

4. Business Performance Management

1. Module Title	Business Performance Management	2. Module Code	
3. Academic Year, Semester, Module Status	2021/2022 Fall semester, Full-time		
4. Aims and Learning Outcomes	The aim of the course is to develop knowledge about the business performance, and its meaning in management and organization. Students will learn the history of management science and business performance, as well as recent methods and concepts. Students will examine the case studies of various enterprises, as well as analyse and track the causes of their success, or failures. Students will learn how to effectively cooperate with the customers, and business partners, while working on their own projects and case studies.		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Knows the history of development of business sciences.		K_W03	Project/case study
2. Knows how the enterprises are co-dependent between each other.		K_W12	Project/case study
Skills	Effect Code		Assessment
	Subject	Field	
1. Can perform SWOT analysis.		K_U01	Project/case study
2. Knows how to detect and use the customer preferences.		K_U04	Project/case study
3. Can create social business models.		K_U05	Project/case study
4. Can create and assess business models, as well as evaluate its efficiency.		K_U07	Project/case study/case study
Social Competencies	Effect Code		Assessment
	Subject	Field	
1. Knows how to work with customers.		K_K02	Project/case study
2. Can work in teams and ensure their efficiency.		K_K06	Project/case study
5. Module Coordinator	Name		E-mail
	prof. Monika Golonka		monika.golonka@protonmail.com
6. Lecturer	Name		E-mail
	prof. Monika Golonka		monika.golonka@protonmail.com
7. Module Level	Masters		Bachelors
			x
8. Year and Programme	Year		Programme
	2		BA in Management
9. Module Content			
#	Topics Discussed		Hours

Seminar		
1. Organizational information. Introduction to classes. 2. Management Science and business performance: past and present. 3. Business performance in examples: introduction to analysis of case studies. 4. Business performance in management and organization. 5. Diagnosis of enterprise performance: aims, resources. 6. Decisions in organizations. Causes and consequences. 7. Methods of Business Performance analysis. 8. Customers, business partners, allies and business performance. 9. Innovations and business performance. 10. Business models and business performance. 11. Business consistency. 12. Finance and autonomy in enterprise.		<i>2.5 h each topic</i> <i>30 h together</i>
10. Individual Student's Work		
#	Description	Hours
	Preparation for the group project and individual case study	80
11. Assessment Methods	Group project– 60% Individual case study – 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 grade with fewer points.	
13. ECTS Credits	5	
	Hours	ECTS
	Contact Hours	
	Seminar/lecture	30
	Consultation	15
	Other Kind of Student's Activity	
	Individual Student's Work	80
	SUMM	125
		5
14. Required Readings	Materials supplied by tutor	
15. Recommended Readings		
16. Place where module is run	LU campus	
17. Other		