

**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<br>Zarz_WG02_Mgr<br>Zarz_WG03_Mgr<br>Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>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<br>Zarz_WG04_Mgr<br>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<br>Zarz_UW02_Mgr<br>Zarz_UW03_Mgr<br>Zarz_UW04_Mgr<br>Zarz_UW05_Mgr<br>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<br>Zarz_UW02_Mgr<br>Zarz_UW03_Mgr<br>Zarz_UW04_Mgr<br>Zarz_UW05_Mgr<br>Zarz_UW11_Mgr<br>Zarz_UK01_Mgr<br>Zarz_UK02_Mgr<br>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<br>Zarz_KK02_Mgr<br>Zarz_KK03_Mgr<br>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<br>exercises | 4 / 5<br>1 / 5  |
| 2      | 2. International marketing research and definition of business development options.                                                                                                              | lectures<br>exercises | 4 / 5<br>1 / 5  |
| 3      | 3. Development of international strategies - niche strategies for small and medium enterprises, global strategies, new markets entry strategies.                                                 | lectures<br>exercises | 4 / 6<br>2 / 6  |
| 4      | 4. Management of the development of new products and services.                                                                                                                                   | lectures<br>exercises | 4 / 5<br>1 / 5  |
| 5      | 5. Implementation of international development strategies.                                                                                                                                       | lectures<br>exercises | 7 / 8<br>1 / 8  |
| 6      | 6. International communication in the enterprise development process (incl. digital era context).                                                                                                | lectures<br>exercises | 4 / 7<br>3 / 7  |
| 7      | 7. Product, pricing & distribution management on international markets in the process of enterprise development.                                                                                 | lectures<br>exercises | 4 / 6<br>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<br>exercises | 4 / 5<br>1 / 5  |

## Conditions of completion

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### 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

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

## Reading (compulsory)

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- 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)

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- 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                                                              |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>KNOWLEDGE</b>          |                                                                                                                                                       |                                                    |                                                                                                                       |
| P_W1                      | Zarz_WG01_Mgr<br>Zarz_WG02_Mgr<br>Zarz_WG03_Mgr<br>Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>Zarz_WG06_Mgr                                                    | 1<br>2<br>3<br>4<br>5<br>6<br>7<br>8               | case study analysis<br>during the class work<br>exam                                                                  |
| P_W2                      | Zarz_WG03_Mgr<br>Zarz_WG04_Mgr<br>Zarz_WG05_Mgr                                                                                                       | 1<br>2<br>3<br>4<br>5<br>6<br>7<br>8               | exercises written test<br>Exam<br>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                                                              |
| <b>SKILLS</b>             |                                                                                                                                                       |                                                    |                                                                                                                       |
| P_U1                      | Zarz_UW01_Mgr<br>Zarz_UW02_Mgr<br>Zarz_UW03_Mgr<br>Zarz_UW04_Mgr<br>Zarz_UW05_Mgr<br>Zarz_UW06_Mgr                                                    | 1<br>2<br>3<br>4<br>5<br>6<br>7<br>8               | Ability to work in the<br>team and hold<br>discussion<br>Case discussions<br>lectures and exercises<br>assignments    |
| P_U2                      | Zarz_UW01_Mgr<br>Zarz_UW02_Mgr<br>Zarz_UW03_Mgr<br>Zarz_UW04_Mgr<br>Zarz_UW05_Mgr<br>Zarz_UW11_Mgr<br>Zarz_UK01_Mgr<br>Zarz_UK02_Mgr<br>Zarz_UU02_Mgr | 1<br>2<br>3<br>4<br>5<br>6<br>7<br>8               | case studies<br>discussions<br>Assignments during<br>lectures and exercises<br>quizzes with practical<br>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                                                              |
| <b>SOCIAL COMPETENCES</b> |                                                                                                                                                       |                                                    |                                                                                                                       |
| P_K1                      | Zarz_KK01_Mgr<br>Zarz_KK02_Mgr<br>Zarz_KK03_Mgr<br>Zarz_KO02_Mgr                                                                                      | 1<br>2<br>3<br>4<br>5<br>6<br>8                    | ability to work in a<br>team and hold the<br>discussion<br>working in a team<br>toward the goal                       |