

COURSE GUIDE

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|--------------------------|--|
| Course title | Management concepts |
| Specialization | Management |
| Form of study | Full-time studies |
| Qualification level | seconde-degree studies |
| Year | 1 |
| Semester | I |
| Unit running the program | Department of Management and Entrepreneurship |
| Osoba sporządzająca | Dr Katarzyna Łukasik |
| Profile | General academic |
| Number of ECTS credits | 6 |

COURSE TYPE -NUMBER OF HOURS IN SEMESTER

| Lectures | Exercises | Laboratories | Projects | Seminars |
|------------|-----------|--------------|----------|----------|
| 30E | 30 | | | |

DESCRIPTION of SUBJECT

The aim of subject

- 01. Characteristics of classical and modern management concepts
- 02. Introduction of practical possibilities of applying introduced management concepts on the example of chosen enterprises

INITIAL REQUIREMENT FOR KNOWLEDGE, ABILITIES AND OTHER COMPETENCES

- Students know the basis of modern enterprise management
- Students can present problems of management and running enterprises on the market
- Students know roles of solving problems in groups with use of case study
- Students can distinguish such issues as: methods of management, technics of management, concepts of management
- Skills in making presentations and participation in discussion

EFFECTS of LEARNING

- EU 1- Students know classical concepts of management
- EU 2- Students know modern concepts of management
- EU 3- Students can distinguish structural concepts of management (process oriented)
- EU 4- Students can distinguish concepts of management oriented on quality, time, knowledge and customers

COURSE CONTENT

| Form of teaching– LECTURES 30 HOURS | Number of hours |
|---|-----------------|
| L1 Introduction to the subject. Introduction of basic terms and definitions connected with methods, technics and concepts of management. Presentation of division of management concepts. | 2 |
| L2 Introduction of classical management concepts, starting from evolution of concept through administrative approach to social approach in management. Presentation of situation approach and system approach in management | 2 |
| L3-L6 Presentation of modern (structural) concepts of management, including: BPR (Business Process Reengineering), Lean Management, Benchmarking, Outsourcing, with practical examples. | 8 |
| L7-L9 Presentation of modern (structural) concepts of management with practical examples such as TBM (Time Based Management) and CRM (Customer Relationship Management). Presentation of concept of social | 6 |

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|---|--------------|
| responsibility in organization (CSR) | |
| L10 Presentation of quality concepts of management: TQM (Total Quality Management) and Six Sigma, with practical examples in the enterprises | 2 |
| L11-L13 Presentation of modern concepts of management based on knowledge: knowledge and competences management, intelligent and learning organization as well as talent management. | 6 |
| L 14 Introduction of virtual and network organizations concepts | 2 |
| L 15 Summary of lectures, test | 2 |
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| Form of teaching– CLASSES 30 Hours | No. of hours |
| C1 Introduction – Introduction of the aim, program and forms of checking knowledge and skills. Case study of classical forms of management concepts. | 2 |
| C2 Classical forms of management concepts -case study | 2 |
| C3 Reengineering: definition, essence and rules of reengineering, changes in organization after introducing reengineering – theoretical approach of reengineering in the firm, case study | 2 |
| C4 Lean Management: definition, essence and rules – theoretical approach. Example of application of lean management concept in company. Case study | 2 |
| C5 Benchmarking: definition, essence and rules and range of applying benchmarking – advantages and disadvantages theoretical approach. Example of applying benchmarking in Polish public administration in local authorities. Case study | 2 |
| C6 Outsourcing: form of improving enterprise functioning, kinds and forms of outsourcing, advantages and disadvantages of outsourcing - theoretical approach. Outsourcing - Case study | 2 |
| C7 Method TBM (time based management): aims, methods of TBM, assumptions and rules of TBM - theoretical approach. Time based management in practice | 2 |
| C8 CRM (customer oriented management, establishing relations with customers, adapting organization to customer needs) – theoretical approach, case study | 2 |
| C9 Concepts of Corporate Social Responsibility CSR: fields of applying – theoretical approach, Corporate Social Responsibility– Case study | 2 |
| C10 Total Quality Management – TQM: meaning of quality, basic aspects of TQM, advantages and disadvantages of TQM - theoretical approach. SIX SIGMA: definition, essence and rules, phases of introduction six sigma, advantages of six sigma – theoretical approach. Comparison of TQM and Six Sigma. Case study. | 2 |
| C11 Knowledge management: definition and essence of knowledge, kinds of knowledge, methods of gaining knowledge – theoretical approach. Example of applying knowledge management, case study | 2 |
| C12 Learning and Intelligent organization: definition and essence and features of learning – theoretical approach and case study. | 2 |
| C13-C14 – Virtual and network organizations: characteristics of virtual organization, conditions and results of virtualizations of firms, managing of virtual organization, network structures, e-biznes – kinds, effects, advantages and disadvantages – theoretical approach. Case study – perspectives of developing virtual organizations | 4 |
| C15 – Summary of classes | 2 |

TEACHING TOOLS

1. Books and monographs
2. Audio-visual presentation

3. Case study
4. E-learning platform

WAYS OF ASSESSMENT (F-FORMING, P- SUMMARY)

- F1. Case studies
- F2. Presentation of performed tasks
- F3. Participation during lectures
- F4. Presence on the lectures
- P1. Written exam

STUDENT WORKLOAD

| Form of activity | | Średnia liczba godzin na zrealizowanie aktywności | |
|---|----------|---|----------|
| | | [h] | ECTS |
| Contact hours with teacher | LECTURE/ | 30 | 1,2 |
| | CLASSES | 30 | 1,2 |
| Participation in consultations | | 10 | 0,8 |
| Getting Acquainted with the indicated literature | | 10 | 0,6 |
| Preparation of audio-visual presentation and project | | 13 | 0,88 |
| Preparation for the exam | | 30 | 1,2 |
| Exam | | 2 | 0,12 |
| TOTAL NUMBER OF HOURS/ ECTS CREDITS FOR THE COURSE | | 125 | 6 |

BASIC AND SUPPLEMENTARY LITERATURE

Basic literature

1. Akhil Kumar, Business Process Management, New York; London: Routledge/ Taylor & Francis Group, 2018.
2. Hannagan Tim, Management Concepts and Practices, Harlow: Prentice-Hall, 2008.
3. Mathias Weske, Business Process Management: Concepts, Languages, Architectures, Berlin: Springer-Verlag, 2012.

Supplementary literature

1. Marlon Dumas ed. [and others.], Fundamentals of Business Process Management, Heidelberg : Springer, 2013.
2. W. B. Lee. (Ed). Systems Approaches to Knowledge Management, Transfer, and Resource Development, Hershey : Information Science Reference, 2012.

TEACHERS (NAME, LAST NAME, E-MAIL)

1. Katarzyna Łukasik; katarzyna.lukasik@pcz.pl

MARTIX OF REALIZATION LEARNING EFFECTS

| The learning effect | References to the effects of the defined effects for the entire program (PEK) | Course aims | Course content | Teaching tools | Evaluation method |
|---------------------|---|-------------|----------------|----------------|-------------------|
| EU1 | K_W10, K_U01, K_K05, | C1 | L1, L2, C1-C2 | 1, 2, 3 | F3,F4, P1 |

| | | | | | |
|------------|--|--------|-------------------|-------|--------------------------|
| EU2 | K_W07,K_W10, K_U04, K_U07 K_K05, | C1, C2 | L1-L14, C3-C14 | 1,2,3 | F1, F2, F3, F4, P1 |
| EU3 | K_W10, K_U04,K_U07 K_K05, | C1 | L3-L6, C3-C6 | 1,2,3 | F4, P1 |
| EU4 | K_W10, K_U04, K_U07 K_K05 | C1, C2 | L7-L14 C7-C14 | 1,2,3 | F1, F2, F3, F4, P1 |

EVALUATION FORM -DETAILS

| | For a grade of 2 | For a grade of 3 | For a grade of 4 | For a grade of 5 |
|------------|---|--|--|--|
| EU1 | Student can't explain classical concepts of management. | Student can explain classical concepts of management, but he/she can't give main authors names of classical concepts | Student can explain classical concepts of management and he/she can give main authors names of classical concepts of management. | Student can explain and point at background of classical concepts of management and he/she can give main authors names of classical concepts |
| EU2 | Student can't explain modern concepts of management. | Student can explain modern concepts of management without pointing at their | Student can explain modern concepts of management and point at main assumptions of | Student can explain modern concepts of management and point at all assumptions of |
| EU3 | Student can't explain structural concepts of management | Student can distinguish different structural concepts of management but without defining them. | Student can distinguish different structural concepts of management with defining two of them. | Student can distinguish different structural concepts of management with defining all of them |
| EU4 | Students can't explain different concepts of management oriented on quality, time, knowledge and customers. | Students can explain different concepts of management oriented on quality, time, knowledge and customers. | Students can explain different and show background of two chosen concepts of management oriented on | Students can explain different and show background of all concepts of management oriented on quality, time, |

OTHER USEFUL INFORMATION ABOUT THE SUBJECT

Information about where the students will be able to familiarize with the curriculum is presented to the students during the classes. If the structure of the classes necessitates such procedures, this information is sent via e-mail to individual groups.

Information about the venue for the classes is available in the Faculty's website and USOS system.

Information about the dates of classes (day of the week/hour/room) can also be found in the Faculty's website and USOS system.

Students will be informed about tutorial classes (hour/place/day of the week) during the first classes. This information is also available in the Faculty's website.