

ENGLISH – SYLLABUS (GENERAL)					
SUBJECT: FUNDAMENTALS OF MANAGEMENT					
Studies: Management I cycle studies Management Specialty: ALL			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	1	30	20	8
Course description: The Fundamentals of Management program provides a comprehensive exploration of key concepts essential for successful organizational leadership. Students will delve into the intricacies of leadership, decision-making, and communication within the context of modern business environments. The curriculum places a strong emphasis on understanding organizational behaviour, promoting ethical practices, and fostering adaptability and innovation. By the end of the program, participants will possess a well-rounded skill set, positioning them as effective leaders capable of navigating the complexities of the contemporary business landscape. The course is filled in with many case studies and practical examples of Fundamentals of management problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: 1. Developing Leadership Skills: Cultivate the ability to lead and inspire teams by understanding fundamental principles of effective leadership. 2. Enhancing Decision-Making Abilities: Equip students with analytical tools and frameworks to make informed and strategic decisions in various business scenarios. 3. Promoting Effective Communication: Foster communication skills to facilitate clear and persuasive interactions within organizations. 4. Building a Strong Foundation in Organizational Behaviour: Understand the dynamics of human behaviour within organizations to optimize teamwork and productivity. 5. Instilling Ethical and Social Responsibility: Emphasize the importance of ethical decision-making and corporate social responsibility in management practices. Teaching the functions and role of Fundamentals of management for contemporary market entities, developing skills in solving Fundamentals of management problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on Fundamentals of management problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Fundamentals of management in contemporary world.					
COURSE EVALUATION: Workshops – desk research report (written and oral), classes participation and activities, case studies Lectures - final exam will be one-choice questions and open questions. (or TBA during classes) 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:

The Fundamentals of Management program provides a comprehensive exploration of key concepts essential for successful organizational leadership. Students will delve into the intricacies of leadership, decision-making, and communication within the context of modern business environments. The curriculum places a strong emphasis on understanding organizational behaviour, promoting ethical practices, and fostering adaptability and innovation. By the end of the program, participants will possess a well-rounded skill set, positioning them as effective leaders capable of navigating the complexities of the contemporary business landscape.

Main topics:

1. Introduction to Management Principles
2. Leadership Styles and Theories
3. Decision-Making Models
4. Communication Strategies in Organizations
5. Organizational Behaviour and Team Dynamics
6. Ethical Decision-Making in Management
7. Corporate Social Responsibility

Literature**Main texts:**

1. Stephen P. Robbins "Management" – Pearson - 2017
2. Peter F. Drucker "The Effective Executive: The Definitive Guide to Getting the Right Things Done" HarperBusiness - 2017
3. Gary Yukl "Leadership in Organizations" – Pearson - 2018
4. Richard L. Daft "Management" Cengage Learning - 2017

Additional required reading material:

5. John P. Kotter "Leading Change" Harvard Business Review Press - 2018

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

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

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



KATOWICE BUSINESS UNIVERSITY
Harczy Września 1939 nr 3
40-659 Katowice, Poland
tel. +48 32 35 70 603/643
www.akademiagornoslaska.pl (1939)