

**Seminar offer  
2024/2025  
FIRST CYCLE  
Business Management**

Promotor	Tematyka seminarium	Studia stacjonarne /oferta/	Studia niestacjonarne /oferta/
dr inż. Adam Sulich	<ol style="list-style-type: none"> <li>1. Corporate Social Responsibility and Sustainable Development: An Analysis of the Role of Businesses in Addressing Social and Environmental Issues.</li> <li>2. Circular Economy: A Comparative Study of Business Models and Strategies for Sustainable Resource Management.</li> <li>3. The Role of Green Marketing in Promoting Sustainable Consumption: A Study of Consumer Behavior and Marketing Strategies in the Sustainable Market.</li> <li>4. Sustainable Supply Chain Management: An Analysis of Strategies and Practices for Reducing Environmental Impacts and Promoting Social Responsibility.</li> <li>5. Sustainability Reporting and Disclosure: An Assessment of the Effectiveness of Corporate Sustainability Reporting in Communicating Sustainability Performance and Impacts to Stakeholders.</li> <li>6. Impact Investing and Sustainable Finance: An Analysis of the Role of Financial Institutions and Investors in Promoting Sustainable Development.</li> <li>7. Green Technologies and Innovation: A Study of the Role of Innovation in Driving Sustainability in Businesses and Industries.</li> <li>8. Sustainable Tourism: An Analysis of Strategies and Practices for Managing the Environmental and Social Impacts of Tourism on Local Communities and the Environment.</li> <li>9. Sustainable Agriculture and Food Systems: An Assessment of Strategies and Practices for Promoting Sustainable Agriculture and Reducing Environmental Impacts of Food Production.</li> <li>10. Corporate Governance and Sustainable Business: An Analysis of the Relationship between Corporate Governance and Sustainable Business Practices.</li> </ol>	Tak	-

<p>dr hab. Andrzej Sztando</p>	<ol style="list-style-type: none"> <li>1. Business development management, in particular: development strategies, strategic and operational management, obtaining EU/state/local aid funds/grants, cooperation with public entities, innovativeness, investing, human resources, etc.</li> <li>2. Business management vs. state and EU support for businesses, counteracting unemployment, labour market development, business clusters and incubators, special investment zones, public aid for enterprises, etc.</li> <li>3. Business management vs. EU, state, regional and local development strategies/programs. Understanding the importance of strategic development directions adopted by public authorities for running a business in EU and beyond.</li> <li>4. Business management vs. municipalities, communes, self-governments. In particular aspects of: spatial planning, zoning, tax exemptions, access to the technical and social infrastructure, waste management, public transport, local job market development, marketing, environment protection, etc.</li> <li>5. Management of public enterprises operating in the following industries: public transport, (green) energy, water supply and sewage, road maintenance, waste management, housing, urban greenery, sports and recreation, culture and art, education, promotion, supporting entrepreneurship and innovation, etc.</li> <li>6. Real estate management by enterprises: value, financing, purchase, sale, lease, rental, use, etc.</li> <li>7. Business management vs. public authorities in areas of: sustainable development, sustainable development goals, market resilience and adaptability, climate adaptation, energy transformation, life-work balance, remote work, innovativeness, etc.</li> </ol>	<p>Tak</p>	<p>-</p>
<p>dr hab. Anna Witek-Crabb</p>	<ol style="list-style-type: none"> <li>1. STRATEGY – in businesses/ non-profits/ education, strategic analysis, business models.</li> <li>2. ENTREPRENEURSHIP &amp; INNOVATION - business plan (your own business), Design Thinking, E-commerce &amp; social media.</li> <li>3. LEADERSHIP – leadership styles, decision making, teal organisations.</li> <li>4. MANAGING PEOPLE IN ORGANISATIONS – motivation, team roles, culture.</li> <li>5. CSR &amp; SUSTAINABILITY.</li> </ol>	<p>Tak</p>	<p>-</p>

dr hab. Bartłomiej Nita	<ol style="list-style-type: none"> <li>1. Making decisions based on accounting information.</li> <li>2. Budgeting as a management tool.</li> <li>3. Pricing decisions.</li> <li>4. Accounting and management concepts (reengineering, lean manufacturing, benchmarking, total quality management, Just-in-time).</li> <li>5. Sources of financing business.</li> <li>6. Business Plan.</li> <li>7. Entrepreneurship.</li> <li>8. Creation of Start-ups and Innovation.</li> <li>9. Controlling in corporate management.</li> <li>10. Usefulness of financial reporting in management</li> </ol>	Tak	-
prof. dr hab. Ewa Stańczyk-Hugiet	<ol style="list-style-type: none"> <li>1. Organizational Culture.</li> <li>2. Leadership Roles/Styles. Managing People.</li> <li>3. Social media in business.</li> <li>4. Strategic Thinking/Strategic Analysis/competitiveness/competitors analysis.</li> <li>5. Teams and performance.</li> <li>6. HRM practices (incl. motivation, satisfaction ect.).</li> <li>7. Social Responsibility.</li> <li>8. Green/sustainable business issues.</li> <li>9. Project Management.</li> <li>10. Others hot topics in business management field (selected by the student).</li> </ol>	Tak	-
dr hab. Janusz Lichtarski	<ol style="list-style-type: none"> <li>1. Project Management - methods, tools, maturity, IT projects.</li> <li>2. Team building and leadership.</li> <li>3. Communication and social media in business.</li> <li>4. Team leading - styles, motivating, conflict resolution.</li> <li>5. Strategic analysis of a company/industry.</li> <li>6. Business strategies and innovative business models.</li> <li>7. Strategic thinking.</li> <li>8. Interfirm cooperation and relationship development (B2B, B2C).</li> </ol>	Tak	-
dr Joanna Macalik	<ol style="list-style-type: none"> <li>1. PUBLIC RELATIONS - media relations, PR campaigns, e-PR and PR in social media, crisis PR, internal PR, black PR and others.</li> <li>2. EMPLOYER BRANDING - internal and external employer branding, employer brand building, employer branding tools and more.</li> <li>3. CONTENT IN MARKETING - copy writing, content marketing, storytelling and others, strategic narratives.</li> <li>4. VISUAL ASPECTS OF MARKETING - visual communication, corporate identity, image role in advertising, communication design, information design, product design and others</li> <li>5. other marketing-related topics</li> </ol>	Tak	-

<p>dr hab. Joanna Radomska</p>	<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 proces.</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 managment.</li> <li>10. Leadership challenges (impact of covid on strategy creation and execution).</li> <li>11. Digital transformation.</li> <li>12. Creativity and diversity in teams.</li> </ol>	<p>Tak</p>	<p>-</p>
<p>dr hab. inż. Katarzyna Piórkowska</p>	<ol style="list-style-type: none"> <li>1. Management process in terms of managerial tasks.</li> <li>2. Developing motivational systems in organizations (drivers, management assumptions, strategy).</li> <li>3. Internal analysis of enterprises (in terms of various models and methods), including key success factors analysis.</li> <li>4. The analysis of environment (general and task environment).</li> <li>5. Mindfulness in organisations, MBSR, MBLC.</li> <li>6. Leadership styles – diagnosis and development.</li> <li>7. Strategic leadership – identifying strategic leaders in enterprises.</li> <li>8. Mentoring, tutoring, coaching in organisations. The role of individual growth based on strengths.</li> <li>9. Managing conflicts in organisations.</li> <li>10. Decision-making processes – misconceptions, heuristics and biases.</li> </ol>	<p>Tak</p>	<p>-</p>