

FACULTY OF CHEMISTRY					
SUBJECT CARD					
Name of subject in Polish:	Zarządzanie biznesem				
Name of subject in English:	Business Management				
Main field of study (if applicable):	Inżynieria chemiczna i procesowa				
Specialization (if applicable):	Advanced Chemical Engineering and Nanotechnology				
Profile:	academic				
Level and form of studies:	2nd level, full-time				
Kind of subject:	obligatory				
Subject code	ZMC024006				
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 (BK) classes	1				
<b>PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES</b>					
1.					
<b>SUBJECT OBJECTIVES</b>					
C1 Acquaintance student with the rules of doing business.					
C2. Gaining by the student the basic knowledge on the firm environment.					
C3. Acquaintance student with strategies employed by different firms.					
C4. Acquaintance students with the basic reports prepared by a firm.					
C5. Acquaintance students with the measures of the quality of firm management and the firm financial safety.					
C6. Acquaintance students with the methods of change management.					
C7. Acquaintance students with innovation management.					
<b>SUBJECT EDUCATIONAL EFFECTS</b>					
<b>relating to knowledge:</b>					
PEK_W01 – possess basic knowledge on firm activity					
PEK_W02 – knows strategies implemented by firm					
PEK_W03 – knows basic reports presented by firm					
PEK_W04 – knows basic measures of a firm operation quality					
PEK_W05 – knows the means of innovation and change management					
<b>PROGRAMME CONTENT</b>					
<b>Lectures</b>				<b>Number of hours</b>	
Lec1-3	Analysis of economy environment of the firm (global and national economy: trends, economic cycle, government influence on firm activity, wealthiness of the society, competitors).			6	
Lec4-5	Strategy of the firm (vision, mission, competitive position, product of the firm and			4	

	its place on the market).	
Lec6	Rules of business plan preparing.	2
Lec7	Possibilities of funds obtainment.	2
Lec8-9	Reading and understanding of the financial statements prepared by a firm.	4
Lec10	Evaluation of the quality of management and safety of a firm using operational indicators.	2
Lec11	Management of a firm society.	2
Lec12	Management of changes.	2
Lec13	Innovation management.	2
Lec14	Know-how, searching for new solutions by screening the patents bases, preparing of a patent.	2
Lec15	Discussion on proposals of different businesses created by students.	2
	Total hours	<b>30</b>
<b>TEACHING TOOLS USED</b>		
N1. Lecture. N2. Discussion. N3. Computer and oral presentation. N4. Various media resources (internet, press, TV)		
<b>EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT</b>		
<b>Evaluation</b> (F – forming (during semester), P – concluding (at semester end))	Educational effect number	Way of evaluating educational effect achievement
P1 (wykład)	PEK_W01, PEK_W02, PEK_W03, PEK_W04, PEK_W05.	Evaluation of the project of business prepared by student
<b>PRIMARY AND SECONDARY LITERATURE</b>		
<b><u>PRIMARY LITERATURE:</u></b>		
[1] J. Morrow, Do business, Morrow Pub. 1991 [2] P.B. Crosby, The eternally successful organization, McGraw-Hill 1988		
<b>SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)</b>		
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