zarządzania przedsiębiorstwami w gospodarce opartej na wiedzy, Difin, Warszawa 2007 r.
7. Nonaka I.: Takeuchi H. Kreowanie wiedzy w organizacji, Poltext, Warszawa, 2000 r.
8. Oleński J.: Standardy informacyjne w gospodarce, Wyd. Uniwersytetu Warszawskiego. Warszawa 1997 r.
9. Rosenberg M.J.: E-Learning, Mc Graw-Hill, N-Y, Chicago, 2001 r.
10. Wawrzyniak B.: Od koncepcji do praktyki zarządzania wiedzą w przedsiębiorstwie - w pracy zbiorowej: Zarządzanie wiedzą w przedsiębiorstwie, Polska Fundacja Promocji Kadr i WSPiZ, Warszawa, 2001 r.

#### **SUPPLEMENTARY REFERENCE MATERIALS**

1. Griffin R.W.: Podstawy zarządzania organizacjami, Wydawnictwo Naukowe PWN, Warszawa 2006 r.
2. Drucker P. F.: Zarządzanie w XXI wieku, Muza SA, Warszawa 2000 r.
3. Prusak R.: Kształtowanie struktury kapitału intelektualnego przedsiębiorstwa, Politechnika Częstochowska, Prace Naukowe Wydziału Inżynierii Procesowej, Materiałowej i Fizyki Stosowanej, Seria: Monografie Nr 34, Częstochowa 2013 r.

#### **LEARNING OUTCOMES**

- › **EU1** The student has knowledge of the importance of intellectual capital in contemporary organizations. Is aware of the need to manage intellectual capital as an important factor in shaping competitive advantages.
- › **EU2** The student has theoretical knowledge concerning the influence of intellectual capital on the methods of company management and shaping the company's strategy.

#### **TEACHING TOOLS**

- › Multimedia presentations.
- › Laboratory equipment and guides.
- › CUT e-learning platform (possible use).

### WAYS OF ASSESSMENT (F – FORMATIVE, P – SUMMATIVE)

- › **F1.** Assessment of knowledge in the field of basic concepts in the field of organization and business management.
- › **F2.** Assessment of self-preparation of exercises.
- › **P1.** Test.

### STUDENT WORKLOAD

Form of activity	Number of hours	ECTS
Contact hours with the teacher		
Lectures	15	0,6
Seminar		
Classes	15	0,6
Laboratory		
Project		
Test	2	0,08
Exam		
Total contact hours	32	1,28
Student's own work		
Getting acquainted with the indicated literature	15	0,6
Preparation for seminar		
Preparation for classes	15	0,6
Preparation for lab		
Project preparation		
Consultation	3	0,12
Preparation for the test	10	0,4
Total student's own work	43	1,72
<b>Total number of hours/ ECTS points for the course</b>	<b>75</b>	<b>3,0</b>

## ADDITIONAL INFORMATION

Timetable of classes	<a href="https://wip.pcz.pl/dla-studentow/plan-zajec/studia-stacjonarne">https://wip.pcz.pl/dla-studentow/plan-zajec/studia-stacjonarne</a>
Information about the consultation (time + place)	<a href="https://wip.pcz.pl/dla-studentow/konsultacje-dla-studentow">https://wip.pcz.pl/dla-studentow/konsultacje-dla-studentow</a>

## MATRIX OF LEARNING OUTCOMES REALISATION

Learning outcome	Reference of given outcome to outcomes defined for whole program	Course objectives	Course content	Ways of assessment
EU 1	K_W07, K_U07, K_K02,	C1, C2, C3	L1 - L15, C1 - C15	F1, F2, P1
EU 2	K_W07, K_K02, K_U07,	C1, C2, C3	L1 - L15, C1 - C15	F1, F2, P1

## FORM OF ASSESSMENT - DETAILS

**EU1** The student has a working knowledge of the importance of intellectual capital in contemporary organizations. Is aware of the need to manage intellectual capital as an important factor in shaping competitive advantages.

- › 2,0 The student has no practical knowledge of the importance of intellectual capital in contemporary organizations.
- › 3,0 The student has a sufficiently practical knowledge about the importance of intellectual capital in contemporary organizations.
- › 3,5 The student has practical knowledge about the importance of intellectual capital in contemporary organizations to a satisfactory plus degree.
- › 4,0 The student has a good working knowledge of the importance of intellectual capital in contemporary organizations. Is aware of the need to manage intellectual capital as an important factor in shaping competitive advantages.

- › 4,5 The student has practical knowledge about the importance of intellectual capital in contemporary organizations to a good plus degree. Is aware of the need to manage intellectual capital as an important factor in shaping competitive advantages.
- › 5,0 The student has a very good practical knowledge of the importance of intellectual capital in contemporary organizations. Is aware of the need to manage intellectual capital as an important factor in shaping competitive advantages and knows the basic mechanisms of this process.

**EU2** The student has theoretical knowledge about the impact of intellectual capital on the methods of business management and shaping the company's strategy.

- › 2,0 The student does not have theoretical knowledge concerning the influence of intellectual capital on the methods of company management.
- › 3,0 The student has a sufficient theoretical knowledge concerning the influence of intellectual capital on the methods of enterprise management.
- › 3,5 The student has theoretical knowledge about the impact of intellectual capital on the methods of business management to a satisfactory plus degree.
- › 4,0 The student has a good theoretical knowledge concerning the influence of intellectual capital on the methods of company management and shaping the company's strategy.
- › 4,5 The student has theoretical knowledge concerning the influence of intellectual capital on the methods of company management and shaping the company's strategy to a good plus degree.
- › 5,0 The student has a very good theoretical knowledge concerning the influence of intellectual capital on the methods of company management and can participate in the work on shaping the company's strategy.