



Module name: Selected legal and economic issues of commercial activity

Academic year: 2019/2020 Code: ZZIP-2-310-n ECTS credits: 5

Faculty of: Management

Field of study: Management and Production Engineering Specialty: —

Study level: Second-cycle studies Form and type of study: Part-time studies

Lecture language: English Profile of education: Academic (A) Semester: 3

Course homepage: —

Responsible teacher: dr hab. inż. Dudek Marek (mdudek@zarz.agh.edu.pl)

### Module summary

The subject includes presentation of topics related to the management of the sales department in the company. The organizational, financial and legal aspects of supply chain management and cooperation with clients will be presented. Case studies concern building a distribution network, concluding trade agreements and competition rules on the domestic and international market.

### Description of learning outcomes for module

MLO code	Student after module completion has the knowledge/ knows how to/is able to	Connections with FLO	Method of learning outcomes verification (form of completion)
Skills: he can			
M_U001	The student can indicate the distribution model to suit a specific type of company. The student can also design simple business procedures of the company.	ZIP2A_U06	Project
M_U002	The student can indicate the differences between trade on the domestic and foreign market from the legal and economic side.	ZIP2A_U06	Project
M_U003	The student can also indicate the most important legal and economic risks associated with the commercial activity of the company.	ZIP2A_U06	Project
Knowledge: he knows and understands			
M_W001	Student is able to define the scope of business management in the area of sales and purchases. Also, defines this activity in the context of management, financial and legal.	ZIP2A_W04	Test

M_W002	The student is able to classify the most important elements of the organization process of the commercial department and building the distribution network.	ZIP2A_W04	Test
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## Number of hours for each form of classes

Suma	Form of classes										
	Lectures	Auditorium classes	Laboratory classes	Project classes	Conversation seminar	Seminar classes	Practical classes	Fieldwork classes	Workshops	Prace kontrolne i przejściowe	Lektorat
28	14	14	0	0	0	0	0	0	0	0	0

## FLO matrix in relation to forms of classes

MLO code	Student after module completion has the knowledge/ knows how to/is able to	Form of classes										
		Lectures	Auditorium classes	Laboratory classes	Project classes	Conversation seminar	Seminar classes	Practical classes	Fieldwork classes	Workshops	Prace kontrolne i przejściowe	Lektorat
Skills: he can												
M_U001	The student can indicate the distribution model to suit a specific type of company. The student can also design simple business procedures of the company.	-	+	-	-	-	-	-	-	-	-	-
M_U002	The student can indicate the differences between trade on the domestic and foreign market from the legal and economic side.	-	+	-	-	-	-	-	-	-	-	-
M_U003	The student can also indicate the most important legal and economic risks associated with the commercial activity of the company.	-	+	-	-	-	-	-	-	-	-	-
Knowledge: he knows and understands												
M_W001	Student is able to define the scope of business management in the area of sales and purchases. Also, defines this activity in the context of management, financial and legal.	+	-	-	-	-	-	-	-	-	-	-

M_W002	The student is able to classify the most important elements of the organization process of the commercial department and building the distribution network.	+	-	-	-	-	-	-	-	-	-	-
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## Student workload (ECTS credits balance)

Student activity form	Student workload
Udział w zajęciach dydaktycznych/praktyka	28 h
Preparation for classes	42 h
przygotowanie projektu, prezentacji, pracy pisemnej, sprawozdania	13 h
Realization of independently performed tasks	40 h
Examination or Final test	2 h
Summary student workload	125 h
Module ECTS credits	5 ECTS

## Additional information

### Module content

#### Lectures

Organization of a commercial department in companies from the industrial sector and the organizational structure of these companies (typical models)  
 The goals, structure and tasks of individual organizational units of the sales department  
 Economics in the management of the commercial department and the most important financial aspects  
 Methods and tools for evaluating the results of the work of the commercial department  
 Law in an enterprise. The most important definitions.  
 Law in the commercial activity of the company. Commercial contracts in domestic and international trade.  
 Competition law and consumer protection in legal system.  
 Actions of unfair competition.  
 Intellectual property protection.  
 Market regulators in Poland and Europe (institutions supervising the activities of enterprises).  
 Distribution models on the international market in a legal context.

#### Auditorium classes

Building the organizational structure of the commercial department on selected examples of enterprises  
 Planning the scope of responsibilities of individual positions in the sales department on selected examples of enterprises operating on different markets  
 Preparation of internal company procedures in the field of sales and purchases.

Criteria for assessing the economic success of trading activities.

Building an internal and external communication model in an enterprise

Constructing the remuneration system and employee appraisals in the commercial department.

Analysis of the legal context of the company's operations (case study).

Constructing trade agreements (civil law) and analysis of contracts.

Analysis of competition law infringements by enterprises in B2B relations (case study).

Analysis of competition law infringements by enterprises in B2C relations (case study).

Infringements of intellectual property rights (case study).

Other areas of law violation in business (case study).

### **Teaching methods and techniques:**

Lectures: Treści prezentowane na wykładzie są przekazywane w formie prezentacji multimedialnej w połączeniu z klasycznym wykładem tablicowym wzbogaconymi o pokazy odnoszące się do prezentowanych zagadnień.

Auditorium classes: Podczas zajęć audytoryjnych studenci rozwiązują zadane wcześniej problemy. Prowadzący na bieżąco dokonuje stosownych wyjaśnień i moderuje dyskusję z grupą nad danym problemem.

### **Warunki i sposób zaliczenia poszczególnych form zajęć, w tym zasady zaliczeń poprawkowych, a także warunki dopuszczenia do egzaminu:**

Presentation+colloquium

### **Zasady udziału w poszczególnych zajęciach, ze wskazaniem, czy obecność studenta na zajęciach jest obowiązkowa:**

Lectures:

- Attendance is mandatory: No

- Participation rules in classes: Studenci uczestniczą w zajęciach poznając kolejne treści nauczania zgodnie z sylabusem przedmiotu. Studenci winni na bieżąco zadawać pytania i wyjaśniać wątpliwości. Rejestracja audiowizualna wykładu wymaga zgody prowadzącego.

Auditorium classes:

- Attendance is mandatory: Yes

- Participation rules in classes: Studenci przystępując do ćwiczeń są zobowiązani do przygotowania się w zakresie wskazanym każdorazowo przez prowadzącego. Ocena pracy studenta może bazować na wypowiedziach ustnych lub pisemnych w formie kolokwium, co zgodnie z regulaminem studiów AGH przekłada się na ocenę końcową z tej formy zajęć.

### **Method of calculating the final grade**

The final grade is the arithmetic mean of the colloquium of knowledge presented at the lectures and the evaluation of the exercises. The evaluation of the exercises results from the project prepared by each student in English (a short presentation of the selected topic presented at the lecture).

### **Sposób i tryb wyrównywania zaległości powstałych wskutek nieobecności studenta na zajęciach:**

According to RS

### **Prerequisites and additional requirements**

none

### **Recommended literature and teaching resources**

Literatura podstawowa:

K. Cybulski, Zarządzanie działem sprzedaży firmy, Wydawnictwo Naukowe PWN, 2015

W. Budzyński, Zakupy w przedsiębiorstwie. Negocjacje, procedury i umowy z dostawcami, Poltex, 2016  
H. van Eckert, Sprzedaż i dystrybucja, DC Edu, 2009

Literatura pomocnicza:

M. McDonald, I. Dunbar, Segmentacja rynku, Oficyna Ekonomiczna, Kraków 2003  
P. Cheverton, Zarządzanie kluczowymi klientami, Oficyna Ekonomiczna, Kraków 2001  
R. Goffee, G. Jones, Dlaczego ktoś miałby Cię uważać za swojego przywódcę?, One Press, 2006  
A. Dejnaka, CRM Zarządzanie kontaktami z klientami, One Press, 2002  
S. P. Robbins, Zachowania w organizacji, Polskie Wydawnictwo Ekonomiczne, Warszawa 2004  
V. Scheitlin, Listy kontrolne dla handlowców, Oficyna Ekonomiczna, Kraków 2003  
J. R. Katzenbach, D. K. Smith, Siła zespołów, Oficyna Ekonomiczna, Kraków 2001

### **Scientific publications of module course instructors related to the topic of the module**

Schab M., Kompetencje jako fundament nowoczesnej organizacji, Home&Market, nr 6 czerwiec 2015  
Schab M., Wdrażanie zmian w organizacji - czyli jak rozbroić pole minowe, Gazeta Finansowa 24, sierpień 2015

### **Additional information**

Instructor: Maciej Schab