

**KARTA PROGRAMU STUDIÓW**Nazwa programu studiów **Management**

Specjalności: Managerial Marketing - MaM

Nazwa wydziału **Wydział Ekonomii i Zarządzania**

poziom studiów (I stopnia / II stopnia / jednolite studia magisterskie)	Studia drugiego stopnia
profil studiów (ogólnoakademicki / praktyczny)	Ogólnoakademicki
forma studiów (stacjonarne / niestacjonarne)	Studia stacjonarne
program studiów obowiązuje od roku akademickiego	2024/2025
data i numer uchwały Senatu ustalającej program studiów	29.05.2024 Uchwała nr 415 Senatu Politechniki Opolskiej
data i numer uchwały Senatu ustalającej kierunkowe efekty uczenia się	29.05.2024 Uchwała nr 415 Senatu Politechniki Opolskiej
dyscyplina wiodąca (w ramach której będzie uzyskiwana ponad połowa efektów uczenia się) - podać udział procentowy	Nauki o Zarządzaniu i Jakości - 80%
pozostałe dyscypliny - podać udział procentowy	Ekonomia i Finanse - 20%
czas trwania studiów (w semestrach)	4 sem.
łączna liczba punktów ECTS (w tym praktyki)	MaM - 120 Razem - 120
łączna liczba godzin w planie studiów (w tym praktyki)	MaM - 1501 Razem - 1501
wymiar (godzinowy) praktyk zawodowych, zasady i forma ich odbywania oraz liczba punktów ECTS, jaką student musi uzyskać w ramach tych praktyk (jeśli program studiów przewiduje praktyki)	MaM - godziny 166 punkty ECTS 6  Zasady i formę odbywania praktyk określono w karcie opisu przedmiotu oraz w Regulaminie praktyk studenckich w Politechnice Opolskiej.
tytuł zawodowy otrzymywany przez absolwenta	Magister
klasyfikacja ISCED	0413

związek z misją i strategią rozwoju  
Politechniki Opolskiej

In accordance with the Development Strategy of the Opole University of Technology until 2030 (annex to Resolution No. 302 of the Senate of the Opole University of Technology of April 17, 2019, part V), the mission of the Opole University of Technology is "sustainable development consisting in achieving excellence in three dimensions of our activity: education (teaching) , research activities and supporting the closer and further environment through: - education (teaching) of highly qualified staff in the field of market-oriented fields of study and specializations, resulting from the needs and development trends of the economy, based on modern teaching infrastructure and scientific and research experience, - effective implementation of world-class scientific research and conducting expert activities for the purpose of introducing innovations supporting the development of the socio-economic environment, - creating, together with the socio-economic environment of the University, favorable organizational, infrastructural and financial conditions for studying, working and conducting scientific research at the Opole University of Technology, which has the status of an academic university". The implemented program of studies in the field of management of the second degree is in line with the mission of the University and the concept of the University supporting the socio-economic development of the environment in which it operates and for which it operates. The first dimension of the University's activity concerns the area of education. The program of studies with a general academic profile is in line with the conducted scientific research in the field of social sciences. The quality and cognitive value of the scientific and research work of the University's employees, reflected in the evaluation of scientific disciplines, confirms that the study program is part of the second dimension of the University's activity. The proposed form, scope and method of implementing the didactic process are conducive to the development and intensification of cooperation between employees, students and graduates with the socio-economic environment, in particular with entrepreneurs and local government units. Thus, the study program is part of the third dimension of the University's activity. Education in the field of management is the implementation of a wide range of goals set by the University. Maintaining didactic assumptions oriented to the future and the needs of the socio-economic environment will allow to maintain the current and market attractive character of education. Activities related to running the field of study are part of the overall concept of the University's development, creating conditions for intensive scientific, didactic and infrastructural development, taking into account the needs of students and employers.

wymagania wstępne - oczekiwane kompetencje kandydata (szczególnie w przypadku studiów drugiego stopnia)	He/She has knowledge and skills in the field of first-cycle studies in the field of management or another field of study with convergent learning outcomes (level 6 of the Polish Qualifications Framework). He/She is ready to acquire new competences and apply them in practice. Has problem solving skills and is ready to work in a group.
zasady rekrutacji (w tym: przedmioty kwalifikacyjne oraz ustalone dla nich współczynniki wagowe)	The basis for qualification for second-cycle studies is the grade from the first-cycle diploma, on the basis of which ranking lists of candidates are drawn up. Admission to second-cycle studies is possible after completing first-cycle studies in the same field of study or after completing first-cycle studies or uniform master's studies, if the candidate has achieved the same learning outcomes appropriate for graduates of first-cycle studies in the field of management. If the candidate has completed a field of study with a similar program and has achieved similar learning outcomes which are the basis for the implementation of the study program in the field for which he/she is recruited, he/she may complete the missing learning outcomes during the recruitment process. Admission to second-cycle studies shall be refused if the candidate has not achieved the learning outcomes constituting the basis for the implementation of the study program in the field for which he/she is recruited.
sposoby weryfikacji zakładanych efektów uczenia się	The list of exams and the rules for evaluating individual subjects are specified in the subject description cards.

sumaryczne wskaźniki charakteryzujące program studiów, a w tym:	łączna liczba punktów ECTS, którą student uzyskuje w ramach zajęć z bezpośrednim udziałem nauczycieli akademickich lub innych osób prowadzących zajęcia	Specj. / ECTS kont. MaM / 71
	łączna liczba punktów ECTS, którą student uzyskuje w ramach zajęć z zakresu nauk podstawowych, do których odnoszą się efekty uczenia się dla określonego programu studiów, poziomu i profilu studiów	
	dla profilu praktycznego łączna liczba punktów ECTS przypisanych do zajęć związanych z praktycznym przygotowaniem zawodowym, dla profilu ogólnoakademickiego łączna liczba punktów ECTS przypisanych do zajęć związanych z prowadzonymi w uczelni badaniami naukowymi w dyscyplinie lub dyscyplinach, do których przyporządkowany jest kierunek studiów	MaM - 92
	liczba punktów ECTS, którą student musi uzyskać w ramach zajęć z dziedziny nauk humanistycznych lub nauk społecznych	MaM - 5
	w przypadku studiów stacjonarnych I stopnia lub jednolitych magisterskich liczba godzin zajęć z wychowania fizycznego	nie dotyczy
	liczba punktów ECTS objętych programem studiów uzyskiwana w ramach zajęć do wyboru	MaM - 36

Program studiów zaopiniowany przez organ samorządu studenckiego.

## Sylwetka absolwenta

Management, Studia drugiego stopnia, Studia stacjonarne,  
Managerial Marketing

Wiedza:

Umiejętności:

Kompetencje społeczne:

Knowledge:

The second-cycle degree programme in the field of management allows students to deepen their knowledge of selected management issues and acquire specialised skills that are vital in the activities of business entities and other organisations. Thanks to that students can become experts in a given area and better prepare for performing specific tasks related to particular professions. In addition, the second-cycle degree programme in this field allows students to acquire knowledge about current trends and new technologies that have an impact on business and economy. Students can participate in research projects and interact with representatives of business and other institutions. This allows them to gain valuable experience, contact with employers and learn about the reality of working in a given field.

Knowledge After completing the second-cycle degree programme in the field of management, the graduate has in-depth knowledge of the position and significance of management and quality sciences in the field of social sciences and its relationship with other disciplines of science. He or she also has knowledge in the field of application of research methods and IT tools for collecting and analysing data, preparing presentations of the results developed on their basis and formulating conclusions. This knowledge makes it possible to understand both advanced socio-economic issues and search for cause-and-effect relationship with other research problems. The graduate of the degree programme knows and characterizes the significance of strategic thinking in terms of the changing socio-economic environment and competition between companies. He or she has in-depth knowledge about types of organisations, principles of teamwork organisation and dynamics of social processes in organisations, in particular, related to communication processes and principles regarding the use of intellectual property in the conducted business activity. He or she knows the methods that support decision-making processes in the context of diverse modern management concepts, and, in relation to this, also the conditioning of these processes. The curriculum is based on the substantive foundation of the curriculum of the first-cycle degree programme and develops the issues indicated there at an advanced level.

Skills:

The graduate of the second-cycle degree programme in the field of management applies in-depth and specialised knowledge in the field of management and quality sciences and related sciences. He or she has an in-depth ability to integrate knowledge from diverse areas of the management field and related fields in order to create proposals for innovative solutions taking into consideration teamwork and communication systems in the environment. He or she has an in-depth ability to present his/her own ideas, doubts, and suggestions in the field of management of the company and other organisations, with argumentation based on the acquired knowledge. He or she is thereby able to independently diagnose the situation, selecting appropriate methods and tools to analyse the problems and indicated business areas of the enterprise and its environment. In the course of the second-cycle degree programme, the graduate develops research skills, distinguishes between orientations in research methodology in management and quality sciences, identifies research problems, selects appropriate methods and analysis techniques, constructs research tools, develops, presents, and interprets research results, draws conclusions, indicates directions for further research. In the course of the programme, the graduate acquires skills in the field of management of resources including human, material, financial, and information resources of an enterprise and other organisations to perform tasks effectively and efficiently, including under project conditions. Simultaneously, he or she is guided by the principles of ethics and good management practices. He or she is able to skilfully use selected theoretical approaches and conducts an analysis of the actions taken in economic practice. He or she has an in-depth ability to express himself/herself orally and in writing, in an accurate and coherent manner, on subjects related to selected management issues using various theoretical approaches within the scope of the achievement of management and quality sciences and related disciplines. He or she has an ability to use specialised foreign language vocabulary in the area of management terminology (at least at B2+ level in the Common European Framework of Reference).

#### Social competences:

The graduate of the second-cycle degree programme in the field of management is aware of his/her knowledge and skills and understands the need for continuous training by expanding and updating knowledge in the management field. He or she is prepared to initiate and actively participate in projects, groups, organisations identifying the benefits of teamwork. He or she is able to carry out individual or team tasks in the field of managing a company and another type of organisation. He or she responsibly prepares for his/her work and resolves dilemmas relating to his/her profession, makes decisions independently in crisis situations. He or she is able to think and act in an entrepreneurial manner. He or she has the competence to communicate and cooperate with the environment and is prepared to actively participate in groups and organisations which carry out tasks in the field of management. Completing the second-cycle degree programme in the field of management provides a solid foundation for further education, including postgraduate studies and doctoral school, and allows graduates to take up jobs, including scientific and educational ones. The graduate has a sense of the need for continuous knowledge acquisition and lifelong learning. The graduate of the second-cycle degree programme in the field of management is prepared to work in independent and managerial, consulting, or expert positions. He or she is also predisposed to independently undertake and conduct business activities. Graduates of the second-cycle degree programme in the field of management have many opportunities to find employment

in various types of institutions and organizations. Examples of institutions where they can find employment are as follows: 1) banks and financial institutions- as market analysts or employees of administration departments, including human resource personnel, as well as marketing specialists; 2) advisory and consulting companies - as analysts, business advisors, restructuring and merger consultants, strategy, and planning specialists; 3) public sector - as analysts or employees of administration departments; 4) manufacturing companies, trade, and service companies (domestic and international) - production specialists; procurement and distribution specialists, business planning and analysis specialists; employees in project teams, sales specialists, human resource specialists, marketing and promotion specialists, customer service specialists. Students of the second-cycle degree programme in the field of management can choose from two specialisations (one in English): 1) managerial marketing (English and Polish language degree programme); 2) human capital management (Polish language degree programme).

**Tabela kierunkowych efektów uczenia się**

program studiów (kierunek studiów): <b>Management</b>	
poziom studiów: <b>Studia drugiego stopnia</b>	
profil studiów: <b>Ogólnoakademicki</b>	
symbol kierunkowych efektów uczenia się	efekty uczenia się (treść)
Wiedza: zna i rozumie	
K2_W01	S/He knows and understands in depth selected facts, objects and phenomena in the field of management and quality sciences, as well as related methods and theories explaining the complex relationships between them.
K2_W02	S/He knows and understands in depth the main development trends in the disciplines of management and quality science, as well as economics and finance.
K2_W03	S/He knows and understands the terminology used in management and quality sciences to an in-depth level.
K2_W04	S/He knows and understands in depth the possibilities of using classical and IT tools supporting analytical and decision-making processes.
K2_W05	S/He knows and understands in depth the economic, legal, ethical issues and other conditions of various types of professional activity related to the field of management, including concepts and principles of industrial property protection and copyright law.
K2_W06	S/He knows and understands in depth the objectives and methods of data analysis in the discipline of management and quality science, including the use of quantitative methods.
K2_W07	S/He knows and understands in depth the basic principles of creating and developing various forms of entrepreneurship, as well as the premises and possible effects of decisions of an economic nature.
K2_W08	S/He knows and understands in depth the fundamental dilemmas of modern civilization and the changes taking place in the social, economic and legal environment.
K2_W09	S/He knows and understands in in depth the theories and terminology in a foreign language proper to the studied field, enabling the use of a foreign language at the B2 + level of the European System of Language Description.
Umiejętności: potrafi	
K2_U01	S/He is able to select and use sources and information in the field of management and quality science in order to define and solve complex and unusual problems in unpredictable conditions.
K2_U02	S/He is able use classical and IT methods and tools to define and solve problems, as well as perform tasks and present data in the field of management and quality science.



K2_U03	S/He is able to formulate and test hypotheses related to simple research problems using in-depth knowledge of management and quality sciences.
K2_U04	S/He is able to communicate with diverse group of recipients, lead a debate and present information in the field of management and quality science.
K2_U05	S/He is able to participate in the work of a team, interact with other people and lead a team in performing tasks related to the field of management.
K2_U06	S/He is able to independently plan and implement his/her own lifelong learning and direct others in this area.
K2_U07	S/He is able to use a foreign language at the B2+ level of the Common European Framework of Reference for Languages and specialist terminology.
Kompetencje społeczne: jest gotów do	
K2_K01	S/He is ready to recognize the importance of knowledge in the field of management and quality sciences in solving cognitive and practical problems, critically assess the knowledge and received content, and consult experts in the event of difficulties in solving the problem on their own.
K2_K02	S/He is ready to fulfill social obligations, to inspire and organize activities for the benefit of the social environment and to initiate activities for the common good.
K2_K03	S/He is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science.
K2_K04	S/He is ready to think and act in a creative, engaged and entrepreneurial way.
K2_K05	S/He is ready to fulfill future professional roles responsibly, maintain the ethos of the profession and develop its achievements, observe and develop the principles of professional ethics and act for the observance of these principles.
K2_K06	S/He is ready to take into account the changing needs of the socio-economic environment while respecting the principles of ethics, common good and public interest.

## Objaśnienia

Symbol efektu tworzą:

- litera K - wyróżnik efektów kierunkowych,
- liczba 1 - studia pierwszego stopnia,
- znak \_ (podkreślnik),
- litery W, U lub K - oznaczenie kategorii efektów (W - wiedza, U - umiejętności, K - kompetencje społeczne),
- 01, ... - numer efektu w obrębie danej kategorii, zapisany w postaci dwóch cyfr (numery 1-9 należy poprzedzić cyfrą 0).

**Tabela odniesień efektów kierunkowych do charakterystyk  
drugiego stopnia Polskiej Ramy Kwalifikacji**  
(dla programów studiów przypisanych do więcej niż jednej dyscypliny)

program studiów (kierunek studiów): <b>Management</b>				
poziom studiów: <b>Studia drugiego stopnia</b>				
profil studiów: <b>Ogólnoakademicki</b>				
dyscypliny naukowe tworzące obszar odniesienia:				
1. Nauki o Zarządzaniu i Jakości				
2. Ekonomia i Finanse				
symbol kierunkowych efektów uczenia się	efekty uczenia się (treść)	kod składnika opisu	waga (%) efektu kierunkowego do zbioru efektów uczenia się dla dyscypliny	
			1	2
Wiedza: zna i rozumie				
K2_W01	S/He knows and understands in depth selected facts, objects and phenomena in the field of management and quality sciences, as well as related methods and theories explaining the complex relationships between them.	P7S_WG1	100	0
K2_W02	S/He knows and understands in depth the main development trends in the disciplines of management and quality science, as well as economics and finance.	P7S_WG2	70	30
K2_W03	S/He knows and understands the terminology used in management and quality sciences to an in-depth level.	P7S_WG1	100	0
K2_W04	S/He knows and understands in depth the possibilities of using classical and IT tools supporting analytical and decision-making processes.	P7S_WG1 P7S_WK2	70	30
K2_W05	S/He knows and understands in depth the economic, legal, ethical issues and other conditions of various types of professional activity related to the field of management, including concepts and principles of industrial property protection and copyright law.	P7S_WK1 P7S_WK2	80	20
K2_W06	S/He knows and understands in depth the objectives and methods of data analysis in the discipline of management and quality science, including the use of quantitative methods.	P7S_WG1 P7S_WK2	100	0
K2_W07	S/He knows and understands in depth the basic principles of creating and developing various forms of entrepreneurship, as well as the premises and possible effects of decisions of an economic nature.	P7S_WG1 P7S_WK3	70	30
K2_W08	S/He knows and understands in depth the fundamental dilemmas of modern civilization and the changes taking place in the social, economic and legal environment.	P7S_WG2 P7S_WK1 P7S_WK2	50	50
K2_W09	S/He knows and understands in in depth the theories and terminology in a foreign language proper to the studied field, enabling the use of a foreign language at the B2 + level of the European System of Language Description.	P7S_WG1 P7S_WK3	80	20
Umiejętności: potrafi				
K2_U01	S/He is able to select and use sources and information in the field of management and quality science in order to define and solve complex and unusual problems in unpredictable conditions.	P7S_UW1 P7S_UW2	100	0
K2_U02	S/He is able use classical and IT methods and tools to define and solve problems, as well as perform tasks and present data in the field of management and quality science.	P7S_UK1 P7S_UW1 P7S_UW1 P7S_UW1	100	0
K2_U03	S/He is able to formulate and test hypotheses related to simple research problems using in-depth knowledge of management and quality sciences.	P7S_UW1 P7S_UW2	90	10
K2_U04	S/He is able to communicate with diverse group of recipients, lead a debate and present information in the field of management and quality science.	P7S_UK1 P7S_UK2 P7S_UW1 P7S_UW1	70	30
K2_U05	S/He is able to participate in the work of a team, interact with other people and lead a team in performing tasks related to the field of management.	P7S_UO1 P7S_UO2	70	30
K2_U06	S/He is able to independently plan and implement his/her own lifelong learning and direct others in this area.	P7S_UU	80	20
K2_U07	S/He is able to use a foreign language at the B2+ level of the Common European Framework of Reference for Languages and specialist terminology.	P7S_UK3	90	10
Kompetencje społeczne: jest gotów do				

K2_K01	S/He is ready to recognize the importance of knowledge in the field of management and quality sciences in solving cognitive and practical problems, critically assess the knowledge and received content, and consult experts in the event of difficulties in solving the problem on their own.	P7S_KK1 P7S_KK2 P7S_KO1 P7S_KR P7S_KR	80	20
K2_K02	S/He is ready to fulfill social obligations, to inspire and organize activities for the benefit of the social environment and to initiate activities for the common good.	P7S_KO1 P7S_KO2 P7S_KR P7S_KR P7S_KR	70	30
K2_K03	S/He is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science.	P7S_KO1 P7S_KO3 P7S_KR	80	20
K2_K04	S/He is ready to think and act in a creative, engaged and entrepreneurial way.	P7S_KK2 P7S_KO1 P7S_KO2 P7S_KO3	70	30
K2_K05	S/He is ready to fulfill future professional roles responsibly, maintain the ethos of the profession and develop its achievements, observe and develop the principles of professional ethics and act for the observance of these principles.	P7S_KR P7S_KR P7S_KR	80	20
K2_K06	S/He is ready to take into account the changing needs of the socio-economic environment while respecting the principles of ethics, common good and public interest.	P7S_KK1 P7S_KK2 P7S_KO1 P7S_KO2 P7S_KO3 P7S_KR P7S_KR	60	40

Uniwersalne charakterystyki poziomu 7 Polskiej Ramy Kwalifikacji zostały uwzględnione

**Tabela pokrycia charakterystyk drugiego stopnia Polskiej Ramy  
Kwalifikacji przez kierunkowe efekty uczenia się**  
(dla programów studiów przypisanych do więcej niż jednej dyscypliny)

program studiów (kierunek studiów): <b>Management</b> poziom studiów: <b>Studia drugiego stopnia</b> profil studiów: <b>Ogólnoakademicki</b>		
dyscypliny naukowe tworzące obszar odniesienia: 1. Nauki o Zarządzaniu i Jakości 2. Ekonomia i Finanse		
kod składnika opisu	charakterystyki drugiego stopnia Polskiej Ramy Kwalifikacji	symbol kierunkowych efektów uczenia się
1. Efekty uczenia się w zakresie dyscypliny: Nauki o Zarządzaniu i Jakości		
Wiedza: zna i rozumie		
P7S_WG1	Zna i rozumie w pogłębionym stopniu – wybrane fakty, obiekty i zjawiska oraz dotyczące ich metody i teorie wyjaśniające złożone zależności między nimi, stanowiące zaawansowaną wiedzę ogólną z zakresu dyscyplin naukowych lub artystycznych tworzących podstawy teoretyczne, uporządkowaną i podbudowaną teoretycznie wiedzę obejmującą kluczowe zagadnienia oraz wybrane zagadnienia z zakresu zaawansowanej wiedzy szczegółowej – właściwe dla programu studiów.	K2_W01 K2_W03 K2_W04 K2_W06 K2_W07 K2_W09
P7S_WG2	Zna i rozumie główne tendencje rozwojowe dyscyplin naukowych lub artystycznych, do których jest przyporządkowany kierunek studiów.	K2_W02 K2_W08
P7S_WK1	Zna i rozumie fundamentalne dylematy współczesnej cywilizacji.	K2_W05 K2_W08
P7S_WK2	Zna i rozumie ekonomiczne, prawne, etyczne i inne uwarunkowania różnych rodzajów działalności zawodowej związanej z kierunkiem studiów, w tym zasady ochrony własności przemysłowej i prawa autorskiego.	K2_W04 K2_W05 K2_W06 K2_W08
P7S_WK3	Zna i rozumie podstawowe zasady tworzenia i rozwoju różnych form przedsiębiorczości.	K2_W07 K2_W09
Umiejętności: potrafi		
P7S_UK1	Potrafi komunikować się na tematy specjalistyczne ze zróżnicowanymi kręgami odbiorców.	K2_U02 K2_U04
P7S_UK2	Potrafi prowadzić debatę.	K2_U04
P7S_UK3	Potrafi posługiwać się językiem obcym na poziomie B2+ Europejskiego Systemu Opisu Kształcenia Językowego oraz specjalistyczną terminologią.	K2_U07
P7S_UO1	Potrafi kierować pracą zespołu.	K2_U05
P7S_UO2	Potrafi współdziałać z innymi osobami w ramach prac zespołowych i podejmować wiodącą rolę w zespołach.	K2_U05
P7S_UU	Potrafi samodzielnie planować i realizować własne uczenie się przez całe życie i ukierunkowywać innych w tym zakresie.	K2_U06

P7S_UW1	Potrafi wykorzystywać posiadaną wiedzę - formułować i rozwiązywać złożone i nietypowe problemy oraz innowacyjnie wykonywać zadania w nieprzewidywalnych warunkach przez: - właściwy dobór źródeł i informacji z nich pochodzących, dokonywanie oceny, krytycznej analizy, syntezy, twórczej interpretacji i prezentacji tych informacji, - dobór oraz stosowanie właściwych metod i narzędzi, w tym zaawansowanych technik informacyjno-komunikacyjnych, - przystosowanie istniejących lub opracowanie nowych metod i narzędzi.	K2_U01 K2_U02 K2_U02 K2_U02 K2_U03 K2_U04 K2_U04
P7S_UW2	Potrafi formułować i testować hipotezy związane z prostymi problemami badawczymi.	K2_U01 K2_U03
Kompetencje społeczne: jest gotów do		
P7S_KK1	Jest gotów do krytycznej oceny posiadanej wiedzy i odbieranych treści.	K2_K01 K2_K06
P7S_KK2	Jest gotów do uznawania znaczenia wiedzy w rozwiązywaniu problemów poznawczych i praktycznych oraz zasięgania opinii ekspertów w przypadku trudności z samodzielnym rozwiązaniem problemu.	K2_K01 K2_K04 K2_K06
P7S_KO1	Jest gotów do wypełniania zobowiązań społecznych, współorganizowania działalności na rzecz środowiska społecznego.	K2_K01 K2_K02 K2_K03 K2_K04 K2_K06
P7S_KO2	Jest gotów do inicjowania działań na rzecz interesu publicznego.	K2_K02 K2_K04 K2_K06
P7S_KO3	Jest gotów do myślenia i działania w sposób przedsiębiorczy.	K2_K03 K2_K04 K2_K06
P7S_KR	Jest gotów do odpowiedzialnego pełnienia ról zawodowych, z uwzględnieniem zmieniających się potrzeb społecznych, w tym: - rozwijania dorobku zawodu, - podtrzymywania etosu zawodu, - przestrzegania i rozwijania zasad etyki zawodowej oraz działania na rzecz przestrzegania tych zasad.	K2_K01 K2_K01 K2_K02 K2_K02 K2_K02 K2_K03 K2_K05 K2_K05 K2_K05 K2_K06 K2_K06
2. Efekty uczenia się w zakresie dyscypliny: Ekonomia i Finanse		
Wiedza: zna i rozumie		
P7S_WG1	Zna i rozumie w pogłębionym stopniu - wybrane fakty, obiekty i zjawiska oraz dotyczące ich metody i teorie wyjaśniające złożone zależności między nimi, stanowiące zaawansowaną wiedzę ogólną z zakresu dyscyplin naukowych lub artystycznych tworzących podstawy teoretyczne, uporządkowaną i podbudowaną teoretycznie wiedzę obejmującą kluczowe zagadnienia oraz wybrane zagadnienia z zakresu zaawansowanej wiedzy szczegółowej - właściwe dla programu studiów.	K2_W04 K2_W07 K2_W09

P7S_WG2	Zna i rozumie główne tendencje rozwojowe dyscyplin naukowych lub artystycznych, do których jest przyporządkowany kierunek studiów.	K2_W02 K2_W08
P7S_WK1	Zna i rozumie fundamentalne dylematy współczesnej cywilizacji.	K2_W05 K2_W08
P7S_WK2	Zna i rozumie ekonomiczne, prawne, etyczne i inne uwarunkowania różnych rodzajów działalności zawodowej związanej z kierunkiem studiów, w tym zasady ochrony własności przemysłowej i prawa autorskiego.	K2_W04 K2_W05 K2_W08
P7S_WK3	Zna i rozumie podstawowe zasady tworzenia i rozwoju różnych form przedsiębiorczości.	K2_W07 K2_W09
Umiejętności: potrafi		
P7S_UK1	Potrafi komunikować się na tematy specjalistyczne ze zróżnicowanymi kręgami odbiorców.	K2_U04
P7S_UK2	Potrafi prowadzić debatę.	K2_U04
P7S_UK3	Potrafi posługiwać się językiem obcym na poziomie B2+ Europejskiego Systemu Opisu Kształcenia Językowego oraz specjalistyczną terminologią.	K2_U07
P7S_UO1	Potrafi kierować pracą zespołu.	K2_U05
P7S_UO2	Potrafi współdziałać z innymi osobami w ramach prac zespołowych i podejmować wiodącą rolę w zespołach.	K2_U05
P7S_UU	Potrafi samodzielnie planować i realizować własne uczenie się przez całe życie i ukierunkowywać innych w tym zakresie.	K2_U06
P7S_UW1	Potrafi wykorzystywać posiadaną wiedzę - formułować i rozwiązywać złożone i nietypowe problemy oraz innowacyjnie wykonywać zadania w nieprzewidywalnych warunkach przez: - właściwy dobór źródeł i informacji z nich pochodzących, dokonywanie oceny, krytycznej analizy, syntezy, twórczej interpretacji i prezentacji tych informacji, - dobór oraz stosowanie właściwych metod i narzędzi, w tym zaawansowanych technik informacyjno-komunikacyjnych, - przystosowanie istniejących lub opracowanie nowych metod i narzędzi.	K2_U03 K2_U04 K2_U04
P7S_UW2	Potrafi formułować i testować hipotezy związane z prostymi problemami badawczymi.	K2_U03
Kompetencje społeczne: jest gotów do		
P7S_KK1	Jest gotów do krytycznej oceny posiadanej wiedzy i odbieranych treści.	K2_K01 K2_K06
P7S_KK2	Jest gotów do uznawania znaczenia wiedzy w rozwiązywaniu problemów poznawczych i praktycznych oraz zasięgania opinii ekspertów w przypadku trudności z samodzielnym rozwiązaniem problemu.	K2_K01 K2_K04 K2_K06
P7S_KO1	Jest gotów do wypełniania zobowiązań społecznych, współorganizowania działalności na rzecz środowiska społecznego.	K2_K01 K2_K02 K2_K03 K2_K04 K2_K06
P7S_KO2	Jest gotów do inicjowania działań na rzecz interesu publicznego.	K2_K02 K2_K04 K2_K06

P7S_K03	Jest gotów do myślenia i działania w sposób przedsiębiorczy.	K2_K03 K2_K04 K2_K06
P7S_KR	Jest gotów do odpowiedzialnego pełnienia ról zawodowych, z uwzględnieniem zmieniających się potrzeb społecznych, w tym: - rozwijania dorobku zawodu, - podtrzymywania etosu zawodu, - przestrzegania i rozwijania zasad etyki zawodowej oraz działania na rzecz przestrzegania tych zasad.	K2_K01 K2_K01 K2_K02 K2_K02 K2_K02 K2_K03 K2_K05 K2_K05 K2_K05 K2_K06 K2_K06

**WYDZIAŁ EKONOMII I ZARZĄDZANIA**



Plan studiów  
*Study plan*

Kierunek studiów – *Field of study*

- MANAGEMENT

- *ZARZĄDZANIE*

*Studia stacjonarne  
drugiego stopnia  
- wg specjalności*

*Second Cycle Programme – Full-Time Studies*



## CHARAKTERYSTYKA OGÓLNA

**kierunek studiów: MANAGEMENT**

**specjalność: MANAGERIAL MARKETING**

**profil: OGÓLNOAKADEMICKI**

**nazwa wydziału: WYDZIAŁ EKONOMII I ZARZĄDZANIA**

<b>plan studiów</b>	uchwała Senatu PO z dnia	nr 415 Senatu PO z dn.29.05.2024r.
	obowiązuje od roku akademickiego	<b>2024/2025</b>
<b>forma studiów (stacjonarne / niestacjonarne)</b>	<b>stacjonarne</b>	
<b>poziom studiów (I stopnia / II stopnia)</b>	<b>II-go stopnia</b>	
<b>czas trwania (w sem.)</b>	<b>4</b>	
<b>tytuł zawodowy otrzymywany przez absolwenta</b>	<b>Magister</b>	
<b>liczba punktów ECTS</b>	<b>120</b>	

## PLAN STUDIÓW - STUDY PLAN

<b>POLITECHNIKA OPOLSKA WYDZIAŁ EKONOMII I ZARZĄDZANIA</b>	<b>OPOLE UNIVERSITY OF TECHNOLOGY FACULTY OF ECONOMICS AND MANAGEMENT</b>
<b>Kierunek studiów:</b>	<b>Field of study:</b>
<b>MANAGEMENT</b>	<b>ZARZĄDZANIE</b>
<b>STUDIA STACJONARNE DRUGIEGO STOPNIA - MAGISTERSKIE</b>	
<b>SECOND CYCLE PROGRAMME - FULL-TIME STUDIES (Master of Science degree)</b>	

### Specjalność - Specialization:

**MANAGERIAL MARKETING**  
- MARKETING MENEĐERSKI

SEMESTR: 1 (1 <sup>st</sup> Semester)		Liczba godzin zajęć w semestrze; E - egzamin Working time (hours) a semester; E - Exam					ECTS	TYP
Nr	Przedmiot Subject unit - semester curricular	W (Lecture)	C (Practical classes)	L (Laboratory classes)	P (Project)	S (Seminar)		
1.1	Management philosophy Filozofia zarządzania	30	30	-	-	-	5	HS
1.2	Management concepts Koncepcje zarządzania	15E	30	-	-	-	4	K
1.3	Enterprise financial management Zarządzanie finansami przedsiębiorstwa	30E	30	-	-	-	3	K
1.4	Processes management Zarządzanie procesami	15	30	-	-	-	3	K
1.5	Contemporary concepts of marketing Współczesne koncepcje marketingu	30	15	-	-	-	3	K
1.6	Logistics in business Logistyka w biznesie	15	30	-	-	-	3	K
1.7	Economic and trade law Prawo gospodarcze i handlowe	30E	30	-	-	-	4	K
1.8	Compliance in enterprise Compliance w przedsiębiorstwie	15	-	-	-	-	2	K
1.9	Negotiations in international business Negocjacje w biznesie międzynarodowym	15	30	-	-	-	3	K
Liczba godzin w semestrze (Number of hours in a semester)		195	225	-	-	-	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		420					30	

SEMESTR: 2 (2 <sup>nd</sup> Semester)		Liczba godzin zajęć w semestrze; E - egzamin Working time (hours) a semester; E - Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit - semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
2.1	Contracts in economic transactions	15	30	-	-	-	3	K
	Umowy w obrocie gospodarczym							
2.2	Methods of statistical inference	30E	-	30	-	-	4	K
	Metody wnioskowania statystycznego							
2.3	Strategic management	30	-	-	30	-	4	K
	Zarządzanie strategiczne							
2.4	Management accounting	15E	-	30	-	-	3	K
	Rachunkowość zarządcza							
2.5	Entrepreneurship and gamification in business	15	-	15	-	-	2	K
	Przedsiębiorczość i grywalizacja w biznesie							
2.6	Personal marketing	30	15	15	-	-	4	K
	Marketing personalny							
2.7	Selected aspects of intercultural psychology	30	-	-	-	-	2	K
	Wybrane aspekty psychologii międzykulturowej							
2.8	Business social responsibility	15	15	-	-	-	3	K
	Spółeczna odpowiedzialność biznesu							
2.9	Enterprise value management	30E	-	15	-	-	3	K
	Zarządzanie wartością przedsiębiorstwa							
Przedmioty wybieralne kierunkowe - wymagana liczba p. ECTS w semestrze (Optional units - compulsory ECTS in a semester)							2	
2.10	Master`s seminar I	-	-	-	-	30	(2)	W-K
	Seminarium magisterskie I							
Liczba godzin w semestrze (Number of hours in a semester)		210	225				30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		435						

SEMESTR: 3 (3 <sup>rd</sup> Semester)		Liczba godzin zajęć w semestrze; E - egzamin Working time (hours) a semester; E - Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit - semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
3.1	Analysis of markets and market information	30E	-	30	-	-	4	K
	Analiza rynków i informacji rynkowych							
3.2	Marketing in social media	30E	-	-	30	-	4	K
	Marketing w mediach społecznościowych							
3.3	Branding	30	-	30	-	-	4	K
	Branding							
3.4	Management of relations with environment	30E	-	-	15	-	4	K
	Zarządzanie relacjami z otoczeniem							
3.5	Creative marketing strategies	30	30	-	-	-	4	K
	Kreatywne strategie marketingowe							
Przedmioty wybieralne kierunkowe - wymagana liczba p. ECTS w semestrze (Optional units - compulsory ECTS in a semester)							4	
3.6	Specialist foreign language	-	-	30	-	-	(2)	W-K
	Język obcy specjalistyczny							
3.6	Specialist foreign language	-	-	30	-	-	(2)	W-K
	Język obcy specjalistyczny							
3.7	Master`s seminar II	-	-	-	-	30	(2)	W-K
	Seminarium magisterskie II							
Praktyka - wymagana liczba p. ECTS w semestrze (Practice - compulsory ECTS in a semester)							6	
3.8	Mentoring internship	6	160	-	-	-	(6)	W-PR
	Staż mentoringowy							
Liczba godzin w semestrze (Number of hours in a semester)		156	355				30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		511						

SEMESTR: 4 (4 <sup>th</sup> Semester)		Liczba godzin zajęć w semestrze; E - egzamin Working time (hours) a semester; E - Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit - semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
4.1	Sales management	30	30	-	-	-	4	K
	Zarządzanie sprzedażą							
4.2	Managerial training	-	30	-	-	-	2	K
	Trening kierowniczy							
Przedmioty wybieralne kierunkowe - wymagana liczba p. ECTS w semestrze (Optional units - compulsory ECTS in a semester)							24	
4.3	Master`s seminar III	-	-	-	-	30	(2)	W-K
	Seminarium magisterskie III							
4.4	Master`s thesis	godziny niekontaktowe (un-contact hours)					(20)	W-K
	Praca magisterska							
4.5	Elective course in foreign language	15	-	-	-	-	(2)	W-K
	Przedmiot wybieralny w języku obcym							
Liczba godzin w semestrze (Number of hours in a semester)		45	90				30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		135						

PLAN STUDIÓW RAZEM (TOTAL STUDY PLAN)		ECTS
Łącznie godzin kontaktowych/ECTS w planie studiów	1501	120
Total contact hours/ECTS in study plan		

STATYSTYKA PROGRAMU STUDIÓW			
Typ	Przedmioty - p. ECTS razem	wg planu	udział
HS	Humanistyczne lub społeczne	5	4.17 %
K	Kierunkowe	79	65.83 %
W-K	Wybieralne kierunkowe	30	25.00 %
W-PR	Praktyki	6	5.00 %
<b>Łącznie:</b>		120	100.00 %

Program studiów dostosowany do kierunkowych efektów uczenia się dla kierunku studiów MANAGEMENT (studia drugiego stopnia)  
Plan i program studiów:  
- uchwalony przez Senat PO  
- zaopiniowany przez samorząd studencki.

Opole University of Technology  
 Faculty of Economics and Management  
 Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Analysis of markets and market information		
Nazwa przedmiotu	Analiza rynków i informacji rynkowych		
ECTS points	4	Subject type	K
Language of lecture	angielski	Mode of completing the course	Examination
Course code	MNG21	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	
<p>Course Goals The purpose of this course is to familiarize students with selected procedures and methods for data collection, comprehensive analysis of market data and interpretation of the results of this analysis.</p>			
<p>Programme content The programme content includes selected topics in research design and organisation, analysis, interpretation and presentation of research results.</p>			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in depth the objectives and methods of conducting market data analysis.	K2_W06	W L	A C
	2	S/He knows and understands the terminology used in market data analysis to an in-depth level.	K2_W03	W L	A C
Skills	1	S/He is able to make decisions under uncertainty using the results of market data analysis.	K2_U01	L	C
	2	S/He is able to formulate hypotheses and test them using a statistical package.	K2_U02	L	C
Social Competence	1	S/He is ready to recognize the importance of knowledge of market data analysis in solving cognitive and practical problems.	K2_K01	W L	A C
	2	S/He is ready to critically evaluate the knowledge he has and the content he receives, and to continuously supplement and improve his knowledge and skills in market data analysis.	K2_K01	W L	A C

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr inż. Szewczyk Mirosława
Calculation class (C)	0	
Laboratory class (L)	30	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	30	
Calculation class (C)	0	
Laboratory class (L)	30	
Project (P)	0	
Seminar (S)	0	
Preparation for classes	20	

Preparation of a report/paper/ project/presentation	0
Independent study of the course topics	18
Examination or final colloquium	2
Additional contact hours	0
Total student workload	100
Number of contact hours (from the study plan)	60

\* hour (class) means 45 minutes

**dr inż. Widera Katarzyna**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Branding		
Nazwa przedmiotu	Branding		
ECTS points	4	Subject type	K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG23	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	General knowledge of business relations and the market.
		2	
	Skills	1	Ability to work in a team, under different conditions and assuming different roles.
		2	
	Social Competence	1	Communication skills, ingenuity and creativity.
		2	



**Course Goals** The course's objective is to deliver up-to-date knowledge in the field of building and managing a company or personal brand. The practical aim is to enhance awareness of brand management processes within the context of achieving a competitive advantage.

**Programme content** The subject includes familiarization with the content to obtain the results of knowledge, skills and social competence in the field of brand management, among others, the genesis and concept of brand capital, brand architecture, brand competitiveness.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in-depth selected facts, objects and phenomena in the field of brand management/branding as well as related methods and theories explaining the complex relationships between them.	K2_W01	W	C P
	2	S/He possesses an in-depth understanding of the fundamental dilemmas of modern civilization, as well as the changes occurring in the social, economic, and legal environment, and comprehends their impact on brand management and branding.	K2_W07	W	C P
	3	S/He knows and understands in depth the basic principles of creating and developing various forms of entrepreneurship as well as the premises and possible effects of decisions of an economic nature related to brand management/branding.	K2_W08	W	C P
Skills	1	S/He can effectively choose and utilize sources and information related to brand management and branding to define and resolve complex and unconventional problems in unpredictable circumstances.	K2_U01	L	N O
	2	S/He is proficient in employing both classical and IT methods and tools to define and resolve problems, execute tasks, and present data in the field of brand management and branding.	K2_U02	L	N O
	3	S/He is capable of collaborating within a team, effectively interacting with team members, and taking on a leadership role when necessary to perform tasks related to brand management and branding.	K2_U05	L	N O
Social Competence	1	S/He is ready to communicate and cooperate with the environment as part of brand management/branding activities.	K2_K03	L	N O
	2	S/He is ready to fulfill social obligations, inspire and organize activities for the benefit of the social environment and initiate activities for the common good as part of activities related to brand management/branding activities.	K2_K06	W L	C N O P

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr inż. Adamska Małgorzata Patrycja
Calculation class (C)	0	
Laboratory class (L)	30	
Project (P)	0	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	30
Calculation class (C)	0
Laboratory class (L)	30
Project (P)	0
Seminar (S)	0
Preparation for classes	15
Preparation of a report/paper/ project/presentation	0
Independent study of the course topics	25
Examination or final colloquium	0
Additional contact hours	0
Total student workload	100
Number of contact hours (from the study plan)	60

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic
Level of study	Second Cycle Studies
Specialization	Managerial Marketing
Form of Study	Full-Time Studies
Semester	Second

Course Title	Business social responsibility		
Nazwa przedmiotu	Społeczna odpowiedzialność biznesu		
ECTS points	3	Subject type	
Language of lecture	angielski	Mode of completing the course	
Course code	MNG17	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	General knowledge of business relations and the market.
		2	
	Skills	1	Ability to think analytically and interpret economic phenomena in correlation to social phenomena
		2	
	Social Competence	1	Communication skills, ingenuity and creativity.
		2	
<p>Course Goals The objective of this course is to offer up-to-date insights into corporate social responsibility and its significance in shaping decision-making processes. The practical aim is to cultivate an inquisitive mindset about economics and encourage a holistic approach to organizational management, considering the social, ecological, and economic dimensions.</p>			
<p>Programme content The subject includes familiarization with the content to obtain the results of knowledge, skills and social competence in the area of corporate social responsibility, including the genesis and concept of CSR - its place in the functioning of the company.</p>			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in-depth selected facts, objects and phenomena in the field of corporate social responsibility, as well as methods and theories related to them, explaining the complex interdependencies between them.	K2_W01	W C C N O
	2	S/He possesses a profound and comprehensive understanding of the economic, legal, ethical, and other conditions pertinent to various types of professional activities associated with corporate social responsibility.	K2_W05	W C C N O
Skills	1	S/He can effectively choose and utilize sources and information within the field of corporate social responsibility to define and resolve intricate and uncommon problems within unpredictable conditions.	K2_U01	C N O
	2	S/He is proficient in employing both classical and IT methods and tools to define and address problems, execute tasks, and present data within the realm of corporate social responsibility.	K2_U02	C N O
	3	S/He is capable of effectively communicating with diverse audiences, facilitating discussions, and delivering information within the domain of corporate social responsibility.	K2_U04	C N O
Social Competence	1	S/He is prepared to meet social obligations, inspire and coordinate activities for the betterment of the social environment, and initiate actions for the common good as part of engagement in corporate social responsibility activities.	K2_K02	C N O
	2	S/He is prepared to consider the evolving needs of the socio-economic environment while upholding ethical principles, the common good, and public interests within the framework of corporate social responsibility activities.	K2_K06	C N O

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan

The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr inż. Adamska Małgorzata Patrycja
Calculation class (C)	15	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	

#### Student workload

Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	15
Calculation class (C)	15
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	20
Preparation of a report/paper/ project/presentation	25
Independent study of the course topics	0
Examination or final colloquium	0
Additional contact hours	0
Total student workload	75
Number of contact hours (from the study plan)	30

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic
Level of study	Second Cycle Studies
Specialization	Managerial Marketing
Form of Study	Full-Time Studies
Semester	First
Course Title	Compliance in enterprise

Nazwa przedmiotu		Compliance w przedsiębiorstwie			
ECTS points		2	Subject type		
Language of lecture		angielski	Mode of completing the course		
Course code		MNG 8	Subject related to scientific research/pract. profess. prepar. (Y/N)		
Preliminary requirements of the course		Knowledge		1	In accordance with PRK level 6
				2	
		Skills		1	In accordance with PRK level 6
				2	
		Social Competence		1	In accordance with PRK level 6
				2	

**Course Goals** To familiarize students with the essence and scope of the compliance management system.

**Programme content** The subject provides knowledge about the assumptions of the compliance system. The student develops the ability to think in terms of designing, implementing and maintaining compliance in an organization. He also acquires knowledge about models of compliance development.

Learning outcomes for the course - after completing the training cycle			The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in-depth the relationship between CMS and other management systems.	K2_W01	W	C
	2	S/He knows and understands in-depth terminology related to CMS.	K2_W03	W	C
	3	S/He knows and understands to a greater extent the importance of ethics in the activities of entities.	K2_W05	W	C
Skills	1	Not applicable			
	2				
Social Competence	1	S/He is willing to comply with CMS policies in the workplace.	K2_K05	W	C P
	2	S/He is willing to modify his behavior in accordance with CMS procedures.	K2_K06	W	C

**Methods of verification of learning outcomes:**

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr hab. Komańda Marcin
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	15	
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Preparation for classes	10	
Preparation of a report/paper/ project/presentation	0	
Independent study of the course topics	25	
Examination or final colloquium	0	
Additional contact hours	0	
Total student workload	50	
Number of contact hours (from the study plan)	15	

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic
Level of study	Second Cycle Studies
Specialization	Managerial Marketing
Form of Study	Full-Time Studies
Semester	First



Course Title	Contemporary concepts of marketing		
Nazwa przedmiotu	Współczesne koncepcje marketingu		
ECTS points	3	Subject type	
Language of lecture	angielski	Mode of completing the course	
Course code	MNG 5	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	
Course Goals Making students familiar with knowledge about reasons and directions of contemporary marketing evolution.			
Programme content Student is familiarized with key trends in contemporary marketing. He/she learns the rationale underlying changes connected with marketing goals and tools. Student is acquainted with the most important marketing concepts implemented by contemporary organizations.			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in an in-depth way the main development trends connected with marketing activities of contemporary organizations.	K2_W02	W C	C J M
	2	S/He knows and understands in an in-depth way terminology used in contemporary marketing.	K2_W03	W C	C J M
	3	S/He knows and understands in an in-depth way fundamental dilemmas of contemporary civilization and changes taking place in social, economic, and legal environments in the context of marketing activities of organizations.	K2_W08	W	C
Skills	1	S/He is able to select and use sources and information in the field of marketing in order to define and solve complex and untypical problems in unpredictable conditions.	K2_U01	C	C J M
	2	S/He is able to communicate with diverse groups of audience, conduct the debate and present information connected with marketing activity.	K2_U04	C	J M
	3	S/He is able to independently plan and implement his own development scope of marketing activities.	K2_U06	C	J M
Social Competence	1	S/He is ready to recognize the importance of knowledge from the field of marketing in solving cognitive and practical problems, critical assessment of knowledge he/she has and received content and consult experts in situation when he/she has difficulties with independent problem solving.	K2_K01	C	J M
	2	S/He is ready to communicate and cooperate with environment including persons who are experts in the field of marketing and also these who are not experts in this field.	K2_K03	C	J M

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)

Lecture (W)	30	dr hab. inż. Wielki Janusz
Calculation class (C)	15	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*		Average number of hours* allocated on completed activities
Lecture (W)		30
Calculation class (C)		15
Laboratory class (L)		0
Project (P)		0
Seminar (S)		0
Preparation for classes		8
Preparation of a report/paper/ project/presentation		10
Independent study of the course topics		10
Examination or final colloquium		2
Additional contact hours		0
Total student workload		75
Number of contact hours (from the study plan)		45

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Second		
Course Title	Contracts in economic transactions		
Nazwa przedmiotu	Umowy w obrocie gospodarczym		
ECTS points	3	Subject type	K

Language of lecture	angielski	Mode of completing the course		Course credit
Course code	MNG10	Subject related to scientific research/pract. profess. prepar. (Y/N)		N
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6	
		2		
	Skills	1	In accordance with PRK level 6	
		2		
	Social Competence	1	In accordance with PRK level 6	
		2		
<p><b>Course Goals</b> The Contracts in Economic Transactions course provides student on a deep practical knowledge on the legal aspects of conducting business on a transnational scale, as well as an advanced view of contracts in international and national trade.</p>				
<p><b>Programme content</b> The Contracts in Economic Transactions course provides an introduction to a wide variety of contractual, regulatory and professional issues that arise in the practice of international law. The course introduces deep practical knowledge on the legal aspects of conducting business on a transnational scale, as well as an advanced view of contracts in international and national trade. The course, represents a pragmatic and legal perspective for the resolution of contractual problems, as well as on the review and drafting of contracts.</p>				

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in depth the methodology of constructing business-related contracts and of their interpretation.	K2_W05	W C C
	2	S/He knows and understands in depth the principles of the functioning of contracts in business dealings, theoretical and practical problems connected with them related to them.	K2_W08	W C C
Skills	1	S/He is able to use methods of analysis and interpretation of texts to interpret the rules governing economic transactions and contracts used in economic transactions.	K2_U01	C C
	2	S/He can analyse and creatively solve specific problems arising from the operation of contracts in business.	K2_U03	C C
	3	S/He is able to independently plan and implement processes learning related to updating knowledge in the field of contracts in business transactions.	K2_U06	C C
Social Competence	1	S/He is willing to communicate with the public using professional terminology related to the subject.	K2_K02	W C C
	2	S/He is ready to take into account the changing factors determining the arrangement of the rights and obligations of the parties to a transaction and the shaping of the typical content of contracts by business practice.	K2_K06	W C C

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr Edaich Said
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		

Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	15
Calculation class (C)	30
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	15
Preparation of a report/paper/ project/presentation	15
Independent study of the course topics	0
Examination or final colloquium	0
Additional contact hours	0
Total student workload	75
Number of contact hours (from the study plan)	45

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
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**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Creative marketing strategies		
Nazwa przedmiotu	Kreatywne strategie marketingowe		
ECTS points	4	Subject type	K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG25	Subject related to scientific research/pract. profess. prepar. (Y/N)	T

Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	

**Course Goals** The purpose of the course is to provide up-to-date knowledge of creative marketing strategies and develop skills related to their development and implementation.

**Programme content** Provision of up-to-date knowledge of creative marketing strategies and develop skills related to their development and implementation.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in depth the need for organizations to develop and implement creative marketing strategies as a prerequisite for their development.	K2_W01	W	K L M N O
	2	S/He knows in depth the procedures for developing creative marketing strategies.	K2_W04	W	K L M N O
	3	S/He knows and understands in depth the role and importance of creative marketing strategies in the context of the functioning of modern economic organizations.	K2_W07	W	K L M N O
Skills	1	S/He is able to apply advanced and specialized marketing knowledge in the context of creative marketing strategy development processes.	K2_U01	C	K L M N O
	2	S/He is able to independently diagnose the situation in the course of developing creative marketing strategies, select appropriate methods and tools to describe and analyze the problems associated with this process.	K2_U02	C	K L M N O
	3	S/He has the ability to integrate knowledge from different fields to create innovative solutions in relation to creative marketing strategies.	K2_U05	C	K L M N O
Social Competence	1	S/He is ready to actively participate in activities related to the development of creative marketing strategies, identifies the benefits of teamwork, is ready to carry out individual and team tasks in this field.	K2_K01	W C	K L M N O
	2	S/He is ready to think and act creatively, committed and entrepreneurial in creative marketing strategies.	K2_K04	W C	K L M N O

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr inż. Kazibudzki Paweł
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	30
Calculation class (C)	30
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	20
Preparation of a report/paper/ project/presentation	20
Independent study of the course topics	0
Examination or final colloquium	0
Additional contact hours	0
Total student workload	100
Number of contact hours (from the study plan)	60

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic



Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	First		
Course Title	Economic and trade law		
Nazwa przedmiotu	Prawo gospodarcze i handlowe		
ECTS points	4	Subject type	K
Language of lecture	angielski	Mode of completing the course	Examination
Course code	MNG 7	Subject related to scientific research/pract. profess. prepar. (Y/N)	N
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	
<p>Course Goals The Economic and trade law aims to provide student with on deep practical knowledge on the legal aspects of conducting transnational business, as well as a general view on the different legal models and organisations acting on unification of economic and trade law.</p>			
<p>Programme content The Economic and trade law is a course that provides an introduction to a wide variety of rules, regulatory and professional issues that arise in the practice of international law. The course introduces deep practical knowledge on the legal aspects of conducting transnational business, as well as an advanced view international and national economic and trade law harmonization. The course, represents a pragmatic and legal approach to the field of economic and trade law problems, as well as a general view on the different legal models and organisations acting on unification of economic and trade law.</p>			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands to an in-depth degree the principles of the entrepreneur as the basic subject of business and commercial law relations.	K2_W07	W C	A C
	2	S/He knows and understands in depth the prerequisites for entrepreneurship development, including changes in the economic environment.	K2_W08	W C	A C
Skills	1	S/He selects and uses sources and information in the field of business and commercial law in order to make specific decisions related to the establishment and operation of a business.	K2_U01	C	C
	2	S/He can analyse and creatively solve specific problems arising from business operations.	K2_U03	C	C
	3	S/He is able to independently plan and implement processes learning related to updating knowledge in the field economic and commercial law.	K2_U06	C	C
Social Competence	1	S/He is ready to communicate with the environment using professional terminology related to the subject.	K2_K02	W C	C
	2	S/He is prepared to make economic decisions taking into account changes in socio-economic relations (including changes in legal arrangements) while taking ethical values into account.	K2_K06	W C	C

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr Edaich Said
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*		Average number of hours* allocated on completed activities

Lecture (W)	30
Calculation class (C)	30
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	20
Preparation of a report/paper/ project/presentation	18
Independent study of the course topics	0
Examination or final colloquium	2
Additional contact hours	0
Total student workload	100
Number of contact hours (from the study plan)	60

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Fourth		
Course Title	Elective course in foreign language		
Nazwa przedmiotu	Przedmiot wybieralny w języku obcym		
ECTS points	2	Subject type	W-K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG32	Subject related to scientific research/pract. profess. prepar. (Y/N)	N

Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6.
		2	
	Skills	1	In accordance with PRK level 6.
		2	
	Social Competence	1	In accordance with PRK level 6.
		2	

Course Goals Presentation of a problem chosen by the lecturing teacher in a foreign language. Learning specialist terminology in a foreign language.

Programme content Subject elected by students from at least 2 proposals. Programme content selected by the academic teacher giving the lecture.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands to an in-depth level the selected facts, objects and phenomena in economics and finance and the relationships between them.	K2_W01	W C
	2	S/He knows and understands to an in-depth level the foreign language terminology used in economics and finance.	K2_W03	W C
Skills	1	No learning outcomes are planned to be achieved within the lecture.		
	2			
Social Competence	1	S/He is ready to recognise the importance of knowledge of economics and finance in solving cognitive problems.	K2_K01	W C
	2			

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr Zamelski Piotr
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	15
Calculation class (C)	0
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	0
Preparation of a report/paper/ project/presentation	0
Independent study of the course topics	35
Examination or final colloquium	0
Additional contact hours	0
Total student workload	50
Number of contact hours (from the study plan)	15

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
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Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	First		
Course Title	Enterprise financial management		
Nazwa przedmiotu	Zarządzanie finansami przedsiębiorstwa		
ECTS points	3	Subject type	K
Language of lecture	angielski	Mode of completing the course	Examination
Course code	MNG 3	Subject related to scientific research/pract. profess. prepar. (Y/N)	T

Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	

**Course Goals** Objectives of the course: Preparing students for theoretical and practical activities in the area of issues related to enterprise financial management; namely, in the area of managing the enterprise's fixed and working capital, shaping financial liquidity strategies, financial planning, shaping the sources of financing the enterprise's operations and financial risk management.

**Programme content** The subject presented the essence and directions of enterprise financial management; details of managing the financial structure, fixed and current assets of the enterprise are given; the specificity and models of financial result and risk management in the enterprise were discussed.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands terminology to an in-depth level used in enterprises finance, main directions in areas and models and methods of financial management enterprises.	K2_W03	W C	A I J N O P R
	2	S/He knows and understands possibilities at a deeper level the use of classic and IT tools supporting analytical and decision-making processes in enterprise financial management.	K2_W04	W C	A I J N O P R
	3	S/He knows and understands goals and methods in-depth conducting analysis of data regarding the environment internal and external enterprise.	K2_W06	W C	A I J N O P R
Skills	1	S/He is able to select and use sources and information in the field of enterprise financial management in order to define and solve problems that arise during the operation and development of the enterprise.	K2_U01	C	I J N O P R
	2	S/He is able to formulate and test hypotheses related to research problems in the field of enterprise financial management and independently create original scenarios of solutions to these problems.	K2_U03	C	I J N O P R
	3	S/He is able to participate in the work of a team, cooperate with other people and lead a team in performing tasks related to the enterprise's financial management process.	K2_U05	C	I J N O P R
Social Competence	1	S/He is ready to recognize the importance of knowledge in the field of management and quality sciences in solving cognitive and practical problems, to critically evaluate the knowledge acquired and the received content, and to seek the opinion of experts in case of difficulties.	K2_K01	W C	I J N O P R
	2	S/He is ready to communicate and cooperate with the environment, including people who are specialists in the area of enterprise financial management.	K2_K03	W C	I J N O P R
	3	S/He is ready to perform responsible professional roles in the field of enterprise financial management.	K2_K05	W C	I J N O P R

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr hab. inż. Sytnik Inessa
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	30
Calculation class (C)	30
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	5
Preparation of a report/paper/ project/presentation	8
Independent study of the course topics	0
Examination or final colloquium	2
Additional contact hours	0
Total student workload	75
Number of contact hours (from the study plan)	60

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic



Level of study	Second Cycle Studies					
Specialization	Managerial Marketing					
Form of Study	Full-Time Studies					
Semester	Second					
Course Title	Enterprise value management					
Nazwa przedmiotu	Zarządzanie wartością przedsiębiorstwa					
ECTS points	3	Subject type			K	
Language of lecture	angielski	Mode of completing the course			Examination	
Course code	MNG18	Subject related to scientific research/pract. profess. prepar. (Y/N)		T		
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6			
		2				
	Skills	1	In accordance with PRK level 6			
		2				
	Social Competence	1	In accordance with PRK level 6			
		2				
Course Goals To familiarize students with knowledge regarding enterprise value management.						
Programme content The subject covers the specifics of enterprise value management, including the phases of enterprise value management, measures of enterprise value growth, and the cost of capital in enterprise value management						
Learning outcomes for the course - after completing the training cycle			The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands terminology to an in-depth level used in enterprise value management.		K2_W03	W L	A C
	2	S/He knows and understands selected phenomena to an in-depth level related to enterprise value management.		K2_W01	W L	A C
Skills	1	S/He is able to select and use sources and information from scope of enterprise value management.		K2_U01	L	C O
	2	S/He is able to use methods related to enterprise value management.		K2_U02	L	C O
Social Competence	1	S/He is ready to critically evaluate aspects related to enterprise value management.		K2_K01	L	O
	2	S/He is ready to fulfill professional roles responsibly in the area of enterprise value management.		K2_K05	L	O

Methods of verification of learning outcomes:  
 A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr inż. Zygmunt Justyna
Calculation class (C)	0	
Laboratory class (L)	15	
Project (P)	0	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	30
Calculation class (C)	0
Laboratory class (L)	15
Project (P)	0
Seminar (S)	0
Preparation for classes	23
Preparation of a report/paper/ project/presentation	5
Independent study of the course topics	0
Examination or final colloquium	2
Additional contact hours	0
Total student workload	75
Number of contact hours (from the study plan)	45

\* hour (class) means 45 minutes

**dr inż. Widera Katarzyna**  
 Head of the organizational unit  
 (stamp/signature)

**dr Zamelski Piotr**  
 Dean of Faculty  
 (stamp/signature)

Opole University of Technology  
 Faculty of Economics and Management  
 Course Description Card

Field of study	Management
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Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Second		
Course Title	Entrepreneurship and gamification in business		
Nazwa przedmiotu	Przedsiębiorczość i grywalizacja w biznesie		
ECTS points	2	Subject type	K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG14	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	Awareness and interest in matters related to business, innovation and development strategies, as well as understanding the role of gamification in the context of motivation and employee engagement.
		2	
	Skills	1	The ability to think innovatively and generate new ones ideas and openness to experimenting with new ones business solutions.
		2	
	Social Competence	1	According to PRK level 6
		2	
<p><b>Course Goals</b> The main aim of this subject is to develop students' interpersonal skills, prepare them for building their social and professional future, and cultivate in students the qualities and skills of entrepreneurial action that can help them actively and consciously participate in socio-economic life.</p>			
<p><b>Programme content</b> Transferring knowledge about issues through teamwork and decision-making decisions and introducing competition between teams. The essence will also be creation game simulation. During the module, the student acquires knowledge and skills in the field of management own work and that of other people as part of the tasks performed.</p>			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands facts at a deeper, higher level objects and phenomena within the scope of entrepreneurship and possible it relates them to the theory of management science and quality related issues.	K2_W01	W L	C L
	2				
Skills	1	S/He is able to select and independently treat diagnoses scope of specific action of a nature economy.	K2_U02	L	C L
	2	S/He is able to identify the challenges of resource management in organization and propose solutions in this area.	K2_U05	L	C L
Social Competence	1	S/He is ready to conduct the process responsibly communicating with stakeholders.	K2_K03	W L	C L
	2	S/He is prepared to define and implement key goals and make decisions in this regard.	K2_K05	W L	C L
	3	S/He is ready to formulate and evaluate business ideas.	K2_K04	W L	C L

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr inż. Bębenek Piotr
Calculation class (C)	0	
Laboratory class (L)	15	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	15	
Calculation class (C)	0	
Laboratory class (L)	15	

Project (P)	0
Seminar (S)	0
Preparation for classes	10
Preparation of a report/paper/ project/presentation	0
Independent study of the course topics	10
Examination or final colloquium	0
Additional contact hours	0
Total student workload	50
Number of contact hours (from the study plan)	30

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	First		
Course Title	Logistics in business		
Nazwa przedmiotu	Logistyka w biznesie		
ECTS points	3	Subject type	K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG 6	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	

**Course Goals** The course aims to provide student on the basic concepts, methods and techniques in the field of logistics in the enterprise's operations and its consideration in the organizational structure of the unit.

**Programme content** The course provides the basic concepts, methods and techniques in the field of logistics in the enterprise's operations and its consideration in the organizational structure of the unit. Also a presentation of selected logistics systems and processes taking place at the level of supply, production and distribution, taking into account the incurred logistics costs and carrying out analyzes of the profitability and effectiveness of logistics decisions and activities.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands concepts, techniques and methods to an in-depth level logistics techniques used in the enterprise.	K2_W03	W	C P
	2	S/He knows and understands processes and systems, in-depth, logistics used in procurement, production and distribution, and also uses the appropriate conceptual system in this field.	K2_W06	C	C P
Skills	1	S/He is able to combine various methods and techniques in order to obtain and improve the efficiency of the company's operations.	K2_U02	C	C P
	2	S/He is able to combine various methods and techniques in order to obtain and improve the efficiency of the company's operations.	K2_U03	C	C P
	3	S/He is able to communicate effectively, to the extent issues related to logistics.	K2_U05	C	C P
Social Competence	1	S/He is able to improve, independently, knowledge and skills in the field of logistics.	K2_K01	W	C P
	2	S/He is ready to participate in teamwork and bear responsibility for actions taken.	K2_K03	C	C P

Methods of verification of learning outcomes:  
 A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)

Lecture (W)	15	dr Edaich Said
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*		Average number of hours* allocated on completed activities
Lecture (W)		15
Calculation class (C)		30
Laboratory class (L)		0
Project (P)		0
Seminar (S)		0
Preparation for classes		15
Preparation of a report/paper/ project/presentation		15
Independent study of the course topics		0
Examination or final colloquium		0
Additional contact hours		0
Total student workload		75
Number of contact hours (from the study plan)		45

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Second		
Course Title	Management accounting		
Nazwa przedmiotu	Rachunkowość zarządcza		
ECTS points	3	Subject type	K

Language of lecture	angielski	Mode of completing the course	Examination
Course code	MNG13	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	

Course Goals To familiarise students with management accounting issues.

Programme content The program content includes selected issues on cost classification for decision making, costing, break-even point.

Learning outcomes for the course - after completing the training cycle			The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands terminology to an in-depth level used in management accounting.	K2_W03	W L	A C
	2	S/He knows and understands selected phenomena in greater detail scope of management accounting.	K2_W01	W L	A C
Skills	1	S/He is able to select and make use of sources and information from the field of management accounting.	K2_U01	L	C
	2	S/He is able to participate in team's work and cooperate with other people when performing tasks related to management accounting.	K2_U05	L	O
Social Competence	1	S/He is willing to communicate and cooperate with management accounting environment.	K2_K03	L	O
	2	S/He is ready to think and act in a way involved in the field of management accounting.	K2_K04	L	O

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan



The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr inż. Zygmunt Aleksandra
Calculation class (C)	0	
Laboratory class (L)	30	
Project (P)	0	
Seminar (S)	0	

#### Student workload

Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	15
Calculation class (C)	0
Laboratory class (L)	30
Project (P)	0
Seminar (S)	0
Preparation for classes	18
Preparation of a report/paper/ project/presentation	10
Independent study of the course topics	0
Examination or final colloquium	2
Additional contact hours	0
Total student workload	75
Number of contact hours (from the study plan)	45

\* hour (class) means 45 minutes

**dr inż. Widera Katarzyna**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic
Level of study	Second Cycle Studies
Specialization	Managerial Marketing
Form of Study	Full-Time Studies
Semester	First
Course Title	Management concepts

Nazwa przedmiotu		Koncepcje zarządzania			
ECTS points		4	Subject type		K
Language of lecture		angielski	Mode of completing the course		Examination
Course code		MNG 2	Subject related to scientific research/pract. profess. prepar. (Y/N)		T
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6		
		2			
	Skills	1	In accordance with PRK level 6		
		2			
	Social Competence	1	In accordance with PRK level 6		
		2			
Course Goals To familiarize students with key theoretical concepts and practical solutions in the field of management.					
Programme content The subject provides knowledge on key issues for the description and interpretation of a company's activities. The student develops the ability to think in terms of analyzing organizational conditions. He/she also acquires knowledge about the practical challenges of implementing management ideas.					

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in-depth assumptions regarding selected descriptions and concepts of organizations.	K2_W01	W C	A C I
	2	S/He knows and understands in-depth selected management concepts in terms of the terminology used.	K2_W03	W C	A C I
	3	S/He knows and understands in-depth the role of computerization in the principles of cooperation and organization.	K2_W08	W C	C I
Skills	1	S/He is able to use methods related to individual concepts to meet management challenges	K2_U02	C	C I
	2	S/He is able to use terminology characteristic of selected management concepts	K2_U04	C	C I
	3	S/He is able to determine the development challenges of the company's staff in the context of individual concepts.	K2_U05	C	C I
Social Competence	1	S/He is ready to critically refer to the usefulness of particular management concepts for describing selected management problems	K2_K01	W C	A C I
	2	S/He is ready to propose solutions to selected management problems	K2_K04	C	C I
	3	S/He is ready to define the principles of cooperation between business entities	K2_K03	C	C I

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr hab. Komańda Marcin
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		

Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	15
Calculation class (C)	30
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	25
Preparation of a report/paper/ project/presentation	0
Independent study of the course topics	28
Examination or final colloquium	2
Additional contact hours	0
Total student workload	100
Number of contact hours (from the study plan)	45

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Management of relations with environment		
Nazwa przedmiotu	Zarządzanie relacjami z otoczeniem		
ECTS points	4	Subject type	K
Language of lecture	angielski	Mode of completing the course	Examination
Course code	MNG24	Subject related to scientific research/pract. profess. prepar. (Y/N)	T

Preliminary requirements of the course	Knowledge	1	General knowledge of business relations and the market.
		2	
	Skills	1	Ability to think analytically and interpret economic phenomena in correlation to social phenomena.
		2	
	Social Competence	1	Communication skills, ingenuity and creativity.
		2	

**Course Goals** The aim of the course is to impart up-to-date knowledge in the field of establishing and managing relationships with the economic environment, emphasizing their significance in the decision-making processes. The practical objective is to stimulate managerial curiosity and raise awareness of how the environment influences an organization's operations. Additionally, the course highlights the importance of cultivating relationships with diverse market entities as a means to gain a competitive advantage.

**Programme content** The subject includes familiarization with the content to obtain the results of knowledge, skills and social competence in the area of management of relations with environment, among others, the genesis and concept of market capital and business relations.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in depth selected facts, objects and phenomena in the field of management of relations with the environment, and the methods and theories concerning them explaining the complex relationships between them.	K2_W01	W	A
	2	S/He has in-depth understanding of the fundamental principles behind the creation and evolution of various forms of entrepreneurship, as well as the reasoning and potential consequences of economic decisions related to managing relationships with the business environment.	K2_W07	W P	A M N
	3	S/He has in-depth understanding of the fundamental dilemmas of modern civilization, as well as the changes taking place in the social, economic, and legal environment, and comprehends their impact on the organization's interactions with the environment and its operations.	K2_W08	W	A
Skills	1	S/He can effectively select and utilize sources and information in the field of managing relationships with the environment to define and resolve complex and unconventional problems in unpredictable conditions.	K2_U01	P	N O
	2	S/He is proficient in using both classical and IT methods and tools to define and resolve problems, perform tasks, and present data in the field of managing relationships with the environment.	K2_U02	P	N O
	3	S/He is able to communicate with diverse circles audience, conduct debate and present information from scope of managing relations with the environment.	K2_U04	P	N O
	4	S/He is able to participate in team work and cooperate with other people and lead the team in execution tasks related to managing relations with the environment.	K2_U05	P	N O
Social Competence	1	S/He is ready to communicate and cooperate with environment as part of activities related to managing relations with the environment.	K2_K03	P	N O
	2	S/He is ready to take into account changing needs socio-economic environment while respecting principles of ethics, common good and public interest in as part of activities related to relationship management with surroundings.	K2_K06	W P	A N O

Methods of verification of learning outcomes:  
 A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr inż. Adamska Małgorzata Patrycja
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	15	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	30
Calculation class (C)	0
Laboratory class (L)	0
Project (P)	15
Seminar (S)	0
Preparation for classes	25
Preparation of a report/paper/ project/presentation	28
Independent study of the course topics	0
Examination or final colloquium	2
Additional contact hours	0
Total student workload	100
Number of contact hours (from the study plan)	45

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
 Head of the organizational unit  
 (stamp/signature)

**dr Zamelski Piotr**  
 Dean of Faculty  
 (stamp/signature)

Opole University of Technology  
 Faculty of Economics and Management  
 Course Description Card

Field of study	Management
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Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	First		
Course Title	Management philosophy		
Nazwa przedmiotu	Filozofia zarządzania		
ECTS points	5	Subject type	HS
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG 1	Subject related to scientific research/pract. profess. prepar. (Y/N)	N
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	
Course Goals To familiarize students with the intellectual pillars of management sciences and their key issues.			
Programme content The subject provides knowledge about the history and current state of management science as a scientific discipline. The student develops the ability to think in terms of critical organization theory and selected philosophical trends related to management issues. He also acquires knowledge about the methodological challenges of management and quality sciences.			



Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands to an in-depth level the intellectual sources of management and quality sciences.	K2_W01	W C
	2	S/He knows and understands in-depth the evolution of management and quality sciences as an economic and social science.	K2_W02	W C
	3	S/He knows and understands to an in-depth level the fundamental terminology for the intellectual assumptions of management and quality sciences.	K2_W03	W C
Skills	1	S/He is able to propose a group of methods to solve a research problem in management and quality sciences.	K2_U02	C I
	2	S/He is able to discuss practical and research problems in the field of management.	K2_U04	C I
	3	S/He can independently plan and implement its development knowledge in the field of management philosophy and guide others in this regard.	K2_U06	C I
Social Competence	1	S/He is ready to verify the assumptions of the description of management problems.	K2_K01	C I
	2	S/He is ready to acknowledge the changing expectations of stakeholders in management processes.	K2_K06	C I

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr hab. Komańda Marcin
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*		Average number of hours* allocated on completed activities

Lecture (W)	30
Calculation class (C)	30
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	30
Preparation of a report/paper/ project/presentation	0
Independent study of the course topics	35
Examination or final colloquium	0
Additional contact hours	0
Total student workload	125
Number of contact hours (from the study plan)	60

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Fourth		
Course Title	Managerial training		
Nazwa przedmiotu	Trening kierowniczy		
ECTS points	2	Subject type	K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG29	Subject related to scientific research/pract. profess. prepar. (Y/N)	T

Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	

**Course Goals** The aim of the course is to present, discuss and present graphic elements that come from people who act as subordinates.

**Programme content** The subject covers familiarization with content enabling the acquisition of knowledge and practical skills in the area of managerial training, including issues related to team building, changes within the team, roles within the team, and key competencies of a team manager.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in-depth the mechanisms involved in creating the competences and skills of an effective manager.	K2_W01	C	I P R
	2	S/He knows and understands in-depth the broad conditions for the effective functioning of a team leader.	K2_W05	C	I P R
Skills	1	S/He is able to use the acquired methods and tools to define and solve problems from the manager's perspective and to perform managerial duties.	K2_U02	C	I P R
	2	S/He is able to effectively lead a team and cooperate with other people.	K2_U05	C	I P R
Social Competence	1	S/He is ready to communicate effectively and cooperate with the environment from a manager's perspective.	K2_K03	C	I P R
	2	S/He is ready to act responsibly as a manager.	K2_K05	C	I P R

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)

Lecture (W)	0	dr inż. Klemens Brygida
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*		Average number of hours* allocated on completed activities
Lecture (W)		0
Calculation class (C)		30
Laboratory class (L)		0
Project (P)		0
Seminar (S)		0
Preparation for classes		10
Preparation of a report/paper/ project/presentation		0
Independent study of the course topics		10
Examination or final colloquium		0
Additional contact hours		0
Total student workload		50
Number of contact hours (from the study plan)		30

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Marketing in social media		
Nazwa przedmiotu	Marketing w mediach społecznościowych		
ECTS points	4	Subject type	K

Language of lecture	angielski	Mode of completing the course		Examination	
Course code	MNG22	Subject related to scientific research/pract. profess. prepar. (Y/N)		T	
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6		
		2			
	Skills	1	In accordance with PRK level 6		
		2			
	Social Competence	1	In accordance with PRK level 6		
		2			
Course Goals Providing knowledge about trends in social marketing.					
Programme content The subject provides knowledge about the evolution and current shape of social media marketing. The student develops the ability to think in terms of activities and areas related to social marketing carried out for the enterprise. He also acquires knowledge about forms of marketing in social media.					
Learning outcomes for the course - after completing the training cycle			The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in-depth the role of social media in marketing tasks.	K2_W01	W	A
	2	S/He knows and understands in-depth specific terminology related to social marketing.	K2_W03	W	A
	3	S/He knows and understands in-depth the development of the use of social media for marketing purposes.	K2_W02	W	A
	4	S/He knows and understands in-depth the importance of using the results of data analysis in social marketing.	K2_W06	W	P
Skills	1	S/He is able to use selected online solutions to determine marketing tasks in social media.	K2_U02	P	M
	2	S/He is able to cooperate in a group while implementing a social marketing project.	K2_U05	P	M
Social Competence	1	S/He is ready to formulate content intended for publication on social media.	K2_K03	P	M
	2	S/He is ready to comply with ethical and legal rules regarding the publication of content on social media.	K2_K06	P	M
Methods of verification of learning outcomes:					

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr hab. Komańda Marcin
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	30	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	30
Calculation class (C)	0
Laboratory class (L)	0
Project (P)	30
Seminar (S)	0
Preparation for classes	8
Preparation of a report/paper/ project/presentation	20
Independent study of the course topics	10
Examination or final colloquium	2
Additional contact hours	0
Total student workload	100
Number of contact hours (from the study plan)	60

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic

Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Second		
Course Title	Master`s seminar I		
Nazwa przedmiotu	Seminarium magisterskie I		
ECTS points	2	Subject type	W-K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG19	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	Knowledge of scientific research methodology.
		2	Knowledge of information gathering and processing methods.
	Skills	1	Ability to establish goals, plan, and organize individual work.
		2	Skills in computer operation (text editing and formatting) and utilizing literary resources, including both traditional and e-resources.
	Social Competence	1	Creativity and openness to new solutions.
		2	Awareness of the need for personal and professional development.
<p>Course Goals The aim of the master's seminar is to prepare students for the execution of their master's thesis, which entails readiness for independent analytical and research work, including independent study of literature and its critical analysis.</p>			
<p>Programme content Requirements for master's thesis papers. Discussion on ethics in writing and copyright protection. Discussion of methods for gathering and preparing literature excerpts. Determination of the thesis statement, research problems, and objectives. Preparation of a section of the theoretical part of the master's thesis.</p>			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in depth selected facts, objects and phenomena in the field of management and quality sciences, as well as related methods and theories explaining the complex relationships between them regarding seminar topics.	K2_W01	S	F P
	2	S/He knows and understands in depth the main development trends in the disciplines of management and quality science, as well as economics and finance regarding seminar topics.	K2_W02	S	F P
	3	S/He knows and understands the terminology used in management and quality sciences to an in-depth level regarding seminar topics.	K2_W03	S	F P
	4	S/He knows and understands in depth the possibilities of using classical and IT tools supporting analytical and decision-making processes regarding seminar topics.	K2_W04	S	F P
	5	S/He knows and understands in depth the fundamental dilemmas of modern civilization and the changes taking place in the social, economic and legal environment regarding seminar topics.	K2_W08	S	F P
Skills	1	S/He is able to select and use sources and information in the field of management and quality science in order to define and solve complex and unusual problems in unpredictable conditions regarding seminar topics.	K2_U01	S	F P
	2	S/He is able use classical and IT methods and tools to define and solve problems, as well as perform tasks and present data in the field of management and quality science regarding seminar topics.	K2_U02	S	F P
	3	S/He is able to formulate and test hypotheses related to simple research problems using in-depth knowledge of management and quality sciences regarding seminar topics.	K2_U03	S	F P



Social Competence	1	S/He is ready to recognize the importance of knowledge in the field of management and quality sciences in solving cognitive and practical problems, critically assess the knowledge and received content, and consult experts in the event of difficulties in solving the problem on their own regarding seminar topics.	K2_K01	S	F P
	2	S/He is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science regarding seminar topics.	K2_K03	S	F P

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	0	dr inż. Szewczuk-Stępień Marzena
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	30	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	0	
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	30	
Preparation for classes	5	
Preparation of a report/paper/ project/presentation	10	
Independent study of the course topics	5	
Examination or final colloquium	0	
Additional contact hours	0	
Total student workload	50	
Number of contact hours (from the study plan)	30	

\* hour (class) means 45 minutes

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Master`s seminar II		
Nazwa przedmiotu	Seminarium magisterskie II		
ECTS points	2	Subject type	W-K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG26	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	Knowledge of scientific research methodology.
		2	Knowledge of information gathering and processing methods.
	Skills	1	Ability to establish goals, plan, and organize individual work.
		2	Skills in computer operation (text editing and formatting) and utilizing literary resources, including both traditional and e-resources.
	Social Competence	1	Creativity and openness to new solutions.
		2	Awareness of the need for personal and professional development.
Course Goals The aim of the master's seminar is to prepare students for the execution of their master's thesis, which entails readiness for independent analytical and research work, including independent study of literature and its critical analysis.			
Programme content Discussion of research methodology with indication of techniques and research tools. Selection of sources and types of data. Characterization of the structure of the practical part of the thesis. Preparation of a section of both the theoretical and practical parts of the master's thesis.			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in depth selected facts, objects and phenomena in the field of management and quality sciences, as well as related methods and theories explaining the complex relationships between them regarding seminar topics.	K2_W01	S	F P
	2	S/He knows and understands in depth the main development trends in the disciplines of management and quality science, as well as economics and finance regarding seminar topics.	K2_W02	S	F P
	3	S/He knows and understands the terminology used in management and quality sciences to an in-depth level regarding seminar topics.	K2_W03	S	F P
	4	S/He knows and understands in depth the possibilities of using classical and IT tools supporting analytical and decision-making processes regarding seminar topics.	K2_W04	S	F P
	5	S/He knows and understands in depth the fundamental dilemmas of modern civilization and the changes taking place in the social, economic and legal environment regarding seminar topics.	K2_W08	S	F P
Skills	1	S/He is able to select and use sources and information in the field of management and quality science in order to define and solve complex and unusual problems in unpredictable conditions regarding seminar topics.	K2_U01	S	F P
	2	S/He is able use classical and IT methods and tools to define and solve problems, as well as perform tasks and present data in the field of management and quality science regarding seminar topics.	K2_U02	S	F P
	3	S/He is able to formulate and test hypotheses related to simple research problems using in-depth knowledge of management and quality sciences regarding seminar topics.	K2_U03	S	F P

Social Competence	1	S/He is ready to recognize the importance of knowledge in the field of management and quality sciences in solving cognitive and practical problems, critically assess the knowledge and received content, and consult experts in the event of difficulties in solving the problem on their own regarding seminar topics.	K2_K01	S	F P
	2	S/He is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science regarding seminar topics.	K2_K03	S	F P

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	0	dr inż. Szewczuk-Stępień Marzena
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	30	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	0	
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	30	
Preparation for classes	5	
Preparation of a report/paper/ project/presentation	10	
Independent study of the course topics	5	
Examination or final colloquium	0	
Additional contact hours	0	
Total student workload	50	
Number of contact hours (from the study plan)	30	

\* hour (class) means 45 minutes

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Fourth		
Course Title	Master`s seminar III		
Nazwa przedmiotu	Seminarium magisterskie III		
ECTS points	2	Subject type	W-K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG30	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	Knowledge of scientific research methodology.
		2	Knowledge of information gathering and processing methods.
	Skills	1	Ability to establish goals, plan, and organize individual work.
		2	Skills in computer operation (text editing and formatting) and utilizing literary resources, including both traditional and e-resources.
	Social Competence	1	Creativity and openness to new solutions.
		2	Awareness of the need for personal and professional development.
Course Goals The aim of the master's seminar is to prepare students for the execution of their master's thesis, which entails readiness for independent analytical and research work, including independent study of literature and its critical analysis.			
Programme content Individual consultations regarding the master's thesis. Verification of the completeness of the thesis content. Discussion of the graduation procedure, examination question list, and the course of the final examination.			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in depth selected facts, objects and phenomena in the field of management and quality sciences, as well as related methods and theories explaining the complex relationships between them regarding seminar topics.	K2_W01	S	F P
	2	S/He knows and understands in depth the main development trends in the disciplines of management and quality science, as well as economics and finance regarding seminar topics.	K2_W02	S	F P
	3	S/He knows and understands the terminology used in management and quality sciences to an in-depth level regarding seminar topics.	K2_W03	S	F P
	4	S/He knows and understands in depth the possibilities of using classical and IT tools supporting analytical and decision-making processes regarding seminar topics.	K2_W04	S	F P
	5	S/He knows and understands in depth the fundamental dilemmas of modern civilization and the changes taking place in the social, economic and legal environment regarding seminar topics.	K2_W08	S	F P
Skills	1	S/He is able to select and use sources and information in the field of management and quality science in order to define and solve complex and unusual problems in unpredictable conditions regarding seminar topics.	K2_U01	S	F P
	2	S/He is able use classical and IT methods and tools to define and solve problems, as well as perform tasks and present data in the field of management and quality science regarding seminar topics.	K2_U02	S	F P
	3	S/He is able to formulate and test hypotheses related to simple research problems using in-depth knowledge of management and quality sciences regarding seminar topics.	K2_U03	S	F P

Social Competence	1	S/He is ready to recognize the importance of knowledge in the field of management and quality sciences in solving cognitive and practical problems, critically assess the knowledge and received content, and consult experts in the event of difficulties in solving the problem on their own regarding seminar topics.	K2_K01	S	F P
	2	S/He is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science regarding seminar topics.	K2_K03	S	F P

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	0	dr inż. Szewczuk-Stępień Marzena
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	30	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	0	
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	30	
Preparation for classes	5	
Preparation of a report/paper/ project/presentation	10	
Independent study of the course topics	5	
Examination or final colloquium	0	
Additional contact hours	0	
Total student workload	50	
Number of contact hours (from the study plan)	30	

\* hour (class) means 45 minutes

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Fourth		
Course Title	Master`s thesis		
Nazwa przedmiotu	Praca magisterska		
ECTS points	20	Subject type	W-K
Language of lecture	angielski	Mode of completing the course	
Course code	MNG31	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	Knowledge of scientific research methodology.
		2	Knowledge of information gathering and processing methods.
		3	Knowledge of current needs in the socio-economic environment.
	Skills	1	Ability to establish goals, plan, and organize individual work.
		2	Skills in computer operation (text editing and formatting) and utilizing literary resources, including both traditional and e-resources.
	Social Competence	1	Creativity and openness to new solutions.
		2	Awareness of the need for personal and professional development.
		3	Ability to initiate and build relationships.
	<p><b>Course Goals</b> The aim of the master's thesis is to develop, in written form according to the guidelines of the Faculty of Economic and Management a specific issue related to the scope of the study program and arising from the student's interests. In the master's thesis, the student utilizes knowledge acquired during their studies, presents acquired skills, and demonstrates social competencies.</p>		
<p><b>Programme content</b> Preparation of the master's thesis in accordance with the guidelines. Independent work of the student conducted under the supervision of the supervisor and in consultation with the instructors of the master's seminar.</p>			



Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in depth selected facts, objects and phenomena in the field of management and quality sciences, as well as related methods and theories explaining the complex relationships between them within the scope of the master's thesis topic.	K2_W01	C
	2	S/He knows and understands in depth the main development trends in the disciplines of management and quality science, as well as economics and finance within the scope of the master's thesis topic.	K2_W02	C
	3	S/He knows and understands the terminology used in management and quality sciences to an in-depth level within the scope of the master's thesis topic.	K2_W03	C
	4	S/He knows and understands the terminology used in management and quality sciences to an in-depth level within the scope of the master's thesis topic.	K2_W04	C
	5	S/He knows and understands in depth the objectives and methods of data analysis in the discipline of management and quality science, including the use of quantitative methods within the scope of the master's thesis topic.	K2_W06	C
	6	S/He knows and understands in depth the fundamental dilemmas of modern civilization and the changes taking place in the social, economic and legal environment within the scope of the master's thesis topic.	K2_W08	C
Skills	1	S/He is able to select and use sources and information in the field of management and quality science in order to define and solve complex and unusual problems in unpredictable conditions within the scope of the master's thesis topic.	K2_U01	C
	2	S/He is able use classical and IT methods and tools to define and solve problems, as well as perform tasks and present data in the field of management and quality science within the scope of the master's thesis topic.	K2_U02	C
	3	S/He is able to formulate and test hypotheses related to simple research problems using in-depth knowledge of management and quality sciences within the scope of the master's thesis topic.	K2_U03	C

Social Competence	1	S/He is ready to recognize the importance of knowledge in the field of management and quality sciences in solving cognitive and practical problems, critically assess the knowledge and received content, and consult experts in the event of difficulties in solving the problem on their own within the scope of the master's thesis topic.	K2_K01		C
	2	S/He is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science within the scope of the master's thesis topic.	K2_K03		C
	3	S/He is ready to think and act in a creative, engaged and entrepreneurial way within the scope of the master's thesis topic.	K2_K04		C

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	0	dr inż. Szewczuk-Stępień Marzena
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	0	
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Preparation for classes	0	
Preparation of a report/paper/ project/presentation	500	
Independent study of the course topics	0	
Examination or final colloquium	0	
Additional contact hours	0	
Total student workload	500	
Number of contact hours (from the study plan)	0	

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Mentoring internship		
Nazwa przedmiotu	Staż mentoringowy		
ECTS points	6	Subject type	W-PR
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG27	Subject related to scientific research/pract. profess. prepar. (Y/N)	N
Preliminary requirements of the course	Knowledge	1	According to PRK level 6
		2	
	Skills	1	According to PRK level 6
		2	
	Social Competence	1	According to PRK level 6
		2	
<p><b>Course Goals</b> The primary objective of the mentoring internship program for management students is to acquire new management competencies through collaboration with a business mentor. The scope of the mentoring internship encompasses various aspects, including gaining familiarity with the organization's profile in terms of its economic activities, and methods for managing resources such as human, material, financial, and information resources, as well as fostering effective cooperation.</p>			
<p><b>Programme content</b> Introduction to the idea of implementation of the mentoring internship. Presentation of the formula for implementation and conditions for passing the internship. Discussion of the concept of business mentoring, mentoring as a process, the role and tasks of the mentor, the benefits of mentoring. Presentation of mentors and the institutions they represent.</p>			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He possess in-depth knowledge and a profound understanding of the economic, legal, ethical and other pertinent conditions relevant to various types of activities and professional practices associated with the execution of a mentoring internship in the field of management.	K2_W05	W	D H P
	2				
Skills	1	S/He is able to select and use sources and information in the field of management and quality science in order to define and solve complex and unusual problems implemented in the conditions of a mentoring internship.	K2_U01	C	D H P
	2	S/He is able to communicate with diverse circles of recipients, lead a debate and present information in the field of management and quality science as part of activities undertaken in cooperation with a mentor.	K2_U04	C	D H P
	3	S/He is able to participate in the work of a team, interact with other people in the course of the mentoring internship.	K2_U05	C	D H P
Social Competence	1	S/He is prepared to acknowledge the significance of knowledge in the fields of management and quality sciences when addressing both cognitive and practical challenges. Additionally, the intern should be capable of critically evaluating acquired knowledge and received content, while actively seeking guidance from mentors when carrying out tasks within their assigned responsibilities.	K2_K01	C	D H P
	2	S/He is ready to communicate and collaborate with the environment.	K2_K03	C	D H P
	3	S/He is prepared to think and act in a creative, proactive and entrepreneurial manner.	K2_K04	C	D H P

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)

Lecture (W)	6	dr inż. Adamska Małgorzata Patrycja
Calculation class (C)	160	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
<b>Student workload</b>		
Types of student activities*		Average number of hours* allocated on completed activities
Lecture (W)		6
Calculation class (C)		160
Laboratory class (L)		0
Project (P)		0
Seminar (S)		0
Preparation for classes		1
Preparation of a report/paper/ project/presentation		3
Independent study of the course topics		0
Examination or final colloquium		0
Additional contact hours		0
Total student workload		170
Number of contact hours (from the study plan)		166

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Second		
Course Title	Methods of statistical inference		
Nazwa przedmiotu	Metody wnioskowania statystycznego		
ECTS points	4	Subject type	K

Language of lecture	angielski	Mode of completing the course		Examination	
Course code	MNG11	Subject related to scientific research/pract. profess. prepar. (Y/N)		N	
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6		
		2			
	Skills	1	In accordance with PRK level 6		
		2			
	Social Competence	1	In accordance with PRK level 6		
		2			
Course Goals The purpose of this course is to familiarize students with selected procedures and methods that enable data collection, comprehensive analysis of statistical data and interpretation of the results of this analysis.					
Programme content The programme content includes an introduction to selected procedures and methods for collecting statistical data, comprehensive data analysis and interpretation of the results of this analysis.					
Learning outcomes for the course - after completing the training cycle			The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in depth the objectives and methods of data analysis using statistical inference tools.	K2_W06	W L	A C
	2	S/He knows and understands in depth the possibilities of using hypotheses testing.	K2_W04	W L	A C
Skills	1	S/He is able to make decisions under uncertainty using statistical inference tools.	K2_U01	L	C
	2	S/He is able to formulate hypotheses and test them using a statistical package.	K2_U02	L	C
Social Competence	1	S/He is ready to recognize the importance of knowledge of statistical inference in solving cognitive and practical problems.	K2_K01	W L	A C
	2	S/He is ready to critically evaluate his knowledge and perceived content, and to continuously supplement and improve his knowledge and skills in statistical inference.	K2_K01	W L	A C
Methods of verification of learning outcomes: A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.					

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr inż. Szewczyk Mirosława
Calculation class (C)	0	
Laboratory class (L)	30	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	30	
Calculation class (C)	0	
Laboratory class (L)	30	
Project (P)	0	
Seminar (S)	0	
Preparation for classes	20	
Preparation of a report/paper/ project/presentation	0	
Independent study of the course topics	18	
Examination or final colloquium	2	
Additional contact hours	0	
Total student workload	100	
Number of contact hours (from the study plan)	60	

\* hour (class) means 45 minutes

**dr inż. Widera Katarzyna**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic
Level of study	Second Cycle Studies
Specialization	Managerial Marketing
Form of Study	Full-Time Studies
Semester	First

Course Title	Negotiations in international business		
Nazwa przedmiotu	Negocjacje w biznesie międzynarodowym		
ECTS points	3	Subject type	
Language of lecture	angielski	Mode of completing the course	
Course code	MNG 9	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	The student has knowledge of the basic principles of enterprise operation, management fundamentals, and the socio-economic environment.
		2	
	Skills	1	The student has the ability to work both in a group and individually.
		2	
	Social Competence	1	The student is capable of critically evaluating their own knowledge and skills.
		2	
<p>Course Goals The course aims to acquaint participants with the current state of knowledge on negotiations and to shape behaviors useful for negotiating practice - with particular emphasis on knowledge and skills related to models describing intercultural differences associated with conducting business activities.</p>			
<p>Programme content The "International Negotiations" course encompasses a comprehensive analysis of the negotiation process within an international context. Students learn various negotiation strategies and communication techniques employed in international settings. Additionally, cultural and cross-cultural aspects influencing negotiation dynamics and effective management strategies are discussed. Furthermore, the course addresses legal-economic and ethical issues related to international negotiations. An important component of the program involves practical application through case studies analysis and negotiation simulations. The overall aim of the program is to equip students with the skills necessary for effectively conducting negotiations in diverse international business, diplomatic, or social contexts.</p>			



Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He has a deep knowledge and understanding of the basic concepts of negotiations present in contemporary theoretical frameworks and relate them to real management issues.	K2_W01	W C C I J P
	2	S/He possesses an in-depth knowledge and understanding of fundamental theoretical models describing cross-cultural differences related to business operations.	K2_W07	W C C I J P
Skills	1	S/He can apply their knowledge of international negotiations in practical situations, particularly in trade negotiations, especially when negotiating with individuals from different cultures.	K2_U04	C I J P
	2	S/He is proficient in using negotiation techniques in trade negotiations, especially when dealing with representatives from other cultures.	K2_U05	C I J P
Social Competence	1	S/He is ready to apply negotiation skills for the development of their business as an entrepreneur or manager.	K2_K05	W C C I J P
	2	S/He is prepared to adapt their behavior based on the culture describing the actions of their business partner, both in the initial contact stage and during the execution of business cooperation.	K2_K06	W C C I J P

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr Łukaniszyn-Domaszewska Katarzyna
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*		Average number of hours* allocated on completed activities

Lecture (W)	15
Calculation class (C)	30
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	8
Preparation of a report/paper/ project/presentation	10
Independent study of the course topics	10
Examination or final colloquium	2
Additional contact hours	0
Total student workload	75
Number of contact hours (from the study plan)	45

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Second		
Course Title	Personal marketing		
Nazwa przedmiotu	Marketing personalny		
ECTS points	4	Subject type	K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG15	Subject related to scientific research/pract. profess. prepar. (Y/N)	T

Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	

**Course Goals** To familiarise students with the assumptions of personnel marketing, its essence, its objectives. To develop the ability to relate the acquired knowledge to practice.

**Programme content** The course covers acquiring knowledge and practical skills in the area of personnel marketing, in particular, identifying basic concepts related to personnel marketing, aspects related to personnel marketing and human resources management and tools used in personnel marketing.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes	
Knowledge	1	S/He knows and understands in depth about personnel marketing and its relationship to "classical" marketing.	K2_W01	W C L	C I M
	2	S/He knows and understands the benefits of personnel marketing for specific groups of beneficiaries.	K2_W06	W C L	C I M
Skills	1	S/He is able to identify manifestations of the application of personnel marketing in a company.	K2_U01	C L	C I M
	2	S/He can independently design processes and changes in the organisation in the area of personnel marketing and their anticipate and is able to manage them.	K2_U07	C L	C I M
Social Competence	1	S/He is ready to initiate and actively participate in projects, groups, organisations in the field of personnel marketing.	K2_K01	C L	C P
	2	S/He is ready to carry out individual and team tasks in the field of personnel marketing.	K2_K02	C L	C P

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)

Lecture (W)	30	dr Kubiciel-Lodzińska Sabina
Calculation class (C)	15	
Laboratory class (L)	15	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	30	
Calculation class (C)	15	
Laboratory class (L)	15	
Project (P)	0	
Seminar (S)	0	
Preparation for classes	10	
Preparation of a report/paper/ project/presentation	18	
Independent study of the course topics	10	
Examination or final colloquium	2	
Additional contact hours	0	
Total student workload	100	
Number of contact hours (from the study plan)	60	

\* hour (class) means 45 minutes

**dr hab. Solga Brygida**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	First		
Course Title	Processes management		
Nazwa przedmiotu	Zarządzanie procesami		
ECTS points	3	Subject type	K

Language of lecture	angielski	Mode of completing the course		Course credit	
Course code	MNG 4	Subject related to scientific research/pract. profess. prepar. (Y/N)		T	
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6		
		2			
	Skills	1	In accordance with PRK level 6		
		2			
	Social Competence	1	In accordance with PRK level 6		
		2			
Course Goals Preparation to model, analyze and effectively use processes in the enterprise.					
Programme content Process approach in organization, Business Process Management in theory of management and methodology of business process descriptions.					
Learning outcomes for the course - after completing the training cycle			The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He has in-depth knowledge of management. Explains the essence and dynamics of contemporary processes in economic systems and the interdependence of processes and sub-processes in the organization.	K2_W02	W C	C J P
	2	S/He has in-depth knowledge of the methodology of building a process structure in an enterprise.	K2_W07	W C	C J P
Skills	1	S/He is able to analyze and model processes and sub-processes in the organization as well as predict and manage them.	K2_U01	C	C J P
	2	S/He is able to use methods for analyzing and modeling processes and sub-processes in the organization.	K2_U02	C	C J P
Social Competence	1	S/He is ready to carry out project tasks, define and independently manage processes in the organization.	K2_K03	W C	C J P
	2	S/He is ready to effectively carry out team tasks related to analyzing and modeling processes and sub-processes in the organization.	K2_K04	W C	C J P
Methods of verification of learning outcomes: A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.					

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	15	dr inż. Karaś Elżbieta
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	15
Calculation class (C)	30
Laboratory class (L)	0
Project (P)	0
Seminar (S)	0
Preparation for classes	10
Preparation of a report/paper/ project/presentation	20
Independent study of the course topics	0
Examination or final colloquium	0
Additional contact hours	0
Total student workload	75
Number of contact hours (from the study plan)	45

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic
Level of study	Second Cycle Studies
Specialization	Managerial Marketing
Form of Study	Full-Time Studies
Semester	Fourth

Course Title	Sales management		
Nazwa przedmiotu	Zarządzanie sprzedażą		
ECTS points	4	Subject type	K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG28	Subject related to scientific research/pract. profess. prepar. (Y/N)	T
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6
		2	
	Skills	1	In accordance with PRK level 6
		2	
	Social Competence	1	In accordance with PRK level 6
		2	

Course Goals Providing knowledge about theoretical issues and practical sales techniques.

Programme content The subject provides knowledge about the sales function in the company and its connections with other areas of the company's operations. The student develops the ability to think in terms of sales organization. He/she also acquires knowledge about sales implementation techniques.

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in-depth the principles of organizing sales.	K2_W01	W C
	2	S/He knows and understands in-depth terminology related to sales.	K2_W03	W C
	3	S/He knows and understands to a greater extent the purposefulness of conducting predictive analyzes in the field of sales.	K2_W06	W C
Skills	1	S/He is able to purposefully use selected sales methods and techniques.	K2_U02	C C I
	2	S/He is able to communicate with potential clients.	K2_U04	C C I
Social Competence	1	S/He is ready to advise partners in sales processes.	K2_K02	C C I
	2	S/He is ready to follow ethical principles in sales processes.	K2_K06	C C I

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr hab. Komańda Marcin
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	30	
Calculation class (C)	30	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Preparation for classes	20	
Preparation of a report/paper/ project/presentation	0	
Independent study of the course topics	20	
Examination or final colloquium	0	
Additional contact hours	0	
Total student workload	100	
Number of contact hours (from the study plan)	60	

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic
Level of study	Second Cycle Studies
Specialization	Managerial Marketing
Form of Study	Full-Time Studies
Semester	Second



Course Title		Selected aspects of intercultural psychology			
Nazwa przedmiotu		Wybrane aspekty psychologii międzykulturowej			
ECTS points		2	Subject type		K
Language of lecture		angielski	Mode of completing the course		Course credit
Course code		MNG16	Subject related to scientific research/pract. profess. prepar. (Y/N)		N
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6		
		2			
	Skills	1	In accordance with PRK level 6		
		2			
	Social Competence	1	In accordance with PRK level 6		
		2			
Course Goals Preparing students to understand people's behavior in an intercultural environment.					
Programme content The program content includes intercultural concepts and selected elements of intercultural dialogue, counteracting discrimination and respect for social diversity.					
Learning outcomes for the course - after completing the training cycle			The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He has in-depth knowledge of the organization of teamwork in international teams.	K2_W01	W	C
	2	S/He has in-depth knowledge of the impact of cultural differences on the understanding of organizational, moral and ethical principles and norms in socio-economic life and at the organizational level.	K2_W05	W	C
	3	S/He has in-depth knowledge related to intercultural communication processes.	K2_W07	W	C
Skills	1	Not applicable			
	2				
Social Competence	1	S/He is ready to respect and promote appropriate attitudes towards diversity in an intercultural environment.	K2_K02	W	C
	2	S/He is ready to communicate in a committed and open way in an intercultural working environment.	K2_K04	W	C
Methods of verification of learning outcomes:					

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr Wasilewska Barbara
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	30	
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	0	
Seminar (S)	0	
Preparation for classes	10	
Preparation of a report/paper/ project/presentation	0	
Independent study of the course topics	10	
Examination or final colloquium	0	
Additional contact hours	0	
Total student workload	50	
Number of contact hours (from the study plan)	30	

\* hour (class) means 45 minutes

**dr inż. Marek-Kołodziej Katarzyna**

Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**

Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic

Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Specialist foreign language		
Nazwa przedmiotu	Język obcy specjalistyczny		
ECTS points	2	Subject type	W-K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG20	Subject related to scientific research/pract. profess. prepar. (Y/N)	N
Preliminary requirements of the course	Knowledge	1	The student has lexical and grammatical knowledge of a foreign language enabling the use of English at B2+ level specified by the Common European Framework of Reference for Languages.
		2	
	Skills	1	The student can use a foreign language at level B2+ of the Common European Framework of Reference for Languages.
		2	The student is able to cooperate in a group, taking various social and professional roles in accordance with the field of studies.
		3	The student understands the need for self-study and the need to improve acquired skills.
	Social Competence	1	The student is able to evaluate their own work comparing with the work of other students and understand which of their skills require further improvement.
2			
Course Goals The student acquires language skills in the field of science and scientific disciplines relevant to the field of studies, in accordance with the requirements specified for level C of the Common European Framework of Reference for Languages.			
Programme content In the course students acquire vocabulary in the area of Marketing and Management . As part of the module, the student acquires real-world knowledge, develops four language skills - listening, speaking, reading and writing, and extends the ability to seek, use and select information from different sources. The course is focused on active implementing technical and academic vocabulary with the view of students' future business and scientific careers.			

Learning outcomes for the course - after completing the training cycle		The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in-depth theories and terminology in the field of a foreign language appropriate for the field of management, enabling the use of a foreign language at the C level of the Common European Framework of Reference for Languages.	K2_W09	L C E F N O P
	2			
Skills	1	The student is able to use a foreign language at C level of the Common European Framework of Reference for Languages, in particular specialized terminology in the field of management and quality sciences	K2_U07	L C E F N O P
	2			
Social Competence	1	The student is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science, in the English language	K2_K03	L O
	2			

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	0	mgr Kowalczyk Bogusława
Calculation class (C)	0	
Laboratory class (L)	30	
Project (P)	0	
Seminar (S)	0	
Student workload		
Types of student activities*		Average number of hours* allocated on completed activities
Lecture (W)		0
Calculation class (C)		0
Laboratory class (L)		30
Project (P)		0

Seminar (S)	0
Preparation for classes	8
Preparation of a report/paper/ project/presentation	4
Independent study of the course topics	8
Examination or final colloquium	0
Additional contact hours	0
Total student workload	50
Number of contact hours (from the study plan)	30

\* hour (class) means 45 minutes

**dr Świerczewska Beata**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management		
Profile of Education	General Academic		
Level of study	Second Cycle Studies		
Specialization	Managerial Marketing		
Form of Study	Full-Time Studies		
Semester	Third		
Course Title	Specialist foreign language		
Nazwa przedmiotu	Język obcy specjalistyczny		
ECTS points	2	Subject type	W-K
Language of lecture	angielski	Mode of completing the course	Course credit
Course code	MNG20	Subject related to scientific research/pract. profess. prepar. (Y/N)	N

Preliminary requirements of the course	Knowledge	1	The student has lexical and grammar knowledge at B2+ level as defined by the Common European Framework of Reference for Languages (CEFR)
		2	
	Skills	1	The student can use the English language at B2+ level according to the Common European Framework of Reference for Languages (CEFR)
		2	
	Social Competence	1	The student understands the need for self-study.
		2	The student is aware of the level of their knowledge and skills.

**Course Goals** The student acquires language skills in the field of science and scientific disciplines relevant to the field of studies, in accordance with the requirements specified for C level as defined by the Common European Framework of Reference for Languages.

**Programme content** In the course students acquire specialized vocabulary in the area of Marketing and Management. As part of the module, the student develops four language skills - listening, speaking, reading and writing, and extends the ability to seek, use and select information from different sources. The course is focused on active implementing specialized and academic vocabulary with the view of students' future business and scientific careers.

Learning outcomes for the course - after completing the training cycle			The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in-depth theories and terminology in the field of a foreign language appropriate for the field of management, enabling the use of a foreign language at the C level of the Common European Framework of Reference for Languages.	K2_W09	L	C E F N O P
	2				
Skills	1	The student is able to use a foreign language at C level of the Common European Framework of Reference for Languages, in particular specialized terminology in the field of management and quality sciences, in the English language	K2_U07	L	C E F N O P
	2				
Social Competence	1	The student is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science, in the English language	K2_K03	L	P
	2				

Methods of verification of learning outcomes:

A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	0	mgr Kowalczyk Bogusława
Calculation class (C)	0	
Laboratory class (L)	30	
Project (P)	0	
Seminar (S)	0	

Student workload	
Types of student activities*	Average number of hours* allocated on completed activities
Lecture (W)	0
Calculation class (C)	0
Laboratory class (L)	30
Project (P)	0
Seminar (S)	0
Preparation for classes	8
Preparation of a report/paper/ project/presentation	4
Independent study of the course topics	8
Examination or final colloquium	0
Additional contact hours	0
Total student workload	50
Number of contact hours (from the study plan)	30

\* hour (class) means 45 minutes

**dr Świerczewska Beata**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

Opole University of Technology  
Faculty of Economics and Management  
Course Description Card

Field of study	Management
Profile of Education	General Academic

Level of study	Second Cycle Studies					
Specialization	Managerial Marketing					
Form of Study	Full-Time Studies					
Semester	Second					
Course Title	Strategic management					
Nazwa przedmiotu	Zarządzanie strategiczne					
ECTS points	4	Subject type			K	
Language of lecture	angielski	Mode of completing the course			Course credit	
Course code	MNG12	Subject related to scientific research/pract. profess. prepar. (Y/N)		T		
Preliminary requirements of the course	Knowledge	1	In accordance with PRK level 6			
		2				
	Skills	1	In accordance with PRK level 6			
		2				
	Social Competence	1	In accordance with PRK level 6			
		2				
Course Goals Preparing students to develop various enterprise development strategies in relation to environmental conditions. The classes are intended to provide knowledge about the areas of strategic decisions in the current enterprise management.						
Programme content Strategy - definition and levels, industry and competitive analysis, company situation analysis - case study.						
Learning outcomes for the course - after completing the training cycle				The reference to the learning outcomes	Form of course (W, C, L, P, S)	Methods of verification of learning outcomes
Knowledge	1	S/He knows and understands in-depth various methods of strategic analysis.		K2_W06	W P	C K L M P
	2	S/he knows and understands in-depth the basic principles of creating strategies and developing various development scenarios.		K2_W07	W P	C K L M P
Skills	1	S/He is able to use methods and tools used in strategic management.		K2_U02	P	K L M P
	2	S/He is able to independently plan and build scenarios and strategic action programs.		K2_U06	P	K L M P
Social Competence	1	S/He is ready to carry out social tasks for the general good		K2_K02	W P	C K L M P
	2	S/He is ready to think strategically in a committed and creative way.		K2_K04	W P	C K L M P
Methods of verification of learning outcomes:						



A-written exam, B-oral exam, C-written assessment, D-oral assessment, E-based on partial marks of oral answers, F-based on partial marks of written answers, G-term paper, H-assessment from reports, I-assessment from realization of exercises, J-assessment from preparations for exercises, K-assessment from the project implementation, L-assessment of the written implementation of the project, M-assessment of defense of project, N-assessment of form of presentation, O-assessment of content of presentation, P-observation of students' activity, R-observation of the regularity.

Hours in the study plan		
The course format	Hours/sem. (h)	Tutor (coordinator) of the course (title/academic degree/professional title, name and surname)
Lecture (W)	30	dr inż. Karaś Elżbieta
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	30	
Seminar (S)	0	
Student workload		
Types of student activities*	Average number of hours* allocated on completed activities	
Lecture (W)	30	
Calculation class (C)	0	
Laboratory class (L)	0	
Project (P)	30	
Seminar (S)	0	
Preparation for classes	20	
Preparation of a report/paper/ project/presentation	20	
Independent study of the course topics	0	
Examination or final colloquium	0	
Additional contact hours	0	
Total student workload	100	
Number of contact hours (from the study plan)	60	

\* hour (class) means 45 minutes

**dr hab. inż. Wielki Janusz**  
Head of the organizational unit  
(stamp/signature)

**dr Zamelski Piotr**  
Dean of Faculty  
(stamp/signature)

**Wydział Ekonomii i Zarządzania - lista przedmiotów na kierunku Management - Studia stacjonarne - Studia drugiego stopnia (od 2024) - spec. Managerial Marketing**

symbol	Analysis of markets and market information	Branding	Business social responsibility	Compliance in enterprise	Contemporary concepts of marketing	Contracts in economic transactions	Creative marketing strategies	Economic and trade law	Elective course in foreign language	Enterprise financial management	Enterprise value management	Entrepreneurship and gamification in business	Logistics in business	Management accounting	Management concepts	Management of relations with environment	Management philosophy	Managerial training	Marketing in social media	Master`s seminar I	Master`s seminar II	Master`s seminar III	Master`s thesis	Mentoring internship	Methods of statistical inference	Negotiations in international business	Personal marketing	Processes management	Sales management	Selected aspects of intercultural psychology	Specialist foreign language	Specialist foreign language	Strategic management	
K2_W01	.	X	X	X	.	.	X	.	X	.	X	X	.	X	X	X	X	X	X	X	X	X	X	.	.	X	X	.	X	X	.	.	.	
K2_W02	.	.	.	.	X	.	.	.	.	.	.	.	.	.	.	X	.	X	X	X	X	X	X	.	.	.	.	X	.	.	.	.	.	
K2_W03	X	.	.	X	X	.	.	X	X	X	.	X	X	X	.	X	.	X	X	X	X	X	X	.	.	.	.	X	.	.	.	.	.	
K2_W04	.	.	.	.	.	.	X	.	.	X	.	.	.	.	.	.	.	.	X	X	X	X	X	.	X	.	.	.	.	.	.	.	.	
K2_W05	.	.	X	X	.	X	.	.	.	.	.	.	.	.	.	.	X	.	.	.	.	.	.	X	.	.	.	.	.	.	X	.	.	.
K2_W06	X	.	.	.	.	.	.	.	X	.	.	X	.	.	.	.	.	X	.	.	.	X	X	.	X	.	X	.	X	.	.	.	X	
K2_W07	.	X	.	.	.	X	X	.	.	.	.	.	.	.	X	.	.	.	.	.	.	.	.	.	.	X	.	X	.	X	.	.	X	
K2_W08	.	X	.	.	X	X	.	X	.	.	.	.	.	.	X	X	.	.	.	X	X	X	X	.	.	.	.	.	.	.	.	.	.	
K2_W09	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	X	X	.	.
K2_U01	X	X	X	.	X	X	X	X	.	X	X	.	.	X	.	X	.	.	.	X	X	X	X	X	X	X	.	X	X	.	.	.	.	
K2_U02	X	X	X	.	.	.	X	.	.	.	X	X	X	.	X	X	X	X	X	X	X	X	X	.	X	.	.	X	X	.	.	.	X	
K2_U03	.	.	.	.	.	X	.	X	.	X	.	.	X	.	.	.	.	.	X	X	X	X	X	.	.	.	.	.	.	.	.	.	.	
K2_U04	.	.	X	.	X	.	.	.	.	.	.	.	.	.	X	X	X	.	.	.	.	.	.	X	.	X	.	.	X	.	.	.	.	
K2_U05	.	X	.	.	.	X	.	.	X	.	X	X	X	X	X	X	X	X	X	.	.	.	.	X	.	X	.	.	.	.	.	.	.	
K2_U06	.	.	.	.	X	X	.	X	.	.	.	.	.	.	.	X	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	X	
K2_U07	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	X	.	.	.	X	X	.	.
K2_K01	X	.	.	.	X	.	X	.	X	X	X	.	X	.	X	.	X	.	.	X	X	X	X	X	X	.	X	.	.	.	.	.	.	
K2_K02	.	.	X	.	.	X	.	X	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	X	.	X	X	X	.	.	X	
K2_K03	.	X	.	.	X	.	.	.	X	.	X	X	X	X	X	X	.	X	X	X	X	X	X	X	.	.	.	X	.	.	X	X	.	
K2_K04	.	.	.	.	.	X	.	.	.	.	X	.	X	X	.	.	.	.	.	.	.	.	X	X	.	.	.	X	.	X	.	.	X	
K2_K05	.	.	.	X	.	.	.	.	X	X	X	.	.	.	.	.	X	.	.	.	.	.	.	.	.	X	.	.	.	.	.	.	.	
K2_K06	.	X	X	X	.	X	.	X	.	.	.	.	.	.	X	X	.	X	.	.	.	.	.	.	.	X	.	.	X	.	.	.	.	

Wiedza - efekty nie pokryte:  
Brak

Umiejętności - efekty nie pokryte:  
Brak

Kompetencje - efekty nie pokryte:  
Brak