

Subject card

Subject name and code	Diploma Seminar I, PG_00141926						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject				2025/2026	
Education level	undergraduate studies	Subject group				Obligatory subject group in the field of study Optional subject group	
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				Polish	
Semester of study	5	ECTS credits				3.0	
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	0.0	0.0	30.0	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		0.0		0.0	30
Subject objectives	1. Familiarization with the principles of conducting scientific research and preparing the text of a diploma thesis. 2. Assistance to the student in the scope of substantive preparation and assistance in editing the diploma thesis.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[ZARZL3_U09] The student has the ability to formulate hypotheses and objectives and solve a research problem using the using the literature on the subject and properly selected research methods.	Has the ability to formulate hypotheses and objectives, as well as to solve the research problem using relevant literature and appropriately chosen research methods.			[SU3] text preparation/written work		
	[ZARZL3_W14] The student has a structured detailed knowledge of the selected specialty in the field of management.	I have organized and detailed knowledge in the field of marketing.			[SW2] presentation/project/paper/report		
	[ZARZL3_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes.	It has an awareness of the depreciation of knowledge over time and understands the need for lifelong learning and deepening knowledge both in academic and extracurricular contexts.			[SK3] text preparation/written work		
	[ZARZL3_U10] The student can prepare written works and multimedia presentations on specific issues in the field of management and quality studies, present them and lead discussions.	Has the ability to prepare written work and multimedia presentations on specific topics related to management and quality sciences, particularly in the area of marketing.			[SU3] text preparation/written work		

Subject contents	the program content depends on the interests of the seminar group. They cover broadly understood issues related to marketing, methodology of writing a scientific paper and the spectrum of research methods used in economic sciences.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	K. Pawlik, R. Zenderowski, Dyplom z internetu: jak korzystać z internetu pisząc prace dyplomowe? CeDeWu, Warszawa 2016. K. Wójcik, Piszę akademicką pracę promocyjną, Placet, Warszawa 2005 Pułto A., Prace magisterskie i licencjackie: wskazówki dla studentów, Wyd. Prawnicze PWN, Warszawa 2000	
	Supplementary literature	Przewodnik zamieszczony na Portalu Edukacyjnym Pozycje z literatury marketingu dobrane odpowiedni do wybranego tematu pracy magisterskiej	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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