



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Concepts and Tools of Modern Business Management

Course

Field of study

Electronics and Telecommunications

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

II/IV

Profile of study

general academic

Course offered in

English

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

Other (e.g. online)

Tutorials

15

Projects/seminars

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

dr Ewa Badzińska,

ewa.badzinska@put.poznan.pl

Responsible for the course/lecturer:

Prerequisites

The student knows the basic terms concerning the functioning of enterprises in a market economy. Is able to identify the basic problems of enterprise management. Demonstrates readiness to develop his/her knowledge and skills. He/she is willing to work in a team.

Course objective

The aim of the course is to gain knowledge and acquire skills and competences in the field of: understanding the essence, principles and regularity of managing a modern enterprise; understanding strategic analysis methods, competitive environment and business modeling; applying the principles of creating a business model based on the canvas and lean canvas methodology; diagnosing development factors and barriers of a modern enterprise.

Course-related learning outcomes

Knowledge

1. Knows the basic principles and regularities of managing a modern enterprise.
2. Knows selected methods of strategic analysis and forces that shape competition within an industry.



3. Has knowledge about the principles of creating a business model based on the canvas and lean canvas methodology.

4. Has knowledge about the determinants of enterprise development.

Skills

1. Is able to apply selected methods of strategic analysis and competition.

2. Can create the concept of a business model for an innovative business solution.

3. Is able to interpret and explain phenomena occurring in the environment of the enterprise.

3. Is able to use data from secondary sources and critically respond to the mission, goals and strategy of the company in the context of the current market situation.

Social competences

1. Can work in a team and be open to suggestions of other members.

2. Is able to recognize cause-and-effect relationships in achieving the set goals and rank the importance of alternative or competitive tasks in the implementation of projects.

3. Is aware of the need to expand knowledge about the management of a modern enterprise due to the high variability of the socio-political and economic environment.

4. Is aware of the interdisciplinary of knowledge and skills needed to solve complex problems.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during the lecture is verified by one 60-minute colloquium carried out at the last lecture. It consists of 10-15 questions (test and open) with various points depending on their level of difficulty. Passing from: 60% of points. Issues and materials, on the basis of which questions are prepared for the colloquium, will be sent to students by e-mail using the university's e-mail system. The final grade can be raised for the student's active participation in the problem and conversation lecture.

Knowledge, skills and social competences acquired as part of the exercises are verified based on the presentation of the completed project, the developed case study and student activity during classes (participation in the discussion, independent problem solving). Project evaluation criteria will be provided to students in the first class.

Programme content

The course program includes the following issues: The essence of strategy and strategic management. Global and local strategy context. Vision, mission and strategic goals of a modern enterprise. Strategic analysis methods and competitive environment. Principles of business model generation based on the canvas and lean canvas methodology. Diagnosis of current business / social problem. Observations, customer profiles and user tests. Defining / generating a unique value proposition. Prototyping a business idea. Financing and revenues plan.



Teaching methods

Lecture: multimedia presentation illustrated with examples; problem lecture (discussion on solving a given problem), conversation lecture (discussion moderated by the lecturer).

Exercises: case study method, discussion methods: brainstorming, metaplan (conclusions from discussion in teams presented on the forum in the form of a poster, multimedia presentation); Exercise and practical methods: solving cognitive tasks, teamwork.

Bibliography

Basic

1. Blank S., Dorf B., (2013), The Startup Owner's Manual The Step-By-Step Guide for Building a Great Company, K & S Ranch.
2. Maurya A., (2012), Running Lean. Iterate from Plan A to a Plan That Works. Wydawca: O'Reilly Media.
3. Osterwalder A., Pigneur Y., (2010), Business model generation, John Wiley and Sons Ltd.
4. Ries E., (2017), The Lean Startup, Random House USA Inc, New York.
5. Thompson A., Strickland A.J., (2001), Strategic management. Concepts and cases, McGraw-Hill.

Additional

1. Badzińska E., (2017), Assessing the concept of innovative business model with regard to IT enterprise, Economics and Law, Vol. 16(3), pp. 245-258.
2. Badzińska E., Wyrwicka M. K., (2016), Models of Creation and Development of an Enterprise – a Conceptual Approach, Zeszyty Naukowe Politechniki Poznańskiej. Organizacja i Zarządzanie Nr 70, s. 5-17.
3. Dess G.G., Lumpkin G.T., (2010), Eisner A., Strategic Management. Text and Cases, McGraw-Hill.
4. Pearce J., Robinson R., (2010), Strategic management: Formulation, implementation and control, McGraw-Hill.

Breakdown of average student's workload

	Hours	ECTS
Total workload	62	3,0
Classes requiring direct contact with the teacher	31	2,0
Student's own work (literature studies, preparation for classes/tutorials, preparation for tests/exam, project preparation) ¹	31	1,0

¹ delete or add other activities as appropriate