

Wykaz promotorów

Zakres tematyczny seminarium dyplomowego na rok akademicki 2021/2022

studia I STOPNIA

kierunek: Business Management

Promotor	Tematyka seminarium	Studia stacjonarne /limit osób/	Studia niestacjonarne /limit osób/
dr hab. Monika Hajdas, prof. UEW	1. Innovation and marketing. 2. Brand management. 3. Consumer behavior and user experience (UX). 4. New product development. 5. Marketing communication: advertising, narratives & storytelling.	3	
dr hab. Janusz Lichtarski, prof. UEW	1. Strategic thinking. 2. Strategic management. 3. Strategic analysis. 4. Interfirm cooperation and business networks. 5. Project management. 6. Managing project team. 7. Project management methodologies and tools team.	10	
dr Joanna Macalik	1. Public relations – media relations, PR campaigns, e-PR and PR in social media, crisis PR, internal PR, black PR and others. 2. Personal branding – building personal brand strategy, elements of a personal brand, personal brand PR, personal branding on the Internet and others. 3. Employer branding – internal and external employer branding, employer brand building, employer branding tools and more. 4. Content in marketing – copy writing, content marketing, storytelling and others. 5. Visual aspects of marketing – visual communication, corporate identity, image role in advertising, communication design, information design, product design and others. 6. Place marketing and tourism marketing – marketing of cities, regions and countries, local, urban and national brands, marketing and urban planning, destination marketing and other. 7. Culture marketing – marketing of cultural goods and services, culture market, recipients of culture and other.	3	
dr hab. inż. Katarzyna Piórkowska, prof. UEW	1. Management process in terms of managerial tasks. 2. Developing motivational systems in organizations (drivers, management assumptions, strategy). 3. Internal analysis of enterprises (in terms of various models and methods). 4. Identifying key success factors in organizations. 5. The analysis of environment (general and task environment). 6. Leadership styles – diagnosis and development. 7. Strategic leadership – identifying strategic leaders in enterprises. 8. Innovativeness in enterprises. 9. Managing conflicts in organizations. 10. Decision-making processes – misconceptions, heuristics and biases.	10	
dr hab. Esterka Piwoni-Krzeszowska, prof. UEW	1. Customer relationship management. 2. Corporate social responsibility. 3. Teamwork. 4. Leadership.	3	

	5. Theories and tools of employee motivation. 6. Managerial coaching		
dr hab. Joanna Radomska, prof. UEW	1. Leading Strategic Change. 2. Strategy execution. 3. Organizational culture. 4. Team roles and team management. 5. Strategic analysis and decision making process. 6. Open strategy - transparency and inclusion. 7. Evolution of marketing channels - towards omnichannel strategy. 8. Dealing with crisis - crisis management.	6	
prof. dr hab. Ewa Stańczyk-Hugiet	1. Organizational Culture and Firm Performance. 2. Leadership Roles/ Managing People. 3. Resource-Based Company Strategies: How Firms Leverage Themselves. 4. Strategic Thinking/Strategic Analysis/Business strategies/corporate competitiveness. 5. Management Strategy and Social Networks. 6. Employee Performance: Impact of Company Performance/How Managers Can Evaluate Employees. 7. Social Responsibility and Corporate Performance. 8. Management Style for a Modern Workplace; Management Practices in Different Business Sectors. 9. Leadership and Business Strategies. 10. Others hot topics in business management field (creative destruction, dynamic capabilities, interfirm networks, business ecosystems, project management).	10	
dr hab. Arkadiusz Wierzbic, prof. UEW	1. Methods and techniques of Quality Management. 2. Management systems based on standards, 3. Continuous improvement in organizations, 4. Auditing of management systems, 5. Business Excellence Models, 6. Growth and Development of SMEs, 7. Organizational crises, 8. Project management, 9. Interpersonal communication, 10. Negotiations	10	
dr hab. Anna Witek-Crabb, prof. UEW	1. Business strategy. 2. Strategic analysis of sectors/ businesses. 3. Business plan (your own business). Entrepreneurship. 4. Managing non-profit organizations. 5. CSR and sustainable development of enterprises. 6. Leadership. Strategic thinking. 7. Human resources management. 8. Motivating people.	5	
dr hab. Jarosław Woźniczka, prof. UEW	1. Marketing as a business function, including: marketing management processes, management of marketing tools, stakeholder oriented marketing, measuring marketing effects. 2. Marketing communications, including: advertising: strategy, creation and media, public relations, marketing communications online, modern forms of marketing communications. 3. New trends in marketing, including: on-line marketing / mobile marketing, social media, omnichannel, big data / marketing 5.0, experience marketing, marketing and the global consumer culture.	3	

