

Seminar offer
2020/2021
Bachelor Studies
Business Management

Supervisor	Seminar topics	Full-time studies	Part-time studies
dr Jakub Drzewiecki	<ol style="list-style-type: none"> 1. Value creation, value delivery and value protection processes from the business model perspective. 2. Frameworks of value configuration logic within the business models. 3. Startups` business models: planning, implementation and modification. 4. Business models evaluation: key metrics and criteria. 5. Outsourcing projects` efficiency and effectiveness criteria. 	5	0
dr hab. Janusz Marek Lichtarski, prof. UEW	<ol style="list-style-type: none"> 1. Project management methodologies and tools (including IT projects). 2. Project team building and leading. 3. Project risk management. 4. Project stakeholders management. 	10	0
dr hab. Barbara Mróz-Gorgoń, prof. UEW	<ol style="list-style-type: none"> 1. Brand management - branding / rebranding - brand strategies - the meaning of the brand. 2. Marketing and management aspects of non-profit organizations. 3. Personal Branding - creating a personal brand. 4. Organizational culture and its importance for the organization. 5. Blog and Vlogosphere - marketing aspects. 6. Internet marketing - E-business trends- marketing aspects of social media. 7. Cultural differences and their importance - international enterprise / organization perspective. 8. Business Negotiations - stages / problems / challenges. 9. Strategy and marketing communication of enterprises - from start-ups to transnational corporations. 10. CSR - Corporate social responsibility and its marketing significance. 	10	0
dr hab. inż. Katarzyna Piórkowska, prof. UEW	<ol style="list-style-type: none"> 1. Management process in terms of managerial tasks. 2. Developing motivational systems in organizations (drivers, management assumptions, strategy). 3. Internal analysis of enterprises (in terms of various models and methods). 4. Identifying key success factors in organizations. 5. The analysis of environment (general and task environment). 6. Leadership styles – diagnosis and development. 7. Strategic leadership – identifying strategic leaders in enterprises. 8. Innovativeness in enterprises. 9. Managing conflicts in organizations. 10. Decision making processes – misconceptions, heuristics and biases. 	10	0

dr hab. Estera Piwoni-Krzeszowska, prof. UEW	<ol style="list-style-type: none"> 1. Customer relationship management. 2. Corporate social responsibility. 3. Teamwork. 4. Leadership. 5. Theories and tools of employee motivation. 6. Management styles vs temperament of managers and employees. 7. Coaching in creating employee engagement. 8. Creating a manager's personal brand. 9. Analysis of the enterprise environment. 10. Crisis management. 	5	0
dr hab. Joanna Radomska, prof. UEW	<ol style="list-style-type: none"> 1. Strategic management. 2. Project management. 3. Change management. 4. HR strategy. 5. Leadership. 6. Businessplan. 7. Entrepreneurship. 	3	0
prof. dr hab. Ewa Stańczyk-Hugiet	<ol style="list-style-type: none"> 1. Organizational Culture and Firm Performance. 2. Leadership Roles/ Managing People. 3. Resource-Based Company Strategies: How Firms Leverage Themselves. 4. Strategic Thinking/Strategic Analysis/Business strategies/corporate competitiveness. 5. Management Strategy and Social Networks. 6. Employee Performance: Impact of Company Performance/How Managers Can Evaluate Employees. 7. Social Responsibility and Corporate Performance. 8. Management Style for a Modern Workplace; Management Practices in Different Business Sectors. 9. Leadership and Business Strategies. 10. Others hot topics in business management field (creative destruction, dynamic capabilities, interfirm networks, business ecosystems, project management). 	8	0
dr hab. Witold Szumowski, prof. UEW	<ol style="list-style-type: none"> 1. Public management. 2. Process management in public administration. 3. Public governance. 4. Good governance. 5. Good governance in self government. 	5	0
dr Jędrzej Wasiak-Poniatowski	<ol style="list-style-type: none"> 1. Marketing of public organisations. 2. Communication in public sector (ICT systems) . 3. ICT in marketing (social media, Internet of Things, mobile communication). 4. E-administration, e-government. 5. Local government units management. 6. ICT systems supporting management (information resources, business intelligence, information management). 7. Project management. 8. Business process management. 	2	0
dr hab. Anna Witek-Crabb, prof. UEW	<ol style="list-style-type: none"> 1. Business strategy. 2. Strategic analysis of sectors/ businesses. 3. Business plan (your own business). Entrepreneurship. 4. Managing non-profit organisations. 5. CSR and sustainable development of enterprises. 6. Leadership. Strategic thinking 7. Human resources management. 8. Motivating people 	3	0