SUBJECT: MANAGEMENT
LECTURER: Dr. Rafał Kusa
NUMBER OF LECTURES: 15 (x3 hours = 45 hours)

ISSUES:
1. Organizations and Their Environment
   Management and Managers
   Presentations Planning
2. Break-Even Point
   Case study 1
3. Development of Modern Management
   Presentations I (Taylor, Fayol, Mayo)
4. Managing as a Process
   The Planning Function
   Long and Short-Range Planning, Strategic Management, SWOT
   Presentations II (Gantt Charts, BSC, BCG)
5. Long-Range Planning – Case study 2 (part 1)
6. Short-Range Planning – Case study 2 (part 2)
7. Business Plan (with Accounting)
   Presentation III (Porter’s value chain and generic strategies, Franchising, Apple Computers)
8. The Organizing Function
   Organizational Structures
   Presentations IV (Virtual Organizations, Benchmarking, Intelligent Organization)
9. Organizational Structures – Case study 3
10. Presentations V (Drucker, Peters&Waterman, Hamel&Prahalad)
11. The Leading Function Leadership
12. Staffing, Training, Motivating, Disciplining
13. Personnel Management – cv and job-interview
14. Marketing
   Presentation VI (TQM, Six Sigma, Reengineering)
15. Business Planning
   Examination (21.01.2010?)
16. Presentation VII – Business Plan
Contact:
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www.zarz.agh.edu.pl/rkusa
duty hours:
Thursday, 13.30 – 15.00
10 Gramatyka Str. (building D14), room 412

Maximal scores:

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Grading System

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