

Wykaz promotorów
Zakres tematyczny seminarium dyplomowego na rok akademicki 2021/2022
studia II STOPNIA
kierunek: Business Management

Promotor	Tematyka seminarium	Studia stacjonarne /limit osób/	Studia niestacjonarne /limit osób/
dr hab. Grzegorz Bełz, prof. UEW	<ol style="list-style-type: none"> Digital transformation strategy. Digital era ecosystems - business models and strategic networks. Developing distributed work model for new normal. Strategic corporate renewal - new business model and strategy. Transforming company toward international expansion. Managing company transformation and change. Effective project management - coordination and methods. Design and implementation of business excellence systems. Robotic process automation. Service-oriented and cloud-based ICT architecture. 	10	10
dr Alicja Brodzka	<ol style="list-style-type: none"> Tax strategies in business management International tax planning and the efficiency of corporations 	3	
dr hab. Janusz Lichtarski, prof. UEW	<ol style="list-style-type: none"> Strategic thinking. Strategic management. Strategic analysis. Interfirm cooperation and business networks. Project management. Managing project team. Project management methodologies and tools. 	10	
dr hab. Barbara Mróz-Gorgoń, prof. UEW	<ol style="list-style-type: none"> Brand management - branding/ rebranding - brand strategies. Meticization of the world - brand and its importance in the time of pandemic crisis. Personal Branding - creating a personal brand. Contemporary challenges and trends in marketing. Blogo and Vlogosfera-marketing aspects. Internet Marketing - Trends in e-business. Branded customer service - creating value for the customer. Business negotiations. Corporate strategy and marketing communication - from start-ups to transnational corporations. CSR - Corporate Social Responsibility. 	10	10
dr hab. inż. Katarzyna Piórkowska, prof. UEW	<ol style="list-style-type: none"> 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). Identifying and developing strategy in organizations. Strategic leadership in organizations – dimensions, features, models (diagnosis and development). Behavioral strategies in organizations. Fundamentals and antecedents of inter-organizational relationships (regarding cooperation, competition, coopetition, and others). Strategies of enterprises operating in inter-organizational networks. Decision-making processes – misconceptions, heuristics, and biases. Managerial proactivity – determinants and effects. 	10	10

	9. Strategic flexibility – evaluation, determinants, and outcomes. 10. Strategic entrepreneurship - evaluation, development, determinants, and outcomes.		
dr hab. Joanna Radomska, prof. UEW	1. Leading Strategic Change. 2. Strategy execution. 3. Organizational culture. 4. Team roles and team management. 5. Strategic analysis and decision making process. 6. Open strategy - transparency and inclusion. 7. Evolution of marketing channels - towards omnichannel strategy. 8. Dealing with crisis - crisis management.	6	6
prof. dr hab. Ewa Stańczyk-Hugiet	1. Organizational Culture and Firm Performance. 2. Leadership Roles/ Managing People. 3. Resource-Based Company Strategies: How Firms Leverage Themselves. 4. Strategic Thinking/Strategic Analysis/Business strategies/corporate competitiveness. 5. Management Strategy and Social Networks. 6. Employee Performance: Impact of Company Performance/How Managers Can Evaluate Employees. 7. Social Responsibility and Corporate Performance. 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).	10	10
dr hab. Anna Witek-Crabb, prof. UEW	1. Business strategy. 2. Strategic analysis of sectors/businesses. 3. Business plan (your own business). Entrepreneurship. 4. Managing non-profit organisations. 5. CSR and sustainable development of enterprises. 6. Leadership. Strategic thinking. 7. Human resources management. 8. Motivating people.	5	