

**Seminar offer
2023/2024
FIRST CYCLE
Business Management**

| Promotor | Tematyka seminarium | Studia stacjonarne /oferta/ | Studia niestacjonarne /oferta/ |
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| 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 | - |
| dr hab. Anna Witek-Crabb | <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. | Tak | - |

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| dr hab. Bartłomiej Nita | <ol style="list-style-type: none"> 1. Making decisions based on accounting information. 2. Budgeting. 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. | Tak | - |
| prof. dr hab. Ewa Stańczyk-Hugiet | <ol style="list-style-type: none"> 1. Organizational Culture. 2. Leadership Roles/Styles. Managing People. 3. Social media in business. 4. Strategic Thinking/Strategic Analysis/competitiveness/competitors analysis. 5. Teams and performance. 6. HRM practices (incl. motivation, satisfaction ect.). 7. Social Responsibility. 8. Green/sustainable business issues. 9. Project Management. 10. Others hot topics in business management field (selected by the student). | 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. EMPLOYER BRANDING - internal and external employer branding, employer brand building, employer branding tools and more. 3. CONTENT IN MARKETING - copy writing, content marketing, storytelling and others, strategic narratives. 4. VISUAL ASPECTS OF MARKETING - visual communication, corporate identity, image role in advertising, communication design, information design, product design and others 5. other related topics | Tak | - |

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| <p>dr hab. Joanna Radomska</p> | <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). | <p>Tak</p> | <p>-</p> |
| <p>dr hab. inż. Katarzyna Piórkowska</p> | <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), including key success factors analysis. 4. The analysis of environment (general and task environment). 5. Mindfulness in organisations, MBSR, MBLC. 6. Leadership styles – diagnosis and development. 7. Strategic leadership – identifying strategic leaders in enterprises. 8. Mentoring, tutoring, coaching in organisations. The role of individual growth based on strengths. 9. Managing conflicts in organizations. 10. Decision-making processes – misconceptions, heuristics and biases. | <p>Tak</p> | <p>-</p> |