

Course title:	Management methods and techniques				Code:
Field of study:	Tourism and recreation				Year/Semester: 2/3
Specialization:	Marketing and management				Modes: F/E
Number of hours / semester 30/16					ECTS credits: 4
Lectures: 15/8	Classes: 15/8	Laboratories:	Projects:	Seminars:	

Department: Marketing and Management

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Course position in the study programme:

- specialization course

Objectives:

- to learn methods and organization techniques

Course contents:

- changes as a condition of organization work and development: organizations as systems and the surrounding
- kinds of changes in the organization, barriers in changes introduction to the organization, the question of time in the process of changes
- general methodology and basic issues concerning management problems solving: management problems solving, methods and techniques of organization and management – basic term, historical sources and conditions of contemporary methodology of organization and management, basic methodological approach used in organizing, a set pattern of problem solving in organization and management
- the organization analysis and diagnosis: forming the problem, dysfunctions as a research subject in a general organization analysis, the analysis and diagnosis of the organization condition, the assessment of organization resources, the assessment of weak and strong points of the organization, techniques of information gathering, techniques of direct observation, techniques of social surveys, the analysis of diagnostic research results
- creative search for problem solutions: introduction, heuristic techniques activating creative thinking, the assessment of problem solving options

- planning and introducing changes – problem solutions: general methodological remarks, reorganization and restructuring in planning work, planning teams, models in planning, introductory plan, the introduction of the changes plan, the assessment of organization changes outcomes
- method analysis and productive work organization: the research aim and subject, the current state registration, a critical assessment and analysis of the current state, planning a new method, the assessment of the new organization effectiveness,
- new concepts in work organization and techniques of their introduction: the work reform and its conditions, techniques of the work restructuring, methodology of new work forms introduction,
- the analysis of the management system organization and office work: the organization structure, information and communication, the analysis of work methods in the office
- working time measuring and standardizing: techniques of working time registration, techniques of work standardizing,
- work classification – assessment,
- the organization of working processes in time and space,
- the analysis of values,
- the management of organization changes

Teaching methods: lectures, classes

Assessment methods: tests, written final quiz

Recommended reading:

1. Mikołajczyk Z., Techniki organizatorskie w rozwiązywaniu problemów zarządzania. PWN Warszawa 1994.
2. Szeloch Z.M., Doradztwo organizacyjne – doświadczenie zachodnioeuropejskie, K.W.G. Ruda Śląska 1992.
3. Zimniewicz K., Nauka o organizacji i zarządzaniu. PWE, Warszawa 1991.

