#### CARD OF COURSE

|  |  |
| --- | --- |
| Subject name | Business diagnostics |

1. The placement of the subject in the study system

|  |  |
| --- | --- |
| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

|  |  |
| --- | --- |
| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Dr hab. Mariya Fleychuk |

2. General characteristics of the subject

|  |  |
| --- | --- |
| 2.1. Belonging to a subject group | Directional/Practical |
| 2.2. Number of ECTS | 2 |
| 2.3. Language of lectures | Polish |
| 2.4. Semesters in which the subject is taught | V |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
   1. Subject Objectives

|  |  |
| --- | --- |
| No. | Subject Objectives |
|
| C1 | To familiarize students with knowledge in the field of strategic, resource, functional and process diagnosis in a modern enterprise. |
| C2 | To familiarize students with the methodology of conducting diagnostic work in an enterprise in various cross-sections and specialist areas. |
| C3 | To familiarize students with the techniques and tools used in diagnostic work. |
| C4 | Acquiring the ability to diagnose selected functional areas, resources and processes of an enterprise. |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Description of subject  learning outcomes | Reference to  directional effects  learning (symbols) | Method of implementation (mark "X") | | | |
| ST | | NST | |
| Classes at the University | Activities on  the platform | Classes at the University | Activities on  the platform |
| After passing the course, the student knows and understands **the knowledge** | | | | | | |
| W1 | Defines basic concepts in enterprise diagnostics (analysis, evaluation, diagnosis, etc.) | Z1\_W01  Z1\_W04  Z1\_W08 |  | X |  | X |
| W2 | Knows diagnostic techniques and tools for assessing individual resources and functions of the enterprise |  | X |  | X |
| W3 | Understands the differences between strategic, resource, functional and process diagnosis |  | X |  | X |
| W4 | Knows the methods of solving organizational problems and making decisions |  | X |  | X |
| After passing the course, the student is **able** to: | | | | | | |
| U1 | Formulates the goals and functions of managerial diagnosis | Z1\_U01  Z1\_U03  Z1\_U07 | X |  | X |  |
| U2 | Conducts a diagnosis of selected functional areas, resources, and enterprise processes | X |  | X |  |
| U3 | Formulate conclusions based on diagnostic results | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** | | | | | | |
| K1 | Demonstrates creativity in solving organizational problems | Z1\_K04 | X |  | X |  |
| K2 | assessment of the efficiency and effectiveness of the enterprise | X |  | X |  |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of a lecture | Other | **ECTS points** |
| **ST** |  |  | 15 |  |  |  |  | 15 |  | 2 |
| **NST** |  |  | 10 |  |  |  |  | 10 |  | 2 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: LECTURE

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | Definitions in the field of enterprise diagnostics: economic analysis, economic diagnosis, techniques and stages of analytical and diagnostic work, | W1 |  | X |  | X |
| 2. | Objectives and functions of managerial diagnosis: connections between managerial diagnosis and management, area of managerial diagnosis, assessment criteria, recipients of diagnoses | W1 |  | X |  | X |
| 3. | Diagnostic tools – data collection methods: secondary data analysis, surveys, observation, interviews. | W2 |  | X |  | X |
| 4. | Methods of solving organizational problems and making decisions | W4 |  | X |  | X |
| 5. | Creating metrics and standards for enterprise diagnosis | W1, W2 |  | X |  | X |
| 6. | Models for developing enterprise diagnostics | W2, W3 |  | X |  | X |
| 7. | Resource-functional and process diagnoses | W3 |  | X |  | X |
| 8. | Modern methods of diagnosing enterprises | W4 |  | X |  | X |
| 9. | Summary of classes and discussion of grades |  |  | X |  | X |

TYPE OF CLASS: PROJECT

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | Formulating the goals and functions of managerial diagnosis | U1, U2, U3, K1 | X |  | X |  |
| 2. | Vertical and horizontal balance sheet analysis, P&L analysis | U2, U3, K1, K2 | X |  | X |  |
| 3. | ratio analysis - basic groups of ratios | U2, U3, K1, K2 | X |  | X |  |
| 4. | Fitness assessment according to Mączyńska's model | U2, U3, K1, K2 | X |  | X |  |
| 5. | Creating an Ishikawa diagram for selected organizational problems | U2, U3, K1, K2 | X |  | X |  |
| 6. | Diagnosing Businesses – Case Studies | U2, U3, K1, K2 | X |  | X |  |
| 7. | Summary of classes and discussion of projects and assessments |  | X |  | X |  |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

Passing the lecture – written exam

Project completion – preparation of project work in teams according to the following guidelines:

1. Information about the company and industry - company characteristics
2. Financial statements for at least 2 years – balance sheet, profit and loss statement, cash flow
3. Vertical and horizontal balance sheet analysis, P&L analysis
4. ratio analysis - basic groups of ratios
5. Fitness assessment according to Mączyńska's model

Estimate basic profitability, management and debt (liquidity) indicators

Present synthetic results of the analysis. Draw attention to the categories of the company's results and their sources, the structure of assets and the structure of sources of financing assets, and the basic groups of profitability, management and debt indicators

**Ishikawa diagram**

You should draw up a diagram, **for example** , for one of the selected organizational problems ***or your own problems that you have encountered in practice*** :

1. The number of accidents at work will increase by 20% compared to the previous year in the third quarter of 2023.
2. Sales levels dropped by 20% compared to the previous year in the third quarter of 2023.
3. Employee turnover rate to rise to 8% in Q3 2023.
4. Production downtime hours to increase by 20% in Q3 2023.
5. An increase in the number of defective products manufactured in technological processes by 5%.

Task in the form of a diagram – in its chosen form.

The design module in the form of a diagram with a description of the conclusions should be submitted to the lecturer for evaluation.

|  |  |  |  |
| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE | | | |
| W1-W4 | Lecture with the use of multimedia presentation, discussions | Written exam | Examination sheet |
| SKILLS | | | |
| U1-U4 | Brainstorming, teamwork, project work | Preparation of the project mentioned above | Rated project |
| SOCIAL COMPETENCES | | | |
| K1-K2 | Brainstorming, teamwork, project work | Preparation of the project mentioned above | Rated project |

3.6. Assessment criteria for the achieved learning outcomes

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Learning effect | For a grade of 3 or "pass."  the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7 . Literature

**Basic**

1. Bryman Alan (red.), Doing research in organizations, Routledge, London 2013.
2. G. Gierszewska, M. Romanowska; Analiza strategiczna przedsiębiorstwa; Polskie Wydawnictwo Ekonomiczne, Warszawa 2017
3. Janik W., Paździor A., Paździor M., Analiza i diagnozowanie sytuacji finansowej przedsiębiorstwa, Politechnika Lubelska, Lublin 2014. <https://bc.pollub.pl/dlibra/publication/8910/edition/8655>

**Supplementary**

1. Griffin Ricky W., Fundamentals of management , CENGAGE Learning, Boston 2016.
2. Diagnoza organizacji od A do Z: praktyczny podręcznik diagnozy dla konsultantów, trenerów i menedżerów, R. Stocki. - Wyd. 2. Warszawa: Wolters Kluwer, 2013
3. Analiza ekonomiczna w przedsiębiorstwie / pod red. M. Jerzemowskiej; aut. Michał Ajdacki [et al.]. Wydanie 4 zmienione. Warszawa: Polskie Wydawnictwo Ekonomiczne, 2018

4. Student workload - ECTS points balance

|  |  |  |
| --- | --- | --- |
| **Types of student activity** | **Student Load** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **30** | **10** |
| Classes included in the study plan | 30 | 10 |
| **Student's own work** | **20** | **35** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 10 | 15 |
| Preparation for passing classes | 10 | 20 |
| **TOTAL STUDENT HOURLY LOAD** | **50** | **50** |
| **Number of ECTS points** | **2** | **2** |

|  |  |
| --- | --- |
| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |