

Field of Study: Management
Offered courses for 2025/2026 Academic Year with descriptions:

Winter Semester

Subject name:	Basics of economics
Name and surname of the lecturer	Dr Adam Miara
The main aim of the lecture:	The aim of the course is to provide students with basic knowledge of the functioning of the economy on a micro and macroeconomic scale and to acquire the ability to analyze micro and macroeconomic phenomena.
Topics:	Demand, Supply, Price, Break-even point, Inflation,

Subject name:	Business plan
Name and surname of the lecturer	Dr Adam Miara
The main aim of the lecture:	The goal is to develop skills related to writing a business plan.
Topics:	The essence and concept of a business plan. Structure of a business plan. Types of business plans. The importance of a business plan in economic practice.

Subject name:	Marketing
Name and surname of the lecturer	Dr Urszula Widelska, prof. AŁ
The main aim of the lecture:	The course covers issues in the area of broadly understood marketing, defined in the category of business philosophy, science and the area of enterprise activity. The student has the opportunity to learn about the role of the client in modern business.
Topics:	1. Functions and goals of marketing activities of enterprises. 2. Consequences of marketing. 3. The essence of customer-oriented business. 4. Rationale and benefits of market segmentation.

	5. Customers and their types. 6. Consumer's decision-making process. 7. Further and closer environment of the enterprise. 8. Marketing mix of contemporary organization. 9. Product structure. 10. Brand and packaging as product attributes. 11. Pricing policy of the enterprise. 12. The essence of distribution channels and logistic customer service. 13. Communication of the enterprise with the environment. 14. Advertising as a promotion tool 15. Profile of the marketing manager.
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Subject name:	Science of organization
Name and surname of the lecturer	Dr Marek Kruk
The main aim of the lecture:	During the course, topics related to theoretical and practical forms as well as general principles of organization functioning are discussed. Students will learn about the evolution of the sciences of organization and management with particular emphasis on current directions.
Topics:	1. Development of organization and management sciences. 2. Organization as a system. 3. Organizational metaphors. 4. Typology of organizational culture. 5. Organization life cycle. 6. Organizational changes. 7. Organization resources. 8. Competition and competitiveness. 9. Co-operation of the organization. 10. Outsourcing. 11. Organizational social responsibility.

Subject name:	Basic of Management
Name and surname of the lecturer	Mgr Anna Bagińska
The main aim of the lecture:	As part of the course, students acquire knowledge and skills regarding the basic concepts of organization management, various types of organizational structures, principles of planning, organizing, motivating employees and controlling. The acquired knowledge is the basis for dealing with the problems of the organization's functioning, including the independent search for management solutions. The transferred knowledge is the basis for studying such subjects as: <u>Organizational behavior, Strategic management, Basics of marketing.</u>
Topics:	Management process; Environment of the organization; Roles and managerial skills; Planning and decisions making in the organization; Organizational structures; Changes in the organization; Motivating employees; Management styles; Controlling process.

Subject name:	The basics of project management
Name and surname of the lecturer	Mgr Anna Bagińska
The main aim of the lecture:	The main aim of the course is, in particular, to acquire knowledge and practical skills in the use of specific project management methodologies, with particular emphasis on the methodology - Project Management Cycle.
Topics:	Introduction to project management - project concept, Typical project scheme in methodology - Project Management Cycle, Constructing the project according to the "Question Criterion" and constructing the project according to "W - questions". Typical project flowchart

Subject name:	Strategic Analysis of the Enterprise
Name and surname of the lecturer	
The main aim of the lecture:	The aim of the course is to familiarize students with strategic management schools, to present ways of building a strategy and its significance for the development of the company, and to familiarize students with the terms mission and vision of the company.
Topics:	Strategic management, Strategic management schools, Competitiveness of the enterprise, Strategies for growth and development of the enterprise, Building a strategy.

Summer Semester

Subject name:	Marketing Research
Name and surname of the lecturer	Dr Marek Kruk
The main aim of the lecture:	The aim of the course is to present the essence of marketing research, including their methods, techniques and tools. Presentation of the practical implications of marketing research for various types of enterprises and the transfer of knowledge about the marketing information system and the creation of research reports.
Topics:	<ol style="list-style-type: none"> 1. Research methods and techniques. 2. Marketing information system. 3. The scope of marketing research. 4. Data sources in marketing research. 5. Research problem and hypothesis. 6. Sample selection. 7. Construction of a measuring tool. 8. Analysis and interpretation of the results. 9. Research reporting.

Subject name:	Marketing Management and Planning
Name and surname of the lecturer	Dr Urszula Widelska, prof. AŁ
The main aim of the lecture:	The aim of the course is to show the functional aspect of marketing. The subject focuses on the marketing management process and its stages, i.e. analysis, planning, implementation and control.
Topics:	<ol style="list-style-type: none"> 1. The concept of marketing management 2. Marketing management stages 3. Strategic Marketing Planning 4. Principles of creating marketing plans

Subject name:	Modern Sales Techniques
Name and surname of the lecturer	Dr Marek Kruk
The main aim of the lecture:	The aim of the course is to develop sales competences and to strengthen communication skills which are important in the exchange process
Topics:	<ol style="list-style-type: none"> 1. Rersuasion techniques. 2. Argumentation techniques. 3. Commercial Techniques. 4. Auction. 5. Time using. 6. Manipulation techniques.

Subject name:	Entrepreneurship
Name and surname of the lecturer	Dr Adam Miara
The main aim of the lecture:	Students will learn the fundamentals of modern business practices, the basic business, strategy, and leadership skills needed to launch new ventures and run diversified businesses.
Topics:	<ol style="list-style-type: none"> 1. Theories of enterprises and its practical application 2. External determinants of entrepreneurship (institutional conditions, running a business, business environment in Poland) 3. Small business 4. Entrepreneurship in a corporation (features, conditions,

	<p>strategies, structures)</p> <ol style="list-style-type: none"> 5. Entrepreneurial competences 6. Innovation as the basis of entrepreneurial activities 7. Ethics and Corporate Social Responsibility 8. Business plan
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Subject name:	Statistics (descriptive)
Name and surname of the lecturer	Dr hab. Wojciech Korneta
The main aim of the lecture:	Processing of statistical data for discrete and continuous variable: calculation of statistical quantities and their interpretation, basic probability distributions. Correlation and regression analysis of data. Hypothesis testing. Practical examples using Excel.
Topics:	<ol style="list-style-type: none"> 1. Discrete variable: average, variance, standard deviation, skewness, kurtosis, quartile, probability mass function. 2. Continuous variable: average, variance, standard deviation, skewness, kurtosis, quartile, probability density function. 3. Pearson and Spearman correlation coefficients. 4. Linear regression analysis. 5. Hypothesis testing; null hypothesis and alternative hypothesis.

Subject name:	HR Management
Name and surname of the lecturer	Mgr Anna Bagińska
The main aim of the lecture:	Arousing curiosity among students and willingness to expand knowledge about current principles and theories of human resource management in various organizations. Looking for an answer to a question: "How human resource management plays a pivotal role in an organisation's success"?
Topics:	<ol style="list-style-type: none"> 1. Organizational aspects of Human Resource Management (the essence of Human Resource Management in an organization, personnel planning, recruitment and selection, employee evaluation system, remuneration (salaries), motivation, personnel development, career planning). 2. Strategic management of the social potential of the organization. 3. Human capital management in culturally diverse organizations. 4. Psychological aspects of Human Resource Management.