

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

<b>Promotor</b>	<b>Tematyka seminarium</b>	<b>Studia stacjonarne /oferta/</b>	<b>Studia niestacjonarne /oferta/</b>
dr inż. Adam Sulich	<ol style="list-style-type: none"> <li>1. Sustainable Strategies of shopping centres in Wrocław.</li> <li>2. Business Ecosystem Strategies of the Energy Sector.</li> <li>3. Sustainable Strategic Management in achieving Sustainable Competitive Advantage.</li> <li>4. Green Jobs as a result of Green Management.</li> <li>5. Sustainable Architecture of Shopping Centers as a Generator of Jobs: Examining the impact of sustainable architecture of shopping centers on the generation of green jobs, including ways to design shopping centers that are more environmentally friendly and contribute to the creation of new jobs.</li> <li>6. Innovations in the Energy Sector as a Generator of Green Jobs: Analyzing the impact of innovations in the energy sector on the generation of green jobs, including researching ways to develop new technologies in the energy sector that contribute to the creation of new jobs.</li> <li>7. Sustainable Business Models as a Generator of Green Jobs: Examining the impact of sustainable business models on the generation of green jobs in different sectors, including ways to use sustainable development principles to create new jobs.</li> <li>8. Corporate Social Responsibility (CSR) as a Generator of Green Jobs: Analyzing the impact of CSR practices on the generation of green jobs in service sectors, such as banking and financial services, including researching ways to increase employment in these sectors in line with sustainable development principles.</li> <li>9. Sustainable Development in the Tourism Sector as a Generator of Green Jobs: Examining the impact of sustainable development in the tourism sector on the generation of green jobs, including researching ways to use sustainable development principles to create new jobs in the tourism sector.</li> <li>10. Sustainable Supply Chain Management: A Study of Strategies and Practices for Achieving Sustainability in Global Supply Chains.</li> </ol>	-	Tak

dr hab. Anna Witek-Crabb	<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>	Tak	Tak
dr hab. Bartłomiej Nita	<ol style="list-style-type: none"> <li>1. Making decisions based on accounting information.</li> <li>2. Budgeting.</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> </ol>	Tak	Tak
prof. dr hab. Ewa Stańczyk-Hugiet	<ol style="list-style-type: none"> <li>1. Organizational Culture and Firm Performance.</li> <li>2. Leadership Roles/ Managing People.</li> <li>3. Business Strategies: How Firms Leverage Themselves.</li> <li>4. Strategic Thinking/Strategic Analysis/Business strategies/corporate competitiveness.</li> <li>5. Management Strategy and Social Networks. Social media and business operations.</li> <li>6. Employee Performance: employees satisfaction/engagement.</li> <li>7. Social Responsibility and Corporate Performance. Green issues. Gender issues.</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>	Tak	Tak

dr hab. Grzegorz Bełz	<ol style="list-style-type: none"> <li>1. Digital transformation strategy.</li> <li>2. Digital ecosystems, business models and strategic networks.</li> <li>3. Developing hybrid and remote work models for new normal.</li> <li>4. Strategic corporate renewal - new business model and strategy.</li> <li>5. Managing company transformation and change.</li> <li>6. Developing organization through management systems.</li> <li>7. Design and implementation of business excellence systems.</li> <li>8. Effective project management - coordination and methods.</li> <li>9. Transforming company toward international expansion.</li> </ol>	Tak	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	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. PERSONAL BRANDING - building personal brand strategy, elements of a personal brand, personal brand PR, personal branding on the Internet and others.</li> <li>3. EMPLOYER BRANDING - internal and external employer branding, employer brand building, employer branding tools and more.</li> <li>4. CONTENT IN MARKETING - copy writing, content marketing, storytelling and others, strategic narratives.</li> <li>5. VISUAL ASPECTS OF MARKETING - visual communication, corporate identity, image role in advertising, communication design, information design, product design and others</li> <li>6. other related topics</li> </ol>	Tak	-

dr hab. Joanna Radomska	<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>	Tak	Tak
dr hab. inż. Katarzyna Piórkowska	<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 organisations.</li> <li>3. Strategic leadership and its complexity in organizations – dimensions, features, models (diagnosis and development). Mentoring, tutoring, and coaching.</li> <li>4. Behavioural strategies in organisations.</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. Mindfulness in organisations, MBSR, MBLC. The role of individual growth based on strengths.</li> <li>9. Strategic thinking – evaluation, determinants, and outcomes.</li> <li>10. Strategic entrepreneurship - evaluation, development, determinants, and outcomes.</li> </ol>	Tak	Tak
dr hab. Monika Hajdas	<ol style="list-style-type: none"> <li>1. Innovation management: user-centered innovation, cultural innovation, social innovation, product innovation; marketing innovation, business model innovation, design research.</li> <li>2. Brand management: brand identity and brand image, brand strategy, brand portfolio and architecture, cultural branding.</li> <li>3. Marketing communication: creative strategy in advertising, social media, copywriting, storytelling.</li> <li>4. Consumer behavior: consumer insights, decision process (consumer journey), user experience (UX), responsible consumption, collaborative consumption.</li> <li>5. Luxury marketing: marketing strategies in luxury sectors.</li> </ol>	Tak	-