POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)
pl. M. Skłodowskiej-Curie 5, 60-965 Poznań

COURSE DESCRIPTION CARD - SYLLABUS

Course name
Marketing i zarządzanie (Marketing and Management)

Course

Field of study	Year/Semester
Technologia chemiczna (Chemical Technology)	I/2
Area of study (specialization)	Profile of study
	general academic
Level of study	Course offered in
First-cycle studies	Polish
Form of study	Requirements
full-time	elective

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
30		
Tutorials	Projects/seminars	

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

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Wydział Inżynierii Zarządzania

ul. J. Rychlewskiego 2, 60-965 Poznań

Prerequisites

The student knows the basic concepts of management and marketing. Has general knowledge about entrepreneurship and the functioning of companies in a market economy. The student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy. Is able to define the basic economic, social, business and marketing phenomena used in company management. The student understands and is prepared to take social responsibility for decisions in the field of enterprise management (especially SMEs). Understands the importance of information in business and the possibility of exerting environmental impact through it.

Course objective

To familiarize students with the basic achievements in the field of management and marketing theory. To acquaint students with the specifics of management and promoting enterprises in a market economy. Paying attention to the problem of growth and financing of enterprises enabling effective

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company management, as well as the identification of barriers and success factors in effective business management and development. The student is able to define modern management methods and techniques.

Course-related learning outcomes

Knowledge

1. Student has basic knowledge in the field of enterprise management - knows the essence and specificity of enterprise functioning.

2. The Student knows the basic market laws and marketing tools supporting business management.

3. Has in-depth knowledge in SME management and marketing.

4. Knows the aspects of using information in business.

Skills

1. The student correctly uses the basic terms learned in the field of management and marketing.

2. Has the ability to select effective business management tools.

3. Has the ability to make optimal choices in the field of financial management (e.g. selection of financing sources).

4. Has the ability to formulate problems and make choices in the field of management.

Social competences

1. The student is prepared to act as the enterprise manager

2. Is able to communicate efficiently and defend his arguments

3. Is aware of the social role played by the manager (owner) in the company and its environment

4. The student understands the responsibility and social status of a technical university graduate in the field of enterprise management

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

LECTURES - Formative assessment: active in discussions summarizing individual lectures or given material (e.g. readinig books, watching movies), giving the student the opportunity to assess the understanding of the problem; optional papers (essay) assigned during the semester; test at eKursy yplatform. Summative assessment: written final test on the last lecture (to obtain a positive grade, 50% of points are required)

Programme content

1. Basic concepts of management and marketing

2. Management functions I - planning and organizing

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3. Management functions II - motivation and control

4. Contemporary management concepts

5. Conventional sources of enterprise financing

6. Alterenative sources of financing

7. Effective methods and tools for motivating staff as a success factor

8. Barriers to the development in the aspect of obtaining financing

9. The role and competences of managers

10. The role and importance of marketing

11. Marketing strategies

12. Illusion as an effective marketing tool

13. Creativity as a management tool

14. Methods and tools of exerting social influence

15. Femous marketing brands failures

Teaching methods

I. FEEDBACK: Information lecture, Problem lecture, Conversational lecture, Talk, Lecture, Reading

II. SEARCHING: Case study, Brainstorming, Round table discussion, Discussion - pyramid, Discussion - seminar, Discussion - paper,

III. TUTORIAL - PRACTICAL: Auditorium exercises, Demonstration method, Project method, Workshop method, Tasks solbing, Writing essey

IV. EXPOSING: Demonstration (film / presentation)

Bibliography

Basic

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1. Goldratt, E.M., Cox, J. (2008). The Goal. Publisher: Mint Books - acces for Studens at Moodle platform as a eBook

2. Cialdini, R (2012). Wywieranie wpływu na ludzi. teoria i praktyka. Gdańsk: GWP - dostępna dla Studentów na Moodle w wersji eBook

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Additional

1. Żurek, A. (2015). Zaządzaniei przez zaangażowanie. Jak bezinwestycyjnie poprawić wynik. ObePress - dostępne dla Studentów na Moodle w wersji eBook

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7. Małecka, J. (2018). Alternative Sources of Financing for SMEs in Poland in the Light of Empirical Research. Proceedings of the Entrepreneurship and Family Enterprise Research International Conference - dostępne on-line

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Breakdown of average student's workload

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

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[1] delete or add other activities as appropriate