



## DESCRIPTION OF THE OBJECT

|                       |                                       |
|-----------------------|---------------------------------------|
| <b>FIELD OF STUDY</b> | <b>Management</b>                     |
| <b>SPECIALISATION</b> | Business management                   |
| <b>MODE OF STUDY</b>  | Full-time studies / Part-time studies |
| <b>SEMESTER</b>       | <b>5</b>                              |

|                                                        |                                                                                 |
|--------------------------------------------------------|---------------------------------------------------------------------------------|
| <b>Name of the subject</b>                             | <b>Sales and value management in a medium-sized enterprise</b>                  |
| <b>Hourly dimension of particular forms of classes</b> | Full-time studies – 30<br>Part-time studies – 18                                |
|                                                        | • <b>lectures</b><br>Full-time studies – 10<br>Part-time studies – 8            |
|                                                        | • <b>Exercises/lektorat</b><br>Full-time studies – 20<br>Part-time studies – 10 |

|                             |                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Learning objectives:</b> | <ul style="list-style-type: none"> <li>– to present issues of sales and value management in a medium-sized enterprise,</li> <li>– to acquaint students with the practical dimension and application of sales and value management issues in a medium-sized enterprise.</li> <li>– to acquaint students with methods of company and brand valuation.</li> </ul> |
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|------------------------------------------|--|
| <b>Learning outcomes for the subject</b> |  |
|------------------------------------------|--|

| <b>Number</b> | <b>Learning outcomes, a student who has successfully completed the course will be able to:</b>                                                                                                                     | <b>Reference of learning outcomes for the programme</b> | <b>The reference to the learning outcomes for the area</b> |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------|
| <b>EK_W01</b> | the essence and objectives of enterprise activity in the context of sales and value management in it.                                                                                                              | K_W12                                                   | P6S_WK                                                     |
| <b>EK_W02</b> | present the various distribution channels for goods and services, discuss issues of sales management in an enterprise.                                                                                             | K_W08                                                   | P6S_WG                                                     |
| <b>EK_U03</b> | make a valuation of an enterprise based on various methods and justify the choice of a particular valuation method under given conditions.                                                                         | K_U03                                                   | P6S_UW                                                     |
| <b>EK_U04</b> | assess the impact of investments on the value of the company, assess the effectiveness of investments on the basis of selected indicators.                                                                         | K_U05                                                   | P6S_UW                                                     |
| <b>EK_U05</b> | The student is able to use the acquired knowledge of sales and value management in a medium-sized enterprise to explain the causes and course of changes occurring in the enterprise environment and affecting it. | K_U07                                                   | P6S_UW                                                     |
| <b>EK_K06</b> | the student knows the rules and conditions of active participation in group work and organising and directing a small group, is able to use this knowledge and skills when interacting with a group                | K_K04                                                   | P6S_KO                                                     |
| <b>EK_K07</b> | is able to appropriately determine priorities for the implementation of a team project concerning the strategy of introducing a new product onto the market.                                                       | K_K05                                                   | P6S_KO                                                     |

| <b>Content number</b> | <b>Educational/ curricular content</b>                                                                                                                                                     | <b>Reference to learning outcomes for the subject</b> |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
|                       | <b>Lectures</b>                                                                                                                                                                            |                                                       |
| <b>T_01</b>           | Introduction to sales and value management in an enterprise. The essence and objectives of business activity in the context of sales and value management.                                 | EK_W01<br>EK_K05                                      |
| <b>T_02</b>           | Valuation of a company - rationale for valuation, valuation methods: property, income, mixed, advantages and disadvantages of individual solutions, brand as a source of company value.    | EK_W01<br>EK_U03                                      |
| <b>T_03</b>           | Assessment of the impact of investment on the value of a company - the importance of investment in a company, types of investment, a scheme for assessing the effectiveness of investment. | EK_U04<br>EK_K05                                      |
| <b>T_04</b>           | Sales management in a company.                                                                                                                                                             | EK_W01<br>EK_U04<br>EK_K05                            |
|                       | <b>Exercises</b>                                                                                                                                                                           |                                                       |
| <b>T_05</b>           | The essence and objectives of enterprise activity in the context of sales and value management - case studies.                                                                             | EK_W01<br>EK_K05                                      |
| <b>T_06</b>           | Valuation of a company - practical application.                                                                                                                                            | EK_U03<br>EK_K05<br>EK_U06<br>EK_U07                  |
| <b>T_07</b>           | Analysis and evaluation of investment efficiency on the basis of selected indicators - practical application.                                                                              | EK_U04                                                |
| <b>T_08</b>           | Brand as a source of company value - case studies.                                                                                                                                         | EK_W01<br>EK_K05                                      |
| <b>T_09</b>           | Sales management in a company - a practical approach.                                                                                                                                      | EK_W01<br>EK_W02<br>EK_U06<br>EK_U07                  |

| <b>Methods and forms of teaching</b>                    | <b>Educational and curricular content</b> |
|---------------------------------------------------------|-------------------------------------------|
| Lecture with multimedia presentation of selected issues | T_01, T_02, T_03, T_04                    |
| Conversation lecture                                    | T_01, T_02, T_03, T_04                    |
| Problem-based lecture                                   | T_01, T_02, T_03, T_04                    |
| Informative lecture                                     | T_01, T_02, T_03, T_04                    |
| Discussion                                              | T_01, T_02, T_03, T_04                    |
| Working with text                                       |                                           |
| Case study method                                       | T_05, T_07, T_08, T_09                    |
| Problem-based learning                                  |                                           |
| Didactic/simulation game                                |                                           |
| Exercise method                                         | T_06                                      |
| Workshop method                                         |                                           |
| Project method                                          |                                           |
| Multimedia presentation                                 |                                           |
| Audio and/or video demonstrations                       |                                           |

|                                                                                                                                        |  |
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| Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”) |  |
| Other (which ones?) - ...                                                                                                              |  |
| ...                                                                                                                                    |  |

| <b>Evaluation criteria in relation to particular learning outcomes</b> |                                                                                                                                                                                    |                                                                                                                                                                                                      |                                                                                                                                                                                             |                                                                                                                                                                                                                          |
|------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Learning outcome</b>                                                | <b>For assessment 2</b>                                                                                                                                                            | <b>For assessment 3</b>                                                                                                                                                                              | <b>For assessment 4</b>                                                                                                                                                                     | <b>For assessment 5</b>                                                                                                                                                                                                  |
| <b>EK_W01</b>                                                          | The student is not able to define the essence and objectives of business activity in the context of sales and value management.                                                    | To a limited extent, the student is able to define the essence and objectives of business activity in the context of sales and value management.                                                     | The student is well able to define the essence and objectives of business activity in the context of sales and value management in it.                                                      | The student is able to define the essence and objectives of business activity in the context of sales and value management in a very good and comprehensive manner.                                                      |
| <b>EK_W02</b>                                                          | The student is not able to present the distribution channels of goods and services or discuss issues related to sales management.                                                  | The student is able to partly present the distribution channels of goods and services and discuss issues related to sales management.                                                                | The student is able to present well the distribution channels of goods and services and discuss issues of sales management.                                                                 | The student is able to present the distribution channels of goods and services and discuss issues related to sales management.                                                                                           |
| <b>EK_U03</b>                                                          | The student is not able to make a valuation of an enterprise on the basis of any method, let alone justify the choice of a particular valuation method under the given conditions. | The student is able to make a valuation of an enterprise not fully on his own on the basis of some methods and partially justify the choice of a particular valuation method under given conditions. | The student is able to independently perform the valuation of the company on the basis of different methods and justify the choice of a particular valuation method under given conditions. | The student is able to independently make a valuation of the company on the basis of all known methods and fully justify the choice of a particular valuation method under given conditions.                             |
| <b>EK_U04</b>                                                          | The student is not able to assess the impact of the investment on the value of the enterprise, nor to evaluate the effectiveness of the investment.                                | To a limited extent, the student is able to assess the impact of an investment on the value of an enterprise and to evaluate the effectiveness of an investment on the basis of selected indicators. | Students will be able to assess the impact of an investment on the value of an enterprise, as well as evaluate the effectiveness of an investment on the basis of selected indicators.      | The student is very well able to assess the impact of an investment on the value of an enterprise, as well as to make a complete evaluation of the effectiveness of an investment on the basis of the indicators learnt. |
| <b>EK_U05</b>                                                          | The student is not able to explain at all the causes and course of changes occurring in the enterprise environment and                                                             | The student is able to sufficiently use the acquired knowledge of sales and value management in a medium enterprise to explain the                                                                   | The student is able to apply the acquired knowledge of sales and value management in a medium-sized enterprise well in order to explain the                                                 | The student is able to use his/her acquired knowledge of sales and value management in a medium-sized enterprise to the highest degree in                                                                                |

|               |                                                                                                                                                          |                                                                                                                                                                                |                                                                                                                                                                          |                                                                                                                                                                                |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|               | having an impact on it.                                                                                                                                  | causes and course of changes occurring in the enterprise environment and having an impact on it.                                                                               | causes and course of changes occurring in and affecting the enterprise environment.                                                                                      | order to fully explain the causes and course of changes occurring in and affecting the enterprise's environment.                                                               |
| <b>EK_K06</b> | The student does not know the rules and conditions of effective cooperation in a team in order to prepare a joint project.                               | The student is sufficiently familiar with the rules and conditions of effective cooperation in a team in order to prepare a joint project.                                     | The student is well acquainted with the rules and conditions of effective cooperation in a team in order to prepare a joint project.                                     | The student knows very well the rules and conditions of effective cooperation in a team in order to prepare a joint project.                                                   |
| <b>EK_K07</b> | The student is not able to define priorities for the realization of a team project concerning the strategy of introducing a new product onto the market. | At a sufficient level, the student is able to define priorities for the implementation of a team project concerning the strategy of introducing a new product onto the market. | At a good level, the student is able to define priorities for the implementation of a team project concerning the strategy of introducing a new product onto the market. | At a very good level, the student is able to define priorities for the implementation of a team project concerning the strategy for introducing a new product onto the market. |

| Verification of learning outcomes | EK symbols for the module/subject |         |         |         |         |         |         |
|-----------------------------------|-----------------------------------|---------|---------|---------|---------|---------|---------|
|                                   | W0<br>1                           | W0<br>2 | U0<br>3 | U0<br>4 | U0<br>5 | K0<br>6 | K0<br>7 |
| Written examination               |                                   |         |         |         |         |         |         |
| Oral examination                  |                                   |         |         |         |         |         |         |
| Written credit                    | X                                 | X       | X       | X       | X       | X       | X       |
| Oral credit                       |                                   |         |         |         |         |         |         |
| Written colloquium                |                                   |         |         |         |         |         |         |
| Oral colloquium                   | X                                 | X       | X       | X       | X       | X       | X       |
| Test                              |                                   |         |         |         |         |         |         |
| Project                           |                                   |         |         |         |         |         |         |
| Written work                      |                                   |         |         |         |         |         |         |
| Report                            |                                   |         |         |         |         |         |         |
| Multimedia presentation           |                                   |         |         |         |         |         |         |
| Work during exercise              | X                                 | X       | X       | X       | X       | X       | X       |
| Inne (jakie?)                     |                                   |         |         |         |         |         |         |

| Hourly teaching load and student workload                           | Full-time studies | Part-time studies |
|---------------------------------------------------------------------|-------------------|-------------------|
| 1. Lectures (joint participation of academics and students)         | 10                | 8                 |
| 2. Other forms (joint participation of academic staff and students) | 20                | 10                |
| 3. Consultation with the teacher                                    | -                 | -                 |

|                                                                                            |           |           |
|--------------------------------------------------------------------------------------------|-----------|-----------|
| <b>Total 1+2+3</b>                                                                         | <b>30</b> | <b>18</b> |
| 4. Internships (carried out by students on their own)                                      | —         | —         |
| 5. Student's own work (including homework and project work, preparation for a credit/exam) | 20        | 32        |
| <b>Total 4+5</b>                                                                           | <b>20</b> | <b>32</b> |
| <b>SUMMARY 1+2+3+4+5</b>                                                                   | <b>50</b> | <b>50</b> |
| <b>Total ECTS credits according to the study plan</b>                                      | <b>2</b>  |           |

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reference literature</b>     | <ul style="list-style-type: none"> <li>– Borowiecki R., Jaki A., Kaczmarek J. Metody i procedury wyceny przedsiębiorstw i ich majątku, Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 1998.</li> <li>– Duraj J., Wartość przedsiębiorstwa – z teorii i praktyki zarządzania, Wydawnictwo Naukowe „Novum”, Płock 2000.</li> <li>– Griffin R.W., 2006 (lub inne wydania), Podstawy zarządzania organizacjami, PWN.</li> <li>– Herman A., Antoszkiewicz J., Zarządzanie wartością firmy, Poltex, Warszawa 1999.</li> <li>– Jaki A., Wycena przedsiębiorstw przesłanki, procedury, metody, Oficyna Ekonomiczna, Kraków 2004.</li> <li>– Simpkins R.A.(2006). Sztuka zarządzania sprzedażą. Serie wydawnicze: Exclusive.</li> <li>– Siudak M., Zarządzanie wartością przedsiębiorstwa, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa 2001.</li> <li>– Szumilak J.(red)(2005). Strategie rozwoju handlu, PWE, Warszawa.</li> <li>– Wycena i zarządzanie wartością firmy, Praca zbior. pod. red. A. Szablewskiego, R. Tuzimka, Wydawnictwo Poltext, Warszawa 2008.</li> <li>– Stoner J.A.F., Freeman R.E., Gilbert D.R., 2011 (lub inne wydania), Kierowanie, PWE.</li> </ul> |
| <b>Complementary literature</b> | <ul style="list-style-type: none"> <li>– Holmes C. Zarządzanie sprzedażą. Praktyki najlepszych. Wyd. MT Biznes, 2008.</li> <li>– Dowżycki A., Sobolewski H., Tłuchowski W., Restrukturyzacja, prywatyzacja i wycena przedsiębiorstw, Wydawnictwo Akademii Ekonomicznej, Poznań 2004.</li> <li>– Nogalski B., Zalewski H., Kapitał i wartość w procesie zarządzania przedsiębiorstwem, Wyższa Szkoła Administracji i Biznesu, Gdynia 1998.</li> <li>– Ostaszewski J., Analiza finansowa i wycena firmy EWG, Centrum Informacji Menedżera, Warszawa 1994.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |