

11. Introduction to Business Administration

1. Module Title	Introduction to Business Administration	2. Module Code	
3. Academic Year, Semester, Module Status	2022-2023 Fall semester, Full-time		
4. Aims and Learning Outcomes	<p>This course is an introduction to business administration, including leadership and organisational issues, contemporary management, business ethics, time and finance management, strategic planning and consumerism.</p> <p>The course aims to provide:</p> <ul style="list-style-type: none"> <input type="checkbox"/> knowledge needed to better understand business administration; <input type="checkbox"/> basic skills needed for organisational planning and project management; <input type="checkbox"/> competence to excellence business finance and negotiation process; <input type="checkbox"/> assistance to develop competence in strategic planning, corporate governance and CSR; <input type="checkbox"/> legal, financial and managerial knowledge as prerequisite for working a business environment. 		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Knows the processes which connect the enterprises and the consequences of their co-dependency		K_W05	Midterm exam and project work.
2. Know the fundamentals of business administration techniques		K_W08	Midterm exam and project work.
3. Knows how to manage the enterprise effectively and can make a strategic development plan		K_W11	Midterm exam and project work.
Skills	Effect Code		Assessment
	Subject	Field	
1. Identify problems and find solutions in the business environment with the use of case study analysis.		K_U02	Project work.
2. Development of skills that relate to strategic planning and decision-making to ensure business survival, change, and sustainable success.		K_U04 K_U10	Project work.
3. Knows the necessary norm and standards for the functioning of an enterprise.		K_U13	Project work.
Social Competencies	Effect Code		Assessment
	Subject	Field	
1. Can organize and supervise teams for the efficient functioning of the enterprise.		K_K01	Project work.
2. Can organize projects for the enterprise development.		K_K02	Project work.

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6. Lecturer	Name	E-mail
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7. Module Level	Masters	Bachelors
		x
8. Year and Programme	Year	Programme
	1	BA in Management
9. Module Content		
#	Topics Discussed	Hours
Seminar		
1	Leadership and organisational dilemmas, Part I (relationship between leadership and organization, major leadership issues, also issues of life).	2.5 h each topic
2	Leadership and organisational dilemmas, Par II (great challenges and dilemmas of leadership and organization, incl. human resources management).	30 h together
3	Contemporary international management (strategy outside of the organization and particularly on globalization issues and the macro perspectives challenges and paradoxes that organizations of today face).	
4	Innovation and project management (innovation, project management, knowledge creation and integration, and working in high-tech companies).	
5	Business ethics (ethical issues on different levels and in relation to different stakeholders, key ethical theories, CSR, corporate governance and sustainability).	
6	Management control system (performance measures and incentive systems through a number of cases, comprehension of how managers influence other members of the organization to implement strategies in an efficient and effective way).	
7	Time management (planning time, identifying priorities, planning work for yourself and the employees).	
8	Business finance (hands on case-based course focused on application and solving problems, understanding of finance in creating effective business solutions).	
9	Negotiations (the art of negotiations, how to achieve what you want without giving in too much, tricks and skills, abilities, understanding the opponent, comparative advantages).	
10	Strategic planning (strategic thinking, in the form of 'Big', 'Best', 'Fast', and 'Beautiful').	
11	Consume marketing (marketing and sales, and issues of branding, product design and understanding consumers).	
12	Revision.	
<p>The practical approach to the teaching process will require students to develop business documents and a marketing plan, practice accounting skills, customer service, and financial literacy via different case studies and business-like assignments.</p>		
Workshop		

1 Leadership and organisational dilemmas: examples, group work, discussions.	<i>1.25 h each topic</i>		
2 Contemporary international management: discussions based on examples.			
3 Innovation and project management: group work.			
4 1st midterm exam.			
5 Business ethics: discussions, group work.			
6 Management control system: group work.			
7 Time management: group work.		<i>15 h together</i>	
8 Business finance: group work based on examples.			
9 Negotiations: discussions, group work.			
10 Strategic planning: group work.			
11 2nd midterm exam.			
12 Consume marketing: discussions, group work.			
Workshop's practical approach will develop students' conceptual and practical knowledge of managing a small business and the resources needed to sustain and grow that business.			
10. Individual Student's Work			
#	Description	Hours	
	Analysis of the literature	25	
	Analysis of the case studies	20	
	Realization of individual tasks within the project group	20	
11. Assessment Methods	Midterm exams (each 30%) Project proposal (40%)		
12. Assessment Criteria	In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.		
13. ECTS Credits	5		
		Hours	ECTS
Contact Hours			
	Workshop	15	0.6
	Seminar	30	1.2
	Consultation	15	0,6
Other Kind of Student's Activity			
	Individual Student's Work	65	2,6
	SUMM	125	5

14.Required Readings	<ol style="list-style-type: none"> 1. Browaey's Marie-Joëlle and Roger Price, <i>Understanding Cross-Cultural Management</i>, 2nd edition, Prentice Hall, 2010 2. Crane Andrew and Dirk Matten, <i>Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization</i>. 2010, Oxford: Oxford UP. 3. Rugman Alan M. and Simon Collinson, <i>International Business</i>, 4th edition, Pearson Education Limited, 2006 4. Schein Edgar H., <i>Organizational Culture and Leadership</i>, 4th edition, John Wiley & Sons, 2010 5. Titman, Keown, Martin. <i>Financial Management: Principles and Applications</i>. 12th or 11th edition. Pearson.
15. Recommended Readings	<ol style="list-style-type: none"> 1. Alvisi Alberto, Alessandro Narduzzo and Marco Zamarian, <i>PlayStation and The Power of Unexpected Consequences</i>, Information, Communication & Society 6:4 2003, 608–627 2. Carroll Archie B., edited by Professor Sir Cary L Cooper, <i>Societies for Business Ethics</i>, Wiley Encyclopaedia of Management, 2014 3. Chet Miller C. and R. Duane Ireland, <i>Intuition in strategic decision making: Friend or foe in the fast-paced 21st century?</i>, Academy of Management Executive, 2005, Vol. 19, No. 1 4. Cohen Michael D.; James G. March; Johan P. Olsen, <i>A Garbage Can Model of Organizational Choice</i>, Administrative Science Quarterly, Vol. 17, No. 1. (Mar., 1972), pp. 1-25 5. Edmondson, A., Bohmer, R. and Pisano, G. (2001) <i>Speeding Up Team Learning</i>, Harvard Business Review, Vol. 79, No. 9, pp. 125-132 6. Hedberg Bo L. T., Paul C. Nystrom, and William H. Starbuck, <i>Camping on Seesaws: Prescriptions for a Self-Designing Organization</i> 7. Kahneman Daniel, <i>A Perspective on Judgment and Choice, Mapping Bounded Rationality</i>, American Psychologist September 2003 8. Kieser Alfred, Ulrich Koch, <i>Bounded Rationality and Organizational Learning Based on Rule Changes</i>. Management Learning 2008; 39; 329; 9. Kotabe Masaaki, Michael J. Mol and Sonia Ketkar, <i>An evolutionary stage model of outsourcing and competence destruction: A Triad comparison of the consumer electronics industry</i>, 2008, University of Warwick institutional repository: http://go.warwick.ac.uk/wrap 10. Levitt Barbara; James G. March, <i>Organizational Learning</i>, Annual Review of Sociology, Vol. 14. (1988), pp. 319-340. 11. March James, <i>Exploration and Exploitation in Organisational Learning</i>, Organisation Science, Vol 2, nr 1, February 1991 12. March James, <i>How decisions happen in organisations</i>, Human Computer Interaction, 1991, vol. 6, pp. 95-117 13. Snowden David, Mary Boone, <i>Framework for decision making</i>, Harvard Business Review, 2007 14. Weick Karl E. and Karlene H. Roberts, <i>Collective Mind in Organizations: Heedful Interrelating on Flight Decks</i>,

	<p>Administrative Science Quarterly, Vol. 38, No. 3 (Sep., 1993), pp. 357-381</p> <p>15. Weick Karl E., <i>Enacted Sense making in Crisis Situations</i>, Journal of Management Studies 25:4 July 1988</p> <p>16. Weick, K. E. 1993. <i>The Collapse Of Sense making In Organizations: The Mann Gulch Disaster</i>. Administrative Science Quarterly, 38(4): 628 - 652.</p> <p>17. Manoiu Valentina-Mariana, Alexandru Valeriu Gadiuta and Recep Arslan, <i>Social Responsibility and its environmental component: origins, evolution and organizations involved</i>, Proceedings of ADVED 2016 2nd International Conference on Advances in Education and Social Sciences, 10-12 October 2016- Istanbul, Turkey.</p>
16. Place where module is run	LU campus
17. Other	