

Seminar offer
2020/2021
Master Studies
Business Management

Supervisor	Seminar topics	Full-time studies	Part-time studies
dr hab. Grzegorz Bełz, prof. UEW	<ol style="list-style-type: none"> 1. Designing company digital business model and strategy. 2. Digital transformation toward remote work model. 3. Breakthrough management methods and practices in the remote work model. 4. Managing company transformation and change. 5. Effective project management - management, coordination, project methodologies. 6. Implementation of continuous improvement and lean management systems. 7. Management systems in the enterprise international expansion. 8. Excellence models in the company development strategy. 9. Robotic process automation. 10. heterogeneous service-oriented ICT architecture for digital enterprise. 	5	7
dr Monika Hajdas	<ol style="list-style-type: none"> 1. Innovation and marketing. 2. Brand management. 3. Consumer behavior and user experience (UX). 4. New product development. 5. Marketing communication: advertising, narratives & storytelling. 	3	0
dr hab. Patrycja Klimas, prof. UEW	<ol style="list-style-type: none"> 1. Strategic advantage - a hybrid of the competitive advantage of a competitive strategy and the cooperative advantage of a relationship strategy. 2. Inter-organisational cooperation (cooperation and/or co-operation) in networks and ecosystems. 3. Ecosystems and their role for the survival of organisations - including ecosystems of knowledge, business, innovation, entrepreneurship, etc. 4. Competitive business models - including network and open models, innovative models, models based on blue ocean strategies 5. Organizational innovativeness - determinants, conditions, structure, effects, etc. 6. Innovation management using open approach 7. Other challenges of modern competitive advantage, including, among others, the reduction strategies under pandemic conditions, digital revolution, digitisation and dynamics of the importance of social media, popularisation of the economy of sharing, the growing role of co-creation of value, innovation or knowledge and all the latest trends distorting the existing conditions for creating, maintaining and increasing strategic advantage. 	5	0
dr hab. Janusz Marek Lichtarski, prof. UEW	<ol style="list-style-type: none"> 1. Project management methodologies and tools. 2. Project team building and leading. 3. Project risk management. 4. Project stakeholders management. 5. Business networks - cooperation, coopetition, interorganizational relationship development. 	6	0

	6. Strategic management - strategic thinking, strategic analysis (methods and tools), strategy formulation.		
dr hab. Barbara Mróz-Gorgoń, prof. UEW	<ol style="list-style-type: none"> 1. Brand management - branding / rebranding - brand strategies. 2. Marketing aspects of Social Media and e-positioning (marketing automation, SEM/SEO). 3. Personal Branding - creating a personal brand. 4. Contemporary challenges and trends in global and local marketing. 5. Blog and Vlogosphere - marketing aspects. 6. Internet marketing - Trends in e-business. 7. Branded customer service - creating customer value. 8. Negotiations in business. 9. Strategy and marketing communication of enterprises - from start-ups to transnational corporations. 10. CSR - Corporate social responsibility. 	5	7
dr hab. inż. Katarzyna Piórkowska, prof. UEW	<ol style="list-style-type: none"> 1. Strategic analysis of enterprises (internal analysis of enterprises, the analysis of environment, SPACE/SWOT analysis; PEST analysis, scenarios analysis; Porter's five forces analysis; four corner's analysis; value chain analysis; key success factors analysis; early warning scans; war gaming). 2. Identifying and developing a strategy in organizations. 3. Strategic leadership in organizations – dimensions, features, models (diagnosis and development). 4. Behavioural strategies in organizations & microfoundations. 5. Fundamentals and antecedents of inter-organizational relationships (regarding cooperation, competition, cooperation, and others). 6. Strategies of enterprises operating in inter-organizational networks. 7. Decision making processes – misconceptions, heuristics and biases. 8. Managerial proactivity – determinants and effects. 9. Strategic flexibility – evaluation, determinants, and outcomes. 10. Strategic entrepreneurship - evaluation, development, determinants, and outcomes. 	5	6
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	3

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. Other hot topics in the business management field (creative destruction, dynamic capabilities, interfirm networks, business ecosystems, project management....). 	6	8
dr hab. Arkadiusz Wierzbic, prof. UEW	<ol style="list-style-type: none"> 1. Quality management. 2. Process management. 3. Project management. 4. Management systems based on standardized requirements. 5. Maturity and business excellence models. 6. Growth and development of small and medium enterprises. 7. Organizational crises related to the growth of the enterprise. 8. Interpersonal communication. 9. Business negotiations. 	6	8
dr hab. Anna Witek-Crabb, prof. UE	<ol style="list-style-type: none"> 1. Business strategy. 2. Strategic analysis of sectors/ businesses. 3. Entrepreneurship. 4. Managing non-profit organisations. 5. CSR and sustainable development of enterprises. 6. Leadership. Strategic thinking 7. Human resources management. Motivating people 8. Business ambidexterity 	3	0