

## MODULE DESCRIPTION

Module code	<b>Z-ZIP-169z</b>
Module name	<b>Zarządzanie usługami</b>
Module name in English	<b>Service Management</b>
Valid from academic year	<b>2016/2017</b>

## A. MODULE PLACEMENT IN THE SYLLABUS

Field of study	<b>Management and Production Engineering</b>
Level of education	<b>1st degree</b> <i>(1st degree / 2nd degree)</i>
Studies profile	<b>General</b> <i>(general / practical)</i>
Form and method of conducting classes	<b>Full-time</b> <i>(full-time / part-time)</i>
Specialisation	<b>All</b>
Unit conducting the module	<b>The Department of Economics and Finances</b>
Module co-ordinator	<b>Dorota Miłek, PhD</b>
Approved by:	

## B. MODULE OVERVIEW

Type of subject/group of subjects	<b>Major</b> <i>(basic / major / specialist subject / conjoint / other HES)</i>
Module status	<b>Compulsory</b> <i>(compulsory / non-compulsory)</i>
Language of conducting classes	<b>English</b>
Module placement in the syllabus - semester	<b>6th semester</b>
Subject realisation in the academic year	<b>Summer semester</b> <i>(winter / summer)</i>
Initial requirements	<b>Microeconomics, Fundamentals of Management</b> <i>(module codes / module names)</i>
Examination	<b>No</b> <i>(yes / no)</i>
Number of ECTS credit points	<b>2</b>

<b>Method of conducting classes</b>	<b>Lecture</b>	<b>Classes</b>	<b>Laboratory</b>	<b>Project</b>	<b>Other</b>
<b>Per semester</b>	<b>15</b>	<b>15</b>			

## C. TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

<b>Module target</b>	The aim of the module is to familiarise students with the following: basic issues concerning the functioning of the service sector in modern economy, the functioning of service companies and phenomena occurring in Polish and European services.
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Effect symbol	Teaching results	Teaching methods (l/c/lab/p/other)	Reference to subject effects	Reference to effects of a field of study
W_01	A student has basic knowledge concerning the functioning of the service market in economy and services management in modern economy. A student also knows the concept of services, their classification as well as concepts and specificity of services marketing. In addition, a student has knowledge concerning the types of service companies and the role of service enterprises in economy.	l/c	K_W14	S1A_W11 S1A_W08
W_02	A student has the necessary knowledge to identify the phenomena occurring in Polish and European service sectors. A student understands the essence and meaning of the 2007 Polish Classification of Economic Activities.	l/c	K_W16	S1A_W06 S1A_W11
W_03	A student knows the specificity of production of services – the essence of production of services, its factors as well as the results of the service provision process.	l	K_W14	S1A_W11 S1A_W08
U_01	A student can identify and determine new service functions and service companies functioning methods.	l/c	K_U01	S1A_U03 S1A_U04
U_02	A student has skills of obtaining personal data to analyse and forecast the processes occurring on the service market.	l/c	K_U01	S1A_U02 S1A_U02 S1A_U08
U_03	A student can utilise basic theoretical knowledge of services management to analyse the phenomena and processes occurring in service development.	c	K_U01	S1A_U02
K_01	A student can co-operate, work in a team, communicate effectively, and act ethically as regards the allocated organisational and social roles.	c	K_K04	S1A_K02
K_02	A student can think in a resourceful manner utilising the acquired knowledge of management and economy.	l/c	K_K05	S1A_K07
K_03	A student is aware of the importance of acting professionally.	l/c	K_K03	S1A_K04

### Teaching contents:

#### 1. Teaching contents as regards lectures

Lecture number	Teaching contents	Reference to teaching results for a module
1-2	<b>Theoretical analysis of services</b> The essence of services. Service classification and typology. The decline of the three-sector theory.	W_01 U_01
3	<b>The functioning of the service market</b> The essence and structure of the service market. Service market balance.	W_01 U_01

	Competition on the service market.	K_02
4	<b>Services in statistical surveys</b> 2007 Polish Classification of Economic Activities. Services across voivodeships.	W_01 W_02 U_01 U_02 U_03 K_01
5	<b>Service companies on the market</b> The essence of the functioning of a service company. Activity organisation of a service company. The types of entities involved in service activity. The role of service companies in modern economy.	W_01 U_01 U_02 K_02 K_03
6	<b>The elements of production of services</b> The concept of production of services and their particular features. The factors of the service provision process. The results of the service provision process.	W_03 U_01 U_02 K_02 K_03
7	<b>Marketing activity of the entities acting on the service market</b> The concept of service marketing. The specificity of service marketing. Marketing activity on service markets.	W_01 U_01 U_02 K_03
8	<b>Homogenous EU service market</b> Service directive on the EU internal market. Service sector in the EU.	W_02 W_03 U_01 U_02 U_03

## 2. Teaching contents as regards classes

Class number	Teaching contents	Reference to teaching results for a module
1	Economy servicisation. The genesis of service-based economy. Productivity and employment in the service sector. Innovative significance of the service sector.	W_01 W_02 U_02 U_03 K_01
2	Services in modern Poland's economy – selected aspects.	W_01 W_02 U_02 U_03 K_01
3	Service management (e.g. tourist, banking, educational, postal, transport, and public utility).	K_01 K_02
4	The description of service accomplishment.	W_01 K_01
5	The procedures of establishing a service company.	W_01 K_01
6	Financial aspects of the accomplished service.	W_01 K_01
7	Project presentation; project credit.	K_01 K_02
8	A final test.	

## 3. Teaching contents as regards laboratory classes

Laboratory class number	Teaching contents	Reference to teaching results for a module


#### 4. The characteristics of project assignments

### The methods of assessing teaching results

Effect symbol	<p style="text-align: center;"><b>Methods of assessing teaching results</b> <i>(assessment method, including skills – reference to a particular project, laboratory assignments, etc.)</i></p>
W_01	Obtaining a credit for the classes and the lectures.
W_02	Obtaining a credit for the classes and the lectures.
W_03	Obtaining a credit for the classes and the lectures.
U_01	Team projects in which students prepare and presented the selected problem issues; a final test.
U_02	Team projects in which students prepare and presented the selected problem issues; a final test.
U_03	Team projects in which students prepare and presented the selected problem issues; a final test.
K_01	Team projects in which students prepare and presented the selected problem issues.
K_02	Team projects in which students prepare and presented the selected problem issues.
K_03	Observing a student's attitude during the classes; a discussion during project completion.

## D. STUDENT'S INPUT

ECTS credit points		
	Type of student's activity	Student's workload
1	Participation in lectures	15
2	Participation in classes	15
3	Participation in laboratories	
4	Participation in tutorials (2-3 times per semester)	4
5	Participation in project classes	2
6	Project tutorials	4
7	Participation in an examination	
8		
9	<b>Number of hours requiring a lecturer's assistance</b>	<b>40</b> <i>(sum)</i>
10	<b>Number of ECTS credit points which are allocated for assisted work</b> <i>(1 ECTS point=25-30 hours)</i>	<b>1.5</b>
11	Unassisted study of lecture subjects	2
12	Unassisted preparation for classes	6
13	Unassisted preparation for tests	4
14	Unassisted preparation for laboratories	
15	Preparing reports	
15	Preparing for a final laboratory test	
17	Preparing a project or documentation	3
18	Preparing for an examination	
19		
20	<b>Number of hours of a student's unassisted work</b>	<b>15</b> <i>(sum)</i>
21	<b>Number of ECTS credit points which a student receives for unassisted work</b> <i>(1 ECTS point=25-30 hours)</i>	<b>0.5</b>
22	<b>Total number of hours of a student's work</b>	<b>55</b>
23	<b>ECTS points per module</b> <i>1 ECTS point=25-30 hours</i>	<b>2</b>
24	<b>Work input connected with practical classes</b> <i>Total number of hours connected with practical classes</i>	<b>38</b>
25	<b>Number of ECTS credit points which a student receives for practical classes</b> <i>(1 ECTS point=25-30 hours)</i>	<b>1.4</b>

## E. LITERATURE

Literature list	<ol style="list-style-type: none"> <li>1. Czubała A., A. Jonas, T. Smoleń, Jan W. Wiktor, <i>Marketing usług</i>, Oficyna a Wolters Kluwer business, Warszawa 2012.</li> <li>2. Flejtarski S., Panasiuk A., Perenc J., Rosa G., (red.), <i>Współczesna ekonomika usług</i>, Wydawnictwo Naukowe PWN, Warszawa 2005.</li> <li>3. Gilmore A., <i>Usługi. Marketing i zarządzanie</i>, PWE, Warszawa 2006.</li> <li>4. Mudie P., Cottam A., <i>Usługi. Zarządzanie i marketing</i>, PWN, Warszawa 1998.</li> <li>5. Payne A., <i>Marketing usług</i>, PWN, Warszawa 1997.</li> <li>6. Pluta-Olearnik M., <i>Marketing przedsiębiorstw usługowych w procesie internacjonalizacji</i>, Polskie Wydawnictwo Ekonomiczne, Warszawa 2013.</li> <li>7. Rogoziński K., <i>Usługi rynkowe</i>, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2000.</li> </ol>
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	<p>8. Rogoziński K., <i>Nowy marketing usług</i>, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2000.</p> <p>9. Rudawska I. (redakcja naukowa), <i>Usługi w gospodarce rynkowej</i>, PWE, Warszawa 2009.</p> <p>10. Styś A., <i>Marketing usług</i>, PWE, Warszawa 2003.</p>
Module website	