

## FACULTY OF MANAGEMENT

**SUBJECT CARD****Name of subject in Polish: Współczesne zarządzanie****Name of subject in English : Contemporary management****Main field of study (if applicable): Business Engineering****Specialization (if applicable): Business Intelligence****Profile: academic****Level and form of studies: 2nd level, full-time****Kind of subject: obligatory****Subject code W08IZZ-SM8005****Group of courses NO**

|  | Lecture                     | Classes | Laboratory | Project | Seminar                     |
|--|-----------------------------|---------|------------|---------|-----------------------------|
| Number of hours of organized classes in University (ZZU)   | <b>30</b>                   |         |            |         | <b>30</b>                   |
| Number of hours of total student workload (CNPS)   | <b>50</b>                   |         |            |         | <b>50</b>                   |
| Form of crediting  | <b>crediting with grade</b> |         |            |         | <b>crediting with grade</b> |
| For group of courses mark (X) final course   |                             |         |            |         |                             |
| Number of ECTS points  | <b>2</b>                    |         |            |         | <b>2</b>                    |
| including number of ECTS points for practical classes (P)  |                             |         |            |         | <b>2</b>                    |
| including number of ECTS points corresponding to classes that require direct participation of lecturers and other academics (BU) | <b>1,28</b>                 |         |            |         | <b>1,28</b>                 |

**PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**

Essentials of management

**SUBJECT OBJECTIVES**

To ensure fundamental knowledge (including application aspects) about:

C1. the context of contemporary business and dynamics of organizational environment,

C2. digital and networked aspects of modern business

C3. problems and principles of strategic choices,

C4. analyzing of business processes,

C5. managing the organizational change,

To ensure fundamental skills to:

C6. choose, justify and apply the management methods and techniques when complex management and substantive issues in the organization are identified, analyzed and solved.

### SUBJECT EDUCATIONAL EFFECTS

Relating to knowledge:

PEU\_W01 – student explains and illustrates the impact of global and digital environment on organizational competitiveness and identifies the factors affecting the organizational development.

PEU\_W02 – Student recognises the complexity of managerial problems in the organization. Interprets the interdependencies that go beyond separated functions, processes and organization.

PEU\_W03 – Student has knowledge of leadership and decision making in the strategic area and the implementation of organizational changes.

relating to skills:

PEU\_U01 - Student analyses the causes and dynamics of events and phenomena in the organization as a whole, in the context of their internal and external conditions.

PEU\_U02 – Student has the ability to formulate solutions to complex management and substantive problems in the organization.

relating to social competences:

PEU\_K01 – Student shows readiness to unassisted to conduct flexible searches and use critical selection of methods and tools in solving problems arising at the workplace.

PEU\_K02 – Presents courage in conveying and defending their views. Prepared to persuade and negotiate in order to achieve common goals.

### PROGRAMME CONTENT

| Lectures |  | Number of hours |
|----------|--|-----------------|
| Lec1     | Introduction   | 2               |
| Lec2     | Modern business environment                                      | 2               |
| Lec3     | Entrepreneurship, new ventures, and start-ups                    | 2               |
| Lec4     | New business models and future organizational designs            | 2               |
| Lec5     | New forms of financing and investment opportunities              | 2               |
| Lec6     | Global production, operations, and supply chain management       | 2               |
| Lec7     | Online business and technology                                   | 2               |
| Lec8     | Marketing processes and consumer behavior in information society | 2               |
| Lec 9    | Leadership and decision making in knowledge based economy        | 2               |
| Lec10    | Employee behavior and motivation in liquid modernity             | 2               |
| Lec11    | Knowledge management, innovation and organizational development  | 2               |
| Lec12    | Culture and sensemaking  | 2               |
| Lec13    | Business ethics and social responsibility                        | 2               |
| Lec14    | Change management and the future of management                   | 2               |
| Lec15    | Final test   | 2               |
|          | Total hours  | 30              |

| Seminar |   | Number of hours |
|---------|---|-----------------|
| Semin 1 | Introduction                            | 2               |
| Semin 2 | Digital aspects of business environment | 2               |

|          |   |    |
|----------|---|----|
| Semin 3  | New technology and start-up's ecosystem               | 2  |
| Semin 4  | Networked, virtual and fractal organizational designs | 2  |
| Semin 5  | FinTech – Financial Technology                        | 2  |
| Semin 6  | Global e-commerce                                     | 2  |
| Semin 7  | Global e-business                                     | 2  |
| Semin 8  | E-marketing and social media                          | 2  |
| Semin 9  | E-leadership and DSS systems                          | 2  |
| Semin 10 | Virtual teams and telework                            | 2  |
| Semin 11 | Knowledge sharing tools                               | 2  |
| Semin 12 | Digital aspects of cultural change                    | 2  |
| Semin 13 | CSR systems   | 2  |
| Semin 15 | AI in business  | 2  |
| Semin 15 | Closing seminar                                       | 2  |
|          | Total hours   | 30 |

### TEACHING TOOLS USED

N1. Presentations  
N2. Case studies  
N3. Discussion  
N4. Self-study

### EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT

| <b>Evaluation</b> (F – forming during semester), P – concluding (at semester end) | Learning outcomes code      | Way of evaluating learning outcomes achievement |
|---|-----------------------------|---|
| F1 (lecture)  | PEU_W01-W03                 | Self-study                                      |
| F2 (seminar)  | PEU_W01-W03,<br>PEU_K01-K02 | Discussion, Case studies                        |
| F3 (seminar)  | PEU_U01-U02,<br>PEU_K01-K02 | Presentation                                    |
| $P1 = F1, P2 = 0,5 \cdot F2 + 0,5 \cdot F3$                                       |                             |   |

### PRIMARY AND SECONDARY LITERATURE

#### **PRIMARY LITERATURE:**

- [1] Bovee C.L., Thill J.V., Business in Action, Global Edition, Pearson 2020
- [2] Ebert R.J., Griffin R.W., Business Essentials: Global Edition, Pearson 2019
- [3] Barringer B.R., Ireland R.D., Entrepreneurship: Successfully Launching New Ventures, Pearson 2019
- [4] Osterwalder A., Pigneur Y., Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Wiley, 2010.
- [5] Wilkinson A., Armstrong S.J., Lounsbury M., Oxford Handbook of Management, Oxford University Press, 2018.

#### **SECONDARY LITERATURE:**

- [1] Hatch M. J., Cunliffe A. L., Organization Theory (3rd edit), 2013.
- [2] McKee A., Management: A Focus on Leaders, 2nd Edition, 2014.

[3] Trott P., Innovation Management and New Product Development, Pearson 2017

[4] Hamel G., What matters now. How to win in a world of relentless change, ferocious competition, and unstoppable innovation, Jossey-Bass, 2012.

**SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)**

Adam Dzidowski, adam.dzidowski@pwr.edu.pl