



Subject card

Subject name and code	, PG_00071780						
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	Part-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	10.0	0.0	0.0	10.0	0.0	20
	E-learning hours included: 0.0						
	eNauczanie source address: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=47917						
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		0.0		0.0	20
Subject objectives	An introduction to basic concepts in construction management and marketing, along with basic management methods.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W03] Demonstrate knowledge and understanding of the processes, established standards and design methods in the civil engineering subject area and of their limitations.	Data analysis during project-based classes conducted in working groups.			[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects		
	[K6_U05] Conducts research (obtaining information, simulations, experimental methods) in the field of construction in order to solve specific tasks and report research results.	Analysis of Management Issues in the Construction Industry			[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		
	[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.	Effect of participation in lectures.			[SK2] Assessment of progress of 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-based classes focusing on the application of selected management methods.			[SK1] Assessment of group work skills [SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness		
	[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			[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	<p>Course content – lecture</p> <ol style="list-style-type: none"> 1. The Concept of an Organization and the Essence of Modern Management 2. Management Functions: Planning, Organizing, Leading, and Controlling 3. An Overview of Management Methods and Techniques: Brainstorming, Ishikawa Diagram, Pareto Chart, BCG Matrix, SWOT Analysis 4. Introduction to marketing. Business development orientations, functions, benefits, and risks of marketing 5. Determinants of marketing activities: external environment (macroenvironment, microenvironment), internal factors 6. Marketing Mix: product, price, promotion, distribution <p>Course content – project</p> <ol style="list-style-type: none"> 1. Brainstorming. The essence, types, and principles of brainstorming. Stages of brainstorming. Principles for an effective brainstorming session. Types of brainstorming 2. Ishikawa diagrams and Pareto charts. The essence, characteristics, and applications 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 a SWOT-TOWS analysis illustration of the diagnostic procedure. SWOT analysis results, limitations, and practical tips 											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 591 794 613">Subject passing criteria</th> <th data-bbox="801 591 1139 613">Passing threshold</th> <th data-bbox="1145 591 1482 613">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 622 794 645">lecture quiz</td> <td data-bbox="801 622 1139 645">60.0%</td> <td data-bbox="1145 622 1482 645">50.0%</td> </tr> <tr> <td data-bbox="456 654 794 676">reports</td> <td data-bbox="801 654 1139 676">60.0%</td> <td data-bbox="1145 654 1482 676">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	lecture quiz	60.0%	50.0%	reports	60.0%	50.0%
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lecture quiz	60.0%	50.0%										
reports	60.0%	50.0%										
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. <i>Kompendium metod i technik zarządzania. Teoria i ćwiczenia</i>, red. Naukowa Katarzyna Szymańska, Oficyna a Wolters Kluwer business, Warszawa 2015. 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., Dżidowski A., <i>Marketing dla inżynierów</i>, Polskie Wydawnictwo Ekonomiczne, Warszawa 2012. 5. Grant R.M., <i>Współczesna analiza strategii</i>, Wolters Kluwer, Warszawa 2011. 										
	Supplementary literature	<ol style="list-style-type: none"> 1. <i>Metody organizacji i zarządzania: teoria i praktyka</i>, red. S. Duchniewicz, Wydawnictwo Menadżerskie PTM, Warszawa 2005. 2. Wawrzyniak M., <i>Nie zlecaj, deleguj</i>, Personel i Zarządzanie 2012, nr 4. 										
	eResources addresses											
Example issues/ example questions/ tasks being completed	as above											
Practical activities within the subject	Not applicable											

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