GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	, PG_00070540		
Field of study	Civil Engineering		
Date of commencement of studies	October 2022	Academic year of realisation of subject	2025/2026
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	8	ECTS credits	2.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Department of Building Engineering -> Faculty of Civil and Environmental Engineering -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Magdalena Apollo	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	15.0	0.0	30

E-learning hours included: 0.0

eNauczanie source address: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46271

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	0.0	0.0	30

Subject objectives

Introduction to basic concepts in construction management and marketing, along with basic management methods.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_U05] Conducts research (obtaining information, simulations, experimental methods) in the field of construction in order to solve specific tasks and report research results.	Data analysis during project classes carried out in working groups.	[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools [SU1] Assessment of task fulfilment
[K6_W03] Demonstrate knowledge and understanding of the processes, established standards and design methods in the civil engineering subject area and of their limitations.	Reports on project activities using selected management methods.	[SW3] Assessment of knowledge contained in written work and projects
[K6_K04] Engages in independent lifelong learning and individually follows the development of science and technology in the field of civil engineering.	Analysis of management issues in the construction industry.	[SK1] Assessment of group work skills [SK3] Assessment of ability to organize work [SK5] Assessment of ability to solve problems that arise in practice
[K6_K03] Can effectively, clearly and unambiguously convey information, describe activities and communicate their results/ outcomes to engineers or a wider audience using appropriate communication methods and tools.	Reports on project activities using selected management methods.	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice
[K6_K01] Is aware of the key aspects of professional, ethical and social responsibility related to management, business operation, decision making and opinion formulation in civil engineering.	The effect of participating in lectures.	[SK2] Assessment of progress of work

Subject contents

Course content – lecture

1. The concept of organization and the essence of modern management
2. Management functions: planning, organizing, leading, and controlling
3. Overview of management methods and techniques: brainstorming, Ishikawa diagram, Pareto diagram, BCG matrix, SWOT analysis
4. Introduction to marketing. Business development orientations, functions, benefits, and risks of marketing
5. Conditions for marketing activities: external environment (macroenvironment, microenvironment), internal factors
6. Marketing mix: product, price, promotion, distribution

Course content – project

1. Brainstorming. The essence, types, and principles of brainstorming. Stages of brainstorming. Principles determining the effectiveness of brainstorming sessions. Types of brainstorming
2. Ishikawa diagram and Pareto diagram. The essence, characteristics, and application of Ishikawa and Pareto diagrams
3. BCG matrix. Origin and essence. Matrix construction and analysis of a sample project
4. SWOT/SWOT-TOWS. SWOT origin and essence. SWOT analysis procedure. Areas of SWOT analysis. Example of SWOT-TOWS analysis illustration of the diagnostic procedure. SWOT analysis results, limitations, and practical tips

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
lecture test	60.0%	50.0%
reports	60.0%	50.0%

Recommended reading

Basic literature

1. *Kompendium metod i technik zarządzania. Teoria i ćwiczenia,* red. Naukowa Katarzyna Szymańska, Oficyna a Wolters Kluwer business, Warszawa 2015.
2. *Podstawy zarządzania: teoria i ćwiczenia*, red. A. Zakrzewska-Bielawska, Wolters Kluwer, Warszawa 2012.
3. Hamrol A., *Zarządzanie jakością z przykładami,* Wydawnictwo Naukowe PWN, W-wa 2007.
4. Baruk A.I., Hys K., Dzidowski A., *Marketing dla inżynierów*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2012.

Supplementary literature

1. Grant R.M., *Współczesna analiza strategii*, Wolters Kluwer, Warszawa 2011.
2. *Metody organizacji i zarządzania: teoria i praktyka*, red. S. Duchniewicz, Wydawnictwo Menadżerskie PTM, Warszawa 2005.
3. Wawrzyniak M., *Nie zlecaj, deleguj*, Personel i Zarządzanie 2012, nr 4.

eResources addresses

Example issues/ example questions/ tasks being completed

lack

Practical activites within the subject

Not applicable

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