COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English Strategie rozwoju biznesu / **Business Development**	**2.** Course code: Number of ECTS credits: 5 Course completion mode: Course commenced / Year 2019/2020

3. Major: Erasmus

4. Department of major coordinator:

5. Name of course instructor: Lecture: Anna Dewalska – Opitek, PhD Classes Anna Dewalska – Opitek, PhD
Examiner Anna Dewalska – Opitek, PhD

6. Department of course instructor: Department of Organisational Relationship Management

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	
classes	15	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	30	
examination (hours)		

8. Course timeframe - no. of semesters: 1

Course commencement / Year 2019/20

Course commencement / Semester: summer

9. Level of tertiary education: MSc	**10.** Course status □ Compulsory for the major… □ Compulsory for the specialization … □ Elective X

11. Course prerequisites
Compulsory:
Recommended:

12. Course objectives:

The main learning outcome of the course is to acquaint students with the necessary knowledge and practical skills to develop and implement business project. They will also develop their management and problems solving competences, as well as presentation team-work skills.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Academic lecture	Multimedia and interactive presentations in the range of theoretical background	15	0
2.	Classes	workshops, , case studies analysis	15	0
Total			AS: 30	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analyzing notes from lecturing and classes	Analyzing information possessed during lectures and classes	25	0
2.	Teamwork	teamwork, practical exercises	35	0
3.	Case studies analysis, preparing presentation	Preparing and conducting presentation based on the teamwork and studying marketing business cases	35	0
Total			BS: 95	BN: 0

Total AS+BS = 125
Examination (E) = 0
Total AS+BS+E= 125

Total AN+BN = …….
Examination (E) =…….
Total AN+BN+E = …….

14. Key words: business project, business plan, market analyses, business strategy

15. Course content:

The course will be divided into 4 modules and will cover the following topics:

Module 1. Market overview and analysis

1. Business environment – micro, macro environment, international environment
2. Macroeconomic evaluation – GDP, GNP, NNP, market development trends
3. Market analysis (SWOT/ TOWS, PEST, Porter five forces analysis, sector analysis, market/ sector attractiveness evaluation method)
4. Business development decisions based on the market analysis
5. Developing market analysis for a business project – students' group work and presentation

Module 2. Customers' approach to contemporary business

1. The role of customers for contemporary business (marketing approach towards business) among company's stakeholders

2. Types of customers and methods of customers' classification
3. Customers segmentation, McCarthy's segmentation procedure, target group strategies
4. Customers' needs, demand analysis
5. Customers' preferences, attitudes and market behavior
6. Customers' decision making process
7. Customers Value Proposition (CVP)
8. Developing customers' segments and CVP – students' group work and presentation

Module 3. Marketing as pro customers' orientation of enterprises

1. Notion of Marketing, main marketing rules for business
2. Marketing-mix composition (4P, 5P, 7P, 4C)
3. Product and Brand decisions
4. Price decisions
5. Managing distribution (developing marketing channels)
6. Marketing communication in targeted markets
7. Developing marketing-mix system for a business project – students' group work and presentation

Module 4. Business planning and control

1. The role of planning in contemporary business (long term vs. short term planning)
2. Developing mission of the enterprise
3. Developing business goals (strategic and operational)
4. Control system and types of control
5. Developing control system for business a project – students' group work and presentation

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
	Knowledge		
DKS2_W01# DKS2_W09#	Is aware of possible business start up and development strategies	MS PPT presentations	Electronic version of MS PPT presentations
	Skills		
DKS2_U04#	Is able to implement strategies and business tools to develop a business, solve business problems, make decisions on business projects they will develop	Collective work, presentations, discussion, evaluation of input from particular team members	Electronic version of MS PPT presentations
	Social competences		
DKS2_K03#	1. Is able to cooperate within teamwork, 2. Plays an active role while preparing tasks	Collective work, presentations, discussion Evaluation of input from particular team members	Electronic version of MS PPT presentations

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Project presentation	Student's team presents results of business projects	60%
2.	Case studies	Problem solving tasks concerning different aspects of marketing in interactive media	40%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Johanson, J., & Vahlne, J.-E. : The Internationalization Process of the Firm—A Model of Knowledge Development and Increasing Foreign Market Commitments. Journal of International Business Studies, 8(1), 23–32, 1977. http://doi.org/10.1057/palgrave.jibs.8490676
2. H. Smyth, Market Management and Project Business Development, Routlege, London and New York 2015
3. G. Albaum, E. Duerr: International Marketing and Export Management. Wyd. Prentice Hall, 2008.
4. G. Blokdjik, Business development. Simple Steps to Win, Insights and Opportunities for making Out Success, Complete Publishing, Aspley Australia 2015

Suggested readings:

1. W.G. Nickels, J.M. McHugh, S.M McHugh, Understanding Business, 8th edition, McGrow-Hill, 2008
2. Kotler, Philip. *Kotler on marketing*. Simon and Schuster, 2012
   Ph. Kotler, K.E Keller, Marketing Management, 15th edition, Prentice Hall, 2014

19. Language of instruction: English

20. Course instructors' recommendations: Multimedia room