**COURSE DESCRIPTION**

1. Course title: MANAGEMENT AND MARKETING
2. Course code: S II-GG/24
3. Validity of course description: 2016/2017
4. Level of studies: MSc programme
5. Mode of studies: intramural studies
6. Field of study: MINING AND GEOLOGY (RG)
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>The student has 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>The student has a detailed and theoretically founded knowledge in the filed of rules for creating and developing a small business</td>
<td>Test</td>
<td>Lecture</td>
<td>K_W05 ++</td>
</tr>
<tr>
<td>3</td>
<td>The student has 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>The ability for obtaining information from literature, databases, catalogue files of manufactures and other appropriately selected sources, also in a foreign language, ability to integrate gathered information, their interpretation and critical evaluation, drawing conclusions as well as formulation and reasoning of opinions.</td>
<td>Task problem</td>
<td>Exercise</td>
<td>K_U01 +++</td>
</tr>
<tr>
<td>5</td>
<td>The student can work in the group and individually with usage of multimedia techniques.</td>
<td>Task problem Teamwork</td>
<td>Exercise</td>
<td>K_U02 ++</td>
</tr>
<tr>
<td>6</td>
<td>The student is able to be self-direction, especially for achieve higher competences</td>
<td>Individual work</td>
<td>Lecture</td>
<td>K_U05 +</td>
</tr>
<tr>
<td>7</td>
<td>The student is able to make economic analysis in order to undertaken engineering projects.</td>
<td>Individual work</td>
<td>Exercise</td>
<td>K_U14 +</td>
</tr>
<tr>
<td>8</td>
<td>The student is able to interact and to 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>15/5</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>/</td>
</tr>
<tr>
<td>6</td>
<td>Other</td>
<td>/</td>
</tr>
<tr>
<td></td>
<td><strong>Total number of hours</strong></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:

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