



Subject card

Subject name and code	Introduction to Management and Marketing, PG_00049142						
Field of study	Civil Engineering						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2024/2025		
Education level	first-cycle studies	Subject group			Optional subject group		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	4	Language of instruction			Polish		
Semester of study	7	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Building Engineering -> Faculty of Civil and Environmental Engineering						
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Magdalena Apollo					
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
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	30	2.0	18.0	50		
Subject objectives	<p>To present non-economic aspects of modern construction companies.</p> <p>To understand specificity and difference of management as an empirical science belonging to the area of social sciences.</p> <p>To acquire basic knowledge of management and marketing necessary in business operations.</p>						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U17] has specialized skills in civil engineering within offered specialization	Student has knowledge of tools applicable in construction company management.			[SU4] Assessment of ability to use methods and tools [SU1] Assessment of task fulfilment		
	[K6_W14] Has knowledge on basic enterprise, management and marketing in a company; knows labour norms in civil engineering and rules of construction organizing and management	The student has soft skills related to business management.			[SW1] Assessment of factual knowledge		
	[K6_K05] can work on his own and in a team to solve a problem	The student is able to solve problems using selected management methods and techniques.			[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	<ol style="list-style-type: none"> 1. The concept of organization and the essence of modern management. Functions of management: planning, organizing, leading and controlling. 2. Overview of management methods and techniques: brainstorming, Ishikawa diagram, Pareto diagram. BCG matrix, SWOT-TOWS analysis. 3. Introduction to marketing. Orientations of enterprise development, Functions, benefits and threats of marketing. 4. Determinants of marketing actions: external environment (macro environment, micro environment), internal factors. 5. Marketing Mix: product, price, promotion, place. 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	lecture test	60.0%	50.0%
	exercise reports and defense	60.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Dolhasz M., Fudaliński J., Kosala M., Smutek H.: <i>Podstawy zarządzania. Koncepcje-strategie-zastosowania</i>. Wydawnictwo Naukowe PWN. Warszawa 2009. 2. Griffin R. W.: <i>Podstawy zarządzania organizacjami</i>. Wydawnictwo Naukowe PWN. Warszawa 2004. 3. Kotler Ph.: <i>Marketing</i>. Wydanie Jedenaste. Dom Wydawniczy REBIS Sp. z o.o. Poznań 2003 4. Tomczak A.: <i>Podstawy marketingu dla inżynierów</i>. Oficyna Wydawnicza Politechniki Warszawskiej. Warszawa 2003 5. <i>Kompendium metod i technik zarządzania. Teoria i ćwiczenia</i>, red. Naukowa Katarzyna Szymańska, Oficyna a Wolters Kluwer business, Warszawa 2015. 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Brzozowski M., <i>Burza mózgow, [w:] Metody zarządzania</i>, red. M. Brzozowski, T. Koczyński, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2009. 2. <i>Podstawy zarządzania: teoria i ćwiczenia</i>, red. A. Zakrzewska-Bielawska, Wolters Kluwer, Warszawa 2012. 3. Hamrol A., <i>Zarządzanie jakością z przykładami</i>, Wydawnictwo Naukowe PWN, W-wa 2007. 4. Baruk A.I., Hys K., Dzikowski A., <i>Marketing dla inżynierów</i>, Polskie Wydawnictwo Ekonomiczne, Warszawa 2012. 5. Grant R.M., <i>Współczesna analiza strategii</i>, Wolters Kluwer, Warszawa 2011. 6. Lisiński M., <i>Metody planowania strategicznego</i>, Polskie Wydawnictwo Ekonomiczne, Warszawa 2004. 7. <i>Metody organizacji i zarządzania: teoria i praktyka</i>, red. S. Duchniewicz, Wydawnictwo Menadżerskie PTM, Warszawa 2005. 8. Hamrol A., Mantura W., <i>Zarządzanie jakością z przykładami</i>, Wydawnictwo Naukowe PWN, Warszawa 2002. 9. Wawrzyniak M., <i>Nie zlecaj, deleguj</i>, Personel i Zarządzanie 2012, nr 4. 	
	eResources addresses	Adresy na platformie eNauczanie: Podstawy Zarządzania i Marketingu, Budownictwo / studia stacjonarne I st. / sem. VII, 2024/2025 - Moodle ID: 38858 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=38858	
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. What principles determine the effectiveness of a brainstorming session (min. 4 principles)? 2. Give a definition of brainstorming. Discuss its stages. 3. What are the most often occurring barriers of creative thinking (min. 5) 4. Discuss the concept of creativity. What factors condition it? 5. Define the heuristics, discuss its features. 		
Work placement	Not applicable		

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