



## Subject card

|   |  |  |                          |                                     |   |            |     |
|---|--|--|--------------------------|-------------------------------------|---|------------|-----|
| Subject name and code                       | Management and Marketing, PG_00044303  |  |                          |                                     |   |            |     |
| Field of study                              | Civil Engineering  |  |                          |                                     |   |            |     |
| Date of commencement of studies             | October 2021   | Academic year of realisation of subject                  |                          |                                     | 2021/2022   |            |     |
| Education level                             | second-cycle studies   | Subject group  |                          |                                     | Obligatory subject group in the field of study<br>Humanistic-social subject group |            |     |
| Mode of study                               | Part-time studies  | Mode of delivery   |                          |                                     | at the university   |            |     |
| Year of study                               | 1  | Language of instruction                                  |                          |                                     | Polish  |            |     |
| Semester of study                           | 1  | ECTS credits   |                          |                                     | 3.0   |            |     |
| Learning profile                            | general academic profile   | Assessment form  |                          |                                     | assessment  |            |     |
| Conducting unit                             | Department of Metal Structures -> Faculty of Civil and Environmental Engineering   |  |                          |                                     |   |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor   |  | dr inż. Magdalena Apollo |                                     |   |            |     |
|   | Teachers   |  | dr inż. Magdalena Apollo |                                     |   |            |     |
| Lesson types and methods of instruction     | Lesson type  | Lecture  | Tutorial                 | Laboratory                          | Project   | Seminar    | SUM |
|   | Number of study hours  | 10.0   | 0.0                      | 0.0                                 | 10.0  | 0.0        | 20  |
|   | E-learning hours included: 0.0   |  |                          |                                     |   |            |     |
|   | Zarządzanie i Marketing ( WILIŚ / Budownictwo / Niestacjonarne II stopnia / semestr I) - WYKŁAD - Moodle ID: 17529<br><a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=17529">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=17529</a>  |  |                          |                                     |   |            |     |
| Learning activity and number of study hours | Learning activity  | Participation in didactic classes included in study plan |                          | Participation in consultation hours |   | Self-study | SUM |
|   | Number of study hours  | 20   |                          | 5.0                                 |   | 50.0       | 75  |
| Subject objectives                          | <ol style="list-style-type: none"><li>1. Presenting arguments that draw the attention students of Civil Engineering for meaning beyond the technical aspects of the functioning of modern enterprises.</li><li>2. Understanding the specificity and diversity management as an empirical science, belonging to the area of social sciences.</li><li>3. Acquisition of basic knowledge of management and marketing, which is necessary in the future in the management project.</li></ol> |  |                          |                                     |   |            |     |

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| Learning outcomes  | Course outcome  | Subject outcome   | Method of verification  |
|  | [K7_U13] can plan an optimal schedule of construction works, is able to use software for construction works planning; applies rules of management according to FIDIC; makes quality and marketing plan; make cost estimates of engineering (and special) works, taking into account the specific technologies   | The student develops strategies and forecasts related to running a construction company   | [SU2] Assessment of ability to analyse information  |
|  | [K7_U05] can formulate and perform basic research on engineering, technological or organisational problems in civil engineering   | The student diagnoses problems of the selected construction company   | [SU2] Assessment of ability to analyse information  |
|  | [K7_W05] has knowledge about business activity specific for construction sector; understands principles of financial economy of companies, knows rules of defining quality management procedures in a construction company; has knowledge about optimisation of building enterprises and existing risk and uncertainty  | Student analyzes the environment of a construction company and the risk associated with running the business.   | [SW3] Assessment of knowledge contained in written work and projects  |
|  | [K7_K03] can think and act creatively and enterprisingly and works for society  | The student together with the team prepares a marketing plan, which is the subject of presentation and discussion.  | [SK5] Assessment of ability to solve problems that arise in practice<br>[SK1] Assessment of group work skills |
| [K7_K05] can manage a team in a responsible way, regarding the rules of occupational safety and health | The student coordinates the work of the team  | [SK1] Assessment of group work skills   |   |
| Subject contents   | Lecture: The essence of modern organizational management. Planning as a fundamental function of management. Strategic management. The methods of strategic analysis. The process of organizing. Organizational structures. Human Resources Management. The specificity of targeting, a construction company. Motivating. Process management control. Marketing: its origin, evolution and basic definitions. Characteristics organization implementing the concepts of marketing. Marketing-mix, characteristics, diversity of approaches. The basic tools of marketing - mix by 4P concepts: product, price, distribution and promotion. Exercise. Business ethics and social responsibility of the organization. Analysis of the organization's environment. The methods of strategic analysis. Analysis and assessment of the organizational structure of enterprises. Selected problems of management and marketing at work engineer. |   |   |
| Prerequisites and co-requisites  |   |   |   |
| Assessment methods and criteria  | Subject passing criteria  | Passing threshold   | Percentage of the final grade   |
|  | colloquium qualifying lectures  | 60.0%   | 50.0%   |
|  | exercise  | 60.0%   | 50.0%   |
| Recommended reading  | Basic literature  | 1. Griffin R.W.: Podstawy zarządzania organizacjami. WN PWN Warszawa. 2. Stoner J.A.F., Freeman R.E., Gilbert D.R.: Kierowanie. PWE Warszawa. 3. Kotler Ph.: Marketing. Analiza, planowanie, wdrażanie i kontrola. Gebethner i Ska Warszawa. 4.Literature given date in the classroom.  |   |
|  | Supplementary literature  | 1. Garbarski L., Rutkowski I., Wrzosek W.: Marketing, punkt przełomowy w firmie. 2. Koźmiński A.K., Piotrowski W.: Zarządzanie. Teoria i praktyka. WN PWN Warszawa. 3. Pabian A.: Marketing w budownictwie. Poradnik przedsiębiorcy budowlanego. COIB Warszawa. 3. Przybyłowski K., Hartley, Krein R., Rudelius W. Marketing. Oficyna Ekonomiczna. Kraków. 4.another chosen by the student. |   |
|  | eResources addresses  |   |   |
| Example issues/<br>example questions/<br>tasks being completed   | Ethics and social responsibility organization. Culture and dilemmas of multiculturalism in contemporary organizations. Quality management. Features of the construction company. SWOT analysis. Selected problems of management and marketing at the engineer work .  |   |   |
| Work placement   | Not applicable  |   |   |