

## Subject card

|                                             |                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Knowledge Management, PG_00173325                                                                                                                                                                                     |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | International Business                                                                                                                                                                                                |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                          |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                      |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                    |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                     |                                                          | Mode of delivery                        |                                     | at the university                              |            |     |
| Year of study                               | 1                                                                                                                                                                                                                     |                                                          | Language of instruction                 |                                     | Polish                                         |            |     |
| Semester of study                           | 1                                                                                                                                                                                                                     |                                                          | ECTS credits                            |                                     | 1.0                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                              |                                                          | Assessment form                         |                                     |                                                |            |     |
| Conducting unit                             | Department of Organisation and Management -> Faculty of Management -> Rector                                                                                                                                          |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                    |                                                          | dr hab. Piotr Wróbel                    |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                              |                                                          |                                         |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                           | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                 | 15.0                                                     | 0.0                                     | 0.0                                 | 0.0                                            | 0.0        | 15  |
|                                             | 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                                                                                                                                                                                                 | 15                                                       |                                         | 5.0                                 |                                                | 5.0        | 25  |
| Subject objectives                          | The primary aim of the course is to understand the impact of the Knowledge Era on enterprises, public organizations, and the labor market, particularly in the area of strategies and knowledge management processes. |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Subject outcome                                                                                                                                                              | Method of verification            |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
|                                 | [IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues                                                                                                                                                                                                                                                                                                                                      | The student knows and understands selected research methods and tools that are used in knowledge management issues                                                           | [SW4] test/exam - oral or written |
|                                 | [IBL3_U01] can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of international business, economics and finance and complementary disciplines                                                                                                                                                                                                                                                                             | The student can interpret and explain economic phenomena, analyze their causes, course, and interrelations using the acquired knowledge in the field of knowledge management | [SU4] test/exam - oral or written |
|                                 | [IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines                                                                                                                                                                                                                                                                                                                                        | The student knows and understands the basic concepts and terminology of knowledge management                                                                                 | [SW4] test/exam - oral or written |
|                                 | [IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment                                                                                                                                                                                                                                                                                                                                                                          | The student is ready to perform his/her professional role responsibly, adhering to business ethics and standards in the work environment                                     | [SK4] test/exam - oral or written |
|                                 | [IBL3_U05] can identify and evaluate selected risks related to international business                                                                                                                                                                                                                                                                                                                                                                                                                                | The student can identify and assess selected risks associated with knowledge management                                                                                      | [SU4] test/exam - oral or written |
|                                 | [IBL3_W08] knows and understands principles of economic decision making by individuals acting within social and business structures                                                                                                                                                                                                                                                                                                                                                                                  | The student knows and understands the principles of making economic decisions by entities operating within social and business structures                                    | [SW4] test/exam - oral or written |
|                                 | [IBL3_W09] knows and understands the basic economic, legal and other conditions of various activities related to the given qualification                                                                                                                                                                                                                                                                                                                                                                             | The student knows and understands the basic economic principles and other conditions of knowledge management related to the given qualification                              | [SW4] test/exam - oral or written |
| Subject contents                | <p>1. Alvin Toffler's Third Wave concept, the development of the information society</p> <p>2. Knowledge management strategies in organizations: personalization vs. codification</p> <p>3. The knowledge management process in organizations</p> <p>4. Learning organizations</p> <p>5. The knowledge spiral</p> <p>6. Intellectual capital essence and measurement</p> <p>As part of supporting the learning process, consultations will be used to clarify more complex issues related to the lecture topics.</p> |                                                                                                                                                                              |                                   |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                              |                                   |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Passing threshold                                                                                                                                                            | Percentage of the final grade     |
|                                 | written exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 51.0%                                                                                                                                                                        | 100.0%                            |

|                                                                |                          |                                                                                                                                                                                                                                                                                                                     |
|----------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommended reading                                            | Basic literature         | <p>1. L. Edvinsson, P. Ordenez de Pables (2020) Intellectual Capital in the Digital Economy, Routledge</p> <p>2. A. Toffler (1987) The Third Wave, Random House Value Publishing Staff</p> <p>3. Probst G., Raub, S. and Romhardt, K. (2000) Managing Knowledge: Building Blocks for Success, Chichester, Wiley</p> |
|                                                                | Supplementary literature | <p>1. W.G. Bennis (2009) On becoming a leader, Basic Books</p> <p>2. Nonaka I., Takeuchi H. (1995) The Knowledge-Creating Company: How Japanese companies create the dynamics of innovation, Oxford University Press</p>                                                                                            |
|                                                                | eResources addresses     | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                                                                    |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                     |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                     |

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