

**DOCTORAL SCHOOL OF WROCLAW UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

SUPERVISOR DECLARING/CONDUCTING COURSE:

prof. dr hab, inż, Zbigniew Malara
DEPARTMENT: W8
SCIENTIFIC DISCIPLINE: MQS

COURSE CARD

Course name in Polish: Zachowania Rynkowe Przedsiębiorstw

Course name in English: Market Behavior of Enterprises

Course language: Polish

University-wide general course type*:

The course is intended for all PhD students: YES / NO

- 1) BASIC COURSE**
- 2) SPECIALIST COURSE**
- 3) SEMINAR**
- 4) HUMANISTIC COURSE**
- 5) LANGUAGE**

Subject code: NZQ100140W

* delete as applicable

	Lecture	Foreign language course	Seminar	Mixed forms
Number of hours of organized classes in university (ZZU)	30			
Grading	Essay, assessment of preparation and activity during panel discussion			

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES

1. No special prerequisites

- C1. Acquiring knowledge about the market conditions characteristic for the activity of an organization in the conditions of globalization, by getting to know business pattern of the past, identifying the challenges of the present and learning about the temporary regulations and paradigms of future enterprise management.
- C2. Gaining knowledge in the area of key concepts of modern business, such as: competitiveness, creativity, entrepreneurship, innovation, and learning about the rules of creating enterprise value in a strategic dimension, related to its creation, storage and protection.
- C3. Gaining knowledge about the mechanisms of building a competitive advantage based on key assets and skills, and shaping the company's value chain.

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C4. Gaining knowledge about business models, methods of their improvement and the role, functions and tasks of the manager in the processes of business model development and management.

PROGRAM CONTENTS

Form of classes		Number of hours
La1	Business patterns of the past vs. the contemporary challenges	2
La2	New Competition Rules in the Light of Globalization	2
La3	Enterprise's value - conditions and creation.	2
La4	Principles of creating enterprise value - strategic approach	2
La5	Storage of enterprise value	2
La6	Protection of enterprise's value	2
La7	The company's competitive advantage and its determinants	2
La8	Assets, key competences and the value chain	2
La9	Business models - evolution and types	2
La10	Business models - methods of improvement	2
La11	Entrepreneurship, creativity, innovation and market behavior	2
La12	Selected methods of shaping innovative market behavior	2
La13	Contemporary manager - functions, roles and tasks	2
La14	3D manager - three-dimensional manager	2
La15	Final lecture - evaluation and credit	2
Total hours		30

TEACHING TOOLS USED

- N1. lecture (passive participation)
- N2. multimedia techniques (presentation)
- N3. discussion (panels, Internet)
- N4. own work (literature studies, essays)
- N5. Case studies

ACHIEVED SUBJECT LEARNING OUTCOMES

Type of learning outcome	Code of learning outcome	Assessment of learning outcome
knowledge	PEK_K01; PEK_K02; PEK_K03;	N1, presence control; N4, essay
skills	PEK_S01; PEK_S02;	N3, open discussion; N5, case studies
competencies	PEK_C01; PEK_C02;	N3, open discussion; N5, case studies

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PRIMARY AND SECONDARY LITERATURE

PRIMARY LITERATURE:

- [1] .Dudycz T., Zarządzanie wartością przedsiębiorstwa, Polskie Wydawnictwo Ekonomiczne, Warszawa 2005;
- [2] Lachiewicz S., M. Matejun (red.), Konkurencyjność jako determinanta rozwoju przedsiębiorstwa, Wydawnictwo Politechniki Łódzkiej, Łódź 2009;
- [3] Malara Z., Przedsiębiorstwo w globalnej gospodarce. Wyzwania współczesności, Wydawnictwo Naukowe PWN, Warszawa 2007;
- [4] Obłój K., Tworzywo skutecznych strategii, Polskie Wydawnictwo Ekonomiczne, Warszawa 2002;
- [5] Rummler G., A. Brache A., Podnoszenie efektywności organizacji, Polskie Wydawnictwo Ekonomiczne, Warszawa 2005.

SECONDARY LITERATURE:

- [1] Chan Kim W., Mauborgne R., Strategia błękitnego oceanu, Polskie Wydawnictwo Ekonomiczne, Warszawa 2002;
- [2] Mikuła M., Pietruszka-Ortyl A., Potocki A., Zarządzanie przedsiębiorstwem XXI wieku. Wybrane koncepcje i metody, Wydawnictwo Difin, Warszawa 2002;
- [3] Obłój K., Strategia organizacji, Polskie Wydawnictwo Ekonomiczne, Warszawa 1998;
- [4] Prahalad C., Krishnan M., Nowa era innowacji, Wydawnictwo Zarządzanie Profesjonalne PWN, Warszawa 2010;
- [1] Martyniak Z., Wstęp do Inwentyki, Wydawnictwo Akademii Ekonomicznej w Krakowie, Kraków 1997.

SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)

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