



UCZELNIA
ŁAZARSKIEGO

Syllabus:

Intro to Business Management

Field of study:

Law in International Relations and Business

Faculty of Law and Administration

Aims and Learning Outcomes:

Intro to Business Management course offers a practical introduction to business activity by gaining theoretical background and exploring cases from business and management practice. During this course, students are introduced to general business principles that can be applied in the future labour force market professional activity. Through hands-on activity, case studies and group projects, students will explore practical pillars of business and management activity. The course also introduces students to the field of marketing as an essential part of modern business, as well as business communication, planning, consumer behaviour and international business.

Form of studies: konwersatorium

Mode of Studies: stacjonarne

Module level: first-cycle studies

Learning Criteria:

Group project work, case study, in-class tasks.

Assessment Methods Criteria:

Midterm paper - 25% Midterm presentation - 35% Final group project - 40%

Module description:

1. Intro to Business and Management: Concepts of Business and International Business.
2. Business Case: How to Work With It & SWOT, PESTLE, SMART Models as Business Tools.
3. Business plan as an essential - Step by Step Guide.
4. Marketing as a Business Essential.
5. Segmentation and Positioning.
6. Launching a New Product.
7. Data Analysis: How to Know Your Consumer.
8. Product Life Cycle.
9. Intro to Business Administration.
10. Lovemark Concept: Touchpoints and Business Wheel.
11. Experience Economy.

Learning outcomes

Knowledge:

- **KW_01** (P6S_WG)
Final group project
- **KW_04** (P6S_WG,P6S_WK)
Final group project

Skills:

- **KU_07** (P6S_UW,P6S_UK)
Final group project.

Social Competencies:

- **KK_03** (P6S_KR)
Final group project.

Supplementary literature:

- **Introduction to Business, 7th edition**
M. Kelly, C. Williams; 2014, Cengage Learning

Supplementary literature:

- **Marketing Management for Non-Marketing Managers**
Heather Fitzpatrick; 2017, John Wiley & Sons