

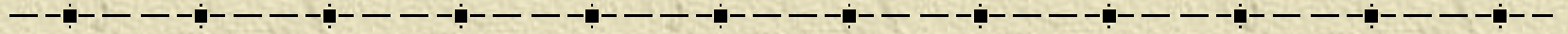
Principles of Economics And Management (Entrepreneurship)

Self-presentation



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1. Jagiellonian University in Cracow / Poland
 2. University of British Columbia, Pitman Business College / Vancouver, Canada
 3. Zagreb School of Economics and Management / Croatia
 4. FH Bielefeld, Fachbereich Wirtschaft / Germany / Visiting proffesor: Speculative Risk Management
 5. The Polytechnics Institute of Portalegre/ Portugal / Visiting proffesor: Conflict Management
 6. Universidad Católica de Ávila – Avila, Spain
 7. Hellenic Culture Centre – Arethousa, Ikaria, Greece
 8. Alma Mater Europaea – Maribor, Slovenia
 9. Budapest Metropolitan University – Budapest, Hungary

Why bother? What are the reasons?



1. Economics and management is everywhere.
2. This is the matter of being ahead of the competition.
3. Job market!!! Just check it out!

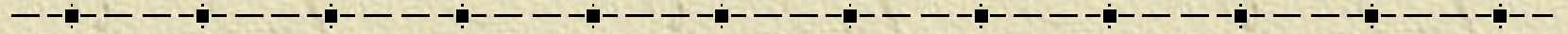
Objective - Learning Outcomes

1. The main objective of the course is to develop practical skills in area of implementing logistics management methods and techniques in the international business environment.
2. More information: check the syllabi of the course.

Agenda (1/3)

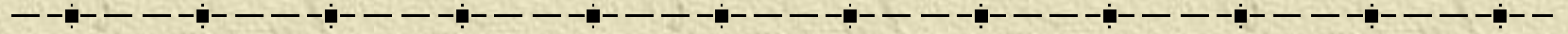
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1. **WHAT IS ECONOMICS? Principles of Economics – Seven Big Questions**
 2. **BUSINESS CYCLES. Aggregate Economic Activity**
 3. **Achieving Problem Free Project Management**
 4. **The decision process and the supply chain management: How to define the best strategy and become the global leader?**
 5. **International procurement management: How to select the best supplier on the international market?**

Agenda (2/3)



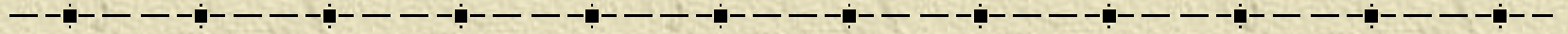
6. IT and SCM / How to design an efficient and integrated logistics process?
7. The international transportation systems: How to select the best mode of transportation?
8. Supply and distribution chain optimization: How to evaluate the best geographical position of a new production / logistics center site?
9. The international distribution network management: How to design the most effective international distribution network?
10. Travelling Salesman Problem (TSP): How to plan the shortest route to connect several different logistics points?

Agenda (3/3)



11. **SANKEY Diagrams: How to control the flow of materials, information and capital in logistics?**
12. **Business Intelligence and the International Logistics Management: How to design the effective management cockpit for logistics management?**
13. **Strategic Management and the International Logistics: How to find the balance between a concentration and diversification strategy on the global market?**
14. **Conflict-Resolution Approaches – Conflict Management**
15. **Economics and Management - True/False Quiz**

Literatura



- Lipsey, Purvis, Steiner, **Economics**, Harper & Row Publishers, USA edition.
- Jack T. Marchewka, **Information Technology Project Management**, Wiley, USA edition.
- Russell & Taylor, **Operations Management. Along the Supply Chain**, Wiley, USA edition.
- mgmt4all.com

Score – the final credit

- Individual / team work, 1 workshop / 1 activity = 1 point
- The individual report (pdf) – all workshops and projects
 - 14-15 points = 5,0;
 - 12-13 points = 4,5;
 - 10-11 points = 4,0;
 - 8-9 points = 3,5;
 - 7 points = 3,0



Questions?