

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

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

<p>dr hab. Andrzej Sztando</p>	<ol style="list-style-type: none"> 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. 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. 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. 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. 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. 6. Real estate management by enterprises: value, financing, purchase, sale, lease, rental, use, etc. 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. 	<p>Tak</p>	<p>Tak</p>
<p>dr hab. Anna Witek-Crabb</p>	<ol style="list-style-type: none"> 1. STRATEGY – in businesses/ non-profits/ education, strategic analysis, business models. 2. ENTREPRENEURSHIP & INNOVATION - business plan (your own business), Design Thinking, E-commerce & social media. 3. LEADERSHIP – leadership styles, decision making, teal organisations. 4. MANAGING PEOPLE IN ORGANISATIONS – motivation, team roles, culture. 5. CSR & SUSTAINABILITY. 	<p>-</p>	<p>Tak</p>

dr hab. Bartłomiej Nita	<ol style="list-style-type: none"> 1. Making decisions based on accounting information. 2. Budgeting as a management tool. 3. Pricing decisions. 4. Accounting and management concepts (reengineering, lean manufacturing, benchmarking, total quality management, Just-in-time). 5. Sources of financing business. 6. Business Plan. 7. Entrepreneurship. 8. Creation of Start-ups and Innovation. 9. Controlling in corporate management. 10. Usefulness of financial reporting in management 	Tak	Tak
dr hab. Dorota Molek-Winiarska	<ol style="list-style-type: none"> 1. Managing well-being and occupational health in an organizational environment 2. Work-life balance, flexible work arrangements 3. Motivation, job satisfaction, job engagement 4. Work occupational psychology in managing human capital (human resources) 5. Organizational approach to employees' mental health problems (burnout, work stress, mobbing, harassment etc.) 	Tak	Tak
prof. dr hab. Ewa Stańczyk-Hugiet	<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/Business strategies/corporate competitiveness. 5. Management Strategy and Social Networks. Social media and business operations. 6. Employee Performance: employees satisfaction/engagement. 7. Social Responsibility and Corporate Performance. Green issues. Gender issues. 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). 	Tak	Tak
dr hab. Janusz Lichtarski	<ol style="list-style-type: none"> 1. Project Management - methods, tools, maturity, IT projects. 2. Team building and leadership. 3. Communication and social media in business. 4. Team leading - styles, motivating, conflict resolution. 5. Strategic analysis of a company/industry. 6. Business strategies and innovative business models. 7. Strategic thinking. 8. Interfirm cooperation and relationship development (B2B, B2C). 	-	Tak

dr Joanna Macalik	<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 6. other marketing-related topics 	Tak	-
dr hab. Joanna Radomska	<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). 11. Digital transformation. 12. Creativity and diversity in teams. 	Tak	Tak

<p>dr hab. inż. Katarzyna Piórkowska</p>	<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; wargaming). 2. Identifying and developing a strategy in organisations. 3. Strategic leadership and its complexity in organizations – dimensions, features, models (diagnosis and development). Mentoring, tutoring, and coaching. 4. Behavioural strategies in organisations. 5. Necessity and opportunity entrepreneurship. 6. Microfoundations in management (cognitive, social, behavioural). 7. Decision-making processes – misconceptions, heuristics, and biases. 8. Mindfulness in organisations, MBSR, MBLC. The role of individual growth based on strengths. 9. Strategic thinking – evaluation, determinants, and outcomes. 10. Strategic entrepreneurship - evaluation, development, determinants, and outcomes. 	<p>Tak</p>	<p>Tak</p>
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