

**Subject card**

<b>Subject name and code</b>	Master Seminar 1, PG_00178771						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr inż. Ewa Malinowska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	0.0	0.0	0.0	16.0	16
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	16		3.0		31.0	50
<b>Subject objectives</b>	<p>The aim of the course is to present students with the principles of preparing a diploma thesis, familiarize them with the formal, substantive and methodological principles of its development, as well as prepare them to write a preliminary version of one of the chapters of the thesis:</p> <ol style="list-style-type: none"> <li>1. Preparation to determine the thematic scope of the thesis</li> <li>2. Familiarization with the formal, substantive and methodological principles of writing a master's thesis</li> <li>3. Preparation to develop the general structure of the master's thesis and the work plan</li> <li>4. Preparation to collect and critically analyze the literature on the subject</li> <li>5. Preparation to write a preliminary version of the first chapter of the thesis</li> </ol>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U01] Students can analyze and creatively interpret complex social and economic processes in business decision-making. They use structured knowledge and tools from management, quality sciences, economics, and finance.	The student identifies, selects and analyzes scientific literature and other sources, as well as economic and market phenomena needed to write a master's thesis.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student indicates issues and problems related to the phenomenon being studied that should be included in the structure of his/her bachelor's thesis and identifies how they should be interconnected in the work.	[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 theoretical material to be able to solve the assumed goal of the work and the research problem and is prepared to further deepen his/her knowledge and critically analyze it, being aware of the need to constantly update the sources needed for the proper preparation of the work.	[SK1] oral statement/conversation/discussion [SK3] 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 a preliminary outline of his/her master's thesis, defining its plan, structure, literature, main theoretical, methodological and practical assumptions regarding the undertaken research problem.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[ZARZMU2_W06] The student possesses a thorough understanding of the principles of rational decision-making related to individual resources, functional areas within the organization, processes, and management levels. This understanding is based on a well-structured and theory-supported foundation in management, quality sciences, economics, and finance.	The student defines the principles of substantive and formal preparation for writing a master's thesis and selects the appropriate, basic scientific literature needed to write this thesis in accordance with the selected research problem.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work

Subject contents	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>								
Prerequisites and co-requisites									
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="454 1606 788 1637">Subject passing criteria</th> <th data-bbox="799 1606 1139 1637">Passing threshold</th> <th data-bbox="1144 1606 1482 1637">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="454 1644 788 1812">assessment and approval of the work plan – general structure, collected literature, prepared preliminary version of one chapter of the work; in accordance with the work schedule set by the supervisor</td> <td data-bbox="799 1644 1139 1812">51.0%</td> <td data-bbox="1144 1644 1482 1812">100.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	assessment and approval of the work plan – general structure, collected literature, prepared preliminary version of one chapter of the work; in accordance with the work schedule set by the supervisor	51.0%	100.0%		
Subject passing criteria	Passing threshold	Percentage of the final grade							
assessment and approval of the work plan – general structure, collected literature, prepared preliminary version of one chapter of the work; in accordance with the work schedule set by the supervisor	51.0%	100.0%							
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li data-bbox="799 1827 1482 1877">1. Dyhdalewicz A., Ramy koncepcyjne prac magisterskich wybrane problemy metodyczne, Akademia Zarządzania 2022, 6(1),183-205</li> <li data-bbox="799 1877 1482 1924">2. Szkutnik Z., Metodyka pisania pracy dyplomowej, Wydawnictwo Poznańskie, Poznań 2005</li> </ol>							

	Supplementary literature	<a href="https://open.icm.edu.pl/server/api/core/bitstreams/6c8ad0b9-edb4-4fcb-9880-3793bb1c6e78/content">https://open.icm.edu.pl/server/api/core/bitstreams/6c8ad0b9-edb4-4fcb-9880-3793bb1c6e78/content</a>  <a href="https://www.sbc.org.pl/dlibra/publication/edition/10515">https://www.sbc.org.pl/dlibra/publication/edition/10515</a>
	eResources addresses	
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	

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