



Subject card

Subject name and code	Management and Marketing, PG_00044303						
Field of study	Civil Engineering						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	second-cycle studies	Subject group			Obligatory subject group in the field of study 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						
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						
	Adresy na platformie eNauczanie: Zarządzanie i Marketing (WILIS / Budownictwo / Niestacjonarne II stopnia / semestr I) - 2024/2025 - Moodle ID: 38860 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=38860						
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">Presenting arguments that draw the attention students of Civil Engineering for meaning beyond the technical aspects of the functioning of modern enterprises.Understanding the specificity and diversity management as an empirical science, belonging to the area of social sciences.Acquisition of basic knowledge of management and marketing, which is necessary in the future in the management project.						

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 [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	Zarządzanie i Marketing (WILIŚ / Budownictwo / Niestacjonarne II stopnia / semestr I) - 2024/2025 - Moodle ID: 38860 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=38860	
Example issues/ example questions/ 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		

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