

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

CONTEMPORARY MANAGEMENT – CASE STUDIES

Studies: Management

II cycle studies
 Excellence in Management
 Specialty: Management Of Logistic Services

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	2	-	14	1

Course description:

The Contemporary Management - Case Studies program is designed to immerse students in the complexities of modern management practices through real-world case studies. In an ever-evolving business landscape, this program focuses on the practical application of contemporary management concepts, providing students with the tools and insights needed to navigate the challenges of today's dynamic organizations. Students will engage with diverse case studies that mirror the realities of contemporary management, ranging from strategic decision-making to organizational change and leadership challenges. The curriculum emphasizes critical thinking, encouraging students to analyse, evaluate, and derive solutions from complex management scenarios. One of the central goals of the program is to develop adaptability. In a world where businesses face rapid changes, students will learn to flexibly apply management strategies to suit various organizational contexts and global business environments. Strategic decision-making is a key focus, with case studies offering a platform to explore and understand the intricacies of making informed and effective decisions in multifaceted business situations. Ethical leadership is woven into the fabric of the program, ensuring that students appreciate the importance of ethical considerations in contemporary management practices. This program provides a holistic and immersive learning experience, preparing students to become adept managers capable of addressing the multifaceted challenges presented in today's dynamic and interconnected business world. The course is filled in with many case studies and practical examples of management problems, so it should be interesting for all those students who are eager to deal with management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Real-World Application: Develop practical management skills through the analysis and application of contemporary management concepts in diverse case study scenarios.
2. Critical Thinking: Cultivate critical thinking abilities by examining and evaluating real-world management challenges and solutions.
3. Adaptability: Equip students with the flexibility to adapt management strategies to changing organizational landscapes and global business environments.
4. Strategic Decision-Making: Hone strategic decision-making skills through the examination of case studies that involve complex business scenarios.
5. Ethical Leadership: Foster ethical leadership qualities by exploring case studies that highlight the importance of integrity, social responsibility, and ethical decision-making in contemporary management.

Teaching the functions and role of management for contemporary market entities, developing skills in solving logistic problems in case studies, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on management problems. Training of social competences related to collective problem solving and preparing and introducing all stages

of management in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Introduction to Contemporary Management Practices
2. Strategic Decision-Making in Dynamic Environments
3. Leadership Challenges in Modern Organizations
4. Innovation and Entrepreneurship Case Studies
5. Globalization and Cross-Cultural Management Challenges
6. Sustainability and Corporate Social Responsibility in Business
7. Crisis Management and Business Resilience
8. Technology and Digital Transformation in Organizations
9. Case Studies on Strategic Alliances and Partnerships

Literature**Main texts:**

1. Deresky, Helen - "International Management: Managing Across Borders and Cultures" - Pearson - 2016
2. Daft, Richard L. - "Management" - Cengage Learning - 2019
3. Robbins, Stephen P. - "Management" - Pearson - 2017
4. Bartlett, Christopher A. - "Transnational Management: Text, Cases & Readings in Cross-Border Management" - McGraw-Hill Education - 2015
5. Hitt, Michael A. - "Strategic Management: Concepts and Cases" - Cengage Learning - 2020
6. Lussier, Robert N. - "Management Fundamentals: Concepts, Applications, and Skill Development" - Cengage Learning - 2016
7. Kinicki, Angelo - "Management: A Practical Introduction" - McGraw-Hill Education - 2018

Additional required reading material:

1. Hellriegel, Don - "Management: A Competency-Based Approach" - Cengage Learning - 2017
2. Dessler, Gary - "Management: Leading People and Organizations in the 21st Century" - Pearson - 2021
3. Schermerhorn, John R. - "Management" - Wiley – 2020
4. Jones, Gareth R. - "Contemporary Management" - McGraw-Hill Education – 2022
5. Ivancevich, John M. - "Management: Concepts and Applications" - McGraw-Hill Education - 2019

Rules of the exams on subject (Assessments)

Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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