

# INTELLIGENT AND SUSTAINABLE MANAGEMENT



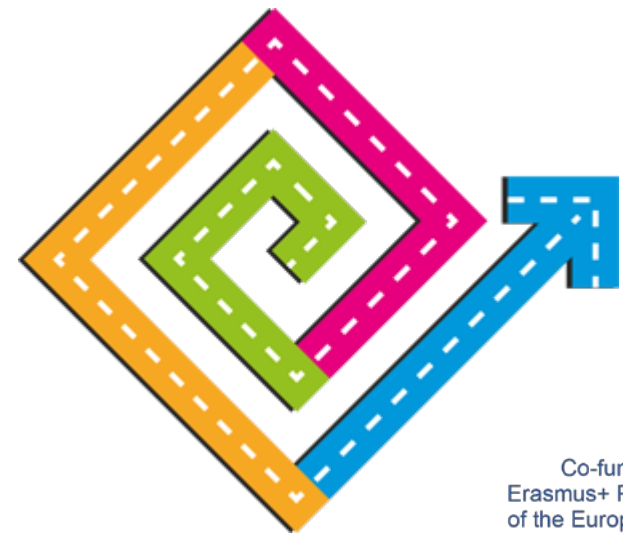
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# Why we are here today / Expectations

Business management is one of the types of management broadly defined, along with administration, command, rule and team leadership.

The aim of this session is to familiarize the audience with the issues of intelligent and sustainable management, which has a great impact on the economic development of the country, Europe and the world. Accordingly, introductory and explanatory issues on the essence of management will be addressed.



## List of topics

- What does it mean to manage a company?
- Organizational culture and management styles
- Business ethics: justice and fairness for all market participants
- Sustainable and efficient use of resources and sustainability planning



# Learning points

(as in syllabus/ theoretical part)

- Introduction to the topic of management,
- Learning the issues related to the concept of organizational culture
- Learning about the types of management styles.
- Broaden the knowledge of business ethics, in terms of such actions in business that bring justice and fairness to all market participants.
- Explore issues related to sustainable and efficient use of resources and sustainability planning.



# Main activities / structure of the session

(theoretical, practical,...)



Presentation of the theoretical part



Short discussions and talks on a given topic



Activity 1: Recognize what kind of company it is by how it works



Activity 2: Role-play: business ethics



Break



Activity 3: Closed loop economy - opportunities and threats (discussion)



Questions and wrap up session



Evaluation

# What are you expected to produce (list of concrete outputs)

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- ☐ You will learn what it means to manage a company, what organizational culture and management styles are, how justice and fairness for all market participants manifest themselves, and what sustainability planning is;
- ☐ You will learn to identify companies by their management style;
- ☐ You will build a value system consistent with business ethics;
- ☐ you will recognize the opportunities and threats of GOZ.





# Overview on the theoretical part

Smart and sustainable management

# What does it mean to manage a company?

Business management is one type of management broadly defined, along with administration, command, rule, and team leadership (for the latter related to management in the narrower sense, to "micro-management," such as a foreman leading a work group or an instructor leading a school dance team, an apt term is sought).

(Sudoł S. (2014), *Podstawowe problemy metodologiczne nauk o zarządzaniu*, „Organization and management”, nr 1(161), s. 13).





# Conditions?

- It is not related to individual activity, but refers to team, professional activity of people, i.e. actions taken together to achieve an accepted goal by a larger or smaller team of people;
- is a process that takes place in an organization (institution), regardless of its legal form, size, spatial structure and type of activity, which has a common goal and the necessary tangible and intangible resources;
- its governing body (authority), through the exercise of managerial functions, influences the functioning and development of the organization



# Organizational culture

- Culture of power
- Role culture
- Culture of purpose (task)
- Culture of the individual



# Management styles

- ❖ Democratic style
- ❖ Affiliate style
- ❖ Visionary style
- ❖ Coaching style
- ❖ Prescriptive style
- ❖ Process style (normative)



# BUSINESS ETHICS



## Business ethics: justice and fairness for all market participants

Business ethics is defined as a set of standards and principles that define business. This boils down to, for example, how to be a good employer or employee and how right and wrong are understood. The concept consists primarily of relationships:

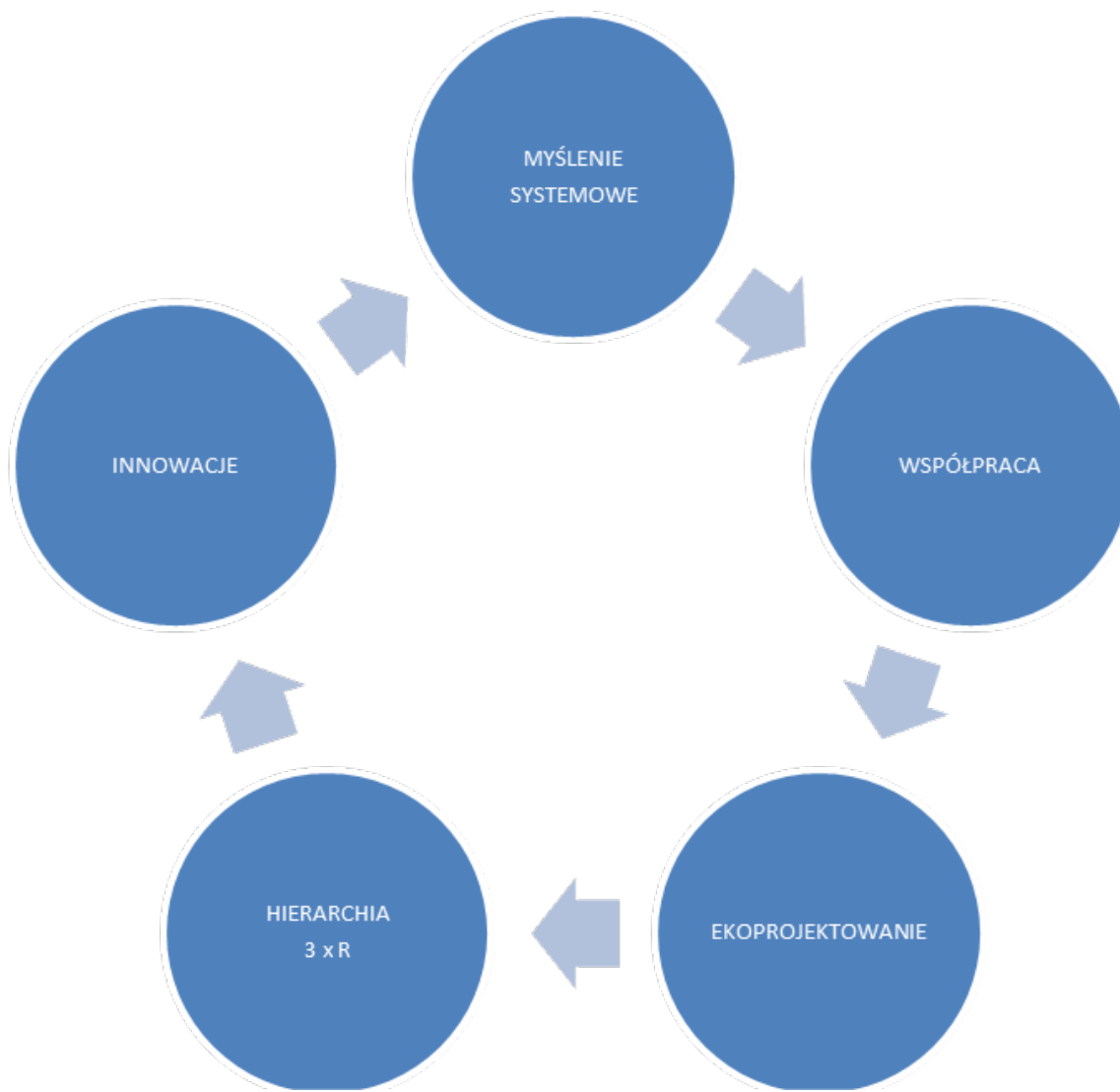
- between the boss and the subordinates;
- between co-workers;
- between manufacturer/service provider and customer/recipient.

# Sustainable and efficient use of resources and sustainability planning

A closed loop economy (GOZ) is based on a hub where the waste generated is turned back into raw materials. The realization of this idea is not just about increasing recycling potential, but about extending the value of circularity throughout the supply chain. This therefore means both refurbishing and repairing items and selling services instead of products.



# GOZ principles



# Overview on the practical part

INTELLIGENT AND SUSTAINABLE MANAGEMENT OF ACTIVITIES



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# What we will achieve today

- Characteristics of management styles
- Values valued in business
- Characteristics of GOZ

# Activity 1: Recognize what kind of company it is by how it works

- Divide participants into groups.
- Assign each group a text with a description of the company (each group has a different case).
- Explaining the task to the groups: identifying the strengths and weaknesses of the company.
- Proper group work with writing on sheets of paper the strengths and weaknesses of the company (20 min.).
- Reports on the work of the various groups.
- Summary: Discussion: which of the companies presented is the most successful business.

## Activity 2: Role-play: business ethics

- Divide participants into two groups.
- Define the task for each group: both groups are to create interesting scenarios and perform their roles, but one group is to present proper business behavior and the other group is to present unethical behavior.
- There is a further division within both groups into smaller groups (5-6 people).
- Each group is given 20 minutes to create a script and prepare for the role play.
- Groups act out their roles.
- Summary: Identify appropriate and inappropriate business behaviors in the scenes presented.

### Activity 3: Closed loop economy - opportunities and threats (discussion).

- Preparing for the discussion, giving the topic and rules of discussion: trainer's announcement.
- Indicate who is moderating the discussion.
- Start of discussion by moderator.
- Stimulating conversation:
- Sharing own opinions: during the discussion, participants should openly share their opinions. This also applies to the discussion leader.
- Summary of findings:
- Closing discussion.



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