



# Contemporary Management Concepts Syllabus

<b>1. Module Title</b>	Contemporary Management Concepts	<b>2. Module Code</b>	
<b>3. Academic Year, Semester, Mode of Studies</b>	<b>2024/2025 academic year Semester 1, Full-time Studies</b>		
<b>4. Aims and Learning Outcomes</b>	<p><b>Aims</b> The purpose of the course is to present contemporary management methods, their effectiveness and usefulness in managing a company. The student has to gain knowledge on how enterprises can build competitive advantages on local and international markets. They should know what methods are more effective in a particular environment, the life cycle of the organization and the market sector and what are the conditions for the effective implementation of individual management methods.</p> <p><b>Learning Outcomes</b> Having completed this module student:</p>		
<b>Knowledge</b>	<b>Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
The student knows the key concepts and theories of the enterprise regarding the formation, functioning, transformation and development of economic organizations, including the role and function of the organization.	EP-1	K_W01 K_W03	Research projects Final exam
Student understands the usefulness of various enterprise management methods and understands the effectiveness of solutions used in enterprises in building internal potential	EP-2	K_W05 K_W08 K_W11	Research projects Final exam
Has in-depth knowledge of the methods used to build relationships with the environment and how to carry out structural and organizational changes.	EP-3	K_W09 K_W17	Research projects Final exam
<b>Skills</b>	<b>Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
The student is able to identify the principles and criteria for solving the organization's problems and is able to see the needs of changes in the organization and develop a change management plan.	EP-4	K_U01	Research projects
The student is able to prepare a change management plan for the organization based on the information and knowledge needed to solve the problem	EP-5	K_U01 K_U03 K_U13	Research projects
Student is able to assess the effectiveness of management systems and is able to search and choose the appropriate method of	EP-6	K_U05 K_U08 K_U17	Research projects

enterprise management.				
<b>Social Competencies</b>		<b>Code</b>		<b>Assessment</b>
		<b>Subject</b>	<b>Field</b>	
The student is prepared to independently acquire and improve knowledge and research skills		EP-7	K_K02	Research projects
The student is ready to negotiate and compromise when solving difficult problems		EP-8	K_K03 K_K05	Research projects
The student is ready to present his / her opinion to the public		EP-9	K_K04	Research projects
<b>5. Module Leader</b>	<b>Name</b>		<b>E-mail</b>	
	M. Kamran, Dr		kamran@wz.uw.edu.pl	
<b>6. Lecturer (s)</b>	<b>Name</b>		<b>E-mail</b>	
	M. Kamran, Dr		kamran@wz.uw.edu.pl	
<b>7. Module Level</b>	<b>Master's</b>		<b>Bachelor's</b>	
	X			
<b>8. Year and Programme</b>	<b>Year</b>		<b>Programme</b>	
	I		Management	
<b>9. Module Content</b>				
<b>#.</b>	<b>Topics Discussed</b>			<b>Hours</b>
<b>Seminar</b>				
1	Organization, enterprise, entrepreneurship, management functions, the role of managers in the organization			2
2	New trends in management practice - new management methods related to the challenges of globalization for enterprises, a partner enterprise			3
3	Resource management - tangible and intangible resources, enterprise intellectual capital, business models and resources Organizational Culture			3
4	The role of small medium enterprises in the economy "Hidden Masters" of the Polish economy			4
5	Organizational structures - global companies, capital groups, clusters Franchising - building a network structure based on Polish examples			3
6	Corporate governance - ways to build corporate governance			1
7	Quality management - TQM, quality standards and SHE systems Environmental management			3
8	Innovation strategies - Kaizen, Kanban, enterprising judo, blue ocean strategy A learning organization Benchmarking			5
9	Enterprise reorganization and restructuring • Outsourcing, Serve Service Centers, • Leasing • Lean Management			5
10	Sustainability management - responsible management			1
<b>10. Individual Student's Work</b>				
<b>#.</b>	<b>Description</b>			<b>Hours</b>
	Preparation for midterm exam			15
	Research project			30

<b>11. Assessment Methods</b>	Coursework (100%): two research projects (30% each); midterm exam (40%)		
<b>12. Assessment Criteria</b>	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.		
<b>13. ECTS Credits</b>	3		
		<b>Hours</b>	<b>ECTS</b>
	<b>Contact Hours</b>		
	<b>Seminar</b>	<b>30</b>	<b>1,2</b>
	<b>Other Form</b>		
	<b>Individual Student's Work</b>		
	- Preparation for midterm exam	<b>25</b>	<b>2,8</b>
	- Research project	<b>45</b>	
	<b>SUMM</b>	<b>100</b>	<b>4</b>
<b>14. Required Readings</b>			
<b>15. Recommended Readings</b>			
<b>16. Place where module is run</b>	Lazarski University		
<b>17. Other</b>	n/a		