



Field of study:

Management

Subject: Management of enterprise development - advanced approaches and methods

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Management of enterprise development - advanced approaches and methods

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	35		exam
exercises	12		credit with mark
Total	47	6	

Aims of teaching

1. To familiarise students with the theory and proven methods of strategic business management decisions in the process of enterprise development.
2. To familiarise students with advanced strategic analysis tools in the process of enterprise development.
3. To familiarise students with practical applications of strategic market management models and tools used in the practice of enterprise development.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	1. The student knows the theory and practice of management decisions in the process of enterprise development.	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr
P_W2	2. The student knows the theoretical background and perspectives of the application of advanced tools in the process of enterprise development.	Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	The student knows and is able to apply advanced tools in the process of enterprise development	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW05_Mgr Zarz_UW06_Mgr
P_U2	The student knows and is able to effectively apply in practical exercises models and tools used for identifying, implementation and control of the process of enterprise development.	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW05_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr Zarz_UK02_Mgr Zarz_UU02_Mgr
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	The student is able to effectively and constructively work in the project team while applying models and tools in practical exercises and case studies.	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO02_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	1. International trading environment. Social and Cultural conditions of international strategic marketing and enterprise development.	lectures exercises	4 / 5 1 / 5
2	2. International marketing research and definition of business development options.	lectures exercises	4 / 5 1 / 5
3	3. Development of international strategies - niche strategies for small and medium enterprises, global strategies, new markets entry strategies.	lectures exercises	4 / 6 2 / 6
4	4. Management of the development of new products and services.	lectures exercises	4 / 5 1 / 5
5	5. Implementation of international development strategies.	lectures exercises	7 / 8 1 / 8
6	6. International communication in the enterprise development process (incl. digital era context).	lectures exercises	4 / 7 3 / 7
7	7. Product, pricing & distribution management on international markets in the process of enterprise development.	lectures exercises	4 / 6 2 / 6
8	8. International marketing decisions in the preparation, implementation, and control of int. strategies – practical case studies + influence of the technology on decision making and processes.	lectures exercises	4 / 5 1 / 5

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Project	50
Exercises final credit	50

Teaching methods

- case studies
- discussion in the class
- exercises
- lectures
- individual activity

Reading (compulsory)

- Doole, Lowe, Kenyon. International marketing management 4th edition, 2004; 8th edition 2019
- Aaker D.. Strategic market management 4th Edition, 1996; later editions
- Porter M.. Competitive strategy 1998 and later editions if available.
- Porter M.. The Five Competitive Forces That Shape Strategy 2008
- Aschok Ranchhod. Marketing Strategies - A Contemporary Approach 2007
- Credit Suisse Research Institute. Global Wealth Report 2018 2018
- Doole, Lowe. Strategic Marketing Decisions in Global Markets 2005 and later editions if available

Reading (additional)

- Lack of literature

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr	1 2 3 4 5 6 7 8	case study analysis during the class work exam
P_W2	Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr	1 2 3 4 5 6 7 8	exercises written test Exam Case discussions
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW05_Mgr Zarz_UW06_Mgr	1 2 3 4 5 6 7 8	Ability to work in the team and hold discussion Case discussions lectures and exercises assignments
P_U2	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW05_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr Zarz_UK02_Mgr Zarz_UU02_Mgr	1 2 3 4 5 6 7 8	case studies discussions Assignments during lectures and exercises quizzes with practical applications
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO02_Mgr	1 2 3 4 5 6 8	ability to work in a team and hold the discussion working in a team toward the goal