

PRZEWODNIK PO PRZEDMIOCIE

<u>Subject</u>	Management Concepts
<u>Mayor</u>	Management
<u>Form of study</u>	Regular
<u>Form of qualification</u>	graduate
<u>Year</u>	First year
<u>Semester</u>	sem. I
<u>Teaching Department</u>	Department of Enterprise Management
<u>Teachers</u>	Dr Katarzyna Łukasik, Prof. PCz Beata Skowron-Grabowska
<u>Profile</u>	Academic
<u>Kind of subject</u>	basic
<u>Credit points ECTS</u>	6

Kind of academic activities – number of hours in semester

Lectures	Exercises	Laboratories	Projects	Seminars
15	30			

DESCRIPTION of SUBJECT

The aim of subject

C1. Characteristics of classical and modern management concepts

C2. Introduction of practical possibilities of applying introduced management concepts on the example of chosen enterprises

BASIC REQUIREMENTS IN THE FRAME OF KNOWLEDGE, SKILLS AND OTHER COMPETENCES

1. Students know the basis of modern enterprise management
2. Students can present problems of management and running enterprises on the market
3. Students know roles of solving problems in groups with use of case study
4. Students can distinguish such issues as: methods of management, technics of management, concepts of management
5. Skills in making presentations and participation in discussion

EFFECTS of EDUCATION

EK 1- Students know classical concepts of management

EK 2- Students know modern concepts of management

EK 3- Students can distinguish structural concepts of management (process oriented)

EK 4- Students can distinguish concepts of management oriented on quality, time, knowledge and customers

PROGRAM of TEACHING

Form of classes – LECTURES 15 HOURS	No. of hours
W 1- Introduction to the subject. Introduction of basic terms and definitions connected with methods, technics and concepts of management. Presentation of division of management concepts.	1
W 2- Introduction of classical management concepts, starting from evolution of concepts through administrative approach to social approach in management .	1
W 3- Presentation of situation approach and system approach in management and introduction of organizational game theory	1
W 4,5,6,7 – Presentation of modern (structural) concepts of management, including: BPR (Business Process Reengineering), Lean Management, Benchmarking, Outsourcing, with practical examples.	4
W 8,9 with practical examples such as TBM (Time Based Management) and CRM (Customer Relationship Management).	2
W 10- Presentation of quality concepts of management: TQM (Total Quality Management) and Six Sigma, with practical examples in the enterprises	1
W 11, 12, 13 - Presentation of modern concepts of management based on knowledge: knowledge and competences management, intelligent and learning organization as well as talent management.	3
W 14- Introduction of virtual and net organizations concepts	1
W 15- Presentation of concept of social responsibility in organization (CSR)	1
Form of classes – EXCERCISES 30 HOURS	No. of hours
Cw1 - Introduction – Introduction of the aim, program and forms of checking knowledge and skills. Case study of classical forms of management concepts.	2
Cw2 - Reengineering: definition, essence and rules of reengineering, changes in organization after introducing reengineering – theoretical approach of reengineering in the firm Aetna Life & Casually, Case study of enterprise ATRAM	2
Cw3 – Concept of Lean Management: definition, essence and rules – theoretical approach. Example of application of lean management concept in the Isola Group. Case study – firm KAI	2
Cw4 - Benchmarking: definition, essence and rules and range of applying benchmarking – advantages and disadvantages theoretical approach. Example of applying benchmarking in Polish public administration in local authorities. Case study of town Brzesko	2
Cw5 - Outsourcing: form of improving enterprise functioning, kinds and forms of outsourcing, advantages and disadvantages of outsourcing - theoretical approach. Outsourcing - Case study	2
Cw6 - Method TBM (time based management): aims, methods of TBM, assumptions and rules of TBM - theoretical approach. Time based management in practice	2
Cw7 – Concept of CRM (customer oriented management, establishing relations with customers, adapting organization to customer needs) – theoretical approach. Virtual call center in one of Polish enterprises, case study of British Airways.	2
Cw8 – Total Quality Management – TQM: meaning of quality, basic aspects of TQM, advantages and disadvantages of TQM - theoretical approach. SIX SIGMA: definition, essence and rules, phases of introduction six sigma, advantages of six sigma – theoretical approach. Comparison of TQM and Six Sigma. Case study.	2

Cw9 – Knowledge management: definition and essence of knowledge, kinds of knowledge, methods of gaining knowledge – theoretical approach. Example of applying knowledge management on the example of Cosworth Engineering, case study	2
Cw10 – Competency management: competency management – theoretical approach. Case study of Barker Foods– analyses of competency management	2
Cw11 – Learning organization : definition and essence and features of learning – theoretical approach. Case study of Mixbanku and case study of enterprise SCEN.	2
Cw12,13 – Virtual and network organizations: characteristics of virtual organization, conditions and results of virtualizations of firms, managing of virtual organization, network structures, e-biznes – kinds, effects, advantages and disadvantages – theoretical approach. Case study of mBanku – perspectives of developing virtual organizations	4
Cw14 – Concepts of Corporate Social Responsibility CSR: fields of applying – theoretical approach. Global Compact – the example of applying CSR, Corporate Social Responsibility– Case study of DANONE	2
Cw15 – test	2

DIDACTIC TOOLS

1. Books and monographs
2. Audiovisual presentation
3. Case study

Evaluation (F – partial, P – final)

- F1. Case studies
- F2. Presentation of wykonanych zadań
- F3. Participation during lectures
- F4. Presence on the lectures
- P1. Written test
- P2. Written exam

Students work

Forms of activities	Average number of hours for activity
Consultation hours	45
Prepare to exercises	45
Prepare audiovisual presentation	30
Prepare to exam	30
Total	150
Total number of credit points of ECTS per subject	6

Bibliography

Basic bibliography	
1.	Mathias Wesk, Business Process Management: Concepts, Languages, Architectures, Springer Verlag, Berlin 2012
2.	Tim Hannagan, Management: Concepts & Practices, Pearson Education Limited, London 2008
3.	Pervaiz K. K. Ahmed, K. Kwang Kok Lim, Ann Loh, Learning Through Knowledge Management, Butterworth, Oxford 2002
4.	Malcolm Warner, Morgen Witzel, Managing in virtual organizations, Thomson Learning, London, 2004

Teachers (Name, Last name, E-MAIL)

1. Katarzyna Łukasik; kasia2lukasik@op.pl
2. Beata Skowron-Grabowska beatas@zim.pcz.pl

Effects of teaching	Given effects in comparison to all defined effects for whole course	Aims of program	Program of teaching course	Didactic tools	Evaluation
EK1 Students can explain classical concepts of management.	K_W09, K_U13, K_K02,	C1	W1, W2, W3, Cw1	1, 2, 3	F3,F4, P2
EK2 Students can explain modern concepts of management.	K_W09, K_U13, K_K02,	C1, C2	W4, W5, W6, W7, Cw1, Cw2, Cw3, Cw4, Cw5, Cw 12, Cw13,	1,2,3	F1, F2, F3, F4, P1,P2
EK3 Students can explain structural concepts of management. (oriented on processes)	K_W09, K_W16 K_U02, K_U07K_U13, K_K03,	C1	W4, W5, W6, W7, W14 Cw1, Cw2, Cw3, Cw4, Cw5, Cw 12, Cw13,	1,2,3	F4, P2
EK4 Students can explain different concepts of management oriented on quality, time, knowledge and customers.	K_W09, K_W20, K_W13 K_U02, K_U13, K_K07,	C1, C2	W8, W9, W10, W11, W12, W13, W15 Cw6, Cw7, Cw8, Cw9, Cw10, Cw11, Cw14	1,2,3	F1, F2, F3, F4, P1,P2

II. Evaluation -details

	Mark 2	Mark 3	Mark 4	Mark 5
Effect 1	Student can't explain classical concepts of management.	Student can explain classical concepts of management, but he/she can't give main authors names of classical concepts of management.	Student can explain classical concepts of management and he/she can give main authors names of classical concepts of management.	Student can explain and point at background of classical concepts of management and he/she can give main authors names of classical concepts of management.
Effect 2	Student can't explain modern concepts of management.	Student can explain modern concepts of management without pointing at their background.	Student can explain modern concepts of management and point at main assumptions of the concepts.	Student can explain modern concepts of management and point at all assumptions of the concepts.
Effect 3	Student can't explain structural concepts of management	Student can distinguish different structural concepts of management but without defining them.	Student can distinguish different structural concepts of management with defining two of them.	Student can distinguish different structural concepts of management with defining all of them
Effect 4	Students can't explain different concepts of management oriented on quality, time, knowledge and customers.	Students can explain different concepts of management oriented on quality, time, knowledge and customers.	Students can explain different and show background of two chosen concepts of management oriented on quality, time, knowledge and customers.	Students can explain different and show background of all concepts of management oriented on quality, time, knowledge and customers.