

Module: Enterprise Management

Lecturer: Dr. Małgorzata Jaworska

Semester: Winter/Summer

Hours: 15

Type: Lecture

Credit: Students' project

ECTS: 6

The essence of enterprise management. Definitions of management, management functions, process approach to management. Defining the business: defining mission, determining goals and objectives, organizational type and stage of development. Analyzing the general environment: overall opportunities and threats. The importance of environmental influences, the economy, technology and social factors. Developing and evaluating strategic options. Strategic decision making, creating sustainable advantages, evaluating strategic situation, developing strategic alternatives, evaluating alternatives and selecting a strategy. Introduction to quality management: definitions of quality, dimensions of quality, controlling and managing the quality of products as a primary challenge in today's organizations, expectations and perceptions as important matters concerning technical and functional aspects of the product.