

**Seminar offer
2022/2023
Bachelor Studies
Business Management**

Supervisor	Seminar topics	Full-time studies	Part-time studies
dr hab. Hajdas Monika	<ol style="list-style-type: none"> 1. Innovation management: user-centered innovation, cultural innovation, social innovation, product & marketing innovation, business model innovation, design research. 2. Brand management: brand identity and brand image, brand strategy, brand portfolio and architecture, cultural branding. 3. Marketing communication: creative strategy in advertising, social media, copywriting, storytelling. 4. Consumer behavior: consumer insights, decision process (consumer journey), user experience (UX), responsible consumption, collaborative consumption. 5. Luxury marketing: marketing strategies in luxury sectors. 	5	0
dr hab. Lichtarski Janusz	<ol style="list-style-type: none"> 1. Project Management - methods, tools, etc., 2. Team building. 3. Communication. 4. Team leading - styles, motivating, etc. 5. Strategic analysis - methods, tools, etc. 6. Business strategies. 7. Strategic thinking. 8. Interfirm cooperation and business relationships. 	10	0
dr Macalik Joanna	<ol style="list-style-type: none"> 1. PUBLIC RELATIONS - media relations, PR campaigns, e-PR and PR in social media, crisis PR, internal PR, black PR and others. 2. PERSONAL BRANDING - building personal brand strategy, elements of a personal brand, personal brand PR, personal branding on the Internet and others. 3. EMPLOYER BRANDING - internal and external employer branding, employer brand building, employer branding tools and more. 4. CONTENT IN MARKETING - copy writing, content marketing, storytelling and others, strategic narratives. 5. VISUAL ASPECTS OF MARKETING - visual communication, corporate identity, image role in advertising, communication design, information design, product design and others 	3	0
dr hab. inż. Piórkowska Katarzyna	<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. 	15	0

	<ol style="list-style-type: none"> 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 		
dr hab. Radomska Joanna	<ol style="list-style-type: none"> 1. Leading Strategic Change. 2. Strategy execution and modification. 3. Risk in strategy implementation. 4. Organizational culture and its impact on strategic change. 5. Team roles and team management. 6. Strategic analysis and decision making proces. 7. Open strategy - transparency and inclusion. 8. Evolution of marketing channels - towards omnichannel strategy. 9. Dealing with crisis - crisis managment. 10. Leadership challenges (impact of covid on strategy creation and execution). 	15	0
prof. dr hab. Stańczyk-Hugiet Ewa	<ol style="list-style-type: none"> 1. Organizational Culture and Firm Performance. 2. Leadership Roles/ Managing People. 3. Business Strategies: How Firms Leverage Themselves. 4. Strategic Thinking/Strategic Analysis/competitiveness/competitors analysis. 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). 	5	0
Dr hab. Witek- Crabb Anna	<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. Diversity and inclusion. 6. Leadership. Strategic thinking , strategic thinkers 7. Human resources management. 8. Motivating people. 	5	0