1. Course title: MANAGEMENT AND MARKETING

2. Course code: S II-GG/23


4. Level of studies: MSc programme

5. Mode of studies: intramural studies

6. Field of study: MINING AND GEOLOGY

7. Profile of studies: general

8. Programme: SURVEYING MINING

9. Semester: III

10. Faculty teaching the course: RG3

11. Course instructor: Dr. Katarzyna TOBÓR-OSADNIK, Eng.

12. Course classification: course of specialization

13. Course status: compulsory

14. Language of instruction: English

15. Pre-requisite qualifications: General knowledge about the social, economic, legal and management science in the company

16. Course objectives: The purpose of the education is to familiarize students with management and marketing strategies in the company

17. Description of learning outcomes:

<table>
<thead>
<tr>
<th>Nr</th>
<th>Learning outcomes description</th>
<th>Method of assessment</th>
<th>Teaching methods</th>
<th>Learning outcomes reference code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Students have a detailed and theoretically founded knowledge in the field of management, quality management and conducting business</td>
<td>Test</td>
<td>Lecture</td>
<td>K_W03 +++</td>
</tr>
<tr>
<td>2</td>
<td>Students have a detailed and theoretically founded knowledge in the rules for creating and development of small business</td>
<td>Test</td>
<td>Lecture</td>
<td>K_W05 ++</td>
</tr>
<tr>
<td>3</td>
<td>Students have a detailed and theoretically founded knowledge in the field of conducting business in coal mining</td>
<td>Test, Task problem</td>
<td>Lecture, Exercise</td>
<td>K_W22 +++</td>
</tr>
<tr>
<td>4</td>
<td>Students can obtain information from literature, databases, data sheets and other carefully selected sources, also in a foreign language, they are able to integrate the information, interpret them and critically evaluate them to draw the conclusions</td>
<td>Task problem</td>
<td>Exercise</td>
<td>K_U01 +++</td>
</tr>
<tr>
<td>5</td>
<td>Students can work in the group and individual with the multimedia techniques.</td>
<td>Task problem Teamwork</td>
<td>Exercise</td>
<td>K_U02 ++</td>
</tr>
<tr>
<td>6</td>
<td>Students are able to be self-direction, specially for achieve higher competences</td>
<td>Individual work</td>
<td>Lecture</td>
<td>K_U05 +</td>
</tr>
<tr>
<td>7</td>
<td>Students are able to make economic analysis, specially with engineering project</td>
<td>Individual work</td>
<td>Exercise</td>
<td>K_U14 +</td>
</tr>
<tr>
<td>8</td>
<td>Students are able to interact and work in a group adopting different roles</td>
<td>Evaluation of the essay and results of teamwork</td>
<td>Lecture, Exercise</td>
<td>K_K03 +++</td>
</tr>
</tbody>
</table>

18. Teaching modes and hours

Lecture: 15h
Exercise: 15h

19. Syllabus description:

Lecture
Exercise
Preparing the marketing plan for small business, specially promotion plan.

20. Examination: NO

21. Primary sources:


22. Secondary sources:


23. Total workload required to achieve learning outcomes

<table>
<thead>
<tr>
<th>Lp.</th>
<th>Teaching mode :</th>
<th>Contact hours / Student workload hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lecture</td>
<td>15/10</td>
</tr>
<tr>
<td>2</td>
<td>Classes</td>
<td>/</td>
</tr>
<tr>
<td>3</td>
<td>Laboratory</td>
<td>/</td>
</tr>
<tr>
<td>4</td>
<td>Project</td>
<td>/</td>
</tr>
<tr>
<td>5</td>
<td>BA/MA Seminar</td>
<td>15/5</td>
</tr>
<tr>
<td>6</td>
<td>Other</td>
<td>/</td>
</tr>
<tr>
<td></td>
<td>Total number of hours</td>
<td>30/15</td>
</tr>
</tbody>
</table>

24. Total hours: 45

25. Number of ECTS credits: 1

26. Number of ECTS credits allocated for contact hours: 1

27. Number of ECTS credits allocated for in-practice hours (laboratory classes, projects): 1

26. Comments:

Approved:

.................................................................
(date, Instructor’s signature) .................................................................
(date, the Director of the Faculty Unit signature)