

Subject card

Subject name and code	Master Seminar 3, PG_00156046						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		10.0		
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	14.0	14
	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	14		112.0		124.0	250
Subject objectives	The aim of the master's seminar is to write a master's thesis based on the empirical research conducted and to prepare for the defense of this 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 the acquired knowledge of organizational marketing and skills in writing a diploma thesis. Using current marketing literature, tries to interdisciplinarily combine knowledge from various fields and disciplines of science.	[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.	When writing a thesis, the student is ready to make an in-depth assessment of marketing phenomena and clearly justify his/her position through a rational, logical and entrepreneurial way of using knowledge - basing his/her statements and decisions on an in-depth analysis of necessary, current scientific and non-scientific sources in the field of organizational marketing.	[SK3] 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.	Knows the methods of formulating hypotheses and research objectives in the scope of organization marketing and is able to effectively solve research problems, using literature and appropriately selected research techniques.	[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.	Has advanced skills in preparing a diploma thesis concerning marketing issues, presenting them in writing, as well as argumentation enabling analysis and commenting on one's empirical research results.	[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 structured, extended detailed knowledge in the field of marketing specialization in the field of management, in particular in the scope of the subject of the diploma thesis.	[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 from the field of management, especially from the field of marketing, and clearly and communicatively expresses his/her point of view, both during the seminar and in his/her diploma thesis.	[SU3] 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 social sciences with particular emphasis on the discipline of management and quality sciences, including the issues of organizational marketing.	[SW3] text preparation/written work
Subject contents	Consultations regarding the structure and substantive content of the thesis.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	text development/written work	51.0%	100.0%
Recommended reading	Basic literature	Up-to-date and in line with the thesis topic.	

	Supplementary literature	Sudoł, S. (2007), Nauki o zarządzaniu. Węzłowe problemy i kontrowersje, TNOiK, Toruń. Apanowicz, J. (1997), Zarys metodologii prac dyplomowych i magisterskich z organizacji i zarządzania, Wydawnictwo Diecezji Pelplińskiej Bernardinum, Gdynia. Jeszka, A. M. (2013), Problemy badawcze i hipotezy w naukach o zarządzaniu, Organization and Management, (158), Nowosielski, S. (2016). Cele w badaniach naukowych z zakresu zarządzania. Aspekty metodologiczne. Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, (421), 468-482.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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