

**Study programme**

# **Modern Management second degree study**

The profile of studying: general academic



## 1. Basic information about the course

The name of the field of study	<b>Modern Management</b>
The level of study	<b>second degree study</b>
The profile of studying	<b>general academic</b>

The name of the core discipline, in which more than half of the learning outcomes are obtained together with the percentage share of the number of ECTS credits for the core discipline in the total number of ECTS credits required to complete studies in the course of study.

The name of the core discipline	Share
<b>management and quality studies</b>	<b>80 %</b>

Names of other disciplines together with the percentage share of the number of ECTS credits for other disciplines in the total number of ECTS credits required to complete a course of study. PRS7

	Share
<b>economics and finance</b>	<b>20 %</b>

Number of semesters	full time study: <b>4</b>
Number of ECTS credit points required to complete the studies	<b>120</b>
Total number of class hours	<b>1320</b>
Recruitment requirements	Requirements annually determined by the Senate of Rzeszów University of Technology
After graduation, the graduate obtains a professional title	master
Graduate's profile, employment opportunities	A graduate of the second degree program in modern management will have a thorough, in-depth, and interdisciplinary knowledge in the disciplines of management and quality sciences, economics and finance and related disciplines, necessary to perform various professional roles in an increasingly complex and turbulent environment. They will have managerial skills that entitle them to lead at different levels of management, at various levels of organizations, not only market-oriented ones, but also public, non-profit organizations, to lead human teams, to carry out various types of projects responding to the challenges of the environment. Graduates of modern management will have necessary skills to put the acquired knowledge into practice, empowering them to run their own businesses, to cooperate in interdisciplinary, culturally diverse teams, and to solve complex problems arising from the turbulent environment. The completion of the second degree program in modern management will be an opportunity to acquire in-depth knowledge, to improve and develop their own skills, but also to acquire a network of global contacts that can become an inspiration to discover new, previously unidentified opportunities affecting future careers. Contact with representatives of different cultures will affect greater openness, flexibility of graduates of this course, broaden their horizons, and enable them to move smoothly in the global market. Graduates of the second degree program in modern management will receive a professional Master degree. They can find employment as: business advisors, client advisors, consultants, team leaders, specialists; HR, project, or management managers; in HR, marketing, public relations departments; in trade, manufacturing, service, transportation, consulting companies, and in financial institutions; in public administration, in social organizations, as well as owners of their own enterprises.

## 2. Learning outcomes

Symbol	Contents	References to PRK
K_W01	knows the main development trends of management and quality sciences and economics and finance	<b>P7S_WG</b>
K_W02	has an in-depth knowledge of the phenomena occurring in the organization and its environment	<b>P7S_WG</b>
K_W03	has advanced knowledge of the formation, functioning, transformation and development of different types of organizations	<b>P7S_WK</b>
K_W04	knows the economic, legal and ethical conditions of the standards applicable to the activities of enterprises, including the basic principles of industrial property protection and copyright law	<b>P7S_WK</b>
K_W05	knows advanced quantitative and qualitative methods of analysis and evaluation of economic and social phenomena occurring in organizations and their complex and changing environment	<b>P7S_WK</b>
K_W06	knows the dilemmas of modern civilization and their impact on the management of different types of organizations	<b>P7S_WK</b>
K_U01	can apply knowledge to identify, diagnosing and solving problems, including complex and unusual ones, and occurring in turbulent environment	<b>P7S_UW</b>
K_U02	is able to use various sources of information and process data using various methods and tools, also using adequate ICT solutions	<b>P7S_UW</b>
K_U03	is able to select appropriate existing methods and use appropriate tools, as well as develop new one	<b>P7S_UW</b>
K_U04	is able to plan and carry out simple scientific research in the field of management and, for its purposes, to formulate and test hypotheses related to simple research problems	<b>P7S_UW</b>

K_U05	can communicate with the environment, using the terminology in the field of management and quality sciences, and take part in a debate and present own position in the discussion with the use of a foreign language at the B2+ level of the European System of Language Description	<b>P7S_UK</b>
K_U06	is able to cooperate with others in a team, as well as plan, organize and direct individual and team work	<b>P7S_UO</b>
K_U07	is ready to plan and implement his own lifelong learning and orient others accordingly	<b>P7S_UU</b>
K_K01	is ready to critically evaluate and add to his own knowledge, critically evaluate selected management content and use expert opinion	<b>P7S_KK</b>
K_K02	is ready to act in an entrepreneurial way, also during implementation of projects for the benefit of the local community	<b>P7S_KO</b>
K_K03	is ready to perform professional roles and develop the achievements of the profession while adhering to the applicable ethical principles and under conditions of changing social needs	<b>P7S_KR</b>

The description of learning outcomes includes learning outcomes referred to in the Act of 22 December 2015 on the Integrated Qualification System and takes into account universal characteristics of the first degree cycle specified in this Act and the characteristics of the second degree cycle specified in the regulations issued on the basis of Article 7, section 3 of this Act..

Detailed information about:

1. the relationship between learning outcomes and modular learning outcomes;
2. key learning outcomes in terms of knowledge, skills and social competences, demonstrating their relation to the discipline / disciplines to which the course is assigned;
3. the development of learning outcomes at the level of classes or group of classes, in particular related to the scientific activity conducted at the university;
4. learning outcomes in terms of knowledge, skills and social competences leading to the acquisition of engineering competences, in the case of study programmes on completion of which the student is awarded a professional title of engineer / Master of Engineering;

can be found in the Module Activity Sheets, available on the website of the faculty. Module Activity Sheets are integral part of the study programme.

### 3. List of classes, parameters of the study program, methods of verification of learning outcomes and program content

#### 3.1 List of items

Semester	Org.Unit	name of the subject	Lecture	Class	Laboratory	Project/ Seminar	Sum of hours	ECTS	Exam	Mand.
1	ZI	Business English I	0	30	0	0	30	3	N	
1	ZF	Cost Accounting and Controlling	30	30	0	0	60	6	T	
1	ZP	Economic Law	30	30	0	0	60	5	T	
1	ZZ	Environmental Labelling in Circular Economy	15	15	0	15	45	4	N	
1	ZL	Security Management	30	30	0	0	60	4	N	
1	ZH	Social Aspects in Business	30	30	0	0	60	4	N	
1	ZB	Systemic strategic and operational management	30	30	0	0	60	4	N	
<b>Sums for the semester: 1</b>			<b>165</b>	<b>195</b>	<b>0</b>	<b>15</b>	<b>375</b>	<b>30</b>	<b>2</b>	<b>1</b>
2	ZI	Business English II	0	30	0	0	30	3	N	
2	ZZ	Data Analysis	30	0	30	0	60	4	N	
2	ZF	Management Accounting	30	30	0	0	60	7	T	
2	ZF	Managerial Economics	30	30	0	0	60	6	T	
2	ZZ	Managerial Skills	15	30	0	30	75	7	T	
2	ZL	Process Management	15	0	0	30	45	3	N	
<b>Sums for the semester: 2</b>			<b>120</b>	<b>120</b>	<b>30</b>	<b>60</b>	<b>330</b>	<b>30</b>	<b>3</b>	<b>0</b>
3	ZE	Advanced Research Methodology	15	0	0	30	45	3	N	
3	ZF	Elective I	15	15	30	0	60	6	T	
3	ZM	Elective II	15	0	30	0	45	6	T	
3	ZL	Elective III	30	30	0	0	60	6	T	
3	ZB	Reorganizational project	15	30	0	0	45	4	N	
3	ZI	Statistical Inference and Quantitative Methods in Management	30	30	30	0	90	5	N	
<b>Sums for the semester: 3</b>			<b>120</b>	<b>105</b>	<b>90</b>	<b>30</b>	<b>345</b>	<b>30</b>	<b>3</b>	<b>0</b>
4	ZM	Brand Management	30	30	0	0	60	4	N	
4	ZZ	Competency Management	15	15	0	30	60	4	N	
4	ES	Complex IT systems	30	0	0	15	45	3	N	
4	ZX	Diploma Thesis	0	0	0	0	0	10	N	
4	ZO	Elective IV	30	0	30	0	60	4	N	
4	ZM	Elective V	15	30	0	0	45	5	T	
<b>Sums for the semester: 4</b>			<b>120</b>	<b>75</b>	<b>30</b>	<b>45</b>	<b>270</b>	<b>30</b>	<b>1</b>	<b>0</b>
<b>TOTALS FOR ALL SEMESTERS:</b>			<b>525</b>	<b>495</b>	<b>150</b>	<b>150</b>	<b>1320</b>	<b>120</b>	<b>9</b>	<b>1</b>

Note that not being granted credits from the modules marked with a red flag makes it impossible to make an entry for the next semester (even if the total number of ECTS credits is lower than the permissible debt), these are modules continued in the next semester or modules in which failure to achieve all assumed learning outcomes does not allow one to continue studies in the modules included in the next semester's study programme

### 3.2 Subjects to be chosen as part of the study program, including foreign languages.

Semester	Org.Unit	name of the subject	Lecture	Class	Laboratory	Project/Seminar	Sum of hours	ECTS	Exam	Mand.
3	ZO	Elective I. Creating and Validating Business Models	15	15	30	0	60	6	T	
3	ZF	Elective I. Financial Markets	15	15	30	0	60	6	T	
3	ZM	Elective II. Experiential Marketing	15	0	30	0	45	6	T	
3	ZM	Elective II. Merchandising	15	0	30	0	45	6	T	
3	ZL	Elective III. Decision-making in the Management Process	30	30	0	0	60	6	T	
3	ZO	Elective III. Digital Transformation	30	30	0	0	60	6	T	
4	ZO	Elective IV. Content Creation Automation	30	0	30	0	60	4	N	
4	ZO	Elective IV. Design Thinking	30	0	30	0	60	4	N	
4	ZM	Elective V. Corporate Social Responsibility	15	0	30	0	45	5	T	
4	ZF	Elective V. Customer Relationship Management	15	0	30	0	45	5	T	

### 3.2 Parameters of the study program and methods of verification of learning outcomes

#### Parameters of the study program

The total number of ECTS credits that a student must obtain in the course of classes conducted with direct participation of academic teachers or other persons conducting classes.	61 ECTS
The total number of ECTS credits allocated to classes related to scientific activity conducted at the university in a given discipline or disciplines to which the course of study is assigned.	68 ECTS
The total number of ECTS credits required to be obtained by a student in the humanities or social sciences for the courses of study assigned to disciplines within the fields of study other than the humanities or social sciences respectively.	--
The total number of ECTS credits allocated to elective courses.	37 ECTS
The total number of ECTS points that a student must obtain as part of a foreign language course.	6 ECTS
Number of hours of physical education classes.	--

#### Verification methods of learning outcomes

Detailed rules and methods for the verification and assessment of learning outcomes that allow all learning outcomes to be verified and assessed are described in the Module Activity Sheets. Within the framework of a programme, verification of learning outcomes is carried out in particular by means of the following methods: written, exam part practical, exam part oral, written pass, pass a part practical, oral pass, essay, colloquium, written test, observation of performance, portfolio, project presentation, written report, oral report, project report, written test. Detailed information about the verification of learning outcomes achieved by students can be found in the Module Activity Sheets on the website of the faculty. Parameters of selected methods of verification of learning outcomes are presented in the table below.

Number of classes where the exam is required	9
Number of classes where a written exam is required	7
Number of classes where an oral exam is required	2
Number of hours devoted to the written exam	9
Number of hours devoted to oral exam	2
Estimated number of hours students should spend preparing for exams and credits	512
Number of classes which result in a pass without an exam	16
Number of hours to be completed in writing	13
Oral number of hours to complete	12
Estimated number of hours that students should spend on preparing for credits during semesters during classes (no final credits)	20
Number of classes in which the verification of the achieved learning outcomes is carried out on the basis of observation of performance (laboratories)	5
Number of laboratories where the achieved learning outcomes are checked on the basis of tests during the semester	0
Estimated number of hours students should spend in preparing for laboratory tests	0
Number of project classes in which the learning outcomes achieved are checked on the basis of a project presentation, a written report, a written report, an oral report or a project report	6
Estimated number of hours students should spend on design / documentation / report preparation and preparation for presentation	53
Number of lecture classes that require separate credit in writing or orally, regardless of the requirements of other forms of classes in this module	3
Estimated number of hours students should spend in preparing for lecture tests	35

### 3.3 Programme content

Programme content (educational content) is consistent with the learning outcomes and takes into account, in particular, the current state of knowledge and research methodology in the discipline or disciplines to which the course of study is assigned, as well as the results of scientific activity in this discipline or disciplines. A detailed description of the program content is available in the Module Activity Sheets on the website of the faculty.

Advanced Research Methodology	K_W01, K_W05, K_U01, K_U03, K_U04, K_K01
<ul style="list-style-type: none"> <li>• Analysis of selected international theories • Information analysis methodology • Stages of general analysis • The essence of strategic analysis • PEST analysis • Delphi method • ETOP analysis</li> </ul>	
Brand Management	K_W02, K_W06, K_U01, K_U02, K_K02
<ul style="list-style-type: none"> <li>• Brands and brand management - introduction • Brand equity and brand positioning. • Developing a brand strategy. • Designing and implementing brand management programs. • Analysis of strategies for shaping the image of selected brands. Project presentations.</li> </ul>	
Business English I	K_U05, K_K01
<ul style="list-style-type: none"> <li>• Professional and private life. Workplace culture. • Building relationships. Functional language: Building trust. • Self-presentation. Listening: presenting yourself. Company news blog. • Self-esteem. Employee performance appraisal.. Listening: the employee's suggestion for improvement. • A survey and an analysis. • Trainings and development. HR strategies. Speaking: an introduction to a new job. • Grammar: modals in the passive voice. Speaking: agreeing action points. • Functional language: Exchanging ideas. Communication in a team; integration. • Organization of trainings. • Writing: Email with a request for training. Functional language: Requests and reasons. Linking words. • Trends, charts and figures. Reading: An analysis of reports. • Product design and its production process. • Writing: A memo outlining action points. • Technological innovation in selected industry sectors. • Marketing strategy and product development.</li> </ul>	
Business English II	K_U05, K_K01
<ul style="list-style-type: none"> <li>• ..Finance and economic crises. Research of a financial institution. • Accounting and financial statements. • Financial markets. • Quality management. • Time management. Remote work. • Fairs and exhibitions. • Change management. Adaptability. • Business and digital technology. The role of social media. • Press news; press note. • Minutes from a meeting; memorandum. • Ethics in business. • Business transparency. • Human Resources. • Product or service sales. • Promotion and distribution.</li> </ul>	
Complex IT systems	K_W02, K_U01, K_U02, K_K01
<ul style="list-style-type: none"> <li>• The mathematical basis of IT systems. • Technical conditions of IT systems. • Internet systems: Internet - historical background, Internet of Things, Internet of Everything, Internet of Living Things, cloud. • Cybersecurity • Design of IT systems</li> </ul>	
Cost Accounting and Controlling	K_W01, K_W02, K_U01, K_U02, K_U03, K_K03
<ul style="list-style-type: none"> <li>• Introduction to the module. Basic issues in cost accounting. • Cost systems, Cost classification, Costs calculation • Construction and functioning of the cost accounting. • Controlling: essence, goals and objectives. • Controlling and its basic tools</li> </ul>	
Data Analysis	K_W05, K_U02, K_U03, K_U04, K_K01
<ul style="list-style-type: none"> <li>• Introduction to statistical data analysis methods, presentation of the tools used. • Discussion of survey research, methods of analysis of survey research • Correspondence analysis, Cluster analysis, Factor analysis • Estimating parameters of nonlinear models, Verification of nonlinear models • Convergence test methods • Construction of synthetic meters. Creating rankings • Test</li> </ul>	
Diploma Thesis	K_W02, K_W04, K_W05, K_U02, K_U04, K_U05, K_K01
<ul style="list-style-type: none"> <li>• Research based on secondary and/or primary sources. • Analysis of results, formulation of conclusions • Development of the content of the diploma thesis.</li> </ul>	
Economic Law	K_W04, K_W06, K_U01, K_U02, K_K03
<ul style="list-style-type: none"> <li>• The concept of economic activity and forms of conducting this activity. Rules economic responsibility of entrepreneurs. • Commercial law companies - discussion of the characteristics of partnerships and capital companies. Detailed description of the following companies: general partnership, professional partnership, limited partnership, limited joint-stock partnership, limited liability company, joint-stock company, simple joint-stock company. • Agreements concluded in the business activity of entrepreneurs. • Securities • Economic disputes and ways of solving them • Intellectual property law in historical terms. • National and international sources of intellectual property law. Division of intellectual property law into basic areas. • The concept of a work in the light of copyright law and its types. Personal and proprietary copyrights - characteristics. • The specificity of the protection of personal and property copyrights. The concept of plagiarism. • License agreements and copyright transfer agreements - characteristics. • Goods in the field of industrial property law and their national and international protection. • Industrial property agreements.</li> </ul>	
Environmental Labelling in Circular Economy	K_W04, K_W06, K_U01, K_U02, K_K02, K_K03
<ul style="list-style-type: none"> <li>• Organisational issues. The model of circular economy • Environmental labels and declarations. ISO type I and ISO type II environmental labelling. ISO type III environmental declarations • Cradle to Cradle Certified • ENERGY STAR • Environmental Choice • EU Ecolabel • Nordic Swan • Blue Angel • Green Seal, FSC • LEED • Environmental product declarations based on life cycle assessment • Ecolabelling program implementation project • Written test</li> </ul>	
Management Accounting	K_W01, K_W04, K_U01, K_U03, K_K01
<ul style="list-style-type: none"> <li>• Introduction to the module. Main issues of accounting and management • Cost in business process analysis • Full cost accounting and variable cost accounting • Cost-volume-profit analysis • Decision making using cost information • Pricing decisions</li> </ul>	
Managerial Economics	K_W01, K_W02, K_U01, K_U02, K_U03, K_U04, K_K01
<ul style="list-style-type: none"> <li>• Introduction to Managerial Economics • Key measures and relationships: revenue, cost, profit. Breakeven analysis. • Demand and pricing. Determinants and forecasting of demand. Consumption decisions in the short run and the long run. • Economics of organization. • Firm competition and market structure. Market regulation.</li> </ul>	
Managerial Skills	K_U06, K_U07, K_K01, K_K03
<ul style="list-style-type: none"> <li>• 1. Initial problem. Diversity. To what extent are we guided by stereotypes and unconscious prejudices? Toward understanding your own prejudices and limitations • 2. Basic concepts. What is diversity management? • 3. Motives, benefits, and barriers to managing diversity in an organisation • 4. Diversity management strategies in the organisation • 5. Implementing, monitoring, and analysing diversity in the organization • 6. Diversity management in the conditions of Polish society: legal solutions, good practises, research on effective diversity management • 1. Organisation of project classes • Presentations of students on previously selected topics • Test/exam</li> </ul>	
Process Management	K_W02, K_W03, K_U01, K_U03, K_K03
<ul style="list-style-type: none"> <li>• Presentation of course passing requirements and module content (chart). The characteristics of the process approach in an organisation. • Differences between process and functional organisation • The essence and the basic elements of the process • Mapping of the processes • Facilitators and inhibitors of implementing process organisation • Lecture programme summary and written exam • Presentation of course passing requirements and module content (chart). Introduction to the process management issue • Preparing a processes map for a chosen enterprise • Preparing a process map for a chosen organisation • Practical programme summary</li> </ul>	

Reorganizational project	K_W02, K_U01, K_U03, K_K02
<ul style="list-style-type: none"> <li>• Introduction to the implementation of reorganization projects • Phase model of reorganization projects • Preparation of the reorganization project concept • Conducting pre-implementation analysis • Designing organizational change</li> </ul>	
Security Management	K_W02, K_W06, K_U01, K_U02, K_K01
<ul style="list-style-type: none"> <li>• Introduction to the content of the module (presentation of the course charter), knowledge and preparation requirements for the course, and conditions for passing. Basic concepts of state defence. • International security organisations of a universal, regional, group nature • Non-governmental international security, economic cooperation, human rights organisations • State subjectivity. Defining the basic features of the state • War and armed conflict. The law of war. • Use of armed forces in peacekeeping and crisis response operations outside national territory • Alliances and international organisations as part of security • Civilian control of the military. Military coups d'état, military dictatorships. • Types of army. National guards, territorial defence troops. • Use of dedicated defence forces of the Polish Armed Forces on the national territory during states of emergency. • Armaments and arms control. Confidence-building measures. Forms of use of armed forces. • The role of critical infrastructure in security management. • Civil Defence as an integral part of security management</li> </ul>	
Social Aspects in Business	K_W02, K_W03, K_W06, K_U01, K_U03, K_U07, K_K03
<ul style="list-style-type: none"> <li>• Social aspects of business - introduction • Team and team effectiveness • Social context in business • Psychosocial competence • Building effective communication • Leadership skills • Creativity and innovation in the organization</li> </ul>	
Statistical Inference and Quantitative Methods in Management	K_W05, K_U02, K_U03, K_U04, K_K01
<ul style="list-style-type: none"> <li>• Basic issues related to the analysis of statistical data. Introduction to the Statistica program environment. • Designing research in the field of data analysis. The structure of the data sheet in Excel and Statistica. External sources of statistical data. • Elementary methods of analysis and presentation of cross-sectional, panel and time series data • Introduction to the subject of verifying statistical hypotheses, stages of research, and basic concepts. • Verification of statistical hypotheses. Types of hypotheses: simple, complex, parametric, non-parametric. Errors of the first and second kind. Statistical test, test significance level, test power. Tests for basic distribution parameters: expected value, variance, fraction. Chi-square and Kolmogorov compatibility test. Tests for testing the randomness of the sample. Tests to compare two populations • Basic issues of multidimensional data analysis • Correlation, regression and multiple regression, logistic regression • Selected methods of time series analysis • laboratory pass</li> </ul>	
Systemic strategic and operational management	K_W02, K_W05, K_U01, K_U03, K_K01
<ul style="list-style-type: none"> <li>• Introduction to strategic and operational management management • Strategic and operational management • Strategic and operational controlling • Designing a systemic approach to strategic and operational management</li> </ul>	
Elective I. Creating and Validating Business Models	K_W01, K_W03, K_U02, K_K02
<ul style="list-style-type: none"> <li>• Methods, techniques and tools (including IT) in the field of business model validation</li> </ul>	
Elective I. Financial Markets	K_W01, K_W03, K_U02, K_K02
<ul style="list-style-type: none"> <li>• the structure of the financial market and the basic characteristics of the most important financial instruments listed on the market • functions and ways of functioning of basic institutions operating in the financial market • risks associated with the use of individual financial instruments, basic ways and methods of analyzing financial instruments, methods of creating a portfolio of securities</li> </ul>	
Elective II. Experiential Marketing	K_W02, K_W06, K_U01, K_U05, K_K02
<ul style="list-style-type: none"> <li>• Features of the modern consumer as the basis for the application of experience marketing. • Terms and marketing concepts related to experience marketing • The essence and tools of experience marketing used in influencing the modern consumer. • Tools of experience marketing aimed at sensory reactions and consumer attitudes and market behaviors • The tool and activities of companies in the area of experience marketing aiming at engaging the consumer • Comparative analysis of tools and effects (consumer reactions and behaviors as well as competitive position of companies) of experience marketing • Tools of experience marketing of selected companies and students proposals for new solutions in this area. • Findings and conclusions resulting from the analyzed content of the subject and student presentations and written test.</li> </ul>	
Elective II. Merchandising	K_W02, K_W06, K_U01, K_U05, K_K02
<ul style="list-style-type: none"> <li>• The essence and role of merchandising in a commercial enterprise • The process of making a purchase in retail outlets • Development of sales space. Controlling the movement of buyers • Exposing the goods on the shop shelves • Creating a favorable atmosphere in the shops • Promotion at the point of sale • Arrangement of store windows • Merchandising of the producer. Most frequently made mistakes and quick remedial actions • Merchandising of retail outlets and product merchandising. Presentation of projects.</li> </ul>	
Elective III. Decision-making in the Management Process	K_W02, K_W05, K_U01, K_U03, K_K01
<ul style="list-style-type: none"> <li>• Typical decision-making process • Decisions under conditions of certainty, risk and uncertainty • improving decision-making process using information systems</li> </ul>	
Elective III. Digital Transformation	K_W02, K_W05, K_U01, K_U03, K_K01
<ul style="list-style-type: none"> <li>• Concepts, methods and techniques of digital transformation, including the use of IT tools</li> </ul>	
Elective IV. Content Creation Automation	K_W01, K_W04, K_U02, K_U03, K_K02
<ul style="list-style-type: none"> <li>• IT tools for automating the process of creating various types of content</li> </ul>	
Elective IV. Design Thinking	K_W01, K_W04, K_U02, K_U03, K_K02
<ul style="list-style-type: none"> <li>• Methods, techniques and tools of design thinking</li> </ul>	
Elective V. Corporate Social Responsibility	K_W02, K_W06, K_U02, K_U06, K_K02, K_K03
<ul style="list-style-type: none"> <li>• Essence of corporate social responsibilities and the genesis of the concept. • Social Responsibility Guidelines and circumstances. • Benefits and barriers of social responsibility. Areas of socially responsible organizations. • Good practises of social responsibilities. • Developing and implementing CSR strategy. • Performance Evaluation and Performance Reporting. • Analysing and evaluation of social responsibility of selected organization and students proposals for new solutions in this area.</li> </ul>	
Elective V. Customer Relationship Management	K_W02, K_W06, K_U02, K_U06, K_K02, K_K03
<ul style="list-style-type: none"> <li>• Introduction to the module. The essence of CRM • Customer analytics: definitions, measurement and models • Customer-Based Value Metrics • Customer value in customer relationship management • Future of CRM</li> </ul>	