

Subject card

Subject name and code	Management in Corporations, PG_00156108						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		7.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Zakład Zrównoważonego Rozwoju i Nauk o Jakości -> Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Mariusz Chmielewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	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	75		14.0		86.0	175
Subject objectives	The aim of the course is to introduce students to issues related to the functioning of large enterprises (corporations). An important aspect of the course is the problems of strategic and operational management, as well as risk management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_U03] The student is able to take into account their ethical, social and ecological consequences in the decision-making process.	The student is able to integrate the principles of sustainable development and social responsibility into the management strategies of corporate operational and investment processes.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZARZL3_W13] The student knows advanced methods and techniques of managerial analysis to support the process of economic decision-making, and is familiar with sources of data and information from various fields of social sciences, especially management and quality sciences.	The student knows advanced methods and techniques of managerial analysis that support strategic and operational decision-making in large enterprises.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZARZL3_W06] The student understands the impact of business on the environment and society, as well as the ethical challenges that accompany it.	The student is able to identify and analyze ethical challenges related to the business activities of corporations and apply principles of social responsibility in management.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[ZARZL3_K08] The student is aware of and understands the need to behave in professional life in an ethical, sustainable and socially responsible manner.	The student is able to make managerial decisions in accordance with business ethics, taking into account the long-term impact of corporate actions on society and the environment.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[ZARZL3_U05] The student can correctly select and apply advanced methods and tools used in management and quality sciences.	The student is able to use analysis and business process modeling tools to optimize corporate management.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[ZARZL3_W07] The student has knowledge of the evolution of views on the role of business in society and the place of man in organizations, his role in social, economic and administrative activities.	The student understands the evolution of views on the role of the enterprise in society and comprehends how the function of corporations has changed in a social and economic context.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	The student understands the need to identify challenges faced by corporations and is able to plan corrective and optimization actions within management strategies.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written

Subject contents	Lecture: 1. The essence, objectives, and limits of corporate activities 2. Formal and legal conditions of corporate functioning (legal specifics of operating within a corporation, including offshoring) 3. Business models in corporations 4. Strategic planning of corporate development 5. Fundamental principles of value creation in a company and corporation 6. Operational activities as a value generator 7. Supply chain management 8. Tax policy as a tool for value creation 9. Risk as a value generator 10. Corporate risk maps 11. Managing key performance results 12. The corporation in financial markets 13. Corporate Governance 14. Investor relations/investor communication 15. Operationalizing strategy in a corporation		
	Exercises: 1. Analysis of examples of corporations in Poland and abroad in various industries 2. Economic analysis of law - property rights and their protection 3. Business models 4. Corporate development paths considering the industry of the business 5. Identification of value generators 6. Financial categories generating value (costs, profits, and cash flows) 7. The process of building and evaluating supply chains 8. Tax policy as a tool for value creation 9. Identification of risks in a corporation 10. Building a corporate risk map 11. Key performance indicators (KPI) 12. The corporation in the capital market 13. Compliance in corporations 14. Investor relations for sustainable development		
	Laboratories: 1.Economic analysis of law transaction costs 2. Business excellence models 3.Analysis of costs, profits, and cash flows 4.Tax policy as a tool for value creation 5. Risk measurement in a corporation 6. The corporation in the money market 7. Simulation game operationalization of strategy		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presentation and defense of the project	51.0%	30.0%
	Preparation project	51.0%	40.0%
	Test	51.0%	30.0%

Recommended reading	Basic literature	Antonowicz P. (red.), <i>Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. Pawłowicz L., Bielecki J. K., <i>Zarządzanie wartością spółki kapitałowej</i>, CeDeWu, Warszawa 2015. Nowak E., Nowak M., <i>Zyskowność działalności gospodarczej</i>, CeDeWu, Warszawa 2022. Damodaran A., <i>Finanse korporacyjne</i>, Onepress, Warszawa 2016.
	Supplementary literature	Ciszewska-Milinaric M., Wąsowska A., Obłój K., <i>Strategia korporacji</i>, Wydawnictwo Nieoczywiste 2017. Cooter R., Ulen T., <i>Ekonomiczna analiza prawa</i>, C.H. Beck, Warszawa 2009.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Based on the lectures and conducted exercises, students, working in groups, prepare a final project (in the form of a document along with a presentation), and then present and defend the project.	
Work placement	Not applicable	

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