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| ***Title:*** | **CRISIS MANAGEMENT (e-learning)** | |
| ***Lecture hours:*** | 20 hours (lecture) | |
| ***Study period:*** | both autumn and spring terms | |
| ***Level:*** | advanced | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | 1. Team project 2. Checking test | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Acquaintance with fundamental concepts of management, financial management, accounting, and economic analysis. | |
| ***Course content:*** | Crisis management course is dedicated to all students, but in particular to those, who intend to be crisis leaders in their professional life.  It is organized within 10 modules:  Module 1 – Meaning of Corporate Crisis  Module 2 – Causes of Corporate Crises  Module 3 – Early Warning Signs of Crises  Module 4 - Diagnosis of an Economic Situation of a Distressed Company  Module 5 - Corporate Turnaround Stages  Module 6 - Crisis Stabilization  Module 7 - Construction of a Business Recovery Plan  Module 8 - Organizational Changes and Improvement of Key Processes  Module 9 - Leadership in Times of Crisis  Module 10 - Communication in Crisis Management | |
| ***Learning outcomes:*** | **Knowledge**  Due to this course students will learn how to recognize potential threats to a business activity and how to respond them in an appropriate way and just in time. Therefore, attention will be focused on identification early warning signs of crisis and diagnosis of current economic situation of an organization.  Students will learn how to prepare a business recovery plan and what recovery strategies should be applied in particular crisis situation.  The course will introduce a topic of crisis communication. Students will be familiar with different communication strategies. They will know how to prepare a crisis message and shape relations with stakeholders and media during a crisis situation.  Finally, the course will explain a sense of leadership and determine duties of a turnaround leader.  **Skills**  The course helps to acquire such skills as: using indicators of corporate crisis, including (qualitative analysis, traditional ratio analysis, corporate failure prediction models) and applying various methods and models on actual data (from the Polish construction sector).  **Competences**  The course develops competences required for controllers and auditors of enterprises in assessing economic situation of a company and detecting symptoms of financial problems. Moreover will learn how to communicate and behave in crisis situation. | |
| ***Contact person:*** | **Dr Joanna Dyczkowska**  tel.: 36-80-512, mail: [Joanna.Dyczkowska@ue.wroc.pl](mailto:Joanna.Dyczkowska@ue.wroc.pl) | |
| ***Literature:*** | Materials will be submitted by the instructor.  Recommended books or research papers:  1. Bazerman M. H., Watkins M. D. (2004), *Predictable Surprises: The Disasters You Should Have Seen Coming and How to Prevent Them*, Boston, MA: Harvard Business School Press.  2. Bibeault D. B. (1999), *Corporate Turnaround: How Managers Turn Losers Into Winners* Beard Books, Washington.  3. Coombs W. T., Holladay S. J. (ed.) (2012), *The Handbook of Crisis Communication*, Wiley-Blackwell, West Sussex.  4. James E. H., Wooten L. P. (2004), *Leadership in Turbulent Times: Competencies for Thriving Amidst Crisis*, University of Virginia Darden Graduate School of Business Administration Working Paper.  5. O’Callaghan S. (2010), *Turnaround Leadership: Making Decisions, Rebuilding Trust and Delivering Results after a Crisis*, London, Kogan Page Publishers.  6. Ooghe H., De Prijcker S. (2008), *Failure Processes and Causes of Company Bankruptcy: a Typology*, Management Decision, Vol. 46 (2), p. 223 – 242.  7. Richardson B., Nwankwo S., Richardson S. (1994), *Understanding the Causes of Business Failure Crises: Generic Failure Types: Boiled Frogs, Drowned Frogs, Bullfrogs and Tadpoles*, Management Decision, Vol. 32 (4), p. 9 – 22  8. Slatter S., Lovett D. (2004), *Corporate Recovery: Managing Companies in Distress*, Washington: Beard Books.  9. Slatter S., Lovett D., Barlow L. (2006*), Leading Corporate Turnaround. How Leaders Fix troubled Companies*, John Wiley & Sons, West Sussex.  10. Ulmer R. R., Sellnow T. L., Seeger M., W. (2011), *Effective Crisis Communication: Moving From Crisis to Opportunity*, SAGE Publications Inc., London. | |
| ***Faculty:*** | Everyone is invited | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | ***City logistics*** | |
| ***Lecture hours:*** | *30 lectures* | |
| ***Study period:*** | *Winter and Spring* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Short presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basis of Logistic and Local Economy* | |
| ***Course content:*** | * *Fundamental concepts and general approaches to city logistics;* * *City logistics as a relatively new and important area of urban study and urban management;* * *Modelling city logistics;* * City logistics system; * *Urban transport problems including high levels of traffic congestion;* * *Planning and efficient management of city logistics schemes;* * City logistics in context of city sustainable development; * *Success factors of city logistics in relation to city socio-economic development.* | |
| ***Learning outcomes:*** | * *Identify core concepts of city logistics and the role of city logistics in local and regional socio-economic development;* * *Ability to evaluate alternative solutions to city logistics problems;* * *Ability to distinguish crucial city development barriers in relation to city logistics;* * *Ability to describe basic elements of* city logistics systems; * *Ability to develop basic oral presentation skills, analytical thinking and creativity.* | |
| ***Contact person:*** | *Dr Andrzej Raszkowski*  *e-mail:* [*andrzej.raszkowski@ue.wroc.pl*](mailto:andrzej.raszkowski@ue.wroc.pl) | |
| ***Literature:*** | * [*Fitzgerald*](http://www.google.pl/search?hl=pl&tbo=p&tbm=bks&q=inauthor:%22Joan+Fitzgerald%22&source=gbs_metadata_r&cad=8) *J.: Emerald Cities. Urban Sustainability and Economic Development , Oxford University Press 2010.* * *Taniguchi E., Thompson R.(edit.): Logistics Systems for Sustainable Cities: Proceedings of the 3rd International Conference on City Logistics,* [*Emerald Group Publishing*](http://www.thebookstore.pl/s/wyniki/wydawca/1141/Emerald-Group-Publishing) *2004.* * *Taniguchi E., Thompson R.(edit.): Recent Advances in City Logistics. Proceedings of the 4th International Conference on City Logistics,* [*Emerald Group Publishing*](http://www.thebookstore.pl/s/wyniki/wydawca/1141/Emerald-Group-Publishing) *2006.* * *Taniguchi E., Thompson R., Yamada T., Duin R.: City Logistics. Network modelling and Intelligent Transport Systems,* [*Emerald Group Publishing*](http://www.thebookstore.pl/s/wyniki/wydawca/1141/Emerald-Group-Publishing) *2001.* * *Taniguchi E., Thompson R.: Innovations in City Logistics, Nova Science Publishers, 2008.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak – nazwa przedmiotu: Logistyka miejska*  *wydział: Ekonomii, Zarządzania i Turystyki*  *kierunek: Zarządzanie*  *specjalność: Logistyka Menedżerska*  *rok: III* |

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| ***Title:*** | ***Place marketing*** | |
| ***Lecture hours:*** | *30 lectures* | |
| ***Study period:*** | *Winter and Spring* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Short presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basis of Marketing* | |
| ***Course content:*** | * *Place – brand strategy as a plan for defining the most realistic, most competitive, most compelling strategic vision for the country, region or city;* * *The ways the places promotes itself;* * *Branding the city’s image;* * *Brand creation for cities and regions;* * *Regions’ competitiveness factors;* * *Place marketing success factors;* * *Place identity and place image.* | |
| ***Learning outcomes:*** | * *Identify core concepts of place marketing and the role of place marketing in regional development;* * *Ability to evaluate alternative solutions to place marketing problems;* * *Ability to develop place marketing strategies based on regions' competitiveness factors;* * *Ability to create an integrated place marketing communications plan which includes promotional strategies;* * *Ability to develop basic oral presentation skills, analytical thinking and creativity.* | |
| ***Contact person:*** | *Dr Andrzej Raszkowski*  *e-mail:* [*andrzej.raszkowski@ue.wroc.pl*](mailto:andrzej.raszkowski@ue.wroc.pl) | |
| ***Literature:*** | * *Anholt S.: Brand New Justice. How Branding Places and Products Can Help the Developing World, Burlington, Elsevier 2005.* * *Anholt S.: Competitive Identity. The New Brand Management for Nations, Cities and Regions, Palgrave Macmillan 2007.* * *Govers R., Go F.: Place Branding. Glocal, Virtual and Psyhical Identities, Constructed, Imagined and Experienced, Palgrave Macmillan, New York 2009.* * *Kolb B.: Tourism Marketing for Cities and Towns. Using Branding and Events to Attract Tourists, Burlington, Elsevier 2006.* * *Kotler P., Haider D. H., Rein I.: Marketing Places – Attracting Investment, Industry, and Tourism to Cities, States, and Nations, The Free Press, New York 1993.* * *Proctor T.: Public Sector Marketing, Prentice Hall – Financial Times 2007.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak – nazwa przedmiotu: Marketing terytorialny*  *wydział: Ekonomii, Zarządzania i Turystyki*  *kierunek: Ekonomia*  *specjalność: Gospodarka i Administracja Publiczna*  *rok: III* |

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| ***Title:*** | **Global challenges in marketing** | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *All year* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław University of Economics* | |
| ***Examination:*** | *Essay, Project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic management knowledge* | |
| ***Course content:*** | 1. Global market   - marketing strategy   1. The art of marketing- new trends and challenges   -Sensory marketing and Neuromarketing   1. Consumer behaviour- New trends 2. Critical introduction to marketing | |
| ***Learning outcomes:*** | This course provides a broad survey of the topic of **global challenges in marketing**. Special attention will be paid to the changes in the consumption patterns and philosophy made possible by the recent innovations in communication technologies and the interactive revolution in marketing. These objectives will be met through text readings, lectures, group assignments and class discussions. | |
| ***Contact person:*** | *Barbara Mróz-Gorgoń, +48 502 725 813,*  *barbara.mroz-gorgoń@ue.wroc.pl* | |
| ***Literature:*** | * M. R. Solomon , G. Bamossy ,S. Askegaard ,M. K. Hogg *, Consumer Behaviour: A European Perspective, 3rd Edition, Pearson Prentice Hall, 2006.* * E. Parsons, Pauline Maclaran*, Contemporary Issues in Marketing and Consumer Behaviour,* Elsevier Ltd., 2009. * *P.* MacLaran, D. Rinallo, L. Scott, *Consumption and Spirituality, Routledge 2013.* * Chris Hackley , *Marketing: A Critical Introduction, SAGE, 2009.* | |
| ***Faculty:*** | ***ALL STUDENTS INVITED!*** | |
| ***czy przedmiotu*** | *no* |  |

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| ***Title:*** | ***BRAND MANAGEMENT*** |
| ***Lecture hours:*** | *30* |
| ***Study period:*** | *Summer semester* |
| ***Level:*** | *advanced* |
| ***Location:*** | *Wrocław* |
| ***Examination:*** | *Test and project* |
| ***Language:*** | *English* |
| ***Prerequisites:*** | *Basic marketing and management courses* |
| ***Course content:*** | 1. ***Branding – key terms*** *(brand identity, brand image, brand equity)* 2. ***Brand identity concepts***  * *Models and tools for brand identity development* * *Brand archetypes* * *Brand storytelling* * *Cultural branding*  1. ***Visual and verbal brand identity***  * *Naming* * *Brand language* * *Logo* * *Packaging* * *Advertising* * *Tools for brand identity management: brand guidelines, brand books*  1. ***Brand strategy***  * *Strategic decisions connected to brand* * *Key competitive brand strategies: leader, follower, nicher, challenger* * *Brand portfolio and brand architecture*  1. ***Marketing research in branding****:*  * *Key brand metrics: brand awareness, top of mind, brand image, buying intentions, customer satisfaction, loyalty* * *Qualitative research and projection techniques* * *Quantitative research and perceptual maps* |
| ***Learning outcomes:*** | ***Knowledge****: key terms and concepts connected with branding; knowledge of general branding principles*  ***Skills****: students learn how to create, develop and manage brands;*  ***Attitude:*** *awareness of individual and organizational benefits connected with branding, ability to analyze and solve marketing problems through branding* |
| ***Contact person:*** | *Prof. dr. hab. Ryszard Kłeczek, dr Monika Hajdas* |
| ***Literature:*** | *1. K. L. Keller: “Strategic Brand Management”, Prentice Hall, New Jersey 2003*  *2. D. A. Aaker: “Brand Portfolio Strategy”, Free Press, 2004*  *3. K. Fog, C. Budtz, B.Yakaboylu: “Storytelling. Branding in practice”, Springer, 2005*  *4. M. Mark, C.S. Pearson: “The Hero and The Outlaw: Building Extraordinary Brands Through the Power of Archetypes”, McGraw-Hill 2001* |
| ***Faculty:*** | *Management, marketing* |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak – Zarządzanie marką; Wydział NE; kierunek: zarządzanie; specjalność: komunikacja marketingowa; rok II* |

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| ***Title:*** | ***Business Consulting*** |
| ***Lecture hours:*** | *15 hrs of interactive lectures* |
| ***Study period:*** | *Winter* |
| ***Level:*** | *Advanced* |
| ***Location:*** | *Wroclaw* |
| ***Examination:*** | *Class presence, participation in discussions, case studies and a test.* |
| ***Language:*** | *English* |
| ***Prerequisites:*** | *Recommended course in Basic Management and Strategic Management. Good English skills.* |
| ***Course content:*** | The main topics will include:   1. Polish and international market of business consulting. 2. Skills and qualifications of a business consultant. 3. Myth and reality of consultants work. 4. Contracting a client 5. Organisational diagnosis. 6. Change management. |
| ***Learning outcomes:*** | The course will show the most important elements of consultant’s work (an employee of a business consulting company or of a freelance consultant). Students will exercise skills useful in the job - tearn work methodology of a business consultant and practice organizational diagnosis and change management.  The course will also provide general knowledge of the consulting market |
| ***Contact person:*** | *dr Anna Witek-Crabb; email:* [*Anna.Witek@ue.wroc.pl*](mailto:Anna.Witek@ue.wroc.pl) |
| ***Literature:*** | 1. Block P.: “Flawless consulting”. Jossey-Bass/ Pfeiffer, 2000   Rasiel E., Friga P.: “The McKinsey Mind - Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm”. McGraw-Hill Professional, 2001 |
| ***Faculty:*** | *All* |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak: Consulting w biznesie*  *NE, I rok studiów magisterskich, kierunek Zarządzanie, specjalność Zarządzanie strategiczne* |

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| ***Title:*** | **Business Negotiations** | |
| ***Lecture hours:*** | *15h Lecture (prof. A. Barabasz), 15h Workshops (dr A. Wierzbic)* | |
| ***Study period:*** | *Both semesters* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *---* | |
| ***Course content:*** | *The course is composed of 15 hours of lecture and 15 hours of workshops. The basic idea of the course is a presentation of the “Negotiation Towards Agreement” approach (based on Win-Win method of negotiation). The intention is, in general, to shed light on dynamic aspects of negotiation’s process. The emphasis is on a pattern of negotiation which will produce the greatest possible agreement to the advantage of both parties, so we are concerned with ‘how to build the largest cake’ and with ‘how to earn the tastier share’.*  *The workshops are based on carefully developed cases which involve the whole group of participants in dynamic process of negotiation in many various circumstances. The stress and emotions which are experienced during the workshop help the students to understand their behavior and reactions. The simulation of practical situations helps gaining knowledge and skills in different phases of negotiation process.* | |
| ***Learning outcomes:*** | *The participants will gain knowledge on issues like process of negotiation, personality of ideal negotiator, methods and techniques of negotiations. During workshops the students will be asked to perform simulations of negotiations. They will have a possibility to train their skills in close-to-reality conditions. After the course the participants reach competencies in proper preparation and performance in negotiations. They will also be aware of their strengths and weaknesses as negotiators.* | |
| ***Contact person:*** | *dr hab. prof. UE Adela Barabasz –* [*Adela.barabasz@ue.wroc.pl*](mailto:Adela.barabasz@ue.wroc.pl)  *71 3680 666, 71 3680 658*  *dr Arkadiusz Wierzbic –* [*Arkadiusz.wierzbic@ue.wroc.pl*](mailto:Arkadiusz.wierzbic@ue.wroc.pl)  *71 3680 666, 71 3680 658* | |
| ***Literature:*** | 1. *Brett J.M., 2001, Negotiating Globally, Jossey-Bass, A Wiley Imprint, San Francisco* 2. *Kellar R. E., 1988, Sales Negotiating Handbook, Prentice Hall, New Jersey* 3. *Lewicki R. J., Saunders D.M., Barry B., 2006, Negotiation, McGraw-Hill, Singapore* 4. *Reck R. R., Long G.B., 1987, The Win-Win Negotiator, Spartan Publication Inc., Michigan* 5. *Scott B., 1984, The skills of negotiating, Garver Publishing , Aldershot)* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *NIE* |  |

Title: BUSINESS STRATEGY IN PRACTICE

Lecture hours: 15 hours (lecture and case studies)

Study period: Fall (winter)

Level: Master Studies

Location: Wrocław

Examination: Final test-using Business Strategy’s knowledge in practice

Language: English

Prerequisites: Basics of Management/General Management

Course content: The course includes particular strategies concerning specific strategies

concepts such as: a planning concept (of which: types of product-market

strategies), a positional concept (of which: types of competitive relations,

types of competitive strategies), a behaviour and evolutionary school (of

which: types of behavioural strategies), a resource - based view (of

which: competence-market strategies, types of relational resources

strategies and others).

Learning

outcomes:

Knowledge: cognition, identification, and knowledge on different kinds of

strategies used in enterprises.

Abilities: abilities both to recognize, identify kinds of strategies used in

enterprises and to discuss about important problems connected with

formulating and implementing strategies in organizations.

Competences: developing hard and soft managerial skills.

Contact person: PhD, Eng., Katarzyna Piórkowska, katarzyna.piorkowska@ue.wroc.pl

Literature: 1. Johnson G., Scholes K., Whittington R., Exploring corporate strategy,

Prentice Hall, Harbow 2008.

2. Porter M., Competitive Strategy: Techniques for Analyzing Industries

and Competitors, Free Press, New York 1980.

3. Yip G.S., Total global strategy: Managing for Worldwide Competitive

Advantage, Prentice Hall, Harbow 1992; 1995.

4. Kim W.Ch., Mauborgne R., Blue Ocean Strategy, “Harvard Business

Review” 2005, October.

5. Barney J., Strategic management: from informed conversation to

academic discipline, “Academy of Management Executive” 2002, no.

16 (2).

Faculty: All

czy przedmiot jest

kopią przedmiotu

prowadzonego na

UE?

w części teoretycznej tak - nazwa przedmiotu: Strategie i

Metody Zarządzania

wydział: ZiF

kierunek: Zarządzanie

specjalność: wszystkie

rok:1 (II stopień)

w części

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| ***Title:*** | ***The cultural context of international management*** | |
| ***Lecture hours:*** | *20* | |
| ***Study period:*** | *winter semester* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | The final grade (100%)will include:  -final multiple choice test (50%),  -cases, homework (25%)  -being active on lectures(25%) | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge on management* | |
| ***Course content:*** | *1. The context of international management*  *2. The role of culture in global business*  *3. Culture shock and strategies of cultural adaptation.*  *4. Cross- cultural communication in international companies.*  *5.The Asian, the American and the European cultural context for doing business.* | |
| ***Learning outcomes:*** | a) to learn the major cultural approaches in international operations and how this affects domestic business,  b) to acquire skills of coping with cultural shock,  c) to learn what are the possible cross cultural trainings for managers-expatriates which allow them to manage effectively in various countries and markets. | |
| ***Contact person:*** | *Dr Sylwia Przytuła, s\_przytula@wp.pl* | |
| ***Literature:*** | Hofstede G, Culture’s concequences:Comparing values, behaviors, institutions and organizations across nations, Sage Publications, 2001   * Intercultural Communication in Contexts, Martin, J.N. and Nakayama, T.K. Third Edition. McGraw Hill, 2004 * *Intercultural Communication: A Global Reader*, ed. Fred E. Jandt, Sage, 2004   Magala S*., Cross-cultural competence*, Routledge, London 2005 | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *Tak-treści zawarte w tym przedmiocie maja odzwierciedlenie w takich przedmiotach prowadzonych w j.polskim jak: Kulturowe uwarunkowania w biznesie międzynarodowym (IIst. NE),Komunikacja międzykulturowa w organizacji (IIst. NE), Zarządzanie kadrą menedżerską (IIst.ZIF),* |

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| ***Title:*** | ***CREATIVE STRATEGY IN ADVERTISING*** |
| ***Lecture hours:*** | *30* |
| ***Study period:*** | *Summer semester* |
| ***Level:*** | *advanced* |
| ***Location:*** | *Wrocław* |
| ***Examination:*** | *Test and project* |
| ***Language:*** | *English* |
| ***Prerequisites:*** | *Basic marketing and management courses* |
| ***Course content:*** | 1. ***Creative strategy in advertising – key terms*** 2. ***Organizational structure of advertising agency and creative process***  * *Client service department and its responsibility* * *Strategy department and its responsibility* * *Creative department and its responsibility* * *Media department and its responsibility* * *Production department and its responsibility*  1. ***Creative strategy***  * *Analysis of client brief* * *Market analysis* * *Strategy concepts* * *Creative brief*  1. ***Creative idea***  * *Criteria for creative ideas development* * *Tools for creative ideas development*  1. ***Creative execution***  * *Copy and art in advertising* * *Guidelines for verbal part of advertising: slogans, headlines, sub-headlines, taglines, body copy* * *Guidelines for visual part of advertising: images, photo and illustration, layouts, storyboards* |
| ***Learning outcomes:*** | ***Knowledge****: knowledge of key terms and concepts connected with creative strategy in advertising; knowledge of general advertising principles*  ***Skills****: skill in creative strategy development, skill in creative strategy process management*  ***Attitude:*** *awareness of collaboration necessity in creative strategy development, ability to analyze and solve marketing problems through advertising, ability to work in groups, ability to present ideas to others, ability to create, to compose, and edit advertisements* |
| ***Contact person:*** | *dr Monika Hajdas* |
| ***Literature:*** | *1. Tom Altstiel, Jean Grow: “Advertising strategy: creative tactics from the outside/in”, SAGE 2006*  *2. Tom Altstiel, Jean Grow: “Advertising Creative: Strategy, Copy, and Design”, SAGE 2009*  *3. Pete Barry “The Advertising Concept Book”, Thames & Hudson 2008* |
| ***Faculty:*** | *Management, marketing* |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak – Strategia kreatywna w reklamie; Wydział NE; kierunek: zarządzanie; specjalność: komunikacja marketingowa; rok III* |

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| ***Title:*** | **Corporate Social Responsibility – Fashion market perspective** | |
| ***Lecture hours:*** | *30h:*   1. *Marketing Ethics – critical introduction – 6h* 2. *CSR Concept - key CSR drivers– 5h* 3. *Ethical Behavior in Business – Fashion market perspective- 8h* 4. *Corporate culture as a key element of CSR in fashion industry- 5 h* 5. *Forecasting fashion- 6h* | |
| ***Study period:*** | *All year* | |
| ***Level:*** | *Specialized* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Essay, project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic management knowledge* | |
| ***Course content:*** | *Labour standards and corporate social responsibility (CSR) in the fashion industry have come under some scrutiny in recent times.*  *Participants of this course will have the opportunity to take a deeper look at the skills and requirements that are in demand in this challenging industry.* | |
| ***Learning outcomes:*** | *On successful completion of this course student will be able to:*  *-Demonstrate a systematic and critical understanding of management knowledge and awareness of current fashion business problems in relation to business ethics and sustainability, informed by current research and business practice;*  *- Demonstrate a broad and rigorous understanding of techniques associated with business ethics and sustainability;*  *-* *Deal with complex issues both systematically and creatively, make judgements.* | |
| ***Contact person:*** | *Barbara Mróz-Gorgoń, Institute of Marketing,*  *Fundamentals of Marketing Department*  [*barbara.mroz-gorgon@ue.wroc.pl*](mailto:barbara.mroz-gorgon@ue.wroc.pl)*, +48 502 725 813* | |
| ***Literature:*** | 1. *Ethics in the Fashion Industry*, V. Anna Paulins, Julie, L. Hillery, Fairchild Books, 2009 2. *Ethics in Fashion, CSR in the fashion Industry*, Płonka Magdalena, em pe studio design, 2013 3. *Fashion Forecasting*, Kathryn McKelvey, Janine Munslow, John Wiley & Sons, West Sussex, 2007 4. *Fashion Buying*, Helen Goworek, Blackwell Publishing, Oxford, 2007 5. *Consumer Behavior : In Fashion,* Michael R. Solomon, Nancy Rabolt, Prentice Hall, 2004 | |
| ***Faculty:*** | *All students are invited* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* |  |

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| ***Title:*** | *Entrepreneurship* | |
| ***Lecture hours:*** | *10 hrs of interactive lectures,*  *10 hrs or seminars*  *10 hrs of workshops* | |
| ***Study period:*** | *Winter, Spring* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *individual task, project, group work* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Management* | |
| ***Course content:*** | *Main topics:*   1. *Entrepreneurial revolution.* 2. *Entrepreneurship before and after Schumpeter.* 3. *Alternative perspectives and critique.* 4. *Practical implications, intrapreneurship (the entrepreneurial firm).* 5. *European and national policy-making.* 6. *Plan as a starting point of business.* | |
| ***Learning outcomes:*** | *Students will become familiar with basic entrepreneurship theories and their critique. They will discuss the role of policy-makers and differences in national policy-making. They will exercise such skills as: team working, innovative ideas and presentations. Students will learn how to prepare individual task-assignment and project work. They will also prepare a business plan presentation.* | |
| ***Contact person:*** | *Joanna Radomska, e-mail: joanna.radomska@ue.wroc.pl* | |
| ***Literature:*** | 1. *R. Swedberg, „Entrepreneurship: The Social Science View”, Oxford Management Readers, 2009.* 2. *P. Burns, „Corporate Entrepreneurship: Building an Entrepreneurial Organization”, Palgrave, 2008.* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak – Przedsiębiorczość*  *Wydział Nauk Ekonomicznych*  *Kierunek: Zarządzanie*  *Specjalność: wszystkie*  *Rok: 1 MSU* |  |

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| ***Title:*** | ***Business Process Management*** | |
| ***Lecture hours:*** | *30h* | |
| ***Study period:*** | *Fall and Spring* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *3 individual assignments, 1 (group) project, 1 final multiple-choice test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | ***Business Process Models and Notations*** *– recommended auxiliary course, usually conducted in parallel, for students without any prior knowledge or skills in business process modeling.* | |
| ***Course content:*** | *Introduction to Business Process Management*  *Process Identification, Classification, Domains*  *Process Management Lifecycle. BPM Frameworks*  *Essential and Advanced Process Modeling Tools and Concepts*  *Qualitative and Quantitative Process Analysis. Process Simulation*  *Business Process Redesign (Business Process Improvement)*  *Business Process Maturity Models*  *Process Automation and Workflow Management System Architectures*  *Process Orchestrations. Process Choreographies*  *Process Administration and Monitoring*  *Data Mining and Process Intelligence*  *Process Configuration and Integration. Case Studies* | |
| ***Learning outcomes:*** | *The course introduces the essential concepts of business process orientation and management, with regard to the modern IT solutions. Students will acquire the knowledge necessary to effectively identify, analyze, and document business processes using the most up-to-date modeling concepts, notations, and tools.*  *The goal of this course is to introduce business process modeling as a means to facilitate the analysis and understanding of business operations and emphasize its role in developing IT solutions supporting business process automation and management.*  *Participants of this course will be granted full access to the* ***Signavio Business Process Modeling Platform****.* | |
| ***Contact person:*** | **dr Andrzej Niesler***<andrzej.niesler@ue.wroc.pl>*  *http://www.ue.wroc.pl/pracownicy/andrzej\_niesler.html*  *Room: 605-Z Phone: +48 71 3680 379 (secretariat)* | |
| ***Literature:*** | *1.* ***Fundamentals of Business Process Management***  *– Dumas M., La Rosa M., Mendling J., Reijers H.A., Springer 2013.*  *2.* ***Business Process Management. Concepts, Languages, Architectures***  *– Weske M., Springer 2007.*  *3. Business Process Technology. A Unified View on Business Processes, Workflows and Enterprise Applications – Draheim D., Springer 2010.* | |
| ***Faculty:*** | *All faculties* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak - Inżynieria Procesów Biznesowych (BPM)*  *ZIF, Informatyka w Biznesie, 3* |

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| ***Title:*** | ***Business Process Models and Notations*** | |
| ***Lecture hours:*** | *15h (Lectures – 5h, Laboratories – 10h)* | |
| ***Study period:*** | *Fall and Spring Semester* | |
| ***Level:*** | *Bachelor* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Practical assignments for major learning units, individual project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | |
| ***Course content:*** | *Introduction to modeling. Model definitions and constraints*  *Capturing reality of business processes and business context*  *Visual representations of business processes. Business process diagrams*  *Business process activities and sequence flows*  *Business process decisions and concurrent flows*  *Business process stakeholders, roles, and functions*  *Modeling internal and external communication with message flows*  *Modeling conversations and global communications*  *Hierarchical decomposition of business processes*  *Process orchestration, choreography, and collaboration diagrams*  *Handling exceptions, process events and event-based decisions*  *Artifacts, data objects, and data flows in process models*  *Handling transactions and compensations*  *Process soundness and formal representation with Petri Nets*  *Standards, notations, and languages discussed during the course include:*  *Business Process Model and Notation, Unified Modeling Language, Event-driven Process Chain, Place-Transition Petri Net, YAWL* | |
| ***Learning outcomes:*** | *The course provides students with the knowledge of the most important business process modeling languages in use. It is focused on both: learning the universal modeling techniques, and, in the same time, acquiring practical skills in using modern tools supporting presented business process modeling concepts and notations.*  *This course can be taken either as a stand-alone or an auxiliary practical introduction (laboratories) to the* ***Business Process Management*** *course.*  *Participants of this course will be granted full access to the* ***Signavio Business Process Modeling Platform****.* | |
| ***Contact person:*** | **dr Andrzej Niesler** *<andrzej.niesler@ue.wroc.pl>*  *http://www.ue.wroc.pl/pracownicy/andrzej\_niesler.html*  *Office: 605-Z, Phone: +48 71 3680 379 (Secretariat)* | |
| ***Literature:*** | 1. Allweyer, T.: *BPMN 2.0: Introduction to the Standard for Business Process Modeling*(2010)  2. Podeswa, A.: *UML for the IT Business Analyst* (2009)  3. van der Aalst, W.: *Modern Business Process Automation. YAWL and its Support Environment* (2010) | |
| ***Faculty:*** | *All faculties* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *Tak – Języki Modelowania Procesów Biznesowych*  *ZIF, Informatyka w Biznesie, 3* |

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| ***Title:*** | ***Fashion & Design Marketing*** | |
| ***Lecture hours:*** | *30h:*   1. *Fashion & Design market 8h* 2. *How to market a Fashion& Design apparel? 6h* 3. *Most effective marketing techniques ( Fashion & Design case)6h* 4. *Brand image and identity in fashion & Design market 10h* | |
| ***Study period:*** | *All year* | |
| ***Level:*** | *Specialized* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Project – team work* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic management knowledge* | |
| ***Course content:*** | *Fashion Marketing combines the elements of advertising, design and business administration, as well as a solid understanding of the fashion world, in order to take a new clothing line and get it the attention it needs to be successful. The course content:*   * *up-to-date examples of global good practice* * *a balance of theory and practice, with examples to illustrate key concepts* * *main fashion marketing terms* * *trends in the marketing environment.*   *The method: lectures, workshops, case study, team work.* | |
| ***Learning outcomes:*** | This course provides a broad survey of the topic of  **Fashion & Design marketing**.  Graduates will manifest entry-level fashion marketing communication skills; will incorporate an ethical fashion marketing perspective in their professional decision making. Global awareness will be evidenced in our graduates’ decision making within the field of fashion marketing. Graduates will apply the underlying principles of fashion marketing when making business decisions. | |
| ***Contact person:*** | *Barbara Mróz-Gorgoń, Institute of Marketing,*  *Fundamentals of Marketing Department*  [*barbara.mroz-gorgon@ue.wroc.pl*](mailto:barbara.mroz-gorgon@ue.wroc.pl)*, +48 502 725 813* | |
| ***Literature:*** | 1. *Fashion Marketing,* Mike Easey, John Wiley & Sons, West Sussex 2009 2. *Fashion Marketing. Contemporary issues*, Tony Hines, Margaret Bruce, Elsevier, Oxford, 2007 3. *Consumer Behavior : In Fashion,* Michael R. Solomon, Nancy Rabolt, Prentice Hall, 2004 4. *Fashion Marketing Communications,* Gaynor Lea-Greenwood, John Wiley & Sons, West Sussex, 2013 5. *Fashion Buying*, Helen Goworek, Blackwell Publishing, Oxford, 2007 6. *Fashion Forecasting*, Kathryn McKelvey, Janine Munslow, John Wiley & Sons, West Sussex, 2007 7. *Mastering Fashion Buying and Merchandising Management*, Tim Jackson, David Shaw, Palgrave Macmillan, London 2001 8. *Fashion Marketing: Theory, Principles & Practice*, Marianne Bickle, Bloomsbury Academic, 2010 | |
| ***Faculty:*** | *All students are invited* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* |  |

Title: GENERAL MANAGEMENT

Lecture hours: 30 lecture/workshops hours

Study period: Fall (winter)

Level: Basic

Location: Wrocław

Examination: Midterm and final test

Language: English

Prerequisites: None

Course content: Managers: the characteristics of a good manager, managerial skills as a

person and on the job, managerial abilities as inherent and/or trainable

skills

Training managerial (mainly soft) skills

Managing people and teams: the principles, the sources of potential

successes and failure. Building teams (i.e. project teams)

A manager and its organization as an element of general and task

environment

Building and developing strategic relationships with organization’s

environment

Managerial tasks and functions

The principles of communicating in an organization and with coworkers/

subordinates/superiors in the following areas: communication

types, functions, process, barriers, modes, channels, networks

Managing time - training

Managing conflicts in an organization

The ways of leading people in an organization

Training leadership skills

Organizational participants’ behaviour in an organization and creating

desired attitudes and behaviour in organizations as a result of good

leadership

Learning

outcomes:

Knowledge: cognition, identification, and knowledge on basic aspects of

managing organizations.

Abilities: abilities both to recognize, identify basic problems concerning

management and to discuss about important problems connected with

managing.

Competences: developing basic managerial skills.

Contact person: PhD, Eng., Katarzyna Piórkowska, katarzyna.piorkowska@ue.wroc.pl

Literature: 1. Jones G.R., George J.M., Contemporary Management, McGraw-Hill

2008.

2. Hitt M.A,. Black J.S., Management, Prentice Hall, USA 2005

3. Mullins L.J., Management and organizational behavior. Prentice

Hall, USA 2005

4. Robbins S.P., Coulter M., Management, Prentice Hall, USA 1996

Faculty: All

czy przedmiot jest

kopią przedmiotu

prowadzonego na

UE?

częściowo tak - nazwa przedmiotu: Podstawy Zarządzania

wydział: NE

kierunek: Zarządzanie

specjalność: Zarządzanie

rok:1

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| ***Title:*** | ***The international human resource management (elearning)*** |
| ***Lecture hours:*** | *40* |
| ***Study period:*** | *winter semester* |
| ***Level:*** | *basic* |
| ***Location:*** | *Wrocław* |
| ***Examination:*** | The final grade (100%) includes:  -final multiple choice test (50%),  -cases, homework (40%)  -being active on forum discussions, chats(10%) |
| ***Language:*** | *English* |
| ***Prerequisites:*** | *Basic knowledge on management* |
| ***Course content:*** | *1. The personnel function and its components.*  *2. The external and internal factors determining IHRM.*  *3. Planning human resource in the international organization.*  *4. The qualification profile of an international manager.*  *5. Global staffing (recruitment, selection, placement)*  *6. Motivating and remunerating employees in international companies.*  *7.Appraising international workers.*  *8.Training and developing employees.*  *9.Managing expatriates.*  *10.The cultural context of IHRM –managing cultural differences*  *11.. The triad model of management (The Japanese and Chinese model of management)*  *12.The American way of management.*  *13. The Euromanagement.*  *14.Global leadership* |
| ***Learning outcomes:*** | a)to learn the major approaches in multinational corporations (MNC) taken to the staffing of their international operations and how this affects domestic staffing. This includes the design of strategic international human resource management systems.  b) to learn how MNCs effectively manage their international labor force, given their approach to IHRM. This includes learning about the management of expatriates, local managers and third country nationals; learning how managers must adapt their management approaches when managing across cultures; learning how to both integrate and differentiate management approaches across the various overseas affiliates.  c) to learn how the particular HRM issues can be effectively handled within international joint ventures, particularly with regard to the aspect of effective cross-cultural team management. |
| ***Contact person:*** | *Dr Sylwia Przytuła, s\_przytula@wp.pl* |
| ***Literature:*** | * *Luthans F.,Doh J., International management.Culture, strategy and behavior, McGraw Hill, 2012* * *Deresky H., International Management: Managing Across Borders and Cultures, Prentice Hall,Upper Saddle River NJ,2002* * *Dessler G., Human resource management, Prentice Hall, 2003* |
| ***Faculty:*** | *All students* |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak-treści zawarte w tym sylabusie znajdują odzwierciedlenie w takich przedmiotach prowadzonych w j.polskim jak: Zarządzanie kadrami w korporacjach międzynarodowych, Kształtowanie kadry menedżerskiej (ZiF, II i III)* |

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| ***Title:*** | ***International Business Simulation Game*** |
| ***Lecture hours:*** | *30 hrs of computer laboratories and individual work online* |
| ***Study period:*** | *Winter, Spring* |
| ***Level:*** | *Basic* |
| ***Location:*** | *Wroclaw* |
| ***Examination:*** | *Final result in the simulation game and day-to-day involvement* |
| ***Language:*** | *English* |
| ***Prerequisites:*** | *Recommended courses in: Management, Strategic Management, Marketing and Business Finance. Good English skills and ability to teamwork required* |
| ***Course content:*** | *“Marketplace” is an international business simulation**game. It can be viewed as a business flight simulator. It is a sophisticated interactive computer program that mimics the competitive, ever changing marketplace. The consequences of the students' decisions are quickly reflected in the simulated marketplace. Students learn to adjust their strategy to become stronger competitors.*  *Marketplace Simulation integrates all functional areas of business and enables students to understand how the pieces fit together as a coherent whole. In six decision rounds teams choose a business strategy, evaluate tactical options, and make a series of decisions regarding marketing, sales, production, human resources management, R&D, and business finance. After each round the students will see how their decisions affect the performance of others and the entire organization.*  *The game was first set up almost 20 years ago as experiential learning exercise. Today, fully web-based Marketplace simulations are used by thousands of students and managers all around the world. At the moment you can find it in over* ***300 business schools and 180 corporations in 35 countries****.* |
| ***Learning outcomes:*** | *Skills necessary to manage a company:*   * *Business Plan preparation* * *Team management* * *Strategy creation* * *Market analysis* * *Marketing mix design* * *Tasks delegation* * *Negotiation and conflict management* |
| ***Contact person:*** | *Winter: dr Anna Witek-Crabb; email:* [*Anna.Witek@ue.wroc.pl*](mailto:Anna.Witek@ue.wroc.pl)  *Spring: dr Joanna Radomska; email:* [*Joanna.Radomska@ue.wroc.pl*](mailto:Joanna.Radomska@ue.wroc.pl) |
| ***Literature:*** | *Marketplace Students’ Manual*  *More information can be found at* [*http://www.marketplace-simulation.com*](http://www.marketplace-simulation.com/) |
| ***Faculty:*** | *All* |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak: Zarządzanie strategiczne lub Metody zarządzania strategicznego (laboratorium)*  *NE, rok 3, wszystkie kierunki i specjalności* |

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| ***Title:*** | *Japanese Management* | |
| ***Lecture hours:*** | *30h:*   * *lectures 10h* * *workshops 20h* | |
| ***Study period:*** | *Winter, summer* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *One final test of knowledge*  *One project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *General (basic) knowledge about management* | |
| ***Course content:*** | *Topisc:*  *Origins of Japanese management*  *Kaizen as a philosophy, methods and tools*  *Lean management as a main idea of the Japanese management*  *Lean management tools*  *The latest Japanese syncretic solutions*  *PDCA/SDCA cycle*  *The KanbanIT game*  *Kanban in project management*  *5S in the company*  *The choice of lean management tools to the situation of the company*  *Methods: case studies, simulations, lectures, management games* | |
| ***Learning outcomes:*** | *O – Objectives*  *K – Knowledge*  *S – Skills*  *C – Competences*  *O1\_Transfer of knowledge and skills in the essence of Japanese management. Indication of the characteristics of the Japanese companies conditioned by Japanese culture.*  *O2\_Transfer of knowledge and skills in the use of Japanese management concept in companies from different cultural area.*  *O3\_Show the essential features of the Japanese management related to national culture.*  *O4\_Transfer of knowledge and skills related to the operation of Japanese management concept.*  *K1\_Student has a basic knowledge of the conditions of creation of Japanese management concepts*  *K2\_Student knows the basic terminology associated with Japanese management*  *K3\_Student knows the tools of lean management*  *K4\_Student has knowledge about the major Japanese management concepts*  *K5\_Student knows the concept of continuous improvement and how it is functioning*  *S1\_Student can distinguish between the concept of kaizen method and tool*  *S2\_Student can choose the Japanese management tools specific to the situation of the company*  *S3\_Student has the ability to argue the introduction of Japanese management tools to companies*  *S4\_Student is able to develop a basic procedure for the introduction of a tool 5S in the company*  *S5\_Student has the ability to create and verify standards*  *C1\_Student can convince the team to his case relating to the Japanese management*  *C2\_Student sees the role of human being in the process of Japanese management*  *C3\_Student identifies with the idea of continuous improvement*  *C4\_Student learns to look at business processes from the perspective of the value stream* | |
| ***Contact person:*** | *Marek Krasiński, Ph.D.*  *marek.krasinski@ue.wroc.pl*  *+48 71 36 80 652* | |
| ***Literature:*** | * *Masaaki Imai, Gemba Kaizen: A Commonsense Approach to a Continuous Improvement Strategy, McGraw-Hill Professional, 2012* * *James P. Womack, Daniel T. Jones, Lean Thinking: Banish Waste and Create Wealth in Your Corporation, Revised and Updated, Free Press, 2003* * *Jeffrey Liker, The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer, McGraw-Hill, 2003* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  |  |

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| ***Title:*** | *Marketing management e-learning course* | |
| ***Lecture hours:*** | *Lecture (15h), excercises (15 h)* | |
| ***Study period:*** | *Both winter and summer semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Case studies, analyses, research* | |
| ***Language:*** | *english)* | |
| ***Prerequisites:*** | *Basic marketing* | |
| ***Course content:*** | *Role of marketing in business*  *Industrial buyer behavior and business-to-business marketing*  *Marketing effectiveness*  *Describing b2b offer in terms of customer’s value drivers*  *Marketing controlling, benchmarking*  *Marketing controlling, detailed analyses*  *Business-to-consumer (B2C) marketing*  *Marketing B2C. Measurement and analysis of product brand knowledge (brand awareness and image), testing the new brand position concepts, and tracking*  *Marketing B2C, image transfer from external sources*  *Product portfolio management and value creation* | |
| ***Learning outcomes:*** | *Knowledge: understanding of model of marketing effectiveness*  *Skills: Ability to make marketing decisions based on relevant analyses*  *Competences: Communicating and discussing on marketing decusions and analyses* | |
| ***Contact person:*** | *Prof. Richard Kleczek,* [*ryszard.kleczek@ue.wroc.pl*](mailto:ryszard.kleczek@ue.wroc.pl) | |
| ***Literature:*** | R.K. Srivastava; T.A Shervani; L. Fahey: Market-based assets and  shareholder value: A framework for analysis. Journal of Marketing; Jan  1998; 62, 1; s. 2-18.  Beik, L.L: Profitability Analysis by Market Segments. *Journal of*  *Marketing;* Jul 1973; 37, p.48.  R Kleczek: Studying effectiveness of marketing efforts aimed at rising  customer value on b2b market. Customer value creation. Warsaw School  of Economics. Warsaw 2012, pp.57-76.  K.L. Keller: Conceptualizing measuring and managing customer based  brand equity. Journal of Marketing 1993/41(3), pp.1-29. G.S. Day:  Diagnosing Product Portfolio. Journal of Marketing 1977/2, pp. 29 -38. | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – Zarzadzanie marketingowe*  *wydział: NE*  *kierunek: Zarządzanie*  *specjalność: Marketing*  *rok:II lic* |

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| ***Title:*** | *Logistics and Supply Chain Management* | |
| ***Lecture hours:*** | *30h (15h lectures, 15h labs)* | |
| ***Study period:*** | *Semester: winter, summer* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *written exam,* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *none* | |
| ***Course content:*** | *Logistic systems*  *Trade- offs analysis in logistical management*  *Infrastructure of logistic system*  *Purchasing in the logistics*  *Inventory management (Economic Order Quantity,  MRP. DRP, MRPII, APS)*  *Distribution logistics*  *Logistics customer service*  *Supply Chain Strategies*  *Collaboration in the supply chain* | |
| ***Learning outcomes:*** | *The essence of modern logistics management is a decision-making process associated with synchronizing the physical, information and financial flows. The topic of the course addresses the management of these flows in production company. Students are taught the methods of planning and analysis applied in modern businesses to manage logistics and supply chain processes.* | |
| ***Contact person:*** | *prof. dr hab. Jarosław Witkowski,* [*jaroslaw.witkowski@ue.wroc.pl*](mailto:jaroslaw.witkowski@ue.wroc.pl)  *dr Paweł Hanczar, pawel.hanczar@ue.wroc.pl* | |
| ***Literature:*** | * *Chopra S., MeindlP., Supply Chain Management: Strategy, Planning, and Operation, Pearson Education 2012* * *Christopher M., Logistics and Supply Chain Management, Financial Times/ Prentice Hall, 2010* * *Ballou R,. Business logistics/supply chain management : planning, organizing, and controlling the supply chain. Pearson Education International, 2004* * *Rodawski B., Witkowski J., The Essence and Scope of Supply Strategies, Zeszyty Naukowe, Wyd. UE w Katowicach 2012* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* |  |

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| ***Title:*** | *Leadership in business* | |
| ***Lecture hours:*** | *20 hours:*  *- interactive lectures*  *- classes/ workshops* | |
| ***Study period:*** | *Winter or Summer* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Exam* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge of management* | |
| ***Course content:*** | *1. Organizations in a competitive market environment. The concept of power in an organization. From management to leadership.*  *2. Different approaches to leadership. Types of leadership. Qualifications of modern organizational leaders.*  *3. Multiple intelligences and their role in management.*  *4. Leadership of different levels and areas of management.*  *5. Roles, functions and behavior important in leadership relationship.*  *6. Effectual leaders and effectiveness of an organization. Succession and coaching and mentoring.*  *7. Ethos of leadership. Dysfunction and pathology of directing people.*  *8. Leadership development. Future organizational leaders – forecast.*    *Methods: discussion (eg. Socratic Method), case studies, teamwork and simulations.* | |
| ***Learning outcomes:*** | *Knowledge of leadership in business – the best solution in different cultural, social, economic and organizational contexts.*  *The ways to create the leader-subordinates relationship based on mutual trust.*  *Efficiency and effectiveness of the leadership as a result of developed interpersonal skills.* | |
| ***Contact person:*** | *Łukasz Haromszeki,* [*lukasz.haromszeki@ue.wroc.pl*](mailto:lukasz.haromszeki@ue.wroc.pl)*, 713680673* | |
| ***Literature:*** | *1. J. Adair, Effective Leadership Masterclass, 1997.*  *2. A. DuBrin, Principles of Leasership, 6th ed., South-Western Cengage 3. Learning, 2010.*  *3. Ł. Haromszeki, The teaching of leadership – ways to create leaders in selected universities in the world, Journal of Intercultural Management, Vol. 4, N. 3, September 2012.*  *4. Ł. Haromszeki, T. Listwan, Cultural determinants of the organizational leadership succession – Poland compared to other countries in the world, Journal of Intercultural Management, Vol. 4 N. 1 March 2012.* | |
| ***Faculty:*** | *for all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak - nazwa przedmiotu:*  *wydział: ZIF*  *kierunek: Zarządzanie*  *specjalność: Kompetencje interpersonalne menedżera*  *rok: III* |

***Title:* LOYALTY IN BUSINESS-case studies**

***Lecture hours:*** *15 hours (lectures and case studies)*

***Study period:*** *Fall (Winter)*

***Level:*** *Specialisation*

***Location:*** *Wrocław*

***Examination:*** *Essay*

***Language:*** *English*

***Prerequisites:*** *None*

***Course content:*** *The course includes both theoretical and practical aspects of creating and*

*keeping loyalty in business, especially employee loyalty in enterprises*

*(dimensions of employee loyalty; psychological, personnel and*

*organizational conditions of employee loyalty creation).*

***Learning***

***outcomes:***

*Knowledge: cognition, identification, and knowledge on basic aspects of*

*loyalty and trust in enterprises.*

*Abilities: abilities both to recognize, identify basic problems concerning*

*employee loyalty creation and to discuss about important problems*

*connected with keeping employee loyalty in enterprises.*

*Competences: developing social skills*

***Contact person:*** *PhD, Eng., Katarzyna Piórkowska, katarzyna.piorkowska@ue.wroc.pl*

***Literature:*** *1. Reichheld F.F., Loyalty Rules, Harvard Business School Press, USA*

*2001.*

*2. Articles on the subject given to students.*

***Faculty:*** *All*

***czy przedmiot jest***

***kopią przedmiotu***

***prowadzonego na***

***UE?***

*Nie*

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| ***Title:*** | *The Management Game* | |
| ***Lecture hours:*** | *16 hours* | |
| ***Study period:*** | *summer* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Marks are dependent on the results achieved in the Management Game* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge about general management* | |
| ***Course content:*** | 1. *Introduction to the management games (1h)* 2. *Learning the rules of the Management Game (2h)* 3. *8 rounds of the Management Game (11h)* 4. *Summary of the results and discussion (2h)* | |
| ***Learning outcomes:*** | *Knowledge:*   * *system approach to management* * *business processes*   *Skills:*   * *team work* * *decision-making* * *work under time pressure*   *Competence:*   * *leadership* * *communication* | |
| ***Contact person:*** | *dr Krzysztof Ćwik (krzysztof.cwik@ue.wroc.pl)*  *dr Marek Krasiński (marek.krasinski@ue.wroc.pl)* | |
| ***Literature:*** | *–* | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – Gra kierownicza*  *wydział:ZIF*  *kierunek:Zarządzanie*  *specjalność:Zarządzanie Małym i Średnim Przedsiębiorstwem*  *rok:III. rok studiów licencjackich* |

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| ***Title:*** | *Management Ethics* | |
| ***Lecture hours:*** | *20 hours:*  *- interactive lectures*  *- classes/ workshops* | |
| ***Study period:*** | *Winter or Summer* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Exam* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge about management* | |
| ***Course content:*** | *1. Basic knowledge of morality and ethics.*  *2. Prospects of business ethics, European standards of business ethics, economics as a moral science, economic freedom.*  *3. Ethics of a manager as an example of professional ethics.*  *4. Codes of ethics.*  *5. An ethical company*  *6. Impact of organizational culture in shaping the ethical values of managers.*  *7. Organizational behavior - Ethical and social aspects of management.*  *8. Corporate Social Responsibility.*  *Methods: discussion( eg. Socratic Method), case studies, group work and simulations* | |
| ***Learning outcomes:*** | *Basic knowledge of ethics and morality. Development and implementation of codes of ethics and CSR. Knowledge about ethical relationships with stakeholders.*  *He or she has appropriate skills to understand behavior of people from different cultural contexts. He or she can implement the basic elements of codes of ethics and CSR in an organization. He or she uses ethical / fair tactics to influence stakeholders.*  *He or she feels comfortable in ethical sphere of organization. He or she efficiently creates ethical solutions in an organization.* | |
| ***Contact person:*** | *dr Łukasz Haromszeki,* [*lukasz.haromszeki@ue.wroc.pl*](mailto:lukasz.haromszeki@ue.wroc.pl)*, 713680673* | |
| ***Literature:*** | *1. Velasquez M.G., Business Ethics. Concepts and Cases. Fourth Edition, Prentice-Hall, 1998*  *2. Snoeyenbos M., Almeder R., Humber J. (Eds.), Business Ethics. Third Edition, Prometheus Books, 2001*  *3. An Introduction to Business Ethics, Edited by G.D. Chryssides and J.K. Kaler, London 1993*  *4. Human Rights: Collection of international documents, Helsinki Foundation for Human Rights, Warsaw 2001.* | |
| ***Faculty:*** | *for all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak - nazwa przedmiotu: Management Ethics*  *wydział: ZIF*  *kierunek: Zarządzanie*  *specjalność: BA*  *rok: II* |

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| ***Title:*** | ***Marketing Research*** | | |
| ***Lecture hours:*** | *30 h lecture* | |  |
| ***Study period:*** | *Winter or Spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Group project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | | |
| ***Course content:*** | 1. *Concept and stages of marketing research* 2. *Methods of data collection*  * *types and sources of secondary data* * *types and sources of primary data* * *survey methods*  1. *Definition of the market position of the company*  * *analysis of the market share* * *the use of SWOT analysis in the marketing research*  1. *Product related research* 2. *Prices research* 3. *Distribution system testing* 4. *Advertising effectiveness testing* 5. *Marketing research on international markets* | | |
| ***Learning outcomes:*** | *After attending this lecture a student should be able to:*   1. *Characterize the nature of marketing research* 2. *Describe the methods of data collection* 3. *Describe the survey methods* 4. *Discuss the ways of definition of the market position of the company* 5. *Know how to test different elements of marketing-mix* | | |
| ***Contact person:*** | *Marcin Haberla, Katedra Badań Marketingowych, email:* [*marcin.haberla@ue.wroc.pl*](mailto:marcin.haberla@ue.wroc.pl); 601 836 290; | | |
| ***Literature:*** | 1. G.A. Churchill, *Marketing research,* Methodological Foundation, The Drydeu Press, G. Edition,New York 1995 2. D. A. Aaker, V. Kumar, G. S. Day, *Marketing research*, J.Wiley, New York 2004. 3. R. McNeil, *Business to business market research : understanding and measuring business markets*, Kogan Page, London 2005. 4. A. C. Burns, R. F. Bush, *Marketing research, 6th Edition*, Prentice Hall, 2010. 5. **N. K. Malhotra**, *Basic Marketing Research*, 4th Edition, Prentice Hall, 2011. | | |
| ***Faculty:*** | *All students* | | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Badania marketingowe*  *kierunek: Zarządzanie*  *specjalność: wszystkie*  *rok: I stopień – studia licencjackie* | |

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| ***Title:*** | *Marketing Controlling* | |
| ***Lecture hours:*** | *30 horus* | |
| ***Study period:*** | *Winter or spring* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Assessment based on project, presentation and active participation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Management, accounting* | |
| ***Course content:*** | *Marketing, its goals in companies and other organizations, marketing strategies, marketing and company’s stakeholders, marketing tools, brands, responsibility centers in marketing, marketing costs, marketing planning and marketing budgets, marketing indicators, assessment of marketing actions, marketing as investment and capital budgeting in marketing controlling*  *Lecture with discussion, workshop and case study analyses elements* | |
| ***Learning outcomes:*** | *Knowledge: Marketing, its goals in companies and other organizations, marketing strategies, marketing and company’s stakeholders, marketing tools, brands, responsibility centers in marketing, marketing costs, marketing planning and marketing budgets, marketing indicators, assessment of marketing actions, marketing as investment and capital budgeting in marketing controlling*  *Skills: defining marketing goals, strategies and tools for various organizations, assigning the responsibility for marketing, specifying of marketing costs for different marketing actions, composing marketing plans and marketing budgets, assessment of marketing plans, usage of marketing indicators and other methods of marketing controlling* | |
| ***Contact person:*** | *Dr Marta Nowak* [*marta.nowak@ue.wroc.pl*](mailto:marta.nowak@ue.wroc.pl) | |
| ***Literature:*** | Nowak M., 2007, *Controlling działalności marketingowej*, PWE, Warszawa.  Rachlin R., 1991, *Total Business Budgeting*, John Wiley&Sons, New York.   1. Welsh, G.A., Hilton, R.W., Gordon P.N., 1988, *Budgeting. Profit planning and control*, Prentice-Hall Europe, London. | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* |  |

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| ***Title:*** | *Contemporary Business Models* | |
| ***Lecture hours:*** | *30 hours of lecture* | |
| ***Study period:*** | *Both summer and winter* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written exam* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | |
| ***Course content:*** | *1. Business model concepts*  *2. Business model as the strategic management tool*  *3. Business model building blocks*  *4. Types of business models, e-business models*  *5. Business model as the tool of building competitive advantage*  *6. The most profitable business models – case studies* | |
| ***Learning outcomes:*** | *Students should obtain knowledge on the concept of business model, as well as their types and functions. The evolution of business models as well as the case studies of the most profitable business models used in contemporary management are to be presented.* | |
| ***Contact person:*** | *Jakub Drzewiecki, PhD,* [*jakubdrzewiecki@wp.pl*](mailto:jakubdrzewiecki@wp.pl) | |
| ***Literature:*** | 1. *Slywotzky A.: The art of profitability, Business Plus 2003* 2. *Slywotzky A., Morrison D.J., Andelman B.: The profit zone: how strategic business design will lead you to tomorrow`s profits, Crown Business 2002* 3. *Osterwalder A., Pigneur Y.: Business model generation: a handbook for visionaries, game changers, and challengers, Wiley 2010* 4. *D.C. Martin, K.M. Bartol: „Management”, McGraw-Hill 1991* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *nie* |

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| ***Title:*** | *Concepts of Management (e-learning)* | |
| ***Lecture hours:*** | *30 hours of lecture* | |
| ***Study period:*** | *Both summer and winter* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written exam* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Knowledge on Basics of Management* | |
| ***Course content:*** | *The course consist of 10 following modules:*  *1. Introduction to Management Concepts and the Early Management Thoughts*  *2. Scientific Movement pt.1*  *3. Scientific Movement pt.2*  *4. Human Relations Movement*  *5. Bureaucratic Management and Administrative Approach*  *6. System Approach*  *7. Contingency Theory*  *8. Outsourcing*  *9. Virtual Organization, Network Organization, Lean Management*  *10. Business Process Reengineering, Benchmarking* | |
| ***Learning outcomes:*** | *Students should obtain knowledge on the history of Management Science.*  *The evolution and main movements within this knowledge, as well as*  *modern concepts of management are to be presented.* | |
| ***Contact person:*** | *Jakub Drzewiecki, PhD,* [*jakubdrzewiecki@wp.pl*](mailto:jakubdrzewiecki@wp.pl)  *Witold Szumowski, PhD,* [*witold.szumowski@ue.wroc.pl*](mailto:witold.szumowski@ue.wroc.pl) | |
| ***Literature:*** | 1. *J.R. Schermenhorn: “Introduction to Management”, Wiley&Sons Inc. 2010* 2. *G.R. Jones, J.M. George: “Contemporary Management”, McGraw-Hill 2008* 3. *D.C. Martin, K.M. Bartol: „Management”, McGraw-Hill 1991* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu:*  *Management Concepts*  *wydział:*  *Zarządzania, Informatyki i Finansów*  *kierunek: Business Administration*  *specjalność:*  *rok:1, MNZ* |

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| ***Title:*** | *Team Management* | |
| ***Lecture hours:*** | *16* | |
| ***Study period:*** | *Winter/Summer* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *activity, case studies, assignments* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *basic knowledge about management* | |
| ***Course content:*** | 1. *A group vs a team. Group dynamics, Types of teams.* 2. *Advantages and disadvantages of teamwork. Groupthink syndrome.* 3. *Assigning roles to team members. The role and competences of a project manager.* 4. *How to motivate team members* 5. *Communication and conflict management in a team*   *Teaching methods: lecture (PowerPoint Presentation, videos), discussion, case study* | |
| ***Learning outcomes:*** | *Knowledge:*   * *theoretical knowledge about teamwork and group dynamics*   *Competences and skills:*   * *awareness of the advantages and disadvantages of teamwork* * *skills of assigning roles to team members* * *skills of selecting a*[*ppropriate*](http://www.diki.pl/slownik-angielskiego/?q=appropriate)*tools of motivating and conflict management style* * *practical skills of identifying factors which affect the effectiveness of team management* | |
| ***Contact person:*** | *Katarzyna Piwowar-Sulej, katarzyna.piwowar@ue.wroc.pl, mobile: 503-129-991* | |
| ***Literature:*** | *Managing team: expert solution to everyday challenges, Harvard Business Review Press, USA 2010*  *P. Wellington, Managing successful teams, Kogan Page Limited, Great Britain 2012*  *R.M. Balbin, Team roles At work. Second Edition, Elsevier Ltd 2010* | |
| ***Faculty:*** | *all faculties* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* |  |

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| ***Title:*** | *Motivating people* | |
| ***Lecture hours:*** | *20 hours:*  *- interactive lectures*  *- classes/ workshops* | |
| ***Study period:*** | *Winter or Summer* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Exam* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge of management* | |
| ***Course content:*** | *1. Introduction to the problems of motivation and motivating personnel.*  *2. The practical application of theory.*  *3. Motivational role of money. Material tools of motivating people. Compensation system*  *4. Nonmaterial tools of motivating people.*  *Methods: discussion (eg Socratic Method), case studies, teamwork –“The project of Motivational system”.* | |
| ***Learning outcomes:*** | *Key factors influencing a work motivation system. Tools having short-term and long-term potential for use in various situations in an organization.*  *Analyzing the needs of employees. Precise criteria in expectations towards employees and information about their successes and mistakes in an organization.*  *Efficiency and effectiveness in motivating employees based on one’s own qualifications and expectations of an organization. Clarification in reading social expectations through active communication with employees.* | |
| ***Contact person:*** | *Łukasz Haromszeki,* [*Lukasz.haromszeki@ue.wroc.pl*](mailto:Lukasz.haromszeki@ue.wroc.pl)*, 713680673* | |
| ***Literature:*** | *1. M. Armstrong, Armstrong’s Handbook of Human Resources Management Practice, 11th ed., Kogan Page, London and Philadelphia, 2009.*  *2. R. W. Griffin, Fundamentals of Management, 5th ed., Cengage Learning, 2007.*  *3. R. E. Franken, Human Motivation, 6th ed., Thomson, Wadsworth, 2007.*  *4. G. Milkovich, J. Newmann, Compensation, Boston, 1990.* | |
| ***Faculty:*** | *for all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak - nazwa przedmiotu:*  *wydział: ZIF*  *kierunek: Zarządzanie*  *specjalność: BA*  *rok:II* |

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| ***Title:*** | Business Simulation | |
| ***Lecture hours:*** | 15 h – workshop | |
| ***Study period:*** | Second Semester | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Examination: Project  Methods of assessment: Knowledge and the use of information, Application and analysis, Evaluation and judgment, Quality of Presentation, Student’s Commitment | |
| ***Language:*** | English | |
| ***Prerequisites:*** | * basic knowledge of economics, management, finance and accounting; * Economics, Management, Finance, Accounting | |
| ***Course content:*** | Course content:   1. Introduction – business simulation game rules 2. Enterprise resources 3. Enterprise source of revenues and costs 4. Financial statement 5. Enterprise environment 6. Decision Analysis 7. Planning 8. Decision making under uncertainty 9. Business negotiations 10. Operational management 11. Make-or-buy decision 12. Business cooperation 13. Business flexibility 14. Value-based management 15. Enterprise liquidity management 16. Results   Teaching Method:   * Action learning - Students are encouraged to learn actively and cooperatively in teams | |
| ***Learning outcomes:*** | On completion of this course, students will be able to:   * Identify the internal and external factors and forces of the enterprise that managers must confront in their daily work * Identify steps required to research the potential for an innovative idea for the development of an existing enterprise * Examine the key resources required to exploit an innovative idea or opportunity to develop an existing business, launch a new venture * Identify the key steps required for exploiting an innovative idea or opportunity to develop an existing business, launch a new venture, * Organise and utilise the components of the planning process in the development of an innovative project or the exploitation of a new opportunity to develop an existing business, launch a new venture * Understand the importance of enterprise liquidity * Understand the challenges of business | |
| ***Contact person:*** | dr Piotr Szymański, [*piotr.szymanski.ue@gmail.com*](mailto:piotr.szymanski.ue@gmail.com)*,* 71 36 80 432, room 111D | |
| ***Literature:*** | 1. [R.A. Baron](http://www.google.pl/search?hl=pl&tbo=p&tbm=bks&q=inauthor:%22Robert+A.+Baron%22), [S.A. Shane](http://www.google.pl/search?hl=pl&tbo=p&tbm=bks&q=inauthor:%22Scott+Andrew+Shane%22), *Entrepreneurship: A Process Perspective: A Process Perspective*, Cengage Learning, 2007. 2. P. Goodwin, G. Wright, *Decision Analysis for Management Judgment,* John Wiley & Sons Limited 2009. | |
| ***Faculty:*** | *to all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *~~nie~~ albo* | *tak - nazwa przedmiotu: Symulacje biznesowe*  *wydział: NE*  *kierunek: Zarządzanie*  *specjalność: przedmiot kierunkowy*  *rok: 2013-2014* |

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| ***Title:*** | ***Psychology of management(e-learning)*** | |
| ***Lecture hours:*** | *20* | |
| ***Study period:*** | *Summer and winter semester* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | The final grade (100%) includes:  -final multiple choice test (50%),  -cases,homework (20%)  -small quiz after each module (20%)  -being active on forum discussions,chats(10%) | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge on management* | |
| ***Course content:*** | *1.Psychology of human resources management*  *2.Concepts of personality: part 1*  *a)behavioral approach*  *b)Z.Freud’ s concept*  *3/Concepts of personality: part 2*  *c)cognitive psychology*  *d)cross- cultural approach*  *4.Interpersonal relations (positive and negative) at work*  *5. Individual behavior in organization*  *6.Emotions and their expression*  *7.Stress management and burnout*  *8.Qualification profile of manager*  *9.Psychological dysfunctions in human resources management*  *10.Psychology of leadership* | |
| ***Learning outcomes:*** | a) to learn the major approaches to personality and its psychological traits  b) to acquire skills of using particular psychological mechanisms /theories which can be applied in business practice  c)to acquire competencies in the field of presenting own ideas and to share knowledge with others | |
| ***Contact person:*** | *Dr Sylwia Przytuła, s\_przytula@wp.pl* | |
| ***Literature:*** | * *The Psychology of Management*, [Lillian Moller Gilbreth](http://www.google.com/search?hl=pl&tbo=p&tbm=bks&q=inauthor:%22Lillian+Moller+Gilbreth%22), BiblioBazar, 2008 * *The psychology and management of workplace diversity*, [Margaret S. Stockdale](http://www.google.com/search?hl=pl&tbo=p&tbm=bks&q=inauthor:%22Margaret+S.+Stockdale%22), [Faye J. Crosby](http://www.google.com/search?hl=pl&tbo=p&tbm=bks&q=inauthor:%22Faye+J.+Crosby%22),Wiley- Blacwell, 2004 * *Using psychology in management training: the psychological foundations of management skills*, [David A. Statt](http://www.google.com/search?hl=pl&tbo=p&tbm=bks&q=inauthor:%22David+A.+Statt%22), Routledge, 2000 | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Psychologia zarządzania*  *wydział: ZIF*  *kierunek:Zarządzanie*  *specjalność:*  *rok:1* |

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| ***Title:*** | **Consumers protection and education in modern market economy**  **(Polish and EU aspects)** | |
| ***Lecture hours:*** | 15 hours of workshop | |
| ***Study period:*** | summer or winter | |
| ***Level:*** | Basic level | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Attendance and test (or presentation) written in English | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge concerning EU law and integration | |
| ***Course content:*** | Lectures, discussion and case study concerning: 1. Consumer rights (mainly the right to obtain the proper information) and policies in Poland and EU; 2. Consumer education; 3. Legal aspects of chosen consumer transactions (eg. consumer purchase, distant (mainly e-) transactions, financial and tourist services, timesharing) | |
| ***Learning outcomes:*** | To educate students how to become concerned consumers, who have the proper knowledge, concerning mainly their consumer rights and know how to use it in practice when playing their role on the market scene | |
| ***Contact person:*** | Mgr Katarzyna Poroś; [katarzyna.poros@ue.wroc.pl](mailto:katarzyna.poros@ue.wroc.pl); tel.713680235 (or 233) | |
| ***Literature:*** | 1. Lowe R.E., Malouf Ch.A., Jacobson A.R.: „Consumer Education and Economics”, Glencoe/McGraw-Hill 2006;  2. Howells G., Wetherill S.: „Consumer Protection Law”, Ashgate 2005;  3. „Promoting Consumer Education. Trends, Policies and Good Practices”, OECD Publishing 2009;  4. The materials published online (which I’ve chosen and suggest the students to study). | |
| ***Faculty:*** | all | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | no |  |

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| ***Title:*** | **Quality Management System based on ISO 9001** | |
| ***Lecture hours:*** | *15h Lecture (dr A. Wierzbic)* | |
| ***Study period:*** | *Both semesters* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basics of management* | |
| ***Course content:*** | *The course is composed of 15 hours of lecture. The basic idea of the course is a presentation and interpretation of the ISO 9001 requirements.*  *All requirements will be discussed regarding the usage of management tools and solutions in the organization. The course is based on the version of the standard dated on 2008, which is a currently valid model. However the expected changes in version announced on 2015 will also be presented.*  *A part of the course will be devoted to the presentation of the internal audit of the quality management system as a tool of continuous improvement.*  *There will be also a presentation of the links between ISO 9001 requirements and other standardized management systems and business excellence models.* | |
| ***Learning outcomes:*** | *The participants will gain knowledge on ISO 9001 requirements, the methods of implementation the system and its further maintenance and the relations between systems based on ISO 9001 and other systems and business excellence models.*  *The participants will gain the skill of the interpretation of the requirements and transforming them into management practices.* | |
| ***Contact person:*** | *dr Arkadiusz Wierzbic –* [*arkadiusz.wierzbic@ue.wroc.pl*](mailto:arkadiusz.wierzbic@ue.wroc.pl)  *71 3680 666, 71 3680 658* | |
| ***Literature:*** | 1. *ISO 9001:2008 Quality management systems – Requirements* 2. *ISO 9004:2009 Managing for the sustained success of an organization – A quality management approach* 3. *Dick G.P.M., Heras I., Casadesus M., Shedding light on causation between ISO 9001 and improved business performance, International Journal of Operations & Production Management, vol. 28, nr 7, 2008.* 4. *Gotzamani K., Results of an empirical investigation on the anticipated improvement areas of the ISO 9001:2000 standard, Total Quality Management, vol. 21, nr 6, June 2010* 5. *International Organization for Standardization, The ISO Survey of Certifications 2012, Genewa 2013* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *NIE* |  |

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| |  | | --- | |  |   ***Title:*** | ***SERVICES MARKETING*** | |
| ***Lecture hours:*** | *30 h (15 hours lectures and 15 hours in-class workshop)*  *(min. 5 person, max 30 person)* | |
| ***Study period:*** | *Summer or winter* | |
| ***Level:*** | *Advanced (Muster Studies)* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written test, presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basics of Marketing, Basics of Management* | |
| ***Course content:*** | 1. Fundamental Differences between Goods and Services Market 2. Trends in the Service Sector in the world 3. Consumer behavior in services 4. Process for Market Segmentation and Targeting in Services 5. Service design and positioning 6. Developing the Service Communication Mix 7. The Pricing of services 8. Creating delivery systems in services 9. The physical evidence of services 10. Process in services 11. Employee’s roles in service delivery 12. Services quality and satisfaction 13. Measuring services quality 14. Services and non-profit organizations | |
| ***Learning outcomes:*** | ***Knowledge:*** The course will give students the knowledge what are Services and what are the differences in Goods versus Services marketing activity of enterprises  ***Skills and Competences:*** *Course Participants will get the skills on creation marketing plan in services and gain the competence of preparing group project.* | |
| ***Contact person:*** | * *prof. dr hab. Barbara Iwankiewicz-Rak, e-mail: barbara.iwankiewicz-rak@ue.wroc.pl* * *dr hab. Mirosława Pluta-Olearnik, prof.UE, email:* [*miroslawa.pluta-olearnik@ue.wroc.pl*](mailto:miroslawa.pluta-olearnik@ue.wroc.pl) * ***dr Anetta Pukas, e-mail: anetta.pukas@ue.wroc.pl, , tel. 71 3680 229 (contact person)*** * *dr Barbara Mróz-Gorgoń, email: barbara.mroz-gorgon@ue.wroc.pl* | |
| ***Literature:*** | 1. *V. Zeithaml, “Services Marketing”, 6th Edition, McGraw-Hill Education (UK) Ltd, 2013* 2. *Ch. Lovelock, „Services Marketing. People, Technology, Strategy”, Prentice Hall, New Jersey 2001.* 3. *V. A. Zeithaml, M. J. Bitner, “Services Marketing”, McGraw-Hill, New York 1996.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Nie* |  |

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| ***Title:*** | ***SOCIAL MARKETING*** | |
| ***Lecture hours*** | *30h (15h – lecture, 15 –workshop and cases),*  *(minimum 12 hours)* | |
| ***Study period:*** | *Winter semester and Summer semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | * *Project,* * *Case studies or test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic management courses* | |
| ***Course content:*** | 1. **Social marketing – key terms and concepts**  * Social marketing and related terms * Social marketing-mix * Social marketing process * Social marketing planning  1. **Formative research and preliminary analysis**  * Primary and secondary research * Social problem analysis * Environmental analysis * Resources analysis  1. **Target audience identification**  * Segmentation process * Selecting target audience * Researching selected segments  1. **Developing social marketing strategy**  * Setting goals and objectives * Developing a positioning statement * Social marketing mix – preliminary plan  1. **Social campaign planning**  * Selecting communication channels * Developing effective messages * Creative ideas development  1. **Managing social marketing program**  * Developing an implementation plan * Monitoring and evaluation * Using feedback  1. **Social programs and campaigns – cases (different issues, different targets, different creations)** | |
| ***Learning outcomes:*** | ***Knowledge****: key terms and concepts connected with social marketing; knowledge of the social marketing planning process*  ***Skills****: students learn how to change social behaviour using marketing concepts, frameworks and techniques; they acquire skills necessary to understand, plan, conduct social marketing programs and campaigns.*  ***Attitude:*** *ability to analyze social problems and suggesting ways of solving them through marketing activities, ability to work in groups (cooperation in planning and creative processes)* | |
| ***Contact person:*** | *Magdalena Daszkiewicz, Ph.D.*  *e-mail:* [*magdalena.daszkiewicz@ue.wroc.pl*](mailto:magdalena.daszkiewicz@ue.wroc.pl) | |
| ***Literature:*** | 1. Kotler Ph. Lee N.R.: [Social Marketing: Influencing Behaviors for Good](http://www.amazon.com/Social-Marketing-Influencing-Behaviors-Good/dp/1412956471/ref=sr_1_1?ie=UTF8&s=books&qid=1228774755&sr=1-1), Sage Publications, Inc; 2007 2. Lee N.R., Kotler Ph.: [Social Marketing: Influencing Behaviors for Good](http://www.amazon.com/Social-Marketing-Influencing-Behaviors-Good/dp/1412956471/ref=sr_1_1?ie=UTF8&s=books&qid=1228774755&sr=1-1), Sage Publications, Inc; 2011 3. Weinreich NK.: Hands-on Social Marketing. Sage Publications 2011 4. Hastings G.: Social Marketing. Why should the devil have all the best tunes? Elsevier/ Butterworth-Heinemann 2007 | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *NIE\** | \* Autorka programu prowadzi przedmiot “Programy i kampanie społeczne” na specjalności Public relations (studia II stopnia II rok NE |

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| ***Title:*** | *Strategic Analysis* | |
| ***Lecture hours:*** | *12 hrs or seminars*  *18 hrs of workshops in computer labs* | |
| ***Study period:*** | *Winter* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *individual task, project, group work* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *management, strategic management* | |
| ***Course content:*** | *Main topics:*   1. *Managerial decision making.* 2. *Analysis of the firm’s environment.* 3. *Analysis of the firm’s resources.* 4. *Strategy creating and implementing.* 5. *Strategy communication.* | |
| ***Learning outcomes:*** | *Students will become familiar with the knowledge about the tools and methods useful in the process of strategy formulation and implementation. The second part of the class will be a decision game where they will exercise such skills as team working and data analysis. They will also learn how to implement innovative ideas and present prepared reports.* | |
| ***Contact person:*** | *Joanna Radomska, e-mail: joanna.radomska@ue.wroc.pl* | |
| ***Literature:*** | *G. Dess, T. Lumpkin, A. Eisner, „Strategic management: creating competitive advantages”, McGraw-Hill, 2007.*  *P. FitzRoy, J. Hulbert, „Strategic management: creating value in turbulent Times”, John Wiley&Sons, 2005.* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No* |  |

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| ***Title:*** | ***Strategic thinking*** |
| ***Lecture hours:*** | *20 hrs of interactive lectures* |
| ***Study period:*** | *Winter* |
| ***Level:*** | *Advanced* |
| ***Location:*** | *Wroclaw* |
| ***Examination:*** | *Class presence, participation in discussions, case studies and an exam.* |
| ***Language:*** | *English* |
| ***Prerequisites:*** | *Recommended course in Basic Management and Strategic Management. Good English skills.* |
| ***Course content:*** | *The main topics will include:*   1. *What is strategic thinking.* 2. *How do the biggest strategists think?* 3. *Strategic thinking as a process* 4. *Systems thinking, analysis and synthesis* 5. *Intuition and expertise.* 6. *Creative thinking.* 7. *Pattern recognition.* 8. *Decision making process.* 9. *Strategic IQ and strategic thinking in personal life.* |
| ***Learning outcomes:*** | *The course will show the most important elements of leaders’ and strategists’ ways of thinking, their thinking process and approaches. Students will learn and practice strategic thinking structures, tools and techniques.* |
| ***Contact person:*** | *dr Anna Witek-Crabb; email:* [*Anna.Witek@ue.wroc.pl*](mailto:Anna.Witek@ue.wroc.pl) |
| ***Literature:*** | 1. *Gladwell M.: „Blink. The Power of thinking without thinking”* 2. *Sanders T.: ”Strategic thinking and the new science”* 3. *Wells S.: „Choosing the future. The power of strategic thinking”* 4. *Dixit A., Nalebuff B.: „Thinking strategically”* 5. *Gorzynski B.: „The strategic mind. The journey to leadership through strategic thinking”* |
| ***Faculty:*** | *All* |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak: Myślenie strategiczne*  *NE, II rok studiów magisterskich, kierunek Zarządzanie, specjalność Zarządzanie strategiczne* |

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| ***Title:*** | *Stress management* | |
| ***Lecture hours:*** | *30 hours of workshop* | |
| ***Study period:*** | *Winter or summer* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Assessment based on active participation in workshop* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | |
| ***Course content:*** | *Stress definition, stress in private and professional life, stress analysis, FTB stress model, methods of stress management, job interview stress, public presentation stress, manger-worker contact stress, stress reasons and stress effects;*  *During the workshop the theoretical bases of stress management will be presented, however the workshop will be focused on exercises of real life situation and their analyses* | |
| ***Learning outcomes:*** | *After the course students will be able to define stress, to identify stress, its reasons and outcomes, to understand the FTB stress model, to control stress during public presentations, job interviews and manager-worker contact* | |
| ***Contact person:*** | *Dr Marta Nowak,* [*marta.nowak@ue.wroc.pl*](mailto:marta.nowak@ue.wroc.pl) | |
| ***Literature:*** | *None* | |
| ***Faculty:*** | *All students* | |
| ***ECTS points*** | *4 ECTS points* |  |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | *Work-related stress and work-life balance* | |
| ***Lecture hours:*** | *8 – lectures, 8 – workshops* | |
| ***Study period:*** | *Summer semester* | |
| ***Level:*** | *specialization* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *The final grade (100%)will include:*  *-final multiple choice test (60%),*  *-cases and homework (20%)*  *-being active on lectures (20%)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge of management* | |
| ***Course content:*** | 1. *What is stress – definitions, different approaches to stress, contemporary concepts of work-related stress* 2. *Psychological and physiological stress, stress reactions – physiological, emotional, cognitive and behavioural.* 3. *Sources of stress in companies* 4. *Costs of work-related stress for the employee, the organization and the society. Profits in implementing work-life balance initiatives* 5. *Stress management and work-life balance interventions – costs and profits, procedures of implementation, European experiences in the implementation of different work-related stress programs and work-life balance programs* 6. *Individual ways of coping with stress, techniques of coping with stress e.g. cognitive-behavioural technique, biofeedback, relaxation. Diagnosis of indiviual style of coping with stress.*   *Interactive lectures – discussions, PP presentations, workshops in groups or in pairs, psychological tests, exercises in relaxation technique.* | |
| ***Learning outcomes:*** | *The student can define stress, stress sources and effects (in both long and short distance perspective).*  *The student knows stress management interventions and work-life balance initiatives and the rules of their implementation.*  *The student knows the ways and methods of diagnosis of sources of work-related stress.*  *The student can use techniques of stress reduction such as relaxation or cognitive-behavioural training.* | |
| ***Contact person:*** | *Dorota Molek-Winiarska,* [*dorota.winiarska@ue.wroc.pl*](mailto:dorota.winiarska@ue.wroc.pl)*, 71 36 80 664)* | |
| ***Literature:*** | 1. *Cascio W.F., Kalkulacja kosztów zasobów ludzkich, [Costing Human Resources,] Oficyna Ekonomiczna, Kraków 2001* 2. *Cox T., Griffiths A., Rial González E., Research on Work-Related Stress, Report for EU OSHA, Nottingham 2000.* 3. *Dewe P.,O’Driscoll M., Stress management interventions: what do managers actually do? Personel Review ,1/2, 2002;* 4. *Lazarus R., Folkman S., Stress, appraisal and coping, New York 1984;* 5. *Matteson M., Ivancevich J., Individual SMI: Evaluation of Techniques, Journal of Managerial Psychology, 1987/2;* 6. *Milczarek M., Schneider E., Rial González E., OSH In Figures: Stress at Work – Facts and Figures, Report for EU OSHA, Luxemburg 2009.* 7. *Schabracq M.J., Winnubst J.A., Cooper C.L., Work & Health Psychology, West Sussex, 2003* 8. *Selye H., The Stress of Life, New York, 1974;* | |
| ***Faculty:*** | *Students of the Faculty of Management, Computer Science and Finance* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | Human Resource Development | |
| ***Lecture hours:*** | 20 | |
| ***Study period:*** | Summer and winter term | |
| ***Level:*** | basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | The final grade 100% will include:  - final multiple choice test 50%  - cases, homework 30%  - presentation 20% | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basics of HRM and Management | |
| ***Course content:*** | **Content:**   1. Strategic HRD and Organization of HRD Departments 2. Learning and Instruction 3. HRD Needs Assessment 4. Training Program Design and Delivery 5. Program Evaluation 6. Training methods and Applications 7. Career and Succession Planning 8. Performance Development programs 9. Future of Training and Development | |
| ***Learning outcomes:*** | Purpose of the class:  - to create am awareness of the opportunities and challenges in Human Resource Development ( HRD) and to capture the excitement of a HRD career;  -to learn how to conduct needs assessment, evaluate HRD programs, and use development processes and technologies to increase employee performance;  - to provide students with a framework for integrating HRD with other HR management systems, e.g. , compensation, staffing and performance management;  - to develop professional and leadership skills which include written, presentation and critical thinking. | |
| ***Contact person:*** | Katarzyna Tracz-Krupa  [katarzyna.tracz@ue.wroc.pl](mailto:katarzyna.tracz@ue.wroc.pl)  tel. 502 519 533 | |
| ***Literature:*** | 1. Raymond A. Noe: Employee and Training Development, Fifth Edition, New York, McGraw-Hill Irwin;  2. James Baron. N.; David M. Kreps: Strategic Human Resources: Framework for future managers, John Wiley &Sons, Inc.;  3. Michael Armstrong: Strategic Human Resources Management Guide to Action, Kogan Page London and Philadelphia. | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Doskonalenie i rozwój pracowników  wydział: Zarządzania, Informatyki i Finansów  kierunek: Zarzadzanie  specjalność: Zarządzaniem kapitałem ludzkim  rok: III |

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| ***Title:*** | Recruiting and selecting staff to organization | |
| ***Lecture hours:*** | Lectures 20 | |
| ***Study period:*** | Summer and winter term | |
| ***Level:*** | basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | The final grade 100% will include:  - final multiple choice test 50%  - cases, homework 30%  - presentation 20% | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basics of HRM and Management | |
| ***Course content:*** | Content:  1.      Methods of recruitment  2.      Staffing strategies and tools  3.      Placement and its tasks  4.      Methods of performance appraisal  5. Assessment Centre as an selection tool  6. Systems of motivation as the element of performance appraisal  7. Simulation of the Assessment Centre – 8 hrs workshop | |
| ***Learning outcomes:*** | This program provides knowledge, skills and competence of staffing and performance appraisal in private- and public-sector organizational settings. These functions include recruitment, selection, placement and orientation of employees together with management of performance appraisal. The program prepares students for work in business administration and human resources. | |
| ***Contact person:*** | Katarzyna Tracz-Krupa  [katarzyna.tracz@ue.wroc.pl](mailto:katarzyna.tracz@ue.wroc.pl)  tel. 502 519 533 | |
| ***Literature:*** | 1.James Baron. N.; David M. Kreps: Strategic Human Resources: Framework for future managers, John Wiley &Sons, Inc.;  2. Michael Armstrong: Strategic Human Resources Management Guide to Action, Kogan Page London and Philadelphia;  3. John Bratton; Jeffrey Gold: Human Resources Management. Theory and Practice, Macmillan Business. | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Dobór i ocenienie pracowników  wydział: Zarządzania, Informatyki i Finansów  kierunek: Zarzadzanie  specjalność: Zarządzaniem kapitałem ludzkim  rok: III |

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| **Title** | **ADVERTISING MANAGEMENT** |
| **Lecture hours** | 24 |
| **Study period** | winter semester |
| **Level** | specialization course |
| **Location** | Wrocław University of Economics, Poland |
| **Examination** | project work / written test |
| **Language** | English |
| **Prerequisites** | * language knowledge * completing courses “marketing” and “marketing research” preferred but not required |
| **Content** | 1. Marketing communication process. Integrated marketing communications. Marketing communications management. Tools of marketing communications. 2. Advertising. Advertising management. Advertising organization. Advertisers, advertising agencies and service suppliers. ATL and BTL advertising. 3. Advertising budgeting. Methods of advertising budgeting. Factors influencing advertising budget. 4. Advertising planning. Situation analysis. Gathering information for advertising planning. Marketing brief. Advertising research. 5. Identification of advertising target audience. Profiling target groups: criteria and process. 6. Setting advertising goals. Economic, behavioral and communication objectives of advertising. Models of advertising effects. Rules of goals setting. Quantification of advertising goals. 7. Creative planning in advertising. Advertising message. Advertising appeal and execution. Typical techniques of building advertising appeal and ad execution. Creative strategy documents. Elements of advertising execution in different media. 8. Media planning. Typical advertising media and their characteristics. Advertising media and vehicles selection. Direct and indirect matching. Cost of advertising media: CPT and CPP. 9. Media planning. Advertising reach. Advertising frequency. Opportunity-to-see (OTS). Minimum effective frequency (MEF). Gross rating points (GRP). Number of ad exposures planning. Scheduling advertising over time and among media. Flow-chart. Advertising wear-out. Multimedia advertising campaigns. 10. Advertising results controlling. Measures of advertising effects. Pre-testing of advertising. Advertising campaign monitoring. Tracking of advertising results. |
| **Learning outcomes** | * knowledge of fundamental advertising management processes, especially process of advertising planning and control, * developing skills of information analysis, preparing advertising plans, building advertising message, media planning and measuring advertising results |
| **Lecturer** | prof. Jarosław Woźniczka e-mail: jaroslaw.wozniczka@ue.wroc.pl |
| **Selected literature** | 1. Rossiter J. R., Percy L., *Advertising and Promotion Management*, McGraw-Hill, New York 1997,  2. De Pelsmacker P., Geuens M., van den Bergh J., *Marketing Communications*, Prentice Hall, London 2001,  3. Shimp T. A., Advertising, *Promotion and Supplemental Aspects of Integrated Marketing Communications*, The Dryden Press, Orlando 1997,  4. Belch G.E., Belch M.A., *Advertising and Promotion. An Integrated Marketing Communications Perspective*, Irwin/McGraw-Hill, New York 1999  5. Percy L., Elliott R., *Strategic Advertising Management*, Oxford University Press, New York 2005. |
| **Faculty** | management |
| **Przedmiot na UE** | Zarządzanie reklamą, Wydział NE, kierunek: zarządzanie, specjalność: komunikacja marketingowa, studia pierwszego stopnia, II rok |

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| ***Title:*** | *Strategic Management* | |
| ***Lecture hours:*** | *Lectures 30 hours – e-learning (min 10 hours)* | |
| ***Study period:*** | *Winter semester* | |
| ***Level:*** | *specialized* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written exam* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basics of management, Macroeconomics, microeconomics* | |
| ***Course content:*** | The module aims to provide participants with both a theoretical and practical understanding of how corporate strategy can be formulated in the light of environmental and internal conditions and requirements. More specifically, the module equips participants with a framework for understanding corporate strategy as an interdisciplinary activity within the context of a competitive market economy, leading to corporate decision-making.  *teaching methods: lectures+workshops* | |
| ***Learning outcomes:*** | Knowledge  Bringing together the knowledge that you learned from other business modules, this module intends to provide you with an integrated view of business strategy. At the end of this module the successful student should be able to:  1. Recognize and explain the reasons why companies become more or less successful  2. Appreciate the strategic framework for analyzing and developing business strategy  3. Analyze the interactions between business and its environment  4. Critically evaluate different views with regard to the corporate social responsibility of business  5. Assess the choices of location and the means for market entry  6. Identify and analyze key issues faced by various business functions and types of firms when they intend to compete internationally.  Skills  Most skills that you learn from this module are transferable, which will not only help you improve your study performance but also enhance your competitiveness in your later career. At the end of this module, the successful student should be able to demonstrate the ability:  1. to assess the environment in which business operates or will operate in  2. to select appropriate methods for expansion  3. to identify and analyze data for relevant decisions  4. to present and communicate the results of research and analysis  5. to work effectively in a team  Competences:   1. To develop ability to integrate the important societal dimensions of diversity, environmental concerns, ethics, and technological change into their thinking. 2. To discover sources of information for researching and evaluating product markets. 3. To communicate effectively about strategic issues in group discussions, oral presentations and written reports. 4. To work effectively as a team member in analyzing strategic issues | |
| ***Contact person:*** | *Ewa Stańczyk – Hugiet* [*ewa.stanczyk@ue.wroc.pl*](mailto:ewa.stanczyk@ue.wroc.pl) | |
| ***Literature:*** | **Besanko D., Dranove D., Shanley M., Schaefer S.**, (2006) *Economics of Strategy*, Wiley.  **Grant R., M.**, *Contemporary Strategy Analysis. Concepts, Techniques, Applications*, Blackwell Business Oxford 2008.  **Stańczyk – Hugiet E., Lichtarski J.M., Piórkowska K.,** Management. Functions. Strategies. Methods, Wroclaw 2010. | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Zarządzanie strategiczne*  *wydział: ZIF*  *kierunek: Zarządzanie*  *specjalność:wszystkie*  *rok: I studia II stopnia* |

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| ***Title:*** | **: HUMAN RESOURCES MANAGEMENT (HRM)** |
| ***ECTS credits:*** |  |
| ***Lecture hours:*** | **40 hrs altogether**, including:  **24 hrs** of interactive **lectures** + **16 hrs** of practical **classes** |
| ***Study period:*** | **Conducted in: winter and summer (twice an academic year)** |
| ***Level:*** | Specialized (major) |
| ***Location:*** | Wrocław |
| ***Examination:*** | **Evaluation & completion:** final grade is a resultant of:  **1) Lectures (theoretical part)**: formal final written exam  **2) Classes (practical part):** As class sessions will include interactive discussions, case studies, role playing and individual and group assignments - class attendance and participation is expected and will contribute to a student’s final grade in the class course. |
| ***Language:*** | English |
| ***Prerequisites:*** | completed course on General Management |
| ***Course content:*** | General outline  1. The scope, evolution and significance of HRM 2. The environmental context of HRM 3. Strategic approach to HRM: models and components 4. Personnel planning 5. Staffing the organization: recruitment, selection, placement 6. Directing people: motivating, communicating, leading 7. Employee compensation & pay systems 8. Training & development 9. Performance appraisal 10. Employee termination 11. Personnel function control 12. International and cross-cultural aspects of HRM 13. Multiculturalism and intercultural communication 14. Managing international teams and workforce diversity 15. Legal, social and ethical responsibility covered in HRM policy |
| ***Learning outcomes:*** | Understanding the importance of HRM to organizational success. Identifying factors of external and internal environment influencing on HRM. Acquiring an ability to think strategically in tying business and HRM issues. Being able to critique the various recruitment and selection methods and techniques, consequently – the benefits and drawbacks of each. Determining the cost and effects of employees’ turnover. Gaining knowledge required to direct, motivate and communicate with people. Comprehending how to compensate employees and form pay systems. Capability of choosing the best methods and techniques for employee evaluation, training and development. Knowing how to deal with such issues as labor relations, social responsibility, HRM ethics, and legal rules and regulations determining HRM in Poland and Europe. Being able to involve international and cross-cultural aspects in HRM. Recognizing knowledge and skills needed to communicate interculturally. |
| ***Contact person:*** | **Prof. Marzena Stor;** [**marzena.stor@wp.pl**](mailto:marzena.stor@wp.pl)  **Human Resources Management Department**  building “Z”, Office Room No 815/816  phone: 071-368-06-72 |
| ***Literature:*** | 1. Deresky, H.*: International Management. Managing Across Borders and Cultures.* *Text and Cases*. Pearson / Prentice Hall. Upper Saddle River. New Jersey, 2008. 2. Dessler, G.: *Human Resource Management.* Pearson / Prentice Hall. Upper Saddle River. New Jersey, 2008. 3. Stor, M.: *The Basics of Human Resources Management. Key Issues and Related Exercises.* Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu. Wrocław, 2014. |
| ***Faculty:*** | all |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | Tak, na **I stopniu studiów**  **nazwa przedmiotu**: Zarządzanie zasobami ludzkimi  **wydział**: ZI  **kierunek**: Zarządzanie  **specjalność**: Zarządzanie kapitałem ludzkim  **rok:** II rok |

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| ***Title:*** | INTERPERSONAL BUSINESS COMMUNICATION (IBC) |
| ***ECTS credits:*** |  |
| ***Lecture hours:*** | **30 hrs altogether**, including:  **20 hrs** of interactive **lectures** + **10 hrs** of practical **classes** |
| ***Study period:*** | **Conducted twice a year: winter and summer (twice an academic year)** |
| ***Level:*** | basic |
| ***Location:*** | Wrocław |
| ***Examination:*** | **Evaluation & completion:** final grade is a resultant of:  **1) Lectures (theoretical part)**: formal final written exam  **2) Classes (practical part):** As class sessions will include interactive discussions, case studies, role playing and individual and group assignments - class attendance and participation is expected and will contribute to a student’s final grade in the class course. |
| ***Language:*** | English |
| ***Prerequisites:*** | No specific requirements |
| ***Course content:*** | General outline  1. The social foundations of communication process. 2. The basic terminology in communication science. 3. The role & functions of communication in business organization. 4. Barriers to communication within an organization. 5. Communication for individual working vs. team working. 6. Temperaments, their characteristics and impact on communication style. 7. Interpersonal communication between superiors & subordinates. 8. Types of interviews. 9. Means of influencing conversation atmosphere & character. 10. Interpersonal style as management skill. 11. Conflict management. 12. Business meetings & presentations. 13. Negotiations in business setting. 14. Cross-cultural communication. 15. Written communication: reports & formal mail. |
| ***Learning outcomes:*** | Understanding the importance of IBC to organizational success. Identifying social and business factors influencing on communication run. Acquiring an ability to think strategically in designing communication structure and network in business settings and for business goals. Being able to choose the best communication methods and techniques to reach the desired outcomes. Determining the optimal conditions of individual and group communication effectiveness. Gaining knowledge required to interview workers, clients, customers, suppliers etc. Comprehending how to create appropriate working atmosphere, how to influence subordinates in the communication process. Capability of choosing the best methods and techniques for conflict resolution. Knowing how to deal with conflicted parties working in the same or different organizational departments or units. Recognizing knowledge and skills needed to communicate interculturally both in verbal and nonverbal way. Being able to deal with cross-cultural problems appearing in intercultural communication. |
| ***Contact person:*** | **Prof. Marzena Stor;** [marzena.stor@wp.pl](mailto:marzena.stor@wp.pl)  **Human Resources Management Department**  building “Z”, Office Room No 815/816  phone: 071-368-06-72 |
| ***Literature:*** | 1. Lahiff J. M., Penrose J. M.: *Business Communication: Strategies and Skills.* Prentice Hall. New Jersey, 2000. 2. O’Hair, D., Friedrich, G.W., Dee Dixon, L.: *Strategic Communication in Business and the Professions*. Houghton Mifflin Company. Boston, 2002. 3. Stor, M.: *Directing people: motivating, leading, communicating.* [in:] Stor, M.: *The Basics of Human Resources Management. Key Issues and Related Exercises.* Wydawnictwo Akademii Ekonomicznej we Wrocławiu. Wrocław, 2014. 4. Stor, M.: *Effective Communication as Motivational Stimulator.*[in:]„Argumenta Oeconomica” No 1-2 (9). Wydawnictwo Akademii Ekonomicznej we Wrocławiu, 2000. 5. Stor, M.: *Intercultural Communication: Conflicts and Misunderstandings within Nationally-Diverse Managers – Selected case Studies from MNCs in Poland*. (w:)Celebrate the Tapestry. Diversity in the Modern Global Organization. (red.) W.A. Scroggings, C. Gomez, P.G. Benson, R. Oliver, M. Turner. New Mexico State University. Santa Fe, New Mexico, USA, 2009. 6. Stor, M: *The Effectiveness of Transcorporate Communication in International Organizations in Poland – Research Findings on Managing Managerial Staff.* [in:] ”Intercultural Communication Studies”. Clark University, Worcester, Massachusetts, 2008. |
| ***Faculty:*** | all |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | Tak, na **II stopniu studiów**  **nazwa przedmiotu**: Komunikacja interpersonalna w biznesie  **wydział**: ZI  **kierunek**: Zarządzanie  **specjalność**: Kompetencje interpersonalne menedżera  **rok**: II rok |

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| ***Title:*** | **Decision Analysis for management** | |
| ***ECTS credits:*** |  |  |
| ***Lecture hours:*** | 20 hrs of interactive lecture + student projects` presentations |
| ***Study period:*** | Winter as well as Spring semester |
| ***Level:*** | Intermediate/Advanced |
| ***Location:*** | Wrocław University of Economics, Building Z |
| ***Examination:*** | The following elements will contribute to a student`s finalgrade in the course: class attendance and participation 10%  team assignment report and presentation 40 % final test 50% |
| ***Language:*** | English |
| ***Prerequisites:*** | Basic Statistics, OR/MS and Economics | |
| ***Course content:***  ***Learning outcomes:*** | ***Course objective and characteristics:***  In an increasingly complex world, decision analysis has a major role to play in helping decisions makers to gain a great understanding of the problem they face. The main aim of this course is to make decision analysis accessible to its largest group of potential users, specially to those studying for professional qualifications in areas like accountancy, finance and banking. An important feature of the course is the way in which it integrates the quantitative and behavioral aspects of decision making. The selected elements of normative and descriptive decision theories are focused on three themes characterizing the decision making: uncertainty, multiple objectives and participation of divergent interest groups.  *Course contents:*   1. **Introduction: eclectic approches to decision making**   Behavioral and quantitative disciplines for decision making: descriptive versus normative decision methodology, towards integrative approach. Decision-making process, H. Simon paradigm. Definitions and functions of decision making. Decision-making models.   1. **Uncertainty and risk perception in descriptive theories**   The nature of risk and uncertainty, notion of internal and external uncertainty. Risk perception: qualitative and quantitative dimensions. A psychology of decision maker: empirical perspectives on risk acceptance/avoidance and a conceptual model.   1. **Uncertainty and risk management in normative models (1)**   Classes of decision problems. Tools of decision problem representation: decision trees and payoffs matrix. Decision making in uncertainty: dominance, decision criteria, judgment and factual data.   1. **Uncertainty and risk management in normative models (2)**   Probabilistic models: expected value criterion, expected regret criterion. Sensitivity analysis. Value of perfect information (EVPI). Bayes theorem. Decision analysis with sample information (EVSI).   1. **Developing model formulation and decision analysis skills**   Using the decision trees and payoffs matrix (workshop)   1. **Utility and preferences**   Limitations of EMV criterion. Fundamentals of utility theory and its developments. Single-attribute utility, attitudes towards risk, utility functions, certainty equivalents, expected utility criterion, utility functions for non-monetary attributes, multi-attributes utility.   1. **Case study analysis**   Team assignment presentations.   1. **Multiple objective decision making in descriptive models**   How people make decisions involving multiple aspects: decision process, decision rules. Montgomery model of decisional behavior in the presence of multiple decision criteria.   1. **Multiple criteria analysis and optimization models**   Concept of Pareto optimum and generating the effective decisions. Concept of compromise solution: goal programming and compromise programming methods. Bipolar method using the outranking relation based preference system.   1. **Developing model formulation and decision analysis skills**   Using goal programming, AHP and Bipolar methods.   1. **Group decision making**   Social context of decisions. Pros and cons of group thinking. System of voting. Coalition games. Negotiotions and mediation. Theoretical contribution of Arrow and Debreu.   1. **Summary and final test**   *After completing this course, students will be able to:*  **■** list the phases of the decision making process  ■ describe the types of decision making environment  ■ make decisions under uncertainty  ■ use probability values to make decisions under risk  ■ develop accurate and useful decision trees  ■ revise probability estimates using Bayesian analysis  ■ understand the importance of utility theory in decision making  ■ understand the role and use of Pareto optimum concept in multiple criteria decision making  ■ develop the model of multiple criteria decision problem  ■ use the selected multiple criteria decision making methods and software to solve real decision making problems | |
| ***Contact person:*** | Prof. Dr habil. Ing. Ewa Konarzewska-Gubała phone: +48 71 3680-358  e-mail: ewa.konarzewska-gubala@ue.wroc.pl | |
| ***Literature:*** | **Goodween P., Wright G. (2009):** Decision analysis for management judgment (4rd edition). John Willey and Sons, Chichester  **Harrison E.F. (1999):** The managerial decision-making process. Mifflin Company, Boston  **Keeney R.L., Raiffa H. (1976):** Decisions with multiple objectives: preferences and value tradeoffs. Willey, New York  **Keeney R.L. (1982):** Decision Analysis: An Overview, *Operations Research* 30, 803-838  **Konarzewska-Gubała E. (1989):** BIPOLAR: Multiple criteria decision aid using bipolar reference system. Documents du LAMSADE, No.56, Universite de Paris Dauphine, Paris | |
| ***Faculty:*** | All students | |

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| ***Title:*** | Project Management |
| ***ECTS credits:*** |  |
| ***Lecture hours:*** | 20 hrs of interactive lecture + 10 hrs labs |
| ***Study period:*** | Winter as well as Spring semester |
| ***Level:*** | Intermediate/Advanced |
| ***Examination:*** | Form: homework with oral presentation + written exam + project |
| ***Language:*** | English |
| ***Prerequisites:*** | General Management, Basic Quantitative Methods |
| ***Course content:***  ***Learning outcomes:*** | **Learning objective:**  The course is intended to provide a realistic overview of Project Management body of knowledge. It contains global concepts that tie PM to other disciplines such as quality and product development, the OR/MS methods for planning, and controlling a project and the major responsibilities of a project manager.  **Skills**: How to use a PM tool set for planning, scheduling and monitoring a project’s scope and keeping a project on track.  **Methodology:** Lecture, workshop, and group presentations, computer labs  using the *MS Project*  **Content:** *1. Introduction: Project Management Concepts**Characteristics of Projects* *Life Cycle of a Project* The Project Management Process *Critical Success Factors (CSF)**2. Project Definition and Initiation* Project Stakeholders  Needs Identification  Project Selection  Preparing a Request for Proposal *3. Organizing for Project**Organizational Structure**Project Manager:* *Project Team and HRM* Types of Project Organizations  ***4. Project Planning***  Project Objective  Work Breakdown Structure (WBS)  Responsibility Matrix  Defining Activities *5. Project Scheduling**Network Technique**Activity Duration Estimates**CPM**PERT**6. Project Control Process* Effects of Actual Schedule Performance  Incorporating Project Changes into the Schedule  Updating the Project Schedule  Approaches to Schedule Control *7. Computer Support for Project Management* *After completing this course, students will be able to:*  ● define and understand in practical context the notion of project and project life cycle  ● define and understand the main processes of project management  ● define and understand the main project stakeholders` roles  ● understand how to plan, monitor and control projects with the use of CPM and PERT methods  ● perform the project scheduling and estimate the total project completion time  ● develop Request For Proposal and Responsibility Matrix  ● understand the important role of software in project management  ● use Microsoft Project in project planning and monitoring practice |
| ***Contact Person:*** | Prof. Dr habil. Ing. Ewa Konarzewska-Gubała phone: +48 71 3680-358  e-mail: [ewa.konarzewska-gubala@ue.wroc.pl](mailto:ewa.konarzewska-gubala@ue.wroc.pl)  Dr Marek Kośny  e-mail: [marek.kosny@ue.wroc.pl](mailto:marek.kosny@ue.wroc.pl)  phone: +48 71 3680-334 |
| ***Literature:*** | **Gido J., Clements J.P**.: Successful Project Management (2 ed.). Thomson South –Western, 2003  **Kerzner H**.: Project Management. A systems approach to planning, scheduling and controlling (7 ed.). John Wiley& Sons, INC. , 2001  **Kerzner H**.: Using the Project Management Maturity Model. Strategic planning for Project Management (2 ed.). John Wiley& Sons, INC. , 2005  **Shtub A., Bard J.F., Globerson S**.: Project Management. Processes, methodologies, and economics (2 ed.) Pearson Prentice Hall, 2005 |

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| ***Title:*** | TOTAL QUALITY MANAGEMENT |
| ***Code:*** |  |
| ***ECTS credits:*** | ***4*** |
| ***Lecture hours:*** | *20 hrs of lecture + 10 hrs labs* |
| ***Study period:*** | *Winter* |
| ***Level:*** | *Advanced* |
| ***Location:*** | *Wrocław* |
| ***Examination:*** | *Oral presentation +written paper* |
| ***Language:*** | *English* |
| ***Prerequisites:*** | *General Management, HRM, Basic Quantitative Methods* |
| ***Course content:*** | ***Objectives:*** *With the widespread interest in quality in any organization, this course will give students the background they need to design, implement, and evaluate quality improvement programs. Additionally, the course will show the international differences in quality management context and actual business examples.*  ***Skills****: How to use the quality philosophies, methods and tools for initiating, contributing and managing quality programs at any organization.*  ***Methodology:*** *Lecture, workshop, and group presentations, computer labs*  ***Contents:***  ***1. Introduction to TQM*** *(Concept of Quality and its evolution in historical and cultural perspective, Quality in modern organization, Philosophies of TQM).*  ***2. Basic concepts of TQM*** *(Deming`s 14 points, TQM principles and implementation: Customer focus, Continual Process Improvement, Total involvement).*  ***3. Selected quality methods and tools*** *(QFD and House of Quality, KJ, basic and advanced statistical tools, SPC, Six Sigma, management tools)*  ***4. TQM implementation with Quality Award models*** *(Malcolm Baldrige Quality Award criteria, European Business Exellence Model, selfassesment methodology)*  ***5. Quality costing*** *(Basic cost categories, PAF model, ISO model, quality system and cost system in organization)*  ***6. Case studies of TQM*** *organizations (European Way to Exelence selection, Quality orientation of Polish firms: survey results and cases)* |
| ***Learning outcomes:*** | *When you have completed this course you will be better able to:*   * *explain what quality means;* * *have a good understanding of total quality management;* * *identify your customers and find ways of improving the quality of the goods and services provide for them;* * *recognize the benefits of quality improvement and appreciate methods of establishing the costs of quality;* * *take part in quality improvement programmes and use some management and statistical quality tools;* * *contribute in the implementation of quality systems ISO9000:2000 and any other* |
| ***Contact person:*** | *Prof. Dr habil. Ing. Ewa Konarzewska-Gubala;*  *phone: +48 71 3680-358 ewa.konarzewska-gubala@ue.wroc.pl* |
| ***Literature:*** | ***Bank J. (2000):*** *Total Quality Management, 2nd edition, Prentice Hall*  ***Besterfield D. and al. (1999):*** *Total Quality Management, Prentice Hall*  ***Konarzewska-Gubała E. (ed.) (2006):****Total Quality Management, 2nd ed.:*  *Concepts, Methodes, Cases; WUE Publishing House (in Polish)* |
| ***Faculty:*** | *All* |

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| ***Title:*** | ***CONSUMER BEHAVIOUR*** | |
| ***Lecture hours:*** | *30 hours* | |
| ***Study period:*** | *Winter semester* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Test and project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic marketing and management courses* | |
| ***Course content:*** | 1. ***Introduction to consumer behaviour – key terms and concepts***  * *Consumer oriented company. Key characteristics.* * *Market segmentation.* * *Factors influencing consumer behaviour.*  1. ***Demographic characteristics***  * *Age, gender, income, regional distribution, metropolitan population, geographic mobility* * *Key demographic trends: aging society, „60 is a new 40”, kidults, metrosexuals, downshifting, democratization of luxury*  1. ***Cultural factors in consumer behaviour***  * *Cultural relevance to marketing decisions.* * *Cultural symbols, heroes, rituals and values.* * *Semiotics and its role in analyzing a cultural context of consumer behaviour. Cultural norms, tensions and myths. Cultural codes and archetypes.* * *Cultural differences and globalization.*  1. ***Social factors in consumer behaviour.***  * *Consumer lifestyle and its relevance to marketing decisions.* * *Key trends in contemporary lifestyles: health, convenience, individuality.* * *Social influence. Social groups and reference groups. Opinion leaders.* * *Family lifecycle.* * *Social networking, social marketing.*  1. ***Psychological factors in consumer behaviour.***  * *Personality and psychographics.* * *Motivation and involvement.* * *Attitudes.* * *Adoption and diffusion of innovations.*  1. ***Consumer decision process***  * *Problem recognition. Consumer insights.* * *Search and evaluation.* * *Purchasing processes.* * *Post-purchase behaviour.*  1. ***Post-consumer society and its key characteristics***  * *Voluntary simplicity* * *No logo* * *Collaborative consumption* * *Ecology*  1. ***Marketing impact on consumer behaviour - ethical issues*** | |
| ***Learning outcomes:*** | ***Knowledge****: key terms and concepts connected with consumer behaviour;*  ***Skills****: students learn how to identify, understand and analyze consumer behaviour;*  ***Attitude:*** *ability to gather appropriate information about a consumer, ability to make marketing decisions based on consumer behaviour understanding* | |
| ***Contact person:*** | *dr Monika Hajdas* | |
| ***Literature:*** | 1. *Del I. Hawkins, D. Mothersbaugh: “Consumer behavior. Building marketing strateg”. McGraw-Hill 2012 (or 2009 edition)* 2. *D. L. Loudon, A. J. Della Bitta “Consumer behaviour”, McGraw-Hill 1993* | |
| ***Faculty:*** | *Management, marketing* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Zachowania nabywców*  *wydział: NE*  *kierunek: zarządzanie*  *specjalność: komunikacja marketingowa*  *rok: II* |

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| ***Title:*** | ***Data Science for Business*** | |
| ***Lecture hours:*** | *15h (Lectures – 10h, Practical Sessions/Laboratories – 5h)* | |
| ***Study period:*** | *Fall or Spring Semester* | |
| ***Level:*** | *Bachelor* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Multiple-choice test, individual assignment or team project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | |
| ***Course content:*** | *Introduction to Data-Analytic Thinking*  *Data Science Fundamentals*  *Business Problems and Big Data Analytics*  *Introduction to Predictive Modeling*  *Fitting Model to Data. Model Quality Assessment*  *Overfitting and Its Avoidance*  *Similarity, Neighbors, and Clusters*  *Decision Analytic Thinking*  *Big Data Applications and Architecture Components*  *Visualization in Big Data Projects*  *Data Science and Business Strategy* | |
| ***Learning outcomes:*** | *In this course student gets an introduction to solving business problems with big data analytics tools and methods. The primary objective is to provide a comprehensive overview of the main concepts behind the data science. From analyzing data-intensive business problems, through formulating questions that can be answered with the data, applying methods of turning the data into knowledge, to finding the appropriate visualization method for the achieved results. The second objective is to provide a hands-on practice allowing the student to gain experience with the tools that data scientists work with.* | |
| ***Contact person:*** | **dr Andrzej Niesler***<andrzej.niesler@ue.wroc.pl>*  *http://www.ue.wroc.pl/pracownicy/andrzej\_niesler.html*  *Office: 605-Z, Phone: +48 71 3680 379 (Secretariat)* | |
| ***Literature:*** | 1. Provost, F. and Fawcett, T.: *Data Science for Business. What You Need to Know About Data Mining and Data-Analytic Thinking* (2013)  2. Loshin D.: *Big Data Analytics. From Strategic Planning to Enterprise Integration with Tools, Techniques, NoSQL, and Graph* (2013)  3. Sathi A.: *Big Data Analytics: Disruptive Technologies for Changing the Game* (2012) | |
| ***Faculty:*** | *All faculties* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | **Decision Analysis for management** | |
| ***ECTS credits:*** | 4 |  |
| ***Lecture hours:*** | 20 hrs of interactive lectures (including student projects` presentations) |
| ***Study period:*** | Winter as well as Spring semester |
| ***Level:*** | Intermediate/Advanced |
| ***Location:*** | Wrocław University of Economics, Building Z |
| ***Examination:*** | The following elements will contribute to a student`s finalgrade in the course: class attendance and participation 20%  team assignment report and presentation 40 % final test 40% |
| ***Language:*** | English |
| ***Prerequisites:*** | Basic Statistics and Economics | |
| ***Course content:***  ***Learning outcomes:*** | ***Course objective and characteristics:***  In an increasingly complex world, decision analysis has a major role to play in helping decisions makers to gain a great understanding of the problem they face. The main aim of this course is to make decision analysis accessible to its largest group of potential users, especially to those studying for professional qualifications in areas like accountancy, finance and management. An important feature of the course is the way in which it integrates the quantitative and behavioral aspects of decision making. The selected elements of normative and descriptive decision theories are focused on two themes characterizing the decision making: uncertainty and multiple objectives.  *Course contents:*   1. **Introduction: eclectic approches to decision making**   Behavioral and quantitative disciplines for decision making: descriptive versus normative decision methodology, towards integrative approach. Decision-making process, H. Simon paradigm. Definitions and functions of decision making. Decision-making models.   1. **Uncertainty and risk perception in descriptive theories**   The nature of risk and uncertainty, notion of internal and external uncertainty. Risk perception: qualitative and quantitative dimensions. A psychology of decision maker: empirical perspectives on risk acceptance/avoidance and a conceptual model.   1. **Uncertainty and risk management in normative models (1)**   Classes of decision problems. Tools of decision problem representation: decision trees and payoffs matrix. Decision making in uncertainty: dominance, decision criteria, judgment and factual data.   1. **Uncertainty and risk management in normative models (2)**   Probabilistic models: expected value criterion, expected regret criterion. Sensitivity analysis. Value of perfect information (EVPI). Bayes theorem. Decision analysis with sample information (EVSI).   1. **Developing model formulation and decision analysis skills**   Using the decision trees and payoffs matrix (workshop)   1. **Utility and preferences**   Limitations of EMV criterion. Fundamentals of utility theory and its developments. Single-attribute utility, attitudes towards risk, utility functions, certainty equivalents, expected utility criterion, utility functions for non-monetary attributes, multi-attributes utility.   1. **Case study analysis**   Team assignment presentations.   1. **Multiple objective decision making in descriptive models**   How people make decisions involving multiple aspects: decision process, decision rules. Montgomery model of decisional behavior in the presence of multiple decision criteria.   1. **Multiple criteria analysis and optimization models**   Concept of Pareto optimum and generating the effective decisions. Concept of compromise solution: goal programming and compromise programming methods. Bipolar method using the outranking relation based preference system.   1. **Developing model formulation and decision analysis skills**   Using goal programming, AHP and Bipolar methods.   1. **Summary and final test**   *After completing this course, students will be able to:*  **■** list and explain the phases of the decision making process  ■ describe the types of decision making environment  ■ select criteria to make decisions under uncertainty  ■ use probability values to make decisions under risk  ■ develop accurate and useful decision trees  ■ revise probability estimates using Bayesian analysis  ■ formulate decision strategy in the context of sample information  ■ understand the importance of utility theory in decision making  ■ understand the role and use of Pareto optimum concept in multiple criteria decision making  ■ develop the model of multiple criteria decision problem  ■ use the selected multiple criteria decision making methods and software to solve real decision making problems | |
| ***Contact person:*** | Prof. Dr habil. Ing. Ewa Konarzewska-Gubała phone: +48 71 3680-358  e-mail: ewa.konarzewska-gubala@ue.wroc.pl | |
| ***Literature:*** | **Goodween P., Wright G. (2009):** Decision analysis for management judgment (4rd edition). John Willey and Sons, Chichester  **Harrison E.F. (1999):** The managerial decision-making process. Mifflin Company, Boston  **Keeney R.L., Raiffa H. (1976):** Decisions with multiple objectives: preferences and value tradeoffs. Willey, New York  **Keeney R.L. (1982):** Decision Analysis: An Overview, *Operations Research* 30, 803-838  **Konarzewska-Gubała E. (1989):** BIPOLAR: Multiple criteria decision aid using bipolar reference system. Documents du LAMSADE, No.56, Universite de Paris Dauphine, Paris | |
| ***Faculty:*** | All students | |

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| ***Title:*** | *General Management* | |
| ***Lecture hours:*** | *30 h, lectures* | |
| ***Study period:*** | *Winter and summer period* | |
| ***Level:*** | *primary* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Writing exam* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | |
| ***Course content:*** | INTRODUCTION TO MANAGEMENT.  Managing and Managers.  The Evolution of Management Theory.  THE ENVIRONMENTAL CONTEXT OF MANAGEMENT..  Environment of Organizations.  Culture of Organizations  PLANNING.  Decision Making.  Planning and Strategic Management.  Strategy Implementation.  ORGANIZING.  Organizational Design and Organizational Structure.  Power and the Distribution of Authority.  Human Resource Management.  Managing Organizational Change and Innovation.  LEADING.  Motivation.  Leadership.  Teams and Teamwork.  Communication and Negotiation.  CONTROLLING.  Effective Control.  Operations Management.  Information Systems. | |
| ***Learning outcomes:*** | *Knowledge of Management ( planning, organizing, motivating and controlling)*  *Many examples of best practices in Management* | |
| ***Contact person:*** | *Dr hab. Grzegorz Krzos,* [*grzegorz.krzos@ue.wroc.pl*](mailto:grzegorz.krzos@ue.wroc.pl) *, tel. 3680-654*  *Dr Witold Szumowski,* [*witold.szumowski@ue.wroc.pl*](mailto:witold.szumowski@ue.wroc.pl)*, tel. 3680-654* | |
| ***Literature:*** | *Stoner J., Freeman R.E., Gilbert D.R.: Management, Pearson, 1995.*  *Griffin R.W.: Management, Houghton Mifflin, 2001.*  *Donnelly J.H., Gibson J.L., Ivancevivh J.M.,: Fundamentals of Management, Irwin, 1992.*  *Daft, R.L.: Management, The Dryden Press, 1994.*  *Stańczyk-Hugiet E., Lichtarski J.M., Piórkowska K.,: Management. Functions. Strategies. Methods, Publishing House of Wrocław University of Economics, 2011.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Zarządzanie*  *wydział: ZIF*  *kierunek:Finanse i rachunkowość*  *specjalność:*  *rok: I* |

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| ***Title:*** | ***Manager and leader in a contemporary organization*** | |
| ***Lecture hours:*** | *10 hours of lectures*  *10 hours of tutorials* | |
| ***Study period:*** | *Winter or Spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Final test*  *Individual task: presentation of a contemporary manager (examples of managers from the students’ countries)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basics of Management* | |
| ***Course content:*** | *The main topics*   * *Types of contemporary organizations* * *Managerial staff in the organizational structure (distinction between supervisors, managers, leaders)* * *Managers vs. Leaders in an organization (main similarities and differences in the light of the literature)* * *Styles of management (overview of the potential management styles used by managers)* * *Roles of managers in an organization (basic typologies of roles performed by managers in an organization)* * *Managerial Competences (knowledge, skills, personality traits, and attitude associated with good managers)* * *Selected areas related to the managers’ work (communication, conflicts, team work, changes, and innovation in an organization)* * *Image of the contemporary managers (examples of managers)*   *Teaching methods*   * *Presentations (PowerPoint)* * *Case studies* * *Discussion* * *Short training games* | |
| ***Learning outcomes:*** | *The aim of this course is to familiarize students with the nature of managers and leaders work, and theirs roles and competencies in a contemporary organization.*  *The expected learning outcomes are as follows*  *Knowledge:*   * *student can explain the differences between the concept of supervisor, manager and leader in the organization;* * *student can identify adopted by the supervisors styles of management and the conditions associated with the use of the particular style of management;* * *student is able to characterize basic managerial roles in an organization and specify managerial competencies needed to fulfill the various roles;* * *student understands the behaviors and actions of managers associated with various aspect of the operation of an organization;*   *Skills:*   * *student is able to use the acquired knowledge to analyze the cases relating to the manager’s operation in an organization;* * *student is able to make the characteristics of the selected manager by using acquired knowledge and information;* * *student is able to work with the other team members and present the results of the team's work;* * *student is able to be creative in solving the tasks of the manager’s operation in an organization;* | |
| ***Contact person:*** | *Dr Katarzyna Grzesik (e-mail: katarzyna.grzesik@ue.wroc.pl)*  *Tel. (71) 36 80 415* | |
| ***Literature:*** | 1. *P.F. Drucker: The Effective Executive: The Definitive Guide to Getting the Right Things Done, HarperBusiness, revised edition 2006.* 2. *F. Hesselbein and M. Goldsmith, Leader of the Future 2, J-B Leader to Leader Institute/PF Drucker Foundation, Jossey-Bass, 2006.* 3. *Abi O'Neill, Manager to Leader: Skills and Insights for a Successful Transition, CCH Australia Limited, 2011.* 4. *W. J. Rothwell, The Manager and the Change Leader, American Society for Training and Development, 2001.* 5. *N. Andler, Tools for Coaching, Leadership and Change Management: A Most Complete Compendium of Tools and Techniques for Working Smarter With People, John Wiley & Sons, 2012.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | ***tak*** *- nazwa przedmiotu: Menedżer-przywódca w organizacji oraz Menedżer we współczesnym przedsiębiorstwie*  *wydział: Nauk Ekonomicznych*  *kierunek: Zarządzanie*  *specjalność: Procesy i Projekty Logistyczne, Zarządzanie przedsiębiorstwem*  *rok: III* |

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| ***Title:*** | Scientific text in management science – analysis and writing. | |
| ***Lecture hours:*** | Lecture 15hours, excercises 15 hours | |
| ***Study period:*** | Both winter and summer semester | |
| ***Level:*** | Basic/advanced | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | To pass the course, students should do two individual works: (1) Analysis of scientific text and (2) construction of own scientific text presenting an exploratory study. | |
| ***Language:*** | English | |
| ***Prerequisites:*** | No prerequisities | |
| ***Course content:*** | Students will: (1) first, analyze the scientific texts in management (presentation of empirical research, literature review, exploratory study, general model presentation), (2) prepare their own projects of scientific texts (exploratory study in own scientific problem elaboration).  1. Analyzing of main types of scientific texts in management (presentation of empirical research, literature review, exploratory study, general model presentation).  2. Types of research (types of research questions): descriptive research, explanation research (experiment, case study research), exploratory research (case study research, other qualitative research)  3. Using the construction standards of the scientific text in management in own text construction (exploratory study in own scientific problem elaboration). | |
| ***Learning outcomes:*** | Students will understand the standards of the scientific text construction and will be able to construct own scientific text in selected area. | |
| ***Contact person:*** | Prof. Richard Kleczek, e-mail: ryszard.kleczek@ue.wroc.pl | |
| ***Literature:*** | Sutton R.I., Staw B.M: What the theory is not. Administrative Science Quarterly; Sep 1995; 40, 3; s. 371-384.  J. Mingers A classification of the philosophical assumptions of management science methods. Journal of the Operational Research Society (2003) 54, 559–570.  Individually selected scientific texts for particular students depending of their areas of interest | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |
| ***Title:*** | ***LUXURY MARKETING*** | |
| ***Lecture hours:*** | *30 hours* | |
| ***Study period:*** | *Winter semester* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Test and project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic marketing and management courses* | |
| ***Course content:*** | 1. ***Origins and key components of luxury***  * *Historical background of luxury* * *Democratization of luxury* * *Future predictions of luxury development* * *Key luxury components: hedonism and social hierarchy*  1. ***Consumer behaviour on luxury markets***  * *Characteristics of luxury consumer* * *Decision process* * *Key factors influencing consumer behaviour on luxury markets*  1. ***Luxury sector***  * *Structure of luxury sector* * *Characteristic of luxury sector* * *Key success factors in luxury sector*  1. ***Marketing strategies in luxury sector***  * *Market orientation in luxury sector* * *Product strategies in luxury sector* * *Brand strategies in luxury sector* * *Price strategies in luxury sector* * *Distribution strategies in luxury sector* | |
| ***Learning outcomes:*** | ***Knowledge****: key terms and concepts connected with luxury marketing*  ***Skills****: students learn how to analyze and develop marketing strategies in luxury sector*  ***Attitude:*** *ability to gather appropriate information about a luxury brand strategies, ability to develop marketing ideas in luxury sector* | |
| ***Contact person:*** | *dr Monika Hajdas* | |
| ***Literature:*** | 1. M. Chevalier, G. Mazzalovo: *Luxury Brand Management: A World of Privilege*; Wiley 2009 2. Jean-Noel Kapferer, Vincent Bastien: *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands*; Kogan Page 2009 3. M. Oechsli: *The Art of Selling to the Affluent: How to Attract, Service, and Retain Wealthy Customers & Clients for Life*; Wiley 2004 | |
| ***Faculty:*** | *Management, marketing* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Marketing produktów luksusowych*  *wydział: NE*  *kierunek: zarządzanie*  *specjalność: zarządzanie produktem*  *rok: II* |

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| ***Title:*** | *Management Game* | |
| ***Lecture hours:*** | *30 hours* | |
| ***Study period:*** | *Summer, winter* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Marks are dependent on the results achieved in the Management Game* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge about general management* | |
| ***Course content:*** | 1. *Introduction to the management games (2h)* 2. *Learning the rules of the Management Game (3h)* 3. *8 rounds of the Management Game (22h)* 4. *Summary of the results and discussion (3h)* | |
| ***Learning outcomes:*** | *Knowledge:*   * *system approach to management* * *business processes*   *Skills:*   * *team work* * *decision-making* * *work under time pressure*   *Competence:*   * *leadership* * *communication* | |
| ***Contact person:*** | *dr Krzysztof Ćwik (krzysztof.cwik@ue.wroc.pl)*  *dr Marek Krasiński (marek.krasinski@ue.wroc.pl)* | |
| ***Literature:*** | *–* | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – Gra kierownicza*  *wydział:ZIF*  *kierunek:Zarządzanie*  *specjalność:Zarządzanie Małym i Średnim Przedsiębiorstwem*  *rok:III. rok studiów licencjackich* |

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| ***Title:*** | ***PLACE BRANDING*** | |
| ***Lecture hours*** | *30h (15h – lecture, 15 –workshop and cases),* | |
| ***Study period:*** | *Summer and Winter semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic management courses* | |
| ***Course content:*** | 1. Place branding – key terms and concepts 2. Place brand strategy 3. Country, city and destination image – the measurement challenge 4. Country branding – different aspects 5. City Branding – theory and cases 6. Places in crisis – improving the images of cities, countries and tourist destinations 7. Marketing campaigns (different places, different targets, different creations) | |
| ***Learning outcomes:*** | ***Knowledge****: key terms and concepts connected with place branding: country branding, city branding and destination branding*  ***Skills****: students learn how to use marketing procedures in building a place brand, they develop their research skills and skills of strategic planning*  ***Attitude:*** *ability to analyze and propose solutions to problems regarding places (countries, cities, destinations), ability to work in groups (cooperation in planning and creative processes)* | |
| ***Contact person:*** | *Magdalena Daszkiewicz, Ph.D.*  *e-mail:* [*magdalena.daszkiewicz@ue.wroc.pl*](mailto:magdalena.daszkiewicz@ue.wroc.pl) | |
| ***Literature:*** | 1. R. Govers, F. Go: Place Branding: Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced, Palgrave Macmillan 2009 2. T. Mollinen, S. Rainisto: How to brand nations, cities and destinations, Palgrave Macmillan 2009 3. N. Morgan, A. Pritchard, R. Pride: Destination Brands, Taylor & Francis 2011 4. S. V. Ward: Selling places. Spon Press, London and New York 2004 | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *NIE\** | \* Autorka programu prowadzi przedmiot “Kreowanie wizerunku kraju i regionu” na specjalności Komunikacja marketingowa (studia I stopnia III rok NE) oraz Marketing terytorialny na specjalności Marketing na rynkach krajowych i międzynarodowych (studia II stopnia NE) |

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| ***Title:*** | ***Political Marketing*** | |
| ***Lecture hours:*** | *15h:*  market intelligence – 2h,  marketing strategy- 2h  marketing communications – 2h,  managing the news media- 2h  engaging in crisis management- 2h  political markets (economics, psychology, and political science )- 5h | |
| ***Study period:*** | *Twice a year: winter and summer semester* | |
| ***Level:*** | *Basic/Specialization* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Project (Team work) and Essay (homework)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic marketing knowledge* | |
| ***Course content:*** | A political campaign is one of the most intense, dynamic, and competitive environments that marketers face. Such a challenging setting requires the application of marketing tools, but also highlights the need for new approaches to marketing strategy, communication and decision making. This course will introduce such new insights and demonstrate their applicability to political marketing and their generalizability to related environments that marketers face every day. | |
| ***Learning outcomes:*** | The course deals with political marketing as a commercialized variance of political propaganda, its development, kinds and functions, its methodical postulates and techniques, means and modes of promotion of parties and candidates, rules of creation of the campaign strategy and its realization, determinants of electoral behavior, ways of fund raising for the campaign and organization of campaign, as well as evaluation of the campaign effects. | |
| ***Contact person:*** | ***Barbara Mróz-Gorgoń****, Institute of Marketing,*  *Fundamentals of Marketing Department*  [*barbara.mroz-gorgon@ue.wroc.pl*](mailto:barbara.mroz-gorgon@ue.wroc.pl)*, +48 502 725 813* | |
| ***Literature:*** | Bannon, Declan P. (2005). Internal Marketing and Political  Marketing. *PSA Annual Conference*, University of Leeds, 4-7 April  Green D., Gerber A., *Get Out the Vote: How to Increase Voter Turnout,* Brookings  Institute Press, Washington, 2004.  Henneberg, Stephan C., and Nicholas O'Shaughnessy (2007).  Klein J., Smith C., John A., (2004) “Why we boycott: consumer motivations for boycott  participation,” *Journal of Marketing*, 68 (July), 92-109.  Maarek, Philippe, *Political Marketing and Communication*, John Libbey, London,  1995. [Chapters 1 and 2.]  Newman, Bruce, *The Marketing of the President: Political Marketing as Campaign*  *Strategy*, SAGE Publications, 1993. [Chapters 1, 5 and 6.]  Theory and Concept Development in Political Marketing: Issues  and an Agenda. *Journal of Political Marketing*, vol. 6(2/3): 5-31.  2005. http://www.psa.ac.uk/journals/pdf/5/2005/Bannon.pdf | |
| ***Faculty:*** | ***All students are invited ☺*** | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* |  |

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| ***Title:*** | ***PROMOTION PLANNING*** | |
| ***Lecture hours:*** | *30 hours*  *(15h lectures and 15h in-class workshops)*  *(min. 5 person, max 30 person)* | |
| ***Study period:*** | *Summer or winter* | |
| ***Level:*** | *Bechelor Studies and Master Studies* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Project & presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basics of Marketing* | |
| ***Course content:*** | 1. *The strategic framework for promotion development* 2. *Promotion management – types and key components* 3. *Promotion instruments as the elements of effective promotion plan* 4. *Promotion planning – key process and performance criteria* 5. *Documents accompanying promotional campaign – introduction* 6. *Brief as the elementary document for promotional campaign.* 7. *Creative strategy and its elements* 8. *Media plan and budget planning* 9. *Techniques to conduct effective post-promotion analysis* | |
| ***Learning outcomes:*** | ***Knowledge:*** *This course will give participants the fundamental knowledge to create effective promotion plan. They will learn how to use the promotion instruments.*  ***Skills and Competences:*** *Course Participants will get the skills on prepare promotion campaign documents. They will examine a number of promotion examples in order to enhance their decision making skills and gain the competence of preparing promotion plan project.* | |
| ***Contact person:*** | ***dr Anetta Pukas,***  ***e-mail: anetta.pukas@ue.wroc.pl , tel. 71 3680 229*** | |
| ***Literature:*** | 1. [*M. McDonald*](http://eu.wiley.com/WileyCDA/Section/id-302479.html?query=Malcolm+McDonald)*,* [*H. Wilson*](http://eu.wiley.com/WileyCDA/Section/id-302479.html?query=Hugh+Wilson)*, Marketing Plans: How to Prepare Them, How to Use Them, Wiley, 2011* 2. [*J. R. Rossiter*](http://www.amazon.com/John-R.-Rossiter/e/B001H9PJMM/ref=ntt_athr_dp_pel_1)*John R. Rossiter (Author)*   *›* [*Visit Amazon's John R. Rossiter Page*](http://www.amazon.com/John-R.-Rossiter/e/B001H9PJMM/ref=ntt_athr_dp_pel_pop_1)  *Find all the books, read about the author, and more.*  *See* [*search results*](http://www.amazon.com/-/e/B001H9PJMM/ref=ntt_athr_dp_sr_pop_1?_encoding=UTF8&field-author=John%20R.%20Rossiter&search-alias=books&sort=relevancerank) *for this author*  *Are you an author?* [*Learn about Author Central*](http://authorcentral.amazon.com/gp/landing/ref=ntt_atc_dp_pel_1)  *,* [*L. Percy*](http://www.amazon.com/Larry-Percy/e/B004LRFHNS/ref=ntt_athr_dp_pel_2)*, Advertising Communications and Promotion Management, Mc Graw Hill, 1998,*   1. [*R. Blakeman*](http://www.amazon.com/Robyn-Blakeman/e/B005CQB2L8/ref=ntt_athr_dp_pel_1)*, Advertising Campaign Design: Just the Essentials, M.E. Sharpe, 2011.* 2. [*D. Parente*](http://www.amazon.com/Donald-Parente/e/B001IOFHDM/ref=sr_ntt_srch_lnk_4?qid=1389117567&sr=1-4)*,* [*Advertising Campaign Strategy: A Guide to Marketing Communication Plans*](http://www.amazon.com/Advertising-Campaign-Strategy-Marketing-Communication/dp/0324322712/ref=sr_1_4?s=books&ie=UTF8&qid=1389117567&sr=1-4&keywords=promotion+campaign)*, South-Western Cengage Learning, USA, 2005* 3. [*J. Avery*](http://www.amazon.com/s/ref=ntt_athr_dp_sr_1?_encoding=UTF8&field-author=Jim%20Avery&search-alias=books&sort=relevancerank)*, Advertising Campaign Planning, Englewood, CO, USA, 2010* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Nie* |  |

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| ***Title:*** | *Product safety management* | |
| ***Lecture hours:*** | *Lecture 20 h, classes 5h and laboratory 10 h* | |
| ***Study period:*** | *whole year* | |
| ***Level:*** | *advanced-lecture, basic- classes and laboratory* | |
| ***Location:*** | *Wroclaw University of Economics* | |
| ***Examination:*** | *(forma egzaminu, zaliczenia; metody oceny)* *Credit 4 points is the average rating obtained from a written test based on lecture material, one survey and presentation prepared by two persons (classes) and from fulfillment of five different laboratory activities* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Student should have*  *a/ basic knowledge of food quality, safety management, selected food technology processes and food packaging systems, quality and safety systems,*  *b) basic skills of using laboratory methods and techniques allowing determination of the main quality and safety attributes of some food products (sensory analysis, pH, chemical composition, information included on labels etc.).* | |
| ***Course content:*** | *Lectures:2 hr. each*   1. *Introduction to food safety systems and logistic in production processes – terminology. The role of programs and systems in ensuring the quality and safety of food (GAP, GHP and GMP, HACCP, ISO 9001. Requirements for organizations throughout the food chain ISO 22000. Global standards for food safety-IFS and BRC.* 2. *HACCP standard and its role in food safety control.* *Food hazards (physical, chemical and microbiological).* *HACCP Study (HACCP plan, Product Description, Constructing a Process Flow Diagram, the Hazard Analysis, Making Food Safety Decisions, the HACCP Control Chart, Validation).* 3. *The European and Polish Food Safety Authority. RASFF- Rapid Alert for Food and Feed System.* 4. *Traceability – in food production and logistic chain. GFSI - Global Food Safety Initiative.* 5. *Influence on quality and food safety in logistic chain: proper cooperation between producers of agricultural raw material, food producers, wholesalers and retailers; innovative food technology methods for extending shelf life of products (high pressure technology , Pulsed Electric Fields Processing, Pulsed Light); packaging systems (vacuum and packaging in modified atmosphere-MAP).* 6. *Product, technological and organizational innovations. Individual resistance before the change as an innovation barrier in the organization.* 7. *Active packaging and its role in ensuring the quality and safety of food.* 8. *Intelligent packaging and its role in ensuring the quality and safety of food.* 9. *Convenient food, minimally processed, functional, secure/safe, organic special and new food. Product safety and human aspect, the role of training.* *Product labeling.* 10. *The role of audit in different production sectors (suppliers, production, distribution) and management reviews in the improvement of food quality and safety, customer service and quality management system.*   *Classes (student’s presentations).*   1. *Role of standardization in food industry.* *Standardization in European Union countries.* *Standardization in chosen Asian and American countries.* 2. *List of Traditional Products and European Protection System PDO, PGI and TSG.* 3. *Product liability in the EU. Product life-cycle management.* 4. *Food safety design. Product: raw materials, recipe formulation, processing, shelf-life; Prerequisite Program; Equipment and Factory, Safety Assessment of Product.* 5. *Ongoing Risk Management.*   *Or optional*   1. *Problems of companies with implementation of food safety management systems.* 2. *Criteria of suppliers assessment and risk of cooperation between suppliers and food producers.*   *Laboratory classes: 2 hr. each*   1. *Qualitative assessment of grain products according to relevant documentation.* 2. *Qualitative assessment of chocolate and chocolate-like products according to relevant documentation.* 3. *Qualitative assessment of meat and fish products according to relevant documentation.* 4. *Qualitative assessment of non-carbonated and carbonated soft drinks according to relevant documentation.* 5. *Qualitative assessment of organic food (eco-products) and functional food products according to relevant documentation.* | |
| ***Learning outcomes:*** | *(jakie efekty kształcenia – wiedza, umiejętności i kompetencje – są celem przedmiotu)*  *Knowledge:*  *Legal and organizational conditions related to the quality assurance and food safety.*  *Potential risks of quality and food safety in the logistics chain.*  *Skills:*  *Be able to predict and cope/deal with problems relating to quality assurance and food safety.*  *Knows how to look for/seek innovative methods and solutions for improving the quality and safety of food.*  *Powers:*  *Is aware of the need for constant training to the rapid development of the economy and technology.*  *Is aware of the level of knowledge about the factors ensuring the quality and safety of food in the logistics chain.* | |
| ***Contact person:*** | *(imię i nazwisko wykładowcy(ów), adres e-mail, inne formy kontaktu, np. nr telefonu)*  *Tomasz Lesiów, e-mail:* [*tomasz.lesiow@ue.wrioc.pl*](mailto:tomasz.lesiow@ue.wrioc.pl)*, phone: 71-3680-427;*  *Ewa Biazik, e-mail: ewa.biazik@ue.wroc.pl, phone: 71-3680-282.* | |
| ***Literature:*** | *1. Mortimore, S., Wallace, C. 2013. HACCP - A Practical Approach. Springer New York Heidelberg Dordrecht London.*  *2.Orzechowska-Przybyła K., Niewelt A., Kosiorowska M., Lesiów T.: Evaluation of the effectiveness of programs to ensure stable quality and food safety-preliminary study. In: Current Trends in Commodity Science. „Quality and Safety of Food" pod red. M. Filipiak, D. Gwiazdowska, H. Śmigielska. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Poznaniu, Wydawnictwo UE w Poznaniu, 2011, 181-193.*  *3.* *Orzechowska-Przybyła K., Niewelt A., Lesiów T., Audit as a tool for development of innovative economy. Ed. Franciszek Adamczuk, Aneta Salus, Wydawnictwo “AD REM, Jelenia Góra, 8th International Conference of Young Scientists of the Euroregion’s Neisse High Schools in Jelenia Góra, 2014, 125-132.*  *5.* *Lesiów T., Xiong Y.: Active and intelligent packaging in preservation of low temperature food products. Proceedings of the International Conference of Refrigeration “Design and Operation of Environmentally Friendly Refrigeration and AC Systems. Poznań, 2008, C2, 319-328.* | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | tak | *część wykładowa -* ***TAK*** *nazwa przedmiotu:* **Zarządzanie bezpieczeństwem produktu**  część laboratoryjna - **NIE**  *wydział: Inżynieryjno-Ekonomiczny (faculty: Engineering and Economics)*  *kierunek: Zarządzanie i inżynieria produkcji* (*Management and engineering of production)*  *specjalność: Zarządzanie technologią (specialization: Technology management)*  *year of study: 4 or 5* |

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| ***Title:*** | ***VISUAL MERCHANDISING*** | |
| ***Lecture hours:*** | 30 hours  *(15h lectures and 15 h in-class workshops)* | |
| ***Study period:*** | *Summer or winter* | |
| ***Level:*** | *Bechelor Studies and Master Studies* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Project & Presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basics of Marketing* | |
| ***Course content:*** | 1. Visual Merchandising - the definition and objectives (the retailer’s and producer’s perspective) 2. The behavior of the customers in a store, supermarket, shopping malls 3. The Areas of Visual Merchandising (VM) – Exterior Presentation and Interior Presentation of store 4. Location of store – exterior signs 5. Window display – the kind of store windows 6. Store design and Traffic Flow - "cold" and "hot" place of sale. 7. Space management/category management (floor and shelves) 8. Planogram as a VM Tool 9. A color wheel and its implementation in store design. 10. The best Practices and common Errors of Visual Merchandising | |
| ***Learning outcomes:*** | ***Knowledge:*** *The course will give students the knowledge what is the Visual Merchandising and what are its main areas and elements. They will learn how to use the Visual Merchandising principles in store management.*  ***Skills and Competences:*** *Course Participants will gain the ability to create a store layout and optimize the level of sales. They will examine a number of VM examples in order to enhance their decision making skills and gain the competence of preparing a planogram project for category management.* | |
| ***Contact person:*** | ***dr Anetta Pukas,***  ***e-mail: anetta.pukas@ue.wroc.pl, , tel. 71 3680 229*** | |
| ***Literature:*** | 1. *G. I. Kunz, Merchandising, Theory, Principles and Practice, Fairchild Books, New York 2000* 2. *T. Morgan, Visual Merchandising. Window and in-stores Displays for Retail, Laurence King Publishing, London 2008* 3. *J. Diamond, E. Diamond, Contemporary Visual Merchandising, Prentice Hall, New York 1999* 4. *R. Colborne, Visual Merchandising. The Business of Merchandise Presentation, Delmar Publishers, Int. 1996* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Nie* |  |

**BUSINESS CREATIVITY AND INNOVATIONS**

***Lecture hours:***

36 hours of lectures and workshops

***Study period:***

both winter and summer terms

***Level:***

basic

***Location:***

Wrocław

***Examination:***

The examination consists of the following three components.

1. In-class activities (10% of the final grade)

2. Presentation of an innovative business concept (40% of the final grade)

3. Written report, including a market research (50% of the final grade)

***Language:***

English

***Prerequisites:***

Entrepreneurial spirit

***Course content:***

The Business Creativity and Innovations is a unique educational proposal in entrepreneurial education, the creation of which was supported by the grant of the European Commission. It is jointly delivered

by six Partner Universities of the COEUR consortium from: the Czech Republic, Finland, Germany, Poland, Portugal and Scotland.

The aim of the course is to assist students in bridging process between their specific areas of studies and a workplace through creation of innovative business ideas (for a new company, product or service) having in mind the European Market.

Students will form multinational creative venture teams with colleagues attending the same course at the same time in other Partner Universities, or alternatively they will work in local teams. With support of team coaches, the team will identify problems and needs in the European Market and develop entrepreneurial solutions.

If you think that this course is different be daring and sign in. You may also visit our web-site www.coeur-module.eu to find out more.

**Knowledge**

During the course students will become familiar with the following topics.

1) Groupdynamics

2) Intercultural management

3) Creativitytechniques

4) Types and sources of innovations

5) New product development

6) Market research

7) Marketingstrategies

8) Formulating a value proposition

9) Commercialisationstrategies

10) Financing innovative concepts

11) Entrepreneurship models

12) Developing and managing start-up companies

***Learning outcomes:***

**Skills**

The course helps to expand such skills as: - open thinking,

- pro-activeness,

- intercultural team working,

- negotiating,

- process management,

- time management,

- making effective presentations.

**Competences**

The course is preparing students from all disciplines for self-employment or intrepreneurial responsibility within a company at the European market, and thus contributes to developing their Competence in EuroPreneurship, which is a cornerstone for the COEUR project.

***Contact person:***

**Dr Tomasz Dyczkowski**

phone: +48 71 36 80 512, e-mail: Tomasz.Dyczkowski@ue.wroc.pl

**Dr hab. Grzegorz Krzos**

phone: , +48 71 36 80 654, e-mail: Grzegorz.Krzos@ue.wroc.pl

***Literature:***

The materials developed by the Partner Universities of the COEUR- consortium.