

FACULTY OF MECHANICAL AND POWER ENGINEERING

SUBJECT CARD

Name in Polish Marketing i Zarządzanie
Name in English Marketing and Management
Main field of study (if applicable): -
Specialization (if applicable): -
Level and form of studies: 2nd level, full-time
Kind of subject: university-wide
Subject code W08W09-SM0135W
Group of courses NO

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	30				
Number of hours of total student workload (CNPS)	90				
Form of crediting	crediting with grade				
For group of courses mark (X) final course					
Number of ECTS points	3				
including number of ECTS points for practical (P) classes					
including number of ECTS points for direct teacher-student contact (BU) classes	1				

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES

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SUBJECT OBJECTIVES

To ensure fundamental knowledge (including application aspects) about:

- C1. characteristics, elements and types of organizations, and the impact of the environment on organizational operations (with particular emphasis on marketing)
- C2. management processes, functions, principles and tools,
- C3. key management issues (with particular emphasis on marketing),
- C4. the basic elements of marketing activities

SUBJECT EDUCATIONAL EFFECTS

relating to knowledge:

- PEK_W01 - has a basic knowledge about the characteristics, elements and types of organizations,
- PEK_W02 – understands basic management processes, functions, principles and tools,
- PEK_W03 - explains and illustrates the impact of the environment on the operations of the organization,
- PEK_W04 – identifies the basic management issues (with particular emphasis on marketing),
- PEK_W05 - has a basic knowledge about selected elements of marketing and marketing activities.

relating to social competences:

PEK_K01- is aware of the need of tasks prioritizing and work organizing to achieve the set of goals,
 PEK_K02 - understand the social responsibility of professionals.

PROGRAMME CONTENT

Lectures		Number of hours
Lec 1	Scope of lecture, conditions of crediting and literature Introduction: challenges of contemporary management	2
Lec 2	Managing and leading today: what is the difference between a manager and a leader? Everyone needs to be a leader? Leadership can be learnt!	2
Lec 3	Motivation and meaning: what makes people want to work?	2
Lec 4	Creativity, innovation, and a spirit of entrepreneurship	2
Lec 5	Strategy and planning: bringing the vision to life	2
Lec 6	The human side of planning: decision making and critical thinking	2
Lec 7	Project Management as an operational planning tool	2
Lec 8	Organizing for a complex world: processes and structure	2
Lec 9	Teams: how to work effectively with others? Effective teams building	2
Lec 10	Organizational controls: people, processes and results	2
Lec 11	Culture: corporate culture is powerful! cross-cultural management challenges	2
Lec 12	The concept of marketing and its place in organization. Market segmentation.	2
Lec 13	Marketing-mix. Product, price, promotion, place.	2
Lec 14	Corporate sustainability – towards long term development	2
Lec 15	Final assessment	2
	Total hours	30

TEACHING TOOLS USED

N1. Presentation of knowledge in the form of a lecture - slides, computer projector
 N2. Lecture materials (synthesis) which are available in electronic form on the website
 N3. Own work - self-study and preparation for crediting test
 N4. Discussions during lectures
 N5. Presentations of practical examples in the form of case studies - slides, computer projector

EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT

Evaluation (F – forming (during semester), P – concluding (at semester end))	Educational effect number	Way of evaluating educational effect achievement
F1	PEK_W01-5	Final assessment
F2	PEK_K01-2	Scoring students' involvement during lecture
P	Final mark consists of F1(up to 100%) and F2 (no more than 50%)	

PRIMARY AND SECONDARY LITERATURE

PRIMARY LITERATURE:

- [1] McKee A.: Management: a focus on leaders, Pearson , Boston 2012.
- [2] Kotler Ph, Armstrong G.: Principles of Marketing, Pearson , 2012, 2010, 2008.

SECONDARY LITERATURE:

- [1] Robbins S.P., DeCenzo D.: Fundamentals of management: essential concepts and applications, Pearson/Prentice Hall, 2008.
- [2] Robbins S.P., Barnwell N.: Organization Theory, Person, 2006.

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

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