

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

<b>Supervisor</b>	<b>Seminar topics</b>	<b>Full-time studies</b>	<b>Part-time studies</b>
<b>dr hab. Bełz Grzegorz</b>	<ol style="list-style-type: none"> <li>1. Digital transformation strategy.</li> <li>2. Digital era ecosystems - business models and strategic networks.</li> <li>3. Developing distributed work model for new normal.</li> <li>4. Strategic corporate renewal - new business model and strategy.</li> <li>5. Transforming company toward international expansion.</li> <li>6. Managing company transformation and change.</li> <li>7. Effective project management - coordination and methods.</li> <li>8. Design and implementation of business excellence systems.</li> <li>9. Robotic process automation.</li> <li>10. Service-oriented and cloud-based ICT architecture.</li> </ol>	7	7
<b>dr hab. Lichtarski Janusz</b>	<ol style="list-style-type: none"> <li>1. Project Management - methods, tools, PM maturity, portfolio management etc.</li> <li>2. Team building and leading.</li> <li>3. Communication.</li> <li>4. Strategic analysis - methods, tools, etc.</li> <li>5. Innovative strategies and business models.</li> <li>6. Interfirm cooperation and business relationships.</li> <li>7. Coopetition.</li> </ol>	10	10
<b>dr hab. Mróz-Gorgoń Barbara</b>	<ol style="list-style-type: none"> <li>1. Brand management - branding / rebranding - brand strategies.</li> <li>2. Meticization of the world - brand and its importance in the time of pandemic crisis.</li> <li>3. Personal Branding - creating a personal brand.</li> <li>4. Contemporary challenges and trends in marketing.</li> <li>5. Blog and Vlogosfera-marketing aspects.</li> <li>6. Internet Marketing - Trends in e-business.</li> <li>7. Branded customer service - creating value for the customer.</li> <li>8. Business negotiations.</li> <li>9. Corporate strategy and marketing communication - from start-ups to transnational corporations.</li> <li>10. CSR - Corporate Social Responsibility.</li> </ol>	5	5
<b>dr hab. inż. Piórkowska Katarzyna</b>	<ol style="list-style-type: none"> <li>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; wargaming).</li> <li>2. Identifying and developing a strategy in organizations.</li> </ol>	15	0

	<ol style="list-style-type: none"> <li>3. Strategic leadership and its complexity in organizations – dimensions, features, models (diagnosis and development).</li> <li>4. Behavioural strategies in organizations.</li> <li>5. Necessity and opportunity entrepreneurship.</li> <li>6. Microfoundations in management (cognitive, social, behavioural).</li> <li>7. Decision-making processes – misconceptions, heuristics, and biases.</li> <li>8. Managerial proactivity – determinants and effects.</li> <li>9. Strategic flexibility – evaluation, determinants, and outcomes.</li> <li>10. Strategic entrepreneurship - evaluation, development, determinants, and outcomes.</li> </ol>		
<b>dr hab. Radomska Joanna</b>	<ol style="list-style-type: none"> <li>1. Leading Strategic Change.</li> <li>2. Strategy execution and modification.</li> <li>3. Risk in strategy implementation.</li> <li>4. Organizational culture and its impact on strategic change.</li> <li>5. Team roles and team management.</li> <li>6. Strategic analysis and decision making process.</li> <li>7. Open strategy - transparency and inclusion.</li> <li>8. Evolution of marketing channels - towards omnichannel strategy.</li> <li>9. Dealing with crisis - crisis management.</li> <li>10. Leadership challenges (impact of covid on strategy creation and execution).</li> </ol>	15	15
<b>prof. dr hab. Stańczyk-Hugiet Ewa</b>	<ol style="list-style-type: none"> <li>1. Organizational Culture and Firm Performance.</li> <li>2. Leadership Roles/ Managing People.</li> <li>3. Resource-Based Company Strategies: How Firms Leverage Themselves.</li> <li>4. Strategic Thinking/Strategic Analysis/Business strategies/corporate competitiveness.</li> <li>5. Management Strategy and Social Networks.</li> <li>6. Employee Performance: Impact of Company Performance/How Managers Can Evaluate Employees.</li> <li>7. Social Responsibility and Corporate Performance.</li> <li>8. Management Style for a Modern Workplace; Management Practices in Different Business Sectors.</li> <li>9. Leadership and Business Strategies.</li> <li>10. Others hot topics in business management field (creative destruction, dynamic capabilities, interfirm networks, business ecosystems, project management).</li> </ol>	8	8
<b>dr hab. Stor Marzena</b>	<ol style="list-style-type: none"> <li>1. Human resources management (HRM) and International HRM.</li> </ol>	5	5

	<ol style="list-style-type: none"> <li>2. Business strategies and HRM strategies in organizations.</li> <li>3. Staffing the organization (recruitment, selection, placement).</li> <li>4. Employee compensation and pay systems.</li> <li>5. Shaping employee engagement &amp; job satisfaction; motivating employees.</li> <li>6. Employee performance appraisal, training &amp; development.</li> <li>7. Elevation of employee positive workplace experience.</li> <li>8. Talent management, competency management.</li> <li>9. Team management, managing international teams, managerial leadership.</li> <li>10. Employer branding, interpersonal and intercultural business communication.</li> </ol>		
<b>dr hab. Witek-Crabb Anna</b>	<ol style="list-style-type: none"> <li>1. Business strategy.</li> <li>2. Strategic analysis of sectors/ businesses.</li> <li>3. Business plan (your own business). Entrepreneurship.</li> <li>4. Managing non-profit organisations.</li> <li>5. CSR and sustainable development of enterprises. Diversity and inclusion.</li> <li>6. Leadership. Strategic thinking , strategic thinkers</li> <li>7. Human resources management.</li> <li>8. Motivating people</li> </ol>	5	0