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
Competence Marketing

Course

Field of study		Year/Semester
Engineering Management		1/2
Area of study (specialization)		Profile of study
Enterprise Resources and Process Management		general academic
Level of study		Course offered in
Second-cycle studies		Polish
Form of study		Requirements
full-time		compulsory

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
	15	
Tutorials	Projects/seminars	
	15	

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

Ph.D., Eng. Maciej Szafrański

Mail to: maciej.szafranski@put.poznan.pl

Phone: 61 665 34 03

Faculty of Engineering Management

ul.J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

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Prerequisites

Knowledge and skills acquired during the following courses: marketing, human resources management, marketing research (research with the use of secondary sources).

Course objective

Acquiring knowledge and skills in marketing management of competences, accounted for as resources and products.

Course-related learning outcomes

Knowledge

1.knows in depth the methods and tools for modeling information and decision-making processes with regard to designing sets of competencies [P7S_WG_02].

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2. has expanded knowledge both on competence marketing in relation to management science and its research methods, and on joint and specific conceptual apparatus in relation to management science and selected aspects of technical science [P7S_WG_04].

3. has in-depth knowledge about organizational dependencies between enterprise organizational units, as well as virtual units[P7S_WG_06] .

Skills

1. is able to use theoretical knowledge to describe and analyze the causes and the course of social processes and phenomena (cultural, political, legal, economic), and is able to formulate their own opinions and critically select data and methods of analysis in terms of competence marketing [P7S_UW_01].

2. is able to predict and model complex social processes including phenomena occurring in various aspects of social life (cultural, political, legal, economic), using advanced management methods and tools in the aspect of competence marketing [P7S_UW_02].

3. has the ability to independently formulate a set of solutions for a specific management-related problem and conduct a procedure of making decisions, also in regard to competence marketing [P7S_UW_04] .

4. is able to correctly interpret and explain social phenomena (cultural, political, legal, economic) as well as mutual relations between various social phenomena in the competency marketing context [P7S_UW_06].

Social competences

1. is aware of knowledge interdisciplinarity and skills needed to solve complex organization problems, and the necessity of creating interdisciplinary teams [P7S_KK_01].

2. is able to notice the cause-and-effect dependencies in achieving the set goals and is able to rank the importance of alternative or competitive tasks [P7S_KK_02].

3. is able to make substantive contribution to the preparation of social projects and is able to manage activities resulting from those projects [P7S_KO_01].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Laboratories: formative assessment: an ongoing analysis of individual work progress, help in solving doubts and problems; in the middle of the semester, the assessment of the partial results of the students' work - pass threshold - minimum 51%; summary assessment: final assessment of the developed solution - pass threshold - minimum 51%.

Project: formative assessment: an ongoing analysis of the progress and correctness of a teamwork, help in solving doubts and problems; in the middle of the semester, the assessment of the partial results of the students' work - pass threshold - minimum 51%; final assessment of the developed project result - pass threshold - minimum 51%.

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Programme content

Laboratories: marketing-mix planning for personal competencies; modeling a personal competence profile, using IT tools in modeling personal competence profile, identifying reference models of workstations, and analyzing the compliance of personal competence profile with the identified models.

Project: designing campaigns and/or employer branding systems in enterprises, designing job offers compatible with company's employer branding system, ensuring compliance of the employer branding systems with other subsystems in the company, particularly with its marketing system and marketing objectives; assessment of marketing benefits resulting from the employer branding; designing research on the results of employer branding activities.

Teaching methods

Laboratories: laboratory method with elements of workshop method - an individual work.

Project: project method - projects in subgroups.

Bibliography

Basic

1. Szafrański, M. (2019), Threefold Nature of Competences in Enterprise Management: A Qualitative Model, Tomé, E., Cesário, F., Soares, R. R. (Eds), Proceedings of the 20th European Conference on Knowledge Management, Universidade Europela de Lisboa, Lisbon, Portugal, 5-6 September 2019, Vol 2, pp. 1006-1015. + tłumaczenie.

2. Szafrański M., Więcek-Janka E. (2017), Zastosowania marketingu kompetencji w ofertach pracy – wyniki badań, Handel wewnętrzny, nr 6, s. 372-385.

3. Szafrański M. (2017), Problem of language used to describe competences in the management of acceleration in the creation of knowledge resources in businesses, Procedia Engineering, No 182, pp. 679 – 686 + tłumaczenie.

4. Dąbrowska J. (2014), Przegląd wybranych koncepcji employer brandingowych, [w:] K. Kubiak (red.), Employer Branding w teorii i praktyce, Wyższa Szkoła Promocji, Warszawa, s. 13-32

5. The acceleration of development of transversal competences, M. Szafranski, M. Golinski, H. Simi (editors), Centria University of Applied Sciences, Kokkola, 2017.

6. Szafrański M., Graczyk-Kucharska M., Goliński M., Spychała M. (2019), Badanie znajomości marek przedsiębiorstw na potrzeby zewnętrznego employer brandingu - wyniki badań studentów Politechniki Poznańskiej, Przegląd Organizacji, nr 2, s. 21-29.

7. Szafrański M. (2017), Models of businesses' support for technical knowledge development in Wielkopolska Region - a qualitology approach; in: Conference Proceedings, Engines of Urban and

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Regional Development, 6th Central European Conference in Regional Science, Banska Bystrica, pp. 128-137.

8. Szafrański, M., Goliński, M., Graczyk-Kucharska, M., Spychała, M. (2019), Cooperation of Education and Enterprises in Improving Professional Competences-Analysis of Needs, in: Hamrol A., Grabowska M., Maletic D., Woll R., Advances in Manufacturing II, Springer, Cham, pp. 155-168.

Additional

1. SZAFRAŃSKI M., MAZUR M., GRZEGORCZYK J. (2017), Wspomaganie zarządzania jakością procesów pracy w przedsiębiorstwach przez diagnozowanie stanów kompetencji, w: Zeszyty Naukowe Politechniki Poznańskiej, Organizacja i Zarządzanie, nr 73, s. 253-271.

2. Spychała M., Szafrański M., Graczyk-Kucharska M., Goliński M. (2017), The Method of Designing Reference Models of Workstations, in: Proceedings of the 18th European Conference on Knowledge Management ECKM 2017, Edited by F. Marimon, M. Mas-Machuca, J. Berbegal-Mirabent, R. Bastida, Academic Conferences and Publishing International Limited, Barcelona, pp. 930-939.

3. Szafrański M., Graczyk-Kucharska M., Dworek T., Mazur M., Przybylski R. (2017), Wykorzystanie badań eyetrackingowych do doskonalenia systemów informacyjnych na przykładzie system.zawodowcy.org, w: Wybrane zagadnienia zarządzania współczesnymi przedsiębiorstwami, pod red. L. Kiełtyki i P. Kobisa, Wydawnictwo Politechniki Częstochowskiej, Częstochowa, s. 159-172.

4. Graczyk-Kucharska M., Szafrański M., Goliński M., Spychała M. , The acceleration method of development of transversal competences in the students' practical training, In: Cooperation of Universities and Employers for Quality and Relevance of Education, E.V. Viktorova (ed.), Publishing House of Saint-Petersburg State University of Economics, Saint-Petersburg, pp. 29-46.

5. Graczyk-Kucharska, M., Özmen, A., Szafrański, M., Weber, G. W., Goliński, M., & Spychała, M. (2019). Knowledge accelerator by transversal competences and multivariate adaptive regression splines, Central European Journal of Operations Research, 1-25. https://doi.org/10.1007/s10100-019-00636-x.

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 laboratory and project classes, project implementation) [1]	45	2,0

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[1] delete or add other activities as appropriate