



Subject card

Subject name and code	Management and marketing, PG_00064269						
Field of study	Transport						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	first-cycle studies		Subject group				
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department Of Building Engineering -> Faculty Of Civil And Environmental Engineering -> Wydział Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Wojciech Migda				
	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	The aim of the course is to familiarize students with the basic principles of marketing and management.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W04] has knowledge in the areas of diagnosing, designing, and managing transportation systems and the processes occurring within them, economic processes, transport economics, transport financing systems, and transport law		The student knows the basics of marketing.		[SW2] Assessment of knowledge contained in presentation		
	[K6_U04] able to use transport terms properly and speak about a problem using modern audiovisual techniques		The student understands the relationships prevailing in management.		[SU1] Assessment of task fulfilment		
Subject contents	The course presents the basic relationships in marketing and advertising. Additionally, management principles are discussed.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Assessment of work in class		60.0%		20.0%		
	Presentation evaluation		60.0%		80.0%		
Recommended reading	Basic literature		Klincewicz K.: Zarządzanie, organizacje i organizowanie, Wydawnictwo Naukowe Wydziału Zarządzania Uniwersytetu Warszawskiego				
	Supplementary literature		1. Fromm E.: Miec czy byc?, Ucieczka od wolnosci 2. Pratchett T.: Piekło pocztowe, Swiat finansjery, Para w ruch				
	eResources addresses		Adresy na platformie eNauczanie:				

Example issues/ example questions/ tasks being completed	Please present the profile of the selected company.
Work placement	Not applicable

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