UNIVERSITY
OF ECONOMICS AND HUMAN SCIENCES
IN WARSAW

Field of study:

Management

> ### Subject: Value Based Modern Management

Level of study: graduate studies
System of study: Full-time
Profile of studies: general academic
Subject: Value Based Modern Management

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	30		exam
exercises	15		credit with mark
Total	45	4	

Aims of teaching

1. The student knows various strategies of creating value in the enterprise in the local and international context and depending on various conditions of the external environment and conditions existing in the enterprise at various stages of its development.

2. The student is able to assess the effectiveness of the applied value creation strategies and connect them with the business and functional strategies of the enterprise.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_W1	The student is able to name and describe various types of value creation strategies in the enterprise.	Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr
P_W2	2. The student is able to assess the effectiveness of the applied value creation strategies and connect them with the business and functional strategies of the enterprise.	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG10_Mgr Zarz_WK01_Mgr
P_W3	3. The student is able to apply the theoretical knowledge in the field of modern value-based management for the preparation and implementation of practical projects and strategies aimed at maximizing the value of the enterprise.	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG10_Mgr Zarz_WK01_Mgr

SKILLS		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_U1	The student is able to critically analyze the existing strategies of creating value in the enterprise and to recommend optimal changes in order to maximize the value for shareholders.	Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW05_Mgr Zarz_UW06_Mgr

SOCIAL COMPETENCES		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_K1	The student is able to work in a team and conduct a constructive, factual discussion on practical cases of preparing, implementing and controlling the implementation of a value creation strategy.	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO02_Mgr Zarz_KO04_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	The brief history of organization and management - context changing over time Creating value for shareholders - management focused on creating value in individual functions of enterprises and institutions	lectures	5 / 5
2	Creating value for shareholders - management focused on creating value in individual functions of enterprises and institutions	lectures	5 / 5
3	Modern organizational structures of enterprises and challenges, management characteristics	lectures	5 / 5
4	Business management functions in the context of creating value

Risk management in the organization

Strategic management - main challenges and process | lectures | 5 / 5 |
| 5 | Strategic management - main challenges and processes . Tactical management - main challenges and processes; Management of individual functions of the enterprise - production, sales, marketing, finance, HR. | lectures | 5 / 5 |
| 6 | Mission, vision, types of strategies, planning in the enterprise based on creating value for shareholders.
Development and implementation of strategies creating value in the enterprise business and marketing strategy based on creating enterprise value (brand equity, pricing strategy, communication strategy, business strategy and product strategy, innovation management).
Managing the company in the direction of creating value at various stages of its development | lectures | 5 / 5 |
7	Characteristics of the organization and the main challenges associated with them - practical examples and case studies	exercises	3 / 3
8	Creating value in individual functions of the organization - decisions related to the management of organizations and the most common practical mistakes - exercises	exercises	3 / 3
9	Analysis of crisis situations in the organization - crisis management vs non-crisis management - case studies - practical exercises in groups organization management in the era of uncertainty and conditions of a changing environment.	exercises	3 / 3
10	Key challenges in managing individual functions of the enterprise:

- production, sales, marketing, finance, HR, change and crisis management

- practical case studies | exercises | 3 / 3 |
| 11 | Management errors - practical cases. Ethical challenges in enterprise management - practical cases | exercises | 2 / 2 |
| 12 | Subject pass test | exercises | 1 / 1 |

Conditions of completion

LECTURES

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

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Wygłoszenie referatu / prezentacji podczas zajęć	100

Teaching methods

- Case studies
- discussion in the class
- multimedia presentations
- case study group analysis
- test exam
- group work presentation

Reading (compulsory)

- Doyle, Peter. VAlue Based marketing 2010
- KOtler, Philip. Chaotics - the business of managing and marketing in the age of turbulence 2009

Reading (additional)

- John D. Martin, J. William Petty, James S. Wallace. Value Based Management with Corporate Social Responsibility 2010
- Bruce Hoag, Cary L. Cooper. Managing Value based organisations. It is not what you think 2006

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_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr	1 2 3 4 5 6	
P_W2	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG10_Mgr Zarz_WK01_Mgr	1 2 3 4 5 6	
P_W3	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG10_Mgr Zarz_WK01_Mgr	1 2 3 4 5 6 7 8 9 10 11 12	
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_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW05_Mgr Zarz_UW06_Mgr	2 3 4 5 6 7 8 9 10 11 12	
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			

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 Zarz_KO04_Mgr	2 3 4 5 6 7 8 9 10 11 12	