

Subject card

Subject name and code	Master Seminar 1, PG_00155642						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	postgraduate 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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Sylwia Kuczamer-Kłopotowska				
	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		21.0		49.0	100
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
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	Is aware of the need to supplement and expand knowledge in the subject area covered by the diploma thesis.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
	[ZARZMU2_K05] The student is ready to make an in-depth assessment of phenomena and justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on an in-depth analysis of the information he receives.	Is ready to make an in-depth evaluation of the phenomena he investigates in his diploma thesis.	[SK3] text preparation/written work
	[ZARZMU2_W01] The student has an expanded knowledge of the social sciences with particular emphasis on the discipline of management and quality sciences and understands their connections with other social sciences.	Has extensive knowledge in the field of management and quality sciences, in particular in the thematic scope covered by the diploma thesis. Understands the relationship of this field of knowledge with other social sciences.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[ZARZMU2_U08] The student correctly uses complex terminology in the field of social sciences, especially in the discipline of management and quality studies, clearly and communicatively expresses his point of view.	Correctly uses complex terminology within the thematic scope of the thesis.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZARZMU2_W14] The student has a structured, expanded detailed knowledge of the selected specialty in the field of management.	Has extensive knowledge in the field of management and quality sciences, in particular in the thematic scope covered by the diploma thesis. Understands the relationship of this field of knowledge with other social sciences.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[ZARZMU2_U09] The student has an in-depth ability to formulate hypotheses and objectives and solve the research problem, using the literature on the subject and appropriately selected research methods.	Possesses in-depth skills in formulating hypotheses, goals and solving research problems in a diploma thesis.	[SU3] text preparation/written work
	[ZARZMU2_U10] The student has an in-depth ability to prepare written works and multimedia presentations on specific issues in management and quality studies, present them, and lead discussions in Polish and foreign languages.	Possesses in-depth skills in preparing a diploma thesis.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
Subject contents	The program content is always dependent on the interests of students from a given seminar group. They cover broadly understood issues related to marketing, methodology of writing a scientific paper and a wide range 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
	diploma thesis	100.0%	100.0%
Recommended reading	Basic literature	Guide posted on the Educational Portal	
	Supplementary literature	Items from the marketing literature selected appropriately to the chosen master's thesis topic.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		