

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject (-)		Code 1011102321011145168
Field of study Engineering Management - Full-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 2
Elective path/specialty Production and Operations Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: 15 Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art		ECTS distribution (number and %)
Responsible for subject / lecturer: dr inż. Mariusz Branowski email: mariusz.branowski@put.poznan.pl tel. 6653395 Faculty of Engineering Management ul. Strzelecka 11, 60-965 Poznań		Responsible for subject / lecturer: - dr inż. Karolina Bondarowska email: - karolina.bondarowska@put.poznan.pl tel. - (61) 665 34 03 - Faculty of Engineering Management - ul. Strzelecka 11, 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic marketing course. Production capacity calculations.
2	Skills	Ability to describe and analyse basic economic regularities and processes influencing activities of enterprises
3	Social competencies	Awareness of social context of enterprise activities and comprehension of social phenomenons
Assumptions and objectives of the course: --Acquisition of knowledge about services capacity (ways of calculation and levels of utilization) and skills and competencies related to service capacity management		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Knowledge of methods and tools of information processes modelling - [K2A_W08]		
2. Knowledge of methods and tools of decision processes modelling - [K2A_W09]		
Skills:		
1. Ability to use theoretical knowledge to describe, analyse social phenomenons and processes (economic, cultural, legal); ability to formulate own opinions - [K2A_U02]		
2. Ability to use normative standards (legal, professional, ethical) and use them to solve the problems - [K2A_U05]		
3. Ability to use acquired knowledge in different applications; ability to evaluate the usefulness of acquired knowledge - [K2A_U06]		
4. Ability to make the proposals of managerial problem solution - [K2A_U07]		
Social competencies:		
1. Awareness of continuous education need and improvement of professional, social and personal competencies - [K2A_K01]		
2. Awareness and acceptance of responsibility for own work, readiness to subordinate to team work - [K2A_K02]		
3. Ability to recognize cause and effect relationships in goal achievement process; ability to evaluate alternative or competitive task - [K2A_K03]		
4. Awareness of professional behavior and ethical standards; respect for different cultures and opinions - [K2A_K04]		
5. Awareness of knowledge and skills interdisciplinarity needed to solve complex problems and awareness of necessity to build interdisciplinary teams - [K2A_K06]		
6. Ability to plan and manage business projects - [K2A_K07]		

Assessment methods of study outcomes		
Primary evaluation: 1/lectures: active participation; 2/classes (exercises): solutions of case studies and tasks Final evaluation: 1/ lectures :test; 2/classes (exercises): analysis, evaluations, plans and case studies related to service capacity management		
Course description		
Capacity measurement in service enterprises. Definitions of service capacity. Resource, service and business capacity. Calculations and control of the utility level of service capacity. Factors of production as the service capacity determinants. Service capacity calculations in different branches. Service capacity management strategies (supply and demand management). Supply/demand adjustments in services. Customer expectations management in services.		
Basic bibliography:		
1. Daszkowska M. Usługi: produkcja, rynek, marketing PWN, Warszawa 1998 2. Mudie P., Cottam A. Usługi; Zarządzanie i marketing PWN, Warszawa 1998 3. Rogoziński K Usługi rynkowe Wydawnictwo AE, Poznań 2000 4. Rogozinski K. Nowy marketing usług Wydawnictwo AE, Poznań 2000		
Additional bibliography:		
Result of average student's workload		
Activity	Time (working hours)	
1. Lectures	15	
2. Classes (exercises)	15	
3. Preparation to classes	13	
4. Consultations	10	
5. Preparation to the test	20	
6. Test	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	75	3
Contact hours	40	2
Practical activities	28	1