



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing i zarządzanie (Marketing and management)

### Course

Field of study

Technologia chemiczna (Chemical Technology)

Area of study (specialization)

Level of study

First-cycle studies

Form of study

part-time

Year/Semester

I/2

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

20

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

dr Krzysztof Kołodziejczyk

Responsible for the course/lecturer:

e-mail: krzysztof.kolodziejczyk@put.poznan.pl

Wydział Inżynierii Zarządzania

ul. J. Rychlewskiego 2, 60-965 Poznań

### Prerequisites

Student knows the basic laws of the market, has basic knowledge of entrepreneurship.

Student is able to define basic economic and social phenomena, describe basic organizational structures of enterprises, is able to evaluate media information.

The student cooperates and works in a group, participates in the preparation of projects taking into account economic aspects, acts in an entrepreneurial way, realizes the process of self-education.

### Course objective

The knowledge of the basics of management theory and functioning of enterprises in a market economy. Understand the principle of market mechanism operation. To transfer knowledge on the conditions of shaping the competitiveness of enterprises. Acquiring by students the ability to make decisions independently in the process of running a business.



### Course-related learning outcomes

#### Knowledge

1. Student has general knowledge necessary to understand social, economic, legal and other non-technical conditions of engineering activity - [K\_W16]
2. Student has basic knowledge of management, including quality management, conducting business activity and protection of industrial property and copyright, as well as technology transfer, is able to use patent information resources - [K\_W17]
3. Student knows the general principles of creating and developing forms of individual entrepreneurship using knowledge of chemical technology - [K\_W19]

#### Skills

1. Student is able to work both individually and as a team in professional and other environments. - [K\_U02]
2. Student has the ability to use specialist vocabulary in Polish. - [K\_U03]
3. Student has the ability to self-study - [K\_U05]
4. Student is able to make a preliminary economic analysis of the engineering activities undertaken in chemical technology - [K\_U11].
5. Student assesses the economic effects of modernization activities in the implementation of chemical processes and technologies - [K\_U30].

#### Social competences

1. Student understands the need for further education and improvement of his/her professional, personal and social competences - [K\_K01]
2. Student is able to interact and work in a group, assuming different roles in it - [K\_K03]
3. Student is able to appropriately determine the priorities for the realization of the assigned task - [K\_K04].
4. Student is able to think and act in an entrepreneurial way - [K\_K06]

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The lectures are finished with a written pass (colloquium), checking the mastery and understanding of the whole material and the ability to draw conclusions from this knowledge.

### Programme content

1. Management and its functions.
2. The basics of company theory (the concept of a company, types and objectives of its activities).



3. Entrepreneurship of economic entities.
4. Enterprise management strategies.
5. development of marketing concept of management.
6. Theoretical aspects of competition and competitiveness.
7. The role of the state in shaping the conditions of increasing competitiveness of enterprises.
8. External ways of increasing competitiveness of enterprises - structural and ownership changes.
9. The companies' activities in the field of promotion.
10. Forms and channels of marketing communication.

### Teaching methods

Lecture in the form of a multimedia presentation, discussion

### Bibliography

Basic

1. Griffin R.W., Podstawy zarządzania organizacjami, PWN, Warszawa 2013.
2. Innowacyjność w zarządzaniu a konkurencyjność przedsiębiorstwa, red. R. Nowacki, Difin, Warszawa 2010.
3. Skawińska E., Zalewski R.I., Klastry biznesowe w rozwoju konkurencyjności i innowacji regionów. Świat -Europa-Polska, PWE, Warszawa 2009.
4. Mruk H., Marketing. Satysfakcja klienta i rozwój przedsiębiorstwa, PWN, Warszawa 2012.

Additional

1. Hołub-Iwan J., Perenc J., Innowacje w rozwijaniu konkurencyjności firm. Znaczenia, wsparcie, przykłady zastosowań, C.H Beck, Warszawa 2011.
2. Glinka G., Gudkova S., Przedsiębiorczość, Wolters Kluwer Polska, Warszawa 2011.
3. Porter M.E., Przewaga konkurencyjna, Wyd. Helion, Gliwice 2006.
4. Badzińska E., Konkurowanie przedsiębiorstw w segmencie młodych konsumentów, PWE, Warszawa 2011.
5. Kotler Ph, Marketing, Rebis, Poznań 2005



### Breakdown of average student's workload

|                                                                                                                                                            | Hours | ECTS |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------|
| Total workload                                                                                                                                             | 75    | 3,0  |
| Classes requiring direct contact with the teacher                                                                                                          | 30    | 1,0  |
| Student's own work (literature studies, preparation for tutorials, preparation for tests, watching videos, cas-study tasks, writing an essay) <sup>1</sup> | 45    | 2,0  |

<sup>1</sup> delete or add other activities as appropriate