

Subject card

Subject name and code	Diploma Seminar I, PG_00156115						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
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		9.0		36.0	75
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 literature on the subject and properly selected research methods.		Possesses the ability to formulate hypotheses and objectives and to solve a research problem using the subject literature and appropriately selected research methods.		[SU3] text preparation/written work		
	[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.		Is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening knowledge in both academic and non-academic settings.		[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.		He has the ability to prepare written work and multimedia presentations on specific topics in management and quality sciences, particularly in the area of marketing.		[SU3] text preparation/written work		
	[ZARZL3_W14] The student has a structured detailed knowledge of the selected specialty in the field of management.		Has detailed, structured knowledge of marketing.		[SW3] 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, the 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	Guide posted on the Educational Portal Items from marketing literature selected appropriately for the chosen topic of the master's thesis.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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