

Subject card

Subject name and code	Master Seminar 3, PG_00178780						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			5.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Ewa Malinowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	0.0	0.0	16.0	16
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	16		3.0		106.0	125
Subject objectives	The aim of the course is to prepare students to complete the remaining parts of the master's thesis, in particular to develop the research part, including developing the results of the study and drawing up conclusions: 1. Preparation for submitting all parts of the thesis 2. Discussing, correcting and improving the work, with particular emphasis on the empirical part, including analyzing the results, confirming the achievement of the study objectives, obtaining answers to the research questions and drawing up conclusions 3. Final acceptance of the work in terms of content, form and editorial.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U10] The student can communicate information, express opinions, and engage in debates with diverse audiences using management and quality science terminology across various media.	The student implements the adopted research plan to achieve the established goals and obtain answers to the research questions.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZARZMU2_K01] The student is prepared to gain and enhance the knowledge required to solve both cognitive and practical problems, particularly in the areas of management and quality sciences. Additionally, the student is capable of critically evaluating the knowledge and content received and will seek guidance from experts if they encounter difficulties in resolving a problem independently.	The student uses the collected research material to properly analyze it and draw conclusions based on it, being aware of the limitations of the research and the need to continuously update knowledge on the topic being studied.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
	[ZARZMU2_U04] The student can effectively select, use, adapt, or create methods and tools from management, quality sciences, economics, and finance for decision-making.	The student uses the research methods he or she proposes to achieve the adopted research goal.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZARZMU2_U07] Students can create detailed written papers, including reviews, analyses, or research, along with presentations and oral discussions on management topics.	The student develops, corrects and, based on the supervisor's comments, improves the theoretical part of his/her thesis.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZARZMU2_U13] The student can formulate and verify hypotheses for simple research problems, acquire structured knowledge in management and quality sciences, learn about economics and finance, and appropriately select research methods.	The student specifies the research objective, research problems and solves them, obtaining answers to the questions posed, including analyzing the results of his/her research.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZARZMU2_W05] The student possesses a thorough understanding of advanced methods and techniques for acquiring, developing, and utilizing data in complex decision-making and management processes.	The student indicates appropriate research methods, principles and stages of conducting research, collecting and describing research results, preparing conclusions, and current literature and other sources necessary to write a master's thesis.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work

Subject contents	Prof. dr hab. Małgorzata Z. Wiśniewska: Quality, environmental, occupational health and safety management; Concept (TQM, Six Sigma, Lean management, Kaizen and others), quality management methods, tools and their application as well as the culture of quality and excellence; Quality and food safety management and food safety culture; Quality of services, including medical, catering, educational, banking and others; Patient safety culture; Sustainable development. Dr hab. prof. UG. Paweł Antonowicz: Strategic management, business development scenario analyses, investment plans, business plans, macro/micro environment analyses; Early warning systems against insolvency/bankruptcy of enterprises; as well as micro and macro conditions of bankruptcy and restructuring of enterprises in Poland - economic analysis of law and managerial aspects; Financial, economic and financial analysis, managerial decisions, process optimization and business modeling; Capital market, stock exchange, macroeconomics and the impact of MACRO factors on selected stock exchange indices, as well as the volatility of share prices of their components. dr hab. prof. UG Joanna Sadkowska: Family entrepreneurship; Family businesses on the Polish market; Cultural conditions of family business activities; Risk culture; Risk culture in project management. dr Mariusz Chmielewski: Risk management in an organization; value management of business entities; Sustainable development of an organization; Organizational environment as a factor influencing its effectiveness; Financial restructuring as a tool for rebuilding value; Project management in an organization. dr inż. Ewa Malinowska: Quality management and safety of food products; Occupational health and safety management; Information security management; Tools for measuring and improving the quality of products, systems, services; Economics and costs of quality; Standardized management systems; Modern enterprise management systems. Dr. Paulina Nogal: Economic and legal aspects of the functioning of business activities, in particular: The use of unfair competition, the use of unfair market practices, the use of monopolistic practices; The use of trademarks by companies and the protection of these marks; The use of similar marks to impersonate competitors; Copyrights and their protection in various fields of exploitation; Crimes against economic turnover (in particular actions to the detriment of creditors); The company's environment in micro and macro terms. Dr. Renata Płoska: Ethical aspects of business activities; Responsible and sustainable business (ESG); Responsible and sustainable marketing; Communication in the field of sustainable and responsible business; The functioning of entities in the tourism sector; Responsible and sustainable tourism; Maritime tourism and other sectors of the so-called blue economy; The functioning of service and production entities; Leisure markets; Stakeholder relationship management; Analysis of the company's environment and potential. dr Joanna Próchniak: Issues of sustainable development of enterprises and management of sustainable value of the enterprise; Sustainable reporting; Sustainable finance; Assessment and development of enterprise activities; Incubation, development and financing of start-ups. dr Jędrzej Siciński: Issues related to bankruptcies and insolvencies of enterprises, with particular emphasis on early warning systems against bankruptcy (EWS); Contemporary challenges of strategic management (including planning nihilism); Issues of management of high technologies and analysis of the potential of so-called "technology giants" and the complexity of their relations with the environment. Practical dimension of knowledge about management, including starting a business, commercialization and incubation of entrepreneurship. dr Małgorzata Szymańska-Brałkowska: Issues related to quality management, TQM; Japanese techniques of quality improvement (including Lean Management, Kaizen, Green Lean, Lean Office, Lean Healthcare) in manufacturing and service enterprises; Sustainable organizations - issues related to sustainable development in enterprises; Environmental management in the enterprise - environmental management systems, including ISO 14001, EMAS; Ecological aspects in conducting business activities, ecological initiatives in the enterprise; environmental management instruments; Excellence models - including EFQM, CAF.								
Prerequisites and co-requisites									
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>assessment and approval of the correctness and validity of the theoretical and empirical parts, in accordance with the adopted assumptions; in accordance with the work schedule set by the supervisor</td><td>51.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	assessment and approval of the correctness and validity of the theoretical and empirical parts, in accordance with the adopted assumptions; in accordance with the work schedule set by the supervisor	51.0%	100.0%		
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Recommended reading	Basic literature	1. Dyhdalewicz A., Ramy koncepcyjne prac magisterskich wybrane problemy metodyczne, Akademia Zarządzania 2022, 6(1),183-205 2. Szkutnik Z., Metodyka pisania pracy dyplomowej, Wydawnictwo Poznańskie, Poznań 2005							
	Supplementary literature	https://www.sbc.org.pl/dlibra/publication/edition/10515							
	eResources addresses								

Example issues/ example questions/ tasks being completed	-
Work placement	Not applicable

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