



**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<br>Zarz_WG03_Mgr<br>Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>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<br>Zarz_WG02_Mgr<br>Zarz_WG03_Mgr<br>Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>Zarz_WG10_Mgr<br>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<br>Zarz_WG02_Mgr<br>Zarz_WG03_Mgr<br>Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>Zarz_WG10_Mgr<br>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<br>Zarz_UW03_Mgr<br>Zarz_UW04_Mgr<br>Zarz_UW05_Mgr<br>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<br>Zarz_KK02_Mgr<br>Zarz_KK03_Mgr<br>Zarz_KO02_Mgr<br>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<br>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<br>Risk management in the organization<br>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.<br>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).<br>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<br>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:<br>- production, sales, marketing, finance, HR, change and crisis management<br>- 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

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### 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

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

## Reading (compulsory)

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

## Reading (additional)

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- 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 |
|---------------------------|---|---|--|
| <b>KNOWLEDGE</b>          |   |   |  |
| P_W1                      | 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                                  |  |
| P_W2                      | Zarz_WG01_Mgr<br>Zarz_WG02_Mgr<br>Zarz_WG03_Mgr<br>Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>Zarz_WG10_Mgr<br>Zarz_WK01_Mgr | 1<br>2<br>3<br>4<br>5<br>6                                  |  |
| P_W3                      | Zarz_WG01_Mgr<br>Zarz_WG02_Mgr<br>Zarz_WG03_Mgr<br>Zarz_WG04_Mgr<br>Zarz_WG05_Mgr<br>Zarz_WG10_Mgr<br>Zarz_WK01_Mgr | 1<br>2<br>3<br>4<br>5<br>6<br>7<br>8<br>9<br>10<br>11<br>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 |
| <b>SKILLS</b>             |   |   |  |
| P_U1                      | Zarz_UW02_Mgr<br>Zarz_UW03_Mgr<br>Zarz_UW04_Mgr<br>Zarz_UW05_Mgr<br>Zarz_UW06_Mgr                                   | 2<br>3<br>4<br>5<br>6<br>7<br>8<br>9<br>10<br>11<br>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 |
| <b>SOCIAL COMPETENCES</b> |   |   |  |

| SYMBOL                    | REFERENCE OF A GIVEN OUTCOME<br>TO THE PROFILE OUTCOME                            | REFERENCE OF A GIVEN OUTCOME<br>TO THE COURSE CONTENT  | REFERENCE OF A GIVEN<br>OUTCOME TO THE<br>VERIFICATION METHODS |
|---------------------------|---|--|--|
| <b>SOCIAL COMPETENCES</b> |   |  |  |
| P_K1                      | Zarz_KK01_Mgr<br>Zarz_KK02_Mgr<br>Zarz_KK03_Mgr<br>Zarz_KO02_Mgr<br>Zarz_KO04_Mgr | 2<br>3<br>4<br>5<br>6<br>7<br>8<br>9<br>10<br>11<br>12 |  |