



**The list of courses available in English  
at  
University of Szczecin,  
Faculty of Management and Economics of Services  
Academic year 2018/19\***

*\* List of additional subjects in Polish languages available on the Faculty official page*

	<b>COURSE</b>	<b>Nazwa przedmiotu</b>	<b>ECTS POINTS</b>	<b>COURSE CODE</b>	<b>SEMESTER</b>
1.	Banking science	Bankowość	4	04.3.VI.47.A.II.01_01	Second (spring)
2.	Basics of Tax Science	Podstawy nauki o podatkach	3	04.3.VI.47.A.II.06_01	Second (spring)
3.	Basics of Accountancy	Podstawy rachunkowości	3	04.3.VI.28.A.I.16_02	Second (spring)
4.	Basics of Laws	Elementy prawa	3	10.0.VI.28.A.I.15_04	First (autumn)
5.	Basics of Management	Podstawy zarządzania	3	04.0.VI.49.A.I.13_05	First (autumn)
6.	Basics of Marketing	Podstawy marketing	3	14.3.VI.28.A.I.11_06	First (autumn)
7.	Behavioral Finance	Finanse behawioralne	4	04.3.VI.47.A.I.01_19	First (autumn)
8.	Computer science	Informatyka	3	11.3.VI.28.A.I.02_07	Second (spring)
9.	Corporate Finance	Finanse przedsiębiorstw	4	04.3.VI.28.A.I.06_11	Second (spring)
10.	Econometric	Ekonometria	5	11.9.VI.28.A.II.12_03	First (autumn)
11.	Economic Analysis	Analiza ekonomiczna	4	14.9.VI.28.A.II.05_04	Second (spring)
12.	Economic History	Historia gospodarcza	3	14.9.VI.28.A.I.09_08	Second (spring)
13.	Economic Phenomenon's Forecasting	Ekonometria i prognozowanie	5	11.9.VI.28.A.II.12_05	Second (spring)
14.	Enterprise Science	Nauka o przedsiębiorstwie	4	14.3.VI.28.A.I.05_09	First (autumn)
15.	European Integration	Intergracja Europejska	4	14.6.VI.28.A.I.08_10	Second (spring)
16.	Events management	Zarządzanie eventami	4	04.3.VI.47.A.I.18_21	Second (spring)
17.	Finance	Finanse	4	04.3.VI.47.A.I.01_21	First (autumn)
18.	Financial Accountancy	Rachunkowość finansowa	5	04.3.VI.28.A.II.16_06	First (autumn)
19.	Financial Analysis	Analiza finansowa	4	04.3.VI.47.A.I.06_12	First (autumn)
20.	Financial Intermediation System	System pośrednictwa finansowego	4	04.3.VI.28.A.II.01_07	Second (spring)

21.	Financial Reporting of Economic Entities	Sprawozdawczość finansowa podmiotów gospodarczych	4	04.3.VI.28.A.II.05_9	Second (spring)
22.	History of Economic Thought	Historia myśli ekonomicznej	3	14.9.VI.28.A.I.09_13	First (autumn)
23.	Hotel Management	Zarządzanie hotelem	4	04.3.VI.47.A.I.18_22	First (autumn)
24.	Household finance	Finanse gospodarstw domowych	4	04.3.VI.47.A.I.01_20	Second (spring)
25.	Human Resources Management	Zarządzanie zasobami ludzkimi	4	04.5.VI.49.A.II.13_10	Second (spring)
26.	International tourism	Turystyka międzynarodowa	4	04.3.VI.47.A.I.18_23	First (autumn)
27.	Law of Commercial Trade	Prawo obrotu handlowego	4	10.0.VI.28.A.II.15_11	Second (spring)
28.	Logistics	Logistyka	4	04.0.VI.28.A.I.17_14	First (autumn)
29.	Logistics management	Zarządzanie logistyczne	5	04.9.VI.48.A.II.10_12	Second (spring)
30.	Market Analysis	Analizy rynkowe	3	14.3.VI.48.A.II.11_13	Second (spring)
31.	Market Research	Badania rynkowe	3	14.3.VI.48.A.II.11_14	First (autumn)
32.	Market Strategy	Strategie rynkowe	5	14.3.VI.48.A.II.11_15	Second (spring)
33.	Methods of Business Projects Evaluation	Metody oceny projektów gospodarczych	4	04.3.VI.28.A.II.02_14	First (autumn)
34.	Negotiations	Negocjacje	3	14.3.VI.28.A.I.11_15	First (autumn)
35.	Production and Service Management	Zarządzanie produkcją i usługami	4	04.0.VI.28.A.II.17_15	Second (spring)
36.	Public Finance	Finanse publiczne	4	04.3.VI.28.A.I.07_16	First (Autumn)
37.	Social and Economic Policy	Polityka społeczno-gospodarcza	4	04.3.VI.28.A.I.05_17	Second (spring)
38.	Statistics	Statystyka	4	11.2.VI.28.A.I.12_18	Second (spring)
39.	Strategic Management	Zarządzanie strategiczne	4	04.0.VI.49.A.II.13_17	Second (spring)
40.	Technological Progress & Innovation	Postęp techniczny i innowacje	3	14.3.VI.28.A.II.02_18	Second (spring)

For more information contact Erasmus coordinators:

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Field in by the Administration	Name of course: <b>Banking science</b>					Course Code: <b>04.3.VI.47.A.II.1_01</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Form of studies:	
	Year / semester:		Course status: Facultative			Year / semester:	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Dr hab. Przemysław Pluskota					
Goal of the course		According to work assignment					
Course requirements		The course deals with the theory and practice of banking. The program is designed to introduce students to the nature and key concepts of financial services, the functions of Central Bank, Domestic Banking and International Banking. The main assumption of the study is to provide an overview of the financial sources, types and models of financial intermediation and financial systems in Europe and emphasize their relative importance in the world economy.					
Course coordinator of subject		Basic knowledge of finance with special emphasis on banking institutions.					
<b>Learning outcomes</b>							
Knowledge	01 Student is familiar with basic theories and terms of central and commercial banking. 02 Student describes and evaluates: types of financial systems, financial institutions, financial services and products.						
Skills	03 Student compares basic concepts of banking in terms of institutions and instruments. 04 Student classifies and organizes basic concepts of banking.						
Social expertise	05 Student discusses and expresses opinions about banking, bank institutions, services and banking products offered on financial market. 06 Student demonstrates willingness to improve knowledge and skills in the field of banking science.						
<b>Course content</b>							
Lecture							
1.The fundamentals of banking and the banking environment							
2.Money and the monetary system							
3.Banks and other financial institutions							
4.Financial systems in Europe							
5.European financial market in the world economy							
6.Trends in domestic and international banking							
Tutorial							
1. Architecture of financial system							
2. Central banking and monetary policy							
3. Retail and wholesale banking							
4. Diversifications of banking activities							
5. Banking services							
6. Saving and investment process. Investment funds and other investment vehicles							
Education methods	Lectures supported by multimedia. Tutorials supported by exercises, case studies, group works, questionnaires, articles, assignments, discussions, presentations.						
Form and terms of							

examination	Final test, Active participation during exercises – taking part in discussions, assignments, questionnaires, group works on case studies and the final test. Active participation in lectures is highly preferred (discussions).
Basic literature	Heffernann S., Modern Banking, Paperback, January 2005. Frederic S. Mishkin, The economics of money, banking and financial markets, Columbia University, 7th edition, New York 2012
Additional literature	Matthews K., Thomson J., The Economics of Banking, May 2005. Periodicals (magazines, newspapers), selected internet sites.
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>

Field in by the Administration	Name of course: <b>Basics of Tax Science</b>					Course Code: <b>04.3.VI.47.A.I.06_01</b>	
	Organizational unit of US: Faculty of Management and Economics of Services						
	Name of the field of study: ERASMUS code 041						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
	Course coordinator of subject		Dariusz Pauch, PhD (dariusz.pauch@wzieu.pl)				
Goal of the course		Presentation of the taxes, tax system fundamentals. Description of the framework of tax history and tax theory and the presentation of the main concepts of Polish taxes and Polish tax procedures. The analysis of Polish tax system and its evolution.					
Course requirements		Basic knowledge of economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	Knowledge concerning the financial problems of private and public corporations.						
Skills	Ability to analyze the financial problems of private and public corporations						
Social expertise	Critical thinking ability Sensitivity to social issues						
<b>Course content</b>							
1. The role of taxes in public finance systems. Theory and history of taxes.							
2. The tax structure in modern tax systems. Polish tax system and its evolution.							
3. Tax procedures in Polish tax system.							
4. Polish direct and indirect taxes							
5. Polish local taxes							
Education methods	Lecture, POWER POINT presentation.						
Form and terms of examination	Written exam or presentation with written report (essay)						
Basic literature	1. Ministry of Finance – “Polish Tax System” (www.mf.gov.pl) 2. “Polish tax law (wersja angielska)”, C.H. Beck, Warszawa 2006						
Additional literature	R. Kozierekiewicz – “Dictionary of Tax Terms. English - Polish. Polish – English”, C.H. Beck, Warszawa 2005						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>3</b>			

Field in by the Administration	Name of Subject: <b>Basics of Accountancy</b>		Subject's Code: <b>04.3.VI.28.A.I.16_02</b>			
	Organizational unit of US: Faculty of Management and Economics of Services, Faculty of Accounting and Controlling					
	Name of faculty: ERASMUS					
	Form of studies:		Profile of education:		Specialty:	
	Year / term:		Subject's status: Facultative		Subject's language: english	
	Form of course	lectures	exercises	laboratory	convers.	Others
Course coordinator of subject		Adam Lulek PhD, ( <a href="mailto:adam-lulek@wp.pl">adam-lulek@wp.pl</a> )				
Goal of the course		The course includes the basics of accounting and financial accounting. Accounting includes the main ideas, concepts and principles of accounting, bookkeeping and procedures for preparing financial reports. The aim of this course is to teach students the practical skill of bookkeeping and financial reporting.				
Course requirements		None				
<b>LEARNING OUTCOMES</b>						
Knowledge	01 student knows basic concepts concerning accounting, 02 student identifies and describes balance sheet and its' components					
Skills	03 student is able to describe the balance sheet 04 student knows simple accounting rules and can use them in practice 05 student can analyze the balance sheet and its' components					
Social expertise	06 student elaborates the habit of regularity, reliability and responsibility for generating useful information about balance sheet					
Course content						
1. The essence and rules of accounting.						
2. Property balance-sheet.						
3. Measuring and recording economic processes.						
4. Sales revenue and their costs.						
5. Capital, funds, reserves and financial results.						
6. Financial reporting						
Form and terms of examination	Lecture with the use of multimedia techniques, lecture with talk, didactic discussion, solving tasks, case studies, working in groups					
	Written essay or project					
Basic literature	1. D.R. Carmicheal, P.H. Rosenfeld: Accountants' Handbook: 10th Edition. Publisher: John Wiley & Sons, 2003, ISBN: 0-471-26993-X 2. Costing, An Introduction – C. Drury.					
TOTAL NUMBER OF ECTS POINTS FOR SUBJECT				<b>3</b>		

Field in by the Administration	Name of course: <b>Basics of Law</b>					Course Code <b>10.0.VI.28.A.I.15_04</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
	Course coordinator of subject		Iwona Szymczak, PhD (iwona.szymczak@wzieu.pl)				
Goal of the course		The main purpose is to acquaint students with the basic institutions of private law (civil law). Understanding the legal system and its key components					
Course requirements		Preliminary requirements are not necessary					
<b>LEARNING OUTCOMES</b>							
Knowledge	01. Student knows the basic definitions and legal concepts 02. Student knows the basic principles of civil law. He has knowledge of basic juridical constructions (entity, object, content of legal relations)						
Skills	03. Students are able to interpret legal texts 04. Student is able to classify legal acts and determine the scope of the applicable provisions (indicate source of law)						
Social expertise	05. Student is getting to know a number of legislative changes and recognizes the need to supply the knowledge of the law 06. Student may express opinions as to the axiological values contained in the legal norms						
Course content							
1. Introductory remarks on the Polish system of law (branches of law, sources of law)							
2. Subjects of law: a natural person, a legal person, organizational entities not being legal persons							
3. Manners of contract conclusion							
4. Representation - statutory representation, power of attorney							
5. Property law – introductory remarks							
6. Limited proprietary rights – servitude, mortgage, usufruct, lien							
7. Contract law – general regulations concerning obligations							
8. Civil liability – general rules, the scope of indemnification							
<i>Form of course – convers.</i>							
1. Basic principles of the civil law							
2. The civil law relations - objects of legal trade, subjects, types of a legal acts							
3. The forms of legal acts							
4. The defects of legal acts. Prescription period							
5. The ownership right – content and scope of the right. The perpetual usufruct							
6. The Land and Mortgage Register – the main principles, its structure.							
7. The performance of obligations							
8. Selected nominate contracts							
Education methods		Lecture: interactive lecture					

Form and terms of examination	<ol style="list-style-type: none"> <li>1. Written exam</li> <li>2. Practical (verification by observation)</li> </ol> <p>Written exam. Classes : the final grade is based on partial assessments of: activity during classes written question</p>
<i>Basic literature</i>	<ol style="list-style-type: none"> <li>1. .Kodeks cywilny. Civil Code. Przepisy dwujęzyczne, Wyd. Wolters Kluwer 2011</li> <li>2. Handbook of Polish Law, ed, W Dajczak, A.J. Szwarc, P.Wiliński,, Poznań 2011</li> <li>3. Introduction to Polish Law (red. S. Frankowski), Kraków 2005</li> </ol>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	
	<b>3</b>



Field in by the Administration	Name of course: <b>Basics of Management</b>		Course Code: <b>04.0.VI.49.A.I.13_05</b>				
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Prof. Wojciech Downar, Małgorzata Smolska MA,					
Goal of the course		Thea aim of the subject is an introduction to the management function and stimulation the student to develop a basic understanding of management, its practices and techniques. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. It also allows the student to become familiar with concepts and terminology that will be useful in many managerial situations					
Course requirements		General knowledge of the basics of entrepreneurship and economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 to identify what management is and what it does; to identify any major developments in management thought; to understand the planning, organizing, leading and controlling functions; to present an overview of social-responsibility initiatives; to understand global business and diversity.						
Skills	02 to describe and illustrate basic management functions; to describe the nature of business strategy; to analyze complex, unstructured qualitative and quantitative problems, using appropriate management tools; to comprehend and critically evaluate information presented in written and numeric form						
Social expertise	03 to express ideas clearly, logically and persuasively in oral and written communication; to make decision in teamwork; to create awareness of the use of operating plans, policies, procedures and rules						
<b>Course content</b>							
1. The basis of management theory. Management functions, resources and processes in companies' activity. Organization as an object of management							
2. The nature and purpose of planning. Strategy and strategic thinking in management							
3. Organizing and its role in management. Formal and informal organization. Introduction to organizational structures							
4. Motivation; approaches to motivation. Motivational techniques – incentives and its role.							
5. Approaches to leadership. Styles of management. The basics of human resources management.							
6. Process of controlling. Types of control in organization							
7. The role of information and knowledge in management. Information management systems							
8. <i>Decision-making and process of efficient decision-making. Risk in managerial decisions</i>							
Education methods		Lecture: theory, classes: presentation of the material using multimedia techniques, case studies, discussions					

Form and terms of examination	Case studies, discussions Written test Oral or written exam
Basic literature	<ol style="list-style-type: none"> <li>1. Modern management, Samuel C.Certo, S.Trevis Certo, Prentice Hall, 10 ed. 2008.</li> <li>2. Management: principles and practices / Ricky W. Griffin. . - 11th ed., Australia [etc.] : 2013.</li> </ol>
Additional literature	<ol style="list-style-type: none"> <li>1. Management: a practical introduction Angelo Kinicki, Brian K. Williams. . - 6th ed., New York: 2013.</li> <li>2. Management : skills and application, Leslie W. Rue, Lloyd L. Byars, Nabil A. Ibrahim. . - 14th ed., New York: 2013.</li> <li>3. Management, Peter F. Drucker with Joseph A. Maciariello ; [forew. by Jim Collins]. . - Rev. ed., New York : 2008.</li> </ol>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>3</b>

Field in by the Administration	Name of course: <b>Basic of Marketing</b>					Course Code: <b>14.3.VI.28.A.I.11_06</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Leszek Gracz, PhD,(leszek.gracz@wzieu.pl)					
Goal of the course		The main objective of this course is presenting modern idea of marketing. The course makes participant realize that marketing is not solely advertising or selling but that the goal of marketing is to create customer satisfaction profitably by building valued relationships with customers, that it is working with a passion to satisfy customer needs and enhance customer and societal well-being. The course includes: modern approaches to marketing; basic market research methods; market segmentation; customer behavior analysis; the 4P' concept: product, price, place, promotion; creating and maintaining relationship.					
Course requirements		None					
<b>LEARNING OUTCOMES</b>							
Knowledge	the student knows the basic concepts of marketing, recognizes marketing situations, is able to present the marketing process in the enterprise the student understands the determinants of customers' market behavior						
Skills	the student chooses proper marketing instruments for example companies the student identifies the marketing segments on the market						
Social expertise	the student accepts the responsibility for marketing actions the student respects the rights of consumers						
Course content							
Modern approaches to marketing							
Social marketing							
Environment analysis							
Customer Behavior Analysis							
Market segmentation							
Product							
Price							
Place							
Promotion strategy							
B2B market							
<i>Exercises</i>							
Analyzing marketing orientation of companies							
Social impact of marketing							
Case study - environment analysis							
<i>Case study - customer behavior</i>							
Elaboration of segmentation							
Brand design							
Price strategy							

Distribution strategy		
ATL and BTL elaboration		
Marketing plan		
<i>Education methods</i>	multimedia presentation, case study, problem-solving tasks, group work	
Form and terms of examination	Written exam Elaborated marketing plan for a chosen enterprise	
<i>Basic literature</i>	Kotler Ph., Armstrong G., Saunders J., Wong V.: Principles of marketing, Second European Edition, 1999 by Prentice Hall Europe	
Additional literature	Kotler Ph., Marketing Insights from A to Z, John Wiley & Sons, Inc., 2003 Harvard Business School - Marketing Essentials (e-book) European Journal of Marketing – selected articles	
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>		<b>3</b>

Field in by the Administration	Name of course: <b>Behavioral Finance</b>					Course Code: <b>04.3.VI.47.A.I.1_19</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile:			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		prof. US dr hab. Beata Świecka Marta Musiał, PhD Monika Pettersen-Sobczyk, PhD					
Goal of the course		Familiarize students with basic theories and terms of behavioral finance, by the usage of psychology in finance.					
Course requirements		Basic financial knowledge					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student is familiar with basic theories and terms of behavioral finance, such as perspective or heuristic theories, he or she can describe anomalies occurring on financial markets.						
	02 Student knows and understands the importance of psychological elements in financial decision processes.						
Skills	03 Student can use basic theoretical behavioral finance knowledge in practical aspects of life.						
	04 Student understands and analyses financial phenomena in the light of behavioral finance.						
Social expertise	05 Student demonstrates willingness to improve knowledge and skills in the field of behavioral finance.						
	06 Student is able to cooperate in a team, expresses his or her views in a proper, logical and holistic manner, he or she solely fulfills given tasks, interpret actions of individuals in the context of behavioral finance.						
Course content							
1. Behavioral finance in economical sciences							
2. Psychological meaning of money. Attitudes towards money							
3. Payment cards - behavioral approach							
4. Financial personalities							
5. Meaning of prospect theory in financial decision making							
6. Economical and behavioral concept of rationality							
7. Consumer's decisions - mental and emotional accounting							
8. Investments and savings in the light of behavioral finance							
9. Debt in psychological and economical approaches							
10. Behavioral aspect in personal finance							
11. The importance of heuristics in the process of making financial decisions							
12. The activities of investors in the light of behavioral finance. Anomalies on the financial markets							
13. Modern entrepreneurship – behavioral approach							
14. Financial education and economical socialization							
<i>Form of course – lecture</i>							
1. Sources of behavioral finance							
2. Measuring attitude towards risk – experiment. Analysis of results in the light of utilities theory of Neumann-Morgenstern							

3.	Perspective theory of Kahneman and Tversky. Analysis of uses in different aspects of social life and economical activity	
4.	Market's effectiveness and anomalies. Noise trader risk	
5.	Arbitration and its limitation	
6.	Heuristics	
7.	Game theory elements in the assessments of decisions rationality	
8.	Investor psychology	
9.	Investing styles in the light of behavioral finance	
10.	Cognitive, motivational and emotional burden on market participants	
11.	Behavioral finance market strategies	
12.	Quakes on financial markets foundations in the light of behavioral finance	
13.	Social forces and Enron	
14.	Money management market	
15.	Behavioral models of financial market	
16.	Introduction to neuroeconomy	
<i>Education methods</i>	Lectures endorsed by multimedia techniques, exercises, case studies, group works, experiments, questionnaires, articles to read, discussions, presentations	
Form and terms of examination	<ol style="list-style-type: none"> <li>1. Written test</li> <li>2. Written exam</li> </ol> Subject is passed by activity expressed during exercises – participation in discussions, experiments and questionnaires, group works over case studies and final test including both open and close ended questions. Scoring positive in exercises is the condition to undertake an exam. Exam is concluded in a written form, activity during lectures is highly preferred. (participation in discussions)	
<i>Basic literature</i>	<ol style="list-style-type: none"> <li>1. M.M. Pompian, Behavioral finance and wealth management, Wiley Finance, New Jersey 2012.</li> <li>2. M.M. Pompian, Behavioral finance and investor types, Wiley Finance, New Jersey 2012.</li> <li>3. G. Davies, A. de Servigny, Behavioral investment management, McGraw-Hill, New York 2012.</li> </ol> C. Hommes, Behavioral rationality and heterogeneous expectations in complex economic systems, Cambridge University Press 2013.	
<i>Additional literature</i>	<ol style="list-style-type: none"> <li>1. Neuroeconomics: decision making and the brain, P.W. Glimcher, Academic Press, Amsterdam 2009.</li> <li>2. R.J. Shiller, From efficient markets theory to behavioral finance, „Journal of Economic Perspective”, vol. 17, Winter 2003, s. 83-104;</li> <li>3. D. Kahneman, A. Tversky, Prospect theory: an analysis of decision under risk, „Econometrica”, 47(2), March 1979, s. 263-291.</li> </ol>	
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>		<b>4</b>

Field in by the Administration	Name of course: <b>Computer Science</b>					Course Code: <b>11.3.VI.28.A.I.02_07</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies: -		Education profile: Academic			Specialization: -	
	Year / semester: -		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject							
Goal of the course		Prepare students to use the selected programs of Microsoft Office and its practical use in the field of economics.					
Course requirements		Having the ability to work in Microsoft Windows operating system, the ability to use Internet.					
<b>Learning outcomes</b>							
Knowledge	01 Student gains basic knowledge about MOODLE 02 Student gains practical knowledge in the field of MS Word, MS Power Point and MS Excel						
Skills	03 Student knows how to use e-learning system MOODLE 04 Student is able to configure MS Office to his/her preferences and can save files in desired format and version 05 Student can use the selected software of MS Office suite for analyzing economic issues and create documents						
Soft skills	06 Student demonstrates creativity in solving problems and economic tasks in MS Office; 07 Student is sensitive to errors and limitations in the software, at the same time willingly looking for alternative solutions						
<b>Course content</b>							
<b>Laboratories</b>						30	
1. Presentation and discussion about MS Office with special attention to discuss and familiarize students with MS Excel tools						1	
2. Basic principles of using the e-learning platform and discussing and presenting MOODLE e-learning system. Create a MOODLE account.						1	
3. Practical exercises and solving tasks in MS Word and MS Power Point						6	
4. Logical functions and formulas in MS Excel and their practical application in tasks						4	
5. Solving tasks in MS Excel. Fundamentals of mathematical economics in practice						4	
6. Create pivot tables. Graphical interpretation of economic data in MS Excel						4	
7. Scenarios and the tool "look for the result" in tasks in MS Excel						5	
8. Solver. Solving the economic problem using MS Excel						5	
<i>Education methods</i>	presentation, team work, workshop						
Form and terms of examination	A test in a computer lab						
	The final grade is the grade from test						
Basic literature	1. A.Stecyk, Analiza danych w Microsoft Excel, Wydawnictwo Uniwersytetu Szczecińskiego, Szczecin 2009 2. A.Tomaszewska-Adamarek, ABC Word 2007 PL, Helion 2007 3. A.Tomaszewska-Adamarek, ABC Power Point 2007 PL, Helion 2007 4. Didactic materials (graphic guides) available through the elearning platform						
Additional literature	1. J. Walkenbach, Excel 2007 Biblia, Helion 2007 2. S. Baham, Word 2007 PL. Seria praktyk, Helion 2009 3. A. Edeny, PowerPoint 2007 PL. Seria praktyk, Helion 2009						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>					<b>4</b>		

Field in by the Administration	Name of course: <b>Corporate Finance</b>					Course Code: <b>04.3.VI.28.A.I.06_11</b>	
	Organizational unit of US: Faculty of Management and Economics of Services						
	Name of the field of study: ERASMUS code 041						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Dominika Kordela, PhD (dominika.kordela@wzieu.pl)					
Goal of the course		Presentation of the most fundamental aspects of corporate finance theories and practice. The analysis of the main (current and strategic) financial decision in corporations Description of the fundamental capital sources in companies. The analysis of the specify of financial management in SME.					
Course requirements		Basic knowledge of economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	Knowledge concerning the financial problems of private and public corporations.						
Skills	Ability to analyze the financial problems of private and public corporations						
Social expertise	Critical thinking ability Sensitivity to social issues						
Course content							
1. Introduction to corporate finance fundamentals.							
2. Investment decisions in corporations.							
3. Working capital management.							
4. Financing decisions in corporations.							
5. Internal and external sources of corporate finances							
Education methods	Lecture, POWER POINT presentation.						
Form and terms of examination	Written exam or presentation with written report (essay)						
Basic literature	1. S. Ross, R. Westerfield, B. Jordan – “Fundamentals of Corporate Finance”, McGraw / Hill, 2008						
Additional literature	2. R. Brealey, S. Myers, A. Marcus – “Principles of Corporate Finance”, McGraw / Hill, 2008 3. E.F. Brigham, P.R. Davies – “Intermediate Financial Management”, Thomson, 2007						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>4</b>			



Field in by the Administration	Name of course: <b>Econometrics</b>					Course Code: <b>11.9.VI.28.A.II.12_03</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Tomasz Wiśniewski, PhD					
Goal of the course		Econometrics is the application of statistical techniques and inferences to observe data in order to evaluate economic theories and their predictions. The main goal is to introduce students a working knowledge of building the econometrical models.					
Course requirements		Student should posses basic knowledge from fields such as: descriptive statistics, statistical inference, mathematics and economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 -Student has ability to describe the nature of the interactions between economic phenomenon based on estimated econometric model						
Skills	02 - Student has ability to define dependent and independent variables appearing in econometric models, student has the capacity to build and verify the econometric models						
Social expertise	03- Student retains caution and criticism in the expression of opinion based on researches using econometric models						
Course content							
1. Introduction to Econometrics							
2. Methods of selecting the variables							
3. Methods of estimation – OLS method							
4. Verification of the model							
<i>Education methods</i>		Lecture, Lecture with discussion, class discussion, case studies					
Form and terms of examination		A note is based on: Final paper					
<i>Basic literature</i>		1.R.Czyżycki, M.Hundert, R.Kłóska; Wybrane zagadnienia z Ekonometrii, Economicus, Szczecin 2006 2.Econometrics By Lawrence J. Lau, Dale Weldeau Jorgenson 3.A Concise Introduction to Econometrics: An Intuitive Guide By Philip Hans Franses, Cambridge 2000 4.Harry D.F., Neilsen B.; Econometrics Modeling: A likelihood Approach, Timberlake Consultants Ltd.					
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>					<b>5</b>		

Field in by the Administration	Name of course: <b>Economic Analysis</b>					Course Code: <b>14.9.VI.28.A.II.05_04</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Prof. US .dr hab. Małgorzata Porada - Rochoń					
Goal of the course		The main goal is to introduce students to the principles of practical preparation of basic components of enterprise financial analysis, mainly: - economic diagnostics of the enterprise in the past, according to specify positive and negative points, - formulation of proposal that allows proper use of internal reserves and opportunities, - preparation of data and proposals for decisions improving the performance of the enterprise and its results in the future					
Course requirements		Methodic fundamentals of economic diagnostics of enterprise. Evaluation of property condition of enterprise based on the balance sheet. Evaluation of financial results based on profit and loss statement.					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student called the basic concepts of economic analysis 02 Student identifies basic methods of assessment companies 03 Students can explain and perform calculations in the field economic analysis, makes the correct interpretation on the economic condition of the company 04 Student draws constructive conclusions on the economic condition of the company						
Skills	05 Student solves tasks related decision-making problems relating to the economic analysis 06 Student chooses the best way of solving emerging issues in resource management 07 Student derives conclusions and propose solutions to improve the economic situation of the company						
Social expertise	08 Student maintains openness, as well as works independently and in a team 09 The student is creative in solving problems on the functioning of the organization 10 The student demonstrates responsibility for decisions						
Course content							
Lectures							
Introduction to Economic analysis							
Research methods used in the economic analysis							
Preliminary and Preliminary analysis of Financial Statements							
Ratio analysis – part 1							
Ratio analysis – part2							
Working capital analysis							
Evaluation of the company's market value							
Analysis of financial result							
Analysis of bankruptcies of enterprises							
Convers.							
Analysis of company's sale							
Analysis of company's profitability							

Analysis of company's assets	
Analysis of company's liabilities	
Analysis of company's liquidity	
Analysis of company's turnover	
Basic sources of information used in the economic analysis	
Stages of analytical research and presentation of the results of the analyzes	
Cost analysis	
Analysis of the capital – assets situation	
Analysis and evaluation of the effectiveness of human resources	
Breakeven point analysis and its usefulness in practice	
Preliminary analysis of the balance sheet	
Preliminary analysis of the profit and loss statement	
Preliminary analysis of the cash flow statement	
<i>Education methods</i>	Multimedia presentation , discussion, analyzing of reports and financial statements, case studies , individual and group work , examples and tasks
Form and terms of examination	Assessment based the marks obtained during the semester, marks for the activity , realization of home work, the presence as well as comprehensive written test covering the subject of lecture and exercises (competence based questions and tasks ). Final mark of the course is based on assessment.
<i>Basic literature</i>	K.G. Palepu, P.M. Healy, V. L. Bernard, E. Peek, Business Analysis and Valuation, Text and cases.Thomson, 2007. Ch. J. Woelfel. Financial Statement Analysis. McGraw-Hill, 1994 T. Ittelson, Financial Statements. Book mart Press. 1998
Additional literature	
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>

Field in by the Administration	Name of course: <b>Economic History</b>					Course Code: <b>14.9.VI.28.A.I.09_08</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Prof. US .dr hab. Andrzej Mielcarek					
Goal of the course		Presentation of economic transformations from the Middle Ages to the present and thus showing the sources of contemporary economic and social problems of the world and Poland.					
Course requirements		none					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student describes the course and determinants of economic processes in Poland and the world from the Middle Ages to the twentieth century. 02 Student explains the importance of institutional factors for economic development.						
Skills	03 Student recognizes the most important economic changes in Europe and in Poland until the twentieth century. 04 Student analyzes the causes and consequences of economic crises.						
Social expertise	05 Student willing to take up discussion on conditions and factors of economic changes in the world. 06 Student working in a team seeking to identify the factors responsible for the rise of economic crises.						
Course content							
1. The economy of Europe and Poland in the Middle Ages.							
2. The economic development in Western Europe in the 16 th - 18 th century							
3. Economy in Poland in 16 th – 18 th century.							
4. The first industrial revolution and the economic change in the world till 1870.							
5. Economic development in the world in the years 1870 - 1914. The First World War.							
6. The economy in Poland in XIX century.							
7. The world economy in 1918 - 1939. The Second World War. The economic reconstruction. Inflation after the war. Business cycles in the world economy -the great depression 1929 - 1933. The governmental interventionism in the USA. Economic system in Nazi Germany. Soviet Russia 1917 - 1941. The second world war in economical aspects, the effects of German and Soviet occupation of Poland.							
8. The economy in Poland in the years 1918-1939 and in the period of world war. The reconstruction of economy. Land reform. Inflation and monetary reform. Business cycles - crisis of 1929 - 1935 and government intervention. The growth of state sector. The economical achievements of the II Rzeczpospolita.							
9. World economy after 1945 till the beginning of nineties. The economy of capitalistic countries: the reconstruction of Western Europe and Japan, the agents of growth , economical integration. The problems of seventies and eighties - fuel crisis, indebtedness of developing countries. Economic policy - neoliberalism. The economy of communist countries: political and economical system, industrialization, the exhaustion of the factors of economical growth, the break - down of socialist economy.							
10. Poland from 1945 by the begin of nineties. The reconstruction. The land reform and nationalization of basic branches of economy. The forceful							

industrialization of fifties. The sixties - exhaustion of the extensive factors of economical growth. The attempt of modernization and the debt problem of the seventies. The economic and political break - down. The attempt of reforms and the stagnation of eighties. The change at the beginning of nineties.		
<i>Education methods</i>	Lecture using multimedia presentations	
Form and terms of examination	test	
<i>Basic literature</i>	R. Cameron, L. Neal, A Concise Economic History of the World. From Paleolithic Times to the Present, New York, Oxford 2003.	
<i>Additional literature</i>	A. Jezierski, Economic System and Economic Growth in the Historical Perspective of Poland. Studia Historiae Oeconomicae, vol 21 , Poznań 1994.	
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>		<b>3</b>

Field in by the Administration	Name of course: <b>Economic Phenomenon's Forecasting</b>				Course Code: <b>11.9.VI.28.A.II.12_05</b>		
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization: all	
	Year / semester: all		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Tomasz Wiśniewski, PhD					
Goal of the course		Forecasting is the application of statistical and econometrical techniques and inferences to observe data in order to evaluate economic theories and their predictions. The main goal is to introduce students a working knowledge of building the econometrical models as base of prediction.					
Course requirements		Student should posses basic knowledge from fields such as: descriptive statistics, statistical inference, mathematics and economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 -Student has ability to describe the nature of the interactions between economic phenomenon based on estimated econometric model						
Skills	02 - Student has ability to define properly dependent and independent variables appearing in econometric models, student has the capacity to build and verify the econometric models and use them in prediction process						
Social expertise	03- Student retains caution and criticism in the expression of opinion and predictions based on researches using econometric models						
Course content							
1.	Introduction to forecasting						
3.	Econometric model and evaluation of its quality						
3.	Measures of forecast quality –ex ante and ex post errors						
4.	Forecasting based on time series						
<i>Education methods</i>		Lecture, Lecture with discussion, class discussion, case studies					
Form and terms of examination		A note is based on: Final paper					
<i>Basic literature</i>		1. R.Czyżycki, M.Hundert, R.Kłóska; Wybrane zagadnienia z Pręgonozowania, Economicus, Szczecin 2006 2. Econometrics By Lawrence J. Lau, Dale Weldeau Jorgenson 3. A Concise Introduction to Econometrics: An Intuitive Guide By Philip Hans Franses, Cambridge 2000 4. Hanry D.F., Neilsen B.; Econometrics Modeling: A likelihood Approach, Timberlake Consultants Ltd.					
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>5</b>			

Field in by the Administration	Name of course: <b>Enterprise Science</b>					Course Code: <b>14.3.VI.28.A.I.05_09</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Prof. US dr hab. Małgorzata Porada-Rochoń,					
Goal of the course		The purpose of this course is to introduce students to the problems of functioning of businesses in the national economy , but most of all theoretical preparation supported by practical knowledge based mainly on professional literature and magazines, that means know-how of existing businesses and science. Additional goal is to support students in decision making processes, setting up own businesses and effective management.					
Course requirements		General knowledge of the basic mechanisms of micro- and macroeconomics					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student can name basic concepts of the enterprise ( principles , objectives , attributes ) 02 Student identifies basic forms of functioning of enterprises						
Skills	03 Student explains the effective functioning of the enterprise and draws constructive conclusions on improving the efficiency of the company 04 Student solves tasks of decision making problems associated with the effective operation of the company 05 Student selects the best organizational changes in the company						
Social expertise	06 Student brings conclusions and propose solutions to improve the functioning of the company 07 Student acts open minded , and also works independently and in a team 08 Student is creative in solving problems concerning the functioning of the organization						
Course content							
1. Enterprise - the essence and objectives, basis of legal functioning							
2. Enterprises surrounding							
3. New organization forms							
4. Resources of the enterprise							
5. Enterprise performance on foreign markets							
6. The typology of enterprises							
7. Investment processes in enterprises							
8. Enterprise on capital market							
9. Value factors in enterprise							
10. Principles of effective human resources management							
11. Personal process steps							
<b>Suma</b>							
1 The principles of assets management in enterprises							
2. The principles of human resources management in enterprises							
3. The modern concepts in management of enterprises							
4. Organizing activities of the enterprise, the effective functioning of the company							

<i>Education methods</i>	Multimedia presentation , discussion, analyzing of literature and professional magazines, case studies , group work , simulations.
Form and terms of examination	Exam evaluation based on the verification of knowledge assimilated by learning content presented in the lectures and exercises ( written exam , competency based questions ) . Assessment based on the marks obtained during the course for specific activities and student commitment as well as comprehensive written test containing competency based questions. The final mark is based on the exam marking.
<i>Basic literature</i>	<ol style="list-style-type: none"> <li>1. Teaching materials prepared by the lecturer</li> <li>2. C. Suszyński, Business enterprise : the integration of approaches, theoretical dilemmas vs. challenges of practice, Oficyna Wydawnicza Szkoła Główna Handlowa, Warszawa 2013.</li> <li>3. Simon Down, Enterprise, Entrepreneurship and small business, Los Angeles, SAGE 2013</li> <li>4. Dessler Gary, Fundamentals of human resource management, Pearson, Harlow 2014</li> <li>5. Amaeshi, Kenneth., Corporate social responsibility, entrepreneurship, and innovation, Routledge, New York - London 2013</li> <li>6. Business valuation : a basic approach, ed. by Marek Panfil, Andrzej Szablewski, Wydawnictwo Poltext, Warsaw 2014</li> </ol>
Additional literature	<ol style="list-style-type: none"> <li>1. Kumar, Dharendra. Enterprise growth strategy : vision, planning and execution, Farnham ; Burlington, Gower 2010</li> <li>2. Albert Binda, [red. merytoryczny Jarosław Marciniak], Human resources, ABC a Wolters Kluwer business, Warszawa 2013</li> <li>3. Entrepreneurship and family business, ed. by Alex Stewart, G. T. Lumpkin, Jerome A. Katz, Emerald, Bingley 2010</li> <li>4. William N. Cooke, Multinational Companies and Global Human Resource Strategies, 2003</li> <li>5. Richard D. Harroch, Start-Up &amp; Emerging Companies : Planning, Financing &amp; Operating the Successful Business, CENGAGE Lrng Business Press, May 14, 2007</li> <li>6. Economic magazines</li> </ol>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>



Field in by the Administration	Name of course: <b>European Integration</b>					Course Code: <b>14.6.VI.28.A.I.08_10</b>	
	Organizational unit of US: Faculty of Management and Economics of Services						
	Name of the field of study: ERASMUS code 041						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Marta Musiał, PhD (marta.musil@wzieu.pl)					
Goal of the course		Presentation of essence, theory and practice of European integration					
Course requirements		Basic knowledge of economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student is familiar with history of the European Union. 02 Student defines basic economic and legal theories of European Integration. 03 Student describes and evaluates the functioning of the main institutions of the European Union.						
Skills	04 Student identifies economic and legal determinants of European integration. 05 Student analyzes the international documents.						
Social expertise	06 Student discusses and expresses opinions about economic and political situation in Europe 07 Student demonstrates willingness to improve knowledge and skills in the field of European Integration.						
Course content							
1. Theoretical bases of international integration							
2. Evolution of European integration							
3. Socio-economic situation within the EU							
4. Institutions of the EU							
5. Policy of the EU							
6. Directions of the socio-economic development of the EU							
Tutorial							
7. History of European integration							
8. Legal order of EU							
9. Institutions of EU							
10. Decisions procedures in EU							
11. Common market – European economic freedoms							
12. Economic and monetary union							
Education methods		Lecture, independent study					
Form and terms of examination		Written exam or presentation with written report (essay)					
Basic literature		1. Baldwin R., Wyplosz C., The Economics of European Integration, McGraw-Hill Education 2012. 2. Fontane P., Europe in 12 lessons, Luxembourg 2010.					
Additional literature		1. Jazwinski I., Polish Economic Security, in: Poland's Security. Contemporary Domestic and International Issues, Berlin 2013.					

	<ol style="list-style-type: none"> <li>2. Grzywacz W., Jazwinski I., Elementy integracji europejskiej, PTE, Szczecin 2006.</li> <li>3. Economic Policy In The European Union. Current Perspectives, ed. W. Meeusen, 1999.</li> <li>4. Jovanovic M. N., The Economics of European Integration, Limits and Prospects, 2005</li> </ol>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>

Field in by the Administration	Name of course: <b>Events Management</b>					Course Code: <b>04.3.VI.47.A.I.18_21</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject							
Goal of the course		Based on exploration of activities, skills and resources involved in managing events, the module aims to produce creative, confident and enterprising students capable of staging a successful event which achieve its stated objectives					
Course requirements		Knowledge and skills in Tourism & Leisure Industry, Business and Development; Tourism & Service & Leisure Management; Marketing, Accounting					
<b>LEARNING OUTCOMES</b>							
Knowledge	<ol style="list-style-type: none"> <li>1. Student demonstrates a broad knowledge about the nature of events and their contribution to local or regional economy and tourism and leisure development</li> <li>2. Student is aware of multidisciplinary nature of event management and required basic skills</li> <li>3. Student knows and understands the operational functions, issues and techniques in managing events</li> </ol>						
Skills	<ol style="list-style-type: none"> <li>4. Student can use appropriate market research techniques for event planning process, particularly for identifying target markets and key stakeholder</li> <li>5. Student is capable to formulate a detailed plan for organizing and examination of an event – objectives, event programming and design, communications plans, budget, event operations plans</li> <li>6. Student can apply event evaluation</li> </ol>						
Social expertise	<ol style="list-style-type: none"> <li>7. Student demonstrates autonomy and initiative in carrying out event management related activities at a professional level</li> <li>8. Student conveys event related ideas and plans, as well views and solution of problems in well structured, coherent form and in proper manner</li> <li>9. Student is capable to fulfil given tasks individually and in group work, and to evaluate and practice effective team work in relation to achieving event management objectives</li> </ol>						
Course content							
1. The nature of special events in tourism and leisure							
2. The nature of event management –							
3. Events planning – research, developing and determine objectives, resources, plans, programmes, financial sources, budgets							
4. Event organizing and managing – team building and leading, operations related to logistic, legal and ethical obligations, human resources							
5. Event control – developing control indicators and methods, monitoring, feedback and event evaluation							
6. Generating and discussing ideas for an event in tourism and leisure -							
7. Presentations and discussing of plans for the examination of particularly events, designed by 2-3 teams							
Education methods		Case study, lecture					

Form and terms of examination	<ul style="list-style-type: none"> <li>- A group project “planning an event” – comprising an event concept presentation and event management portfolio, presented during the seminar and submitted as written report – 50 % of the total module mark</li> <li>Students will be assessed individually based on their participation in discussions, case studies, group work and presentation</li> <li>- Written exam – test with 3 closed and 3 opened questions - 50 % of the total module mark</li> </ul>
Basic literature	<ol style="list-style-type: none"> <li>1. Conway, D. Event Managers Bible, How to Books Ltd. ISBN 1845283031</li> <li>2. Ferdinand, N. Event Management – an International Approach, Sage, ISBN 978-0-85702-241-7</li> </ol>
Additional literature	<ol style="list-style-type: none"> <li>3. Getz, D. Event studies, Theory, research and policy for planned events. Event management series, Great Britain: Elsevier Ltd., 2004.</li> <li>4. Getz, D. Event Tourism: Definition, evolution, and research. Tourism management, 29 (3), 403-428, 2008</li> <li>5. Watt, D., Event Management in leisure and Tourism. Adison Wesley Longman, 1998</li> </ol>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	
<b>4</b>	

Field in by the Administration	Name of course: <b>Financial Accountancy</b>				Course Code: <b>04.3.VI.28.A.II.16_06</b>		
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies: studies 1 <sup>st</sup> degree		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Adam Lulek PhD, ( <a href="mailto:adam-lulek@wp.pl">adam-lulek@wp.pl</a> )					
Goal of the course		The course includes the basics of accounting and financial accounting. Accounting includes the main ideas, concepts and principles of accounting, bookkeeping and procedures for preparing financial reports. The aim of this course is to teach students the practical skill of bookkeeping and financial reporting.					
Course requirements		None					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 student knows basic concepts concerning financial accountancy ,						
Skills	03 student is able analyse financial reports 04 student knows the practical aspects of financial accountancy						
Social expertise	06 student elaborates the habit of regularity, reliability and responsibility for generating useful information about financial reports						
Course content							
1. The nature, functions, scope, and principles of financial accounting.							
2. Company's assets and the sources of their financing. Balance sheet, inventory.							
3. Documenting, reporting, and valuation							
4. Income and loss assessment and breakdown.							
5. Financial reporting.							
<i>Education methods</i>		Lecture with the use of multimedia techniques, lecture with talk, didactic discussion, solving tasks, case studies, working in groups					
Form and terms of examination		- Written essay or project The basis of passing practical lectures is to write an essay or project on a topic chosen by the lecturer The final mark is the mark from the essay or project					
<i>Basic literature</i>		3. Marshall: "Accounting: what the number mean", McGraw-Hill, 2005. 4. Costing, An Introduction – C. Drury.					
<i>Additional literature</i>		1. Kozierkiewicz R., Puławska E.: „Ustawa o rachunkowości. The Accounting Act”, C.H. Beck, 2005.					
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>5</b>			

Field in by the Administration	Name of course: <b>Financial Analysis</b>					Course Code: <b>04.3.VI.47.A.I.06_12</b>	
	Organizational unit of US: Faculty of Management and Economics of Services						
	Name of the field of study: ERASMUS code 041						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Dominika Kordela, PhD (dominika.kordela@wzieu.pl)					
Goal of the course		The presentation of basics of financial statement analysis, regarding such documents as: balance sheet, income statement, cash flow.					
Course requirements		Basic knowledge of economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	Knowledge concerning the financial problems of private and public corporations.						
Skills	Ability to analyze the financial problems of private and public corporations						
Social expertise	Critical thinking ability Sensitivity to social issues						
Course content							
An overview of financial statement analysis.							
The Balance Sheet analysis.							
The Income Statement analysis.							
Cash flow Statement analysis.							
Breakeven analysis. Analysis of capital structure and solvency.							
Education methods	Lecture, POWER POINT presentation.						
Form and terms of examination	Written exam or presentation with written report (essay)						
Basic literature	1. Ch. I. Woelfel, Financial Statement Analysis, USA, 1994.						
Additional literature	2. T. Ittelson, Financial Statements, Book-mart Press, 1998.						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>4</b>			

Field in by the Administration	Name of course: <b>Financial Intermediation Systems</b>				Course Code: <b>04.3.VI.28.A.II.1_07</b>		
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	Seminar	other
Course coordinator of subject		Robert Rumiński, MBA, PhD					
Goal of the course		Acquainting students with the architecture of the financial systems as well as the role and the economics of financial intermediaries with special emphasis on banking.					
Course requirements		Basic knowledge of macroeconomics and financial institutions.					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student is familiar with basic theories and terms of financial intermediation system 02 Student defines basic economic and legal theories characteristic for financial intermediation system 03 Student describes and evaluates: types of financial systems, financial institutions, financial services and products						
Skills	04 Student identifies economic and legal determinants of financial intermediation system performance 05 Student indicates main risk categories and restrictions in financial intermediation system						
Social expertise	06 Student discusses and expresses opinions about financial intermediation system, especially in banking, bank institutions, services and banking products offered on financial market 07 Student demonstrates willingness to improve knowledge and skills in the field of financial intermediation system.						
Course content							
1. An overview of the financial system							
2. Financial markets and institutions							
3. The importance of money (loan banking, deposit banking, central banking)							
4. The coexistence of central and commercial bank money in payment systems							
5. Banking industry - structure and competition							
6. Managing risks in banking banks: default risks, liquidity risk, market risk							
7. The industrial organization approach to banking							
8. Globalization and convergence of banking systems							
<i>Form of course – tutorial</i>							
1. Financial intermediation system and financial system							
2. The role of financial intermediation system in creating the economic growth							
3. The importance of money in financial intermediation system							
4. Risks in financial intermediation system							
5. Evolution of services and products in financial intermediation system							
6. Concentration and cooperation processes in financial intermediation system							
<i>Education methods</i>	Lectures supported by multimedia. Tutorials supported by exercises, case studies, group works, questionnaires, articles, assignments, discussions, presentations						

Form and terms of examination	Active participation during exercises – taking part in discussions, assignments, questionnaires, group works on case studies and the final test. Active participation in lectures is highly preferred (discussions).
<i>Basic literature</i>	Frederic S. Mishkin, The economics of money, banking and financial markets, Columbia University, 7th edition, New York 2012 Handbook of International Banking, edited by Andrew W. Mullineux and Victor Murinde, Edward Elgar Publishing, Northampton, MA, USA 2003
Additional literature	Xavier Freixas, Jean-Charles Rochet, Microeconomics of banking, Massachusetts Institute of Technology 1999, Periodicals (magazines, newspapers), selected internet sites.
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>



Field in by the Administration	Name of course: <b>Financial Reporting of Economic Entities</b>				Course Code: <b>04.2.VI.28.A.II.05_09</b>		
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Prof. US dr hab. Małgorzata Porada - Rochoń					
Goal of the course		Familiarize students with methods and instruments of economics and financial condition evaluation, from both: theory and praxis. Presenting financial statements and preparing students to use them to monitor and judge their firm's performance relative to competitors. Preparing students for the proper selection of effective decision for management of enterprise					
Course requirements		Basics of accounting, financial analysis, and management of enterprises					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student knows basic elements of financial statements 02 Student represents basic knowledge about assessment of financial condition of enterprise 03 Student formulates the basic conclusions on the basis of the analysis of financial statements						
Skills	04 The student solves problems of balance sheet analysis 05 The student solves the task of assessing the firm's position on the basis of profit and loss statement 06 Student draws conclusions and proposes solutions to improve the economic condition of the company						
Social expertise	07 Student maintains openness, as well as working independently and in team 08 Student is creative in process of solving problems of economic and financial issues related to the running of the business						
Course content							
Lectures							
Introduction to financial reporting							
Research methods used in the analysis of financial statements							
Financial reporting - stakeholders needs, elements of financial statements, comparability of data							
The cognitive value of financial statements							
Standards of financial reporting							
Exercises							
Preliminary analysis of financial statements							
Analysis and assessment of the balance sheet							
Analysis and assessment of the profit and loss statement							
Analysis and assessment of the cash flow statements							
Analysis and evaluation of changes in equity							
Additional information analysis							
Case study							

<i>Education methods</i>	Multimedia presentation , discussion, analyzing of reports and financial statements, case studies , individual and group work , examples and tasks
Form and terms of examination	Assessment based the marks obtained during the semester, marks for the activity , realization of home work, the presence as well as comprehensive written test covering the subject of lecture and exercises (competence based questions and tasks ). Final mark of the course is based on assessment.
<i>Basic literature</i>	K.G. Palepu, P.M. Healy, V. L. Bernard, E. Peek, Business Analysis and Valuation, Text and cases.Thomson, 2007. Ch. J. Woelfel. Financial Statement Analysis. McGraw-Hill, 1994 T. Ittelson, Financial Statements. Book mart Press. 1998
Additional literature	Financial statements of companies
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>

Field in by the Administration	Name of course: <b>History of Economic Thought</b>					Course Code: <b>14.9.VI.28.A.I.09_13</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Prof. US dr hab. Andrzej Mielcarek					
Goal of the course		Getting the students acquainted with the changes and variety of looks on economical issues from ancient to modern times. Presentation of changing and expanding of economical thought in different centuries.					
Course requirements		none					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student characterizes the development of economic thought from antiquity to the present. 02 Student explains the genesis of basic economic theory.						
Skills	03 Student recognizes external and internal conditions of development of economic theory.						
Social expertise	04 Students willing to take up the discussion on the relationship of economic theory. 05 Student working in a team seeking to determine the impact of socio-economic changes on the development of economic thought.						
Course content							
Pre-classical economic thought							
Classical economics							
Historical school and American institutionalism							
Neo-institutionalism							
Social thought and utopian socialism							
Marginalist theories (neo-classical, Austrian and mathematical schools)							
Keynes school							
Liberal concepts (monetarism, new classical economics, Neo-Austrian school. Public choice theory)							
Neo-anf-post-Keynesism							
Keynesism of the 90's							
<i>Education methods</i>	Lecture using multimedia presentations						
Form and terms of examination	test						
<i>Basic literature</i>	1. E. Screpanti, S. Zamagni, An Outline of the History of Economic Thought. Oxford University Press 2005.						
Additional literature	-						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>					<b>3</b>		

Field in by the Administration	Name of course: <b>Hotel management</b>					Course Code: <b>04.3.VI.47.A.I.18_22</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies: studies 1 <sup>st</sup> degree		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject							
Goal of the course		Presenting issues of hotel management					
Course requirements		Basics knowledge about economics and tourism economics,					
<b>LEARNING OUTCOMES</b>							
Knowledge	Possess a complex understanding of past, current and possible future trends in global travel, tourism and hospitality services and products Critically examine various aspects of hotel management						
Skills	Utilise statistical information to determine supply and demand of human resources in hospitality industry						
Social expertise	Understand how society, culture and legislature is affected by increasing hospitality sector Appreciate the challenges facing hotel management including the barriers to future development and expansion at local, national and international levels						
Course content							
	1. Introduction to Hotel Industry					3	
	2. Clasification of hospitality establishments					3	
	3. HR in hotel management					3	
	4. Subcontracting in hospitality					2	
	5. International hospitality management					2	
	6. Advantages & Disadvantages of different types of Hotel Ownerships					2	
						<i>Total</i>	15
<i>Education methods</i>	Case study, lecture						
Form and terms of examination	Written paper, self-made project						
<i>Basic literature</i>	D. Rutherford, M.J. O'Fallon, eds. Hotel management and operations. Hoboken, NJ: John Wiley, 2007. A. Clarke, W. Chen, International Hospitality Management, Routledge, 2009.						
Additional literature	T. Lockyer, The International Hotel Industry: Sustainable Management, Routledge 2013.						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>					<b>4</b>		

Field in by the Administration	Name of course: <b>Household Finance</b>					Course Code: <b>04.3.VI.47.A.I.1_20</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		prof. US dr hab. Beata Świecka, Marta Musiał, PhD Monika Pettersen-Sobczyk, PhD					
Goal of the course		Analysis of the main issues related to personal finance. Participation in classes allows students to acquire practical knowledge in managing money					
Course requirements		Student should have a basic knowledge of finance.					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student has a thorough knowledge of personal finance. 02 Student knows personal finance tools with in depth.						
Skills	03 Student can use theoretical knowledge of personal finance in everyday practice. 04 Student has the ability to understand and analyze the financial services market and uses his or hers knowledge in the management of own funds.						
Social expertise	05 Student exhibits creativity in action, can complement and improve acquired knowledge and skills in the field of personal finance. 06 Students can interact in a group and sees the need for lifelong learning in a changing environment.						
Course content							
3. Effective management of personal finances							
4. Personal financial management tools							
5. Personal financial planning							
6. Lending and the insolvency of individuals. Debt management strategies							
7. Estimating personal financial condition							
8. Strategies for saving and investing individuals							
9. The practical side of investing in real estate							
<i>Education methods</i>		Lectures endorsed by multimedia techniques, exercises, case studies, group work					
Form and terms of examination		Subject is passed by activity expressed during exercises – participation in discussions, experiments and questionnaires, group works over case studies and final test including both open and close ended questions. Scoring positive in exercises is the condition to undertake an exam. Exam is concluded in a written form, activity during lectures is highly preferred. (participation in discussions)					
<i>Basic literature</i>		1. J.R. Kapoor, L.R. Dlabay, R.J. Hughes, <i>Personal finance 8<sup>th</sup></i> , McGraw-Hill, New York 2007. 2. G. Callaghan, I. Fribbance, M. Higginson, <i>Personal finance</i> , Palgrave McMillan, New York 2012.					

Additional literature	<ol style="list-style-type: none"> <li>1. G. Harrison, <i>Personal financial planning: theory and practice</i>, Pearson Education Limited 2005.</li> <li>2. L.J. Gitman, M.D. Joehnk, R.S. Billingsley, <i>Personal financial planning</i>, Cengage Learning, Mason 2010.</li> <li>3. A.J. Keown, <i>Personal finance, turing money into wealth</i>, Pearson Education, New Jersey 2010.</li> </ol>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>

Field in by the Administration	Name of course: <b>Human Resources Management</b>					Course Code: <b>04.5.VI.49.A.II.13_10</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
	Number of hours		30				
Course coordinator of subject		Prof. US dr hab. Wojciech Downar					
Goal of the course		To familiarize students with human resources management processes within an organization.					
Course requirements		Basic management knowledge					
<b>LEARNING OUTCOMES</b>							
Knowledge	to learn the fundamentals of human resource management using the case method to understand of how appropriate human resources can be provided for the organization						
Skills	to analyze the problems of human resource management to compare the methods of human resource management						
Social expertise	to express ideas clearly, logically and persuasively in oral and written communication						
<b>Course content</b>							
<i>Form of course – exercises</i>						<i>Number of hours</i>	
1. Introduction to Human Resource Management						2	
2. Strategic Human Resource Management						3	
3. Personnel Planning						3	
4. Training and Development						4	
5. Performance Evaluation						3	
6. Financial Incentives, Benefits and Services						4	
7. Employment Relations						2	
8. Managing Global Human Resources						2	
9. Redundancy and Human Resource Management						3	
10. Ethics and man Resource Management						4	
<i>Education methods</i>	presentation of the material using multimedia techniques, case studies, discussions						
Form and terms of examination	Written test Case studies, discussions.						
<i>Basic literature</i>	1. Gary Dessler, <i>Human Resource Management</i> , 11 <sup>th</sup> Edition, Pearson, Upper Saddle River, New Jersey 2008						
Additional literature	1. Samuel C. Certo, Trevis Certo, <i>Modern Management</i> , 10 <sup>th</sup> Edition, Pearson, Upper Saddle River, New Jersey 2006						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>					<b>4</b>		

Field in by the Administration	Name of course: <b>International tourism</b>					Course Code: <b>04.3.VI.47.A.I.18_23</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject							
Goal of the course		Presenting issues of international tourism economy					
Course requirements		Basics knowledge about economics, tourism economics,					
<b>LEARNING OUTCOMES</b>							
Knowledge	Possess a complex understanding of past, current and possible future trends in global travel, tourism and hospitality services and products Critically examine the global impact of travel, tourism and hospitality services on local and global economy						
Skills	Utilise statistical information to determine supply and demand of ITTH products/services						
Social expertise	Understand how society, culture and legislature is affected by increasing travel and tourism Appreciate the challenges facing ITTH including the barriers to future development and expansion at local, national and international levels						
Course content							
International tourism flow – statistics							
International hotel industry							
International restaurant industry							
International tourism in developing countries							
International tourism organizations							
Globalisation of tour operators management							
<i>Education methods</i>	Case study, lecture						
Form and terms of examination	Written paper, self-made project						
<i>Basic literature</i>	Y. Reisinger, F. Dimanche, International tourism, Routledge, 2010 S. Witt, M. Brooke, P. Buckley. The management of international tourism. Routledge, 2013.						
Additional literature	F. Vellas, L. Bécherel. International tourism. Macmillan Press Ltd., 1995.						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>					<b>4</b>		



Field in by the Administration	Name of course: <b>Law of Commercial Trade</b>				Course Code: <b>10.0.VI.28.A.II.15_11</b>		
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Iwona Szymczak, Ph.D.					
Goal of the course		The main purpose is to acquaint students with basic types of contracts and ways of conclusion of them.					
Course requirements		Basic knowledge of civil law (the subject: Basics of Law)					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 .The student knows basic regulations on contract law and main types of contracts in the commercial trade. 02.The student knows the various forms of security the proper performance of the contract.						
Skills	03 He is able to interpret legal regulations referring to this areas. 04 He can select the appropriate security of contract performance						
Social expertise	05 The student takes decisions as to a legal act with the due diligence and carefulness						
Course content							
1. Conclusion of contract (offer and its acceptance, negotiation, tender, auction)							
2. Non –performance or improper performance of contract – indemnification							
3. Sale contract. Protection of consumer’s rights							
4.The classification of contracts. Presentation selected contracts							
5. Types of security for contract performance							
Tutoring							
1. Special provisions of contracts							
2. Contracts on performance of service							
3. Contract on management of immovable properties							
4. Contracts regarding the banking service sector							
5. Agreement on the transfer of properties (sale, donation, exchange contract)							
<i>Education methods</i>		The lecture – interactive presentation The classes - The discussion on case studies – a legal analysis of provision of law					
Form and terms of examination		3. Written exam 4. Practical (verification by observation) The final grade is based on partial assessments of: activity during classes open questions ( in written form)					
<i>Basic literature</i>							

	<ol style="list-style-type: none"> <li>1. Civil Code –kodeks cywilny , Tłum E. Kucharska, weryf. Michele le Mauviel, konsultacja prawna Prof. G. Domański, Warszawa 2011 (Book: III –Obligation)</li> <li>2. Handbook of Polish Law, ed, W Dajczak, A.J. Szwarc, P.Wiliński,, Poznań 2011</li> <li>3. Introduction to Polish Law (red. S. Frankowski), Kraków 2005</li> </ol>
Additional literature	<ol style="list-style-type: none"> <li>1. J. Bogudziński, K. Buczkowski, A. Kazanowski, Compedium of Legal Templates, Warszawa 2004</li> <li>2. Introduction to Polish Law (red. S. Frankowski), Kraków 2005</li> </ol>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>

Field in by the Administration	Name of course: <b>Logistics</b>					Course Code: <b>04.0.VI.28.A.I.17_14</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile:			Specialization:	
	Year / semester:		Course status: <i>Facultative</i>			Course language: <i>english</i>	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		mgr inż. Mariusz Sowa, mgr Agnieszka Matuszczak					
Goal of the course		The aim of the course is to acquaint students with the concept of logistics and supply chain management. During the teaching process Students will gain the ability to determine the essential elements of logistics processes analysis and logistics management functions and to identify factors that integrate enterprise and their supply chain systems.					
Course requirements		No requirements					
<b>LEARNING OUTCOMES</b>							
Knowledge	Student knows the basic definitions related to logistics and supply chain.						
Skills	Student identifies logistics processes and adapts to them the appropriate logistics solutions.						
Social expertise	Student shall be polemics associated with the capabilities to implement the principles of logistics for the company.						
Course content							
The concept, objectives and reasons for the development of logistics.							
Identification of basic logistics processes.							
Identification of specialized equipment and logistics systems.							
Basic concepts related to transportation - characteristics, branches, infrastructure							
Supply chain - concept, types, building							
<i>Education methods</i>	group exercises, multimedia presentation, text analysis with a discussion,						
Form and terms of examination	Passing course is based on written tests and active participation in classes.						
<i>Basic literature</i>	Kisperska-Moroń D., Krzyżaniak S. (red.) (2009): Logistyka. Biblioteka Logistyka						
Additional literature	Witkowski J., Zarządzanie łańcuchem dostaw. Koncepcje - procedury - doświadczenia (2010), Wyd. II, zmienione, PWE, Warszawa						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>4</b>			

Field in by the Administration	Name of course: <b>Logistics management</b>					Course Code: <b>04.9.VI.48.A.II.10_12</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		mgr inż. Mariusz Sowa, mgr Agnieszka Matuszczak					
Goal of the course		The aim of the educational process is to acquaint students with the processes efficient and effective management of flows of raw materials for production and finished products, taking into account flows associated with these flows of information, capital and people and show the relationship between logistics and other functional areas of the company.					
Course requirements		Knowledge of basic issues concerning logistics and management basics.					
<b>LEARNING OUTCOMES</b>							
Knowledge	Student knows how to define the basic definitions related to logistics management.						
Skills	Student is able to distinguish and characterize management systems used in various processes and businesses.						
Social expertise	Student shows ability to apply principles of logistics in enterprises.						
<b>Course content</b>							
The concept, objectives and reasons for the development of logistics.							
The essence of logistics management							
Identification of logistics processes.							
Identification of instruments and systems of logistics management							
Supply chain - concept, types, building							
<i>Education methods</i>	group exercises, multimedia presentation, text analysis with a discussion						
Form and terms of examination	Passing course is based on written test and active participation in classes.						
<i>Basic literature</i>	Coyle J.J., Bardi E.J., Langley C.J. (2010): Zarządzanie logistyczne. PWE						
Additional literature	Witkowski J., Zarządzanie łańcuchem dostaw. Koncepcje - procedury – doświadczenia (2010), Wyd. II, zmienione, PWE, Warszawa						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>5</b>			

Field in by the Administration	Name of course: <b>Market analysis</b>					Course Code: <b>14.3.VI.48.A.II.11_13</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	Seminar	other
Course coordinator of subject		Leszek Gracz, PhD ( <a href="mailto:leszek.gracz@wzieu.pl">leszek.gracz@wzieu.pl</a> )					
Goal of the course		Presenting the students the needs of market research and analysis. Familiarize students with methods of market analysis from both the demand and supply side. Preparing students to use in practice the methods of portfolio analysis, analysis of strategic groups and TOWS/SWOT analysis to determine the competitive position of the entity and the market or offer attractiveness. Preparing students for the proper selection of appropriate instruments and forms of promotion, pricing and selection of appropriate target group.					
Course requirements		Basic of marketing					
<b>LEARNING OUTCOMES</b>							
Knowledge	the student knows the basic concepts of market and methods of market research and analysis the student is able to present the market process and understands the principles of market process's analysis						
Skills	the student identifies weakness and strengths of market entities the student determines the competitive position of an example entity and makes strategic decisions regarding price setting and the choice of other marketing instruments the student prepares and conducts market research						
Social expertise	the student is sensitive to the needs of customer and can solve customer's problems the student accepts the need of market research						
Course content							
1. The essence and classification of market. Supply and demand							
2. Competitive strategies							
3. The process and methods of market analysis							
4. Sampling and methods of choosing samples							
5. Methods of data presentation							
4. Projective methods							
5. The market share of a new brand							
6. Portfolio methods							
7. The analysis of absorptive and capacity of market							
8. The analysis of strategic business units							
9. Conjoint analysis							
10. The analysis of customer service and distribution policy							
11. The analysis of promotional activates.							
<i>Exercises</i>							
1. Opinions and attitudes research.							
2. The research of customer's preferences Repeatability of purchases							
3. The market share of an enterprise							
4. Product life cycle analysis.							

5. Price setting methods	
6. Procedure of market segmentation and product positioning	
7. SWOT/TOWS analysis	
8. Correlations between two product features.	
9. Customer satisfaction index	
10. House of quality	
11. Taxonomic Method.	
<i>Education methods</i>	multimedia presentation, case study, problem-solving tasks, group work Internet-based survey preparing and analyzing
Form and terms of examination	Written exam (both knowledge from lectures and exercises) – multiple choice questions and short open questions Written tests from exercises – open questions and calculations Internet-based survey preparing and analyzing – presentation of the research outcome Activity in group works during exercises
<i>Basic literature</i>	Ch.W. Lamb, J.F. Hair, Jr.,C. McDaniel: Essentials of Marketing, South Western Cengage Learning, 2009
Additional literature	Kotler Ph., Armstrong G., Saunders J., Wong V.: Principles of marketing, Second European Edition, 1999 by Prentice Hall Europe Kotler Ph., Marketing Insights from A to Z, John Wiley & Sons, Inc., 2003 Harvard Business School - Marketing Essentials (e-book) European Journal of Marketing – selected articles
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>3</b>

Field in by the Administration	Name of course: <b>Market research</b>					Course Code: <b>14.3.VI.48.A.II.11_14</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: <b>ERASMUS code 041,</b>						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	Lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Leszek Gracz, PhD (leszek.gracz@wzieu.pl)					
Goal of the course		Presenting the students the needs of market research. Creating in-depth knowledge and skills in marketing research methods					
Course requirements		Basic of marketing					
<b>LEARNING OUTCOMES</b>							
Knowledge	the student knows the basic marketing research methods the student is able to evaluate the usefulness of different marketing research methods						
Skills	the student properly uses survey during market research the student properly uses interview (including FGI) during market research the student properly uses observation during market research the student plans en experiments during market research						
Social expertise	the student is sensitive to the ethical issues of marketing research the student accepts the need of market research						
Course content							
1. The essence of marketing research							
2. Types of marketing research							
3. Marketing research process							
4. Sampling and methods of choosing samples							
5. Primary and secondary reararch							
4. Questionnaire design and types							
5. Questionnaire methodology							
6. Online questionnaires theory							
7. Interview theory							
8. Observation							
9. Experiments							
10. Methods of data presentation							
<i>Exercises</i>							
1. Elaboration of a questionnaire							
2. Conducting a questionnaire							
3. Analyzing the results of a questionnaire and data presentation							
4. Preparation of a Focus Group Interview							
5. Moderating FGI							
6. Writing report after FGI							
7. Preparation of a market observation							
8. Conducting a market observation							
9. Writing report after market observation							
10. Conducting a market experiment							

<i>Education methods</i>	multimedia presentation, field work and laboratory work for market research
Form and terms of examination	Written exam (both knowledge from lectures and exercises) – multiple choice questions and short open questions Evaluation of 4 research task performed during the exercises
<i>Basic literature</i>	Ch.W. Lamb, J.F. Hair, Jr.,C. McDaniel: Essentials of Marketing, South Western Cengage Learning, 2009 Kotler Ph., Armstrong G., Saunders J., Wong V.,: Principles of marketing, Second European Edition, 1999 by Prentice Hall Europe Kotler Ph., Marketing Insights from A to Z, John Wiley & Sons, Inc., 2003
Additional literature	Harvard Business School - Marketing Essentials (e-book) European Journal of Marketing – selected articles
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>3</b>



Field in by the Administration	Name of course: <b>Market Strategy</b>					Course Code: <b>14.3.VI.48.A.II.11_15</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	Lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Leszek Gracz PhD, (leszek.gracz@wzieu.pl)					
Goal of the course		The main objective of this course is presenting modern idea of marketing strategy. The course focuses on preparation of a marketing strategy, basing on analysis, planning, implementation and control. The course includes: modern approaches to market analysis and review of modern marketing strategies					
Course requirements		Basics of marketing					
<b>LEARNING OUTCOMES</b>							
Knowledge	the student knows the basic concepts of marketing, recognizes marketing situations, is able to present the marketing process in the enterprise the student understands the determinants of customers' market behavior						
Skills	the student analyses the environment the student chooses proper marketing strategies for example companies the student prepares marketing strategy plan						
Social expertise	the student accepts the idea of constant development the student respects the rights of consumers						
Course content							
The essence of strategy							
The review of marketing strategies							
Competitive strategies							
Development strategies							
Segmentation strategies							
Product strategies							
Price strategies							
Place strategies							
Promotion strategies							
Implementation and control aspects							
<i>Exercises</i>							
Elaborating vision and mission for a company							
Evaluation of chosen, real life marketing strategies							
Elaboration of a competitive strategy for a real life enterprise							
Elaboration of a development strategy for a real life enterprise							
The strategic aspect of choosing the target market							
Brand strategies							
Price strategy							
Distribution strategy							
ATL and BTL strategies							
Elaboration of a complete marketing strategy for a chosen enterprise							

<i>Education methods</i>	multimedia presentation, case study, problem-solving tasks, group work
Form and terms of examination	Written exam Elaborated marketing strategy for a chosen enterprise
<i>Basic literature</i>	Kotler Ph., Armstrong G., Saunders J., Wong V.,: Principles of marketing, Second European Edition, 1999 by Prentice Hall Europe
Additional literature	Kotler Ph., Marketing Insights from A to Z, John Wiley & Sons, Inc., 2003 Harvard Business School - Marketing Essentials (e-book) European Journal of Marketing – selected articles
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>5</b>

Field in by the Administration	Name of course: <b>Methods of Business Projects Evaluation</b>					Course Code: <b>04.3.VI.28.A.II.07_14</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Katarzyna Łobacz, PhD					
Goal of the course		Main purpose of the course is acquainting student with the knowledge on evaluation of business projects based on cost-benefit analysis, assessment of the financial, economic and social impact of investment proposal, and making investment decisions based on analysis of factors influencing business projects presently and in the future.					
Course requirements		Basic knowledge on business and finances.					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student defines basic terms in the field capital budgeting 02 Student identifies types of investment projects 03 Student understand time value of money						
Skills	04 Student uses properly methods of business projects evaluation						
Social expertise	05 Student openly discusses his/her knowledge						
Course content							
Information for decision making in business projects evaluation							
Calculating of cash flow							
Time value of money							
The classification of investment projects							
Methods of business projects evaluation (Payback Period, Net Present Value, Internal Rate of Return, Benefit/Cost Ratio)							
Evaluating projects and comparing alternatives							
Sensitivity and risk analysis							
Risk and uncertainty in business projects evaluation							
<i>Education methods</i>	Individual or group work on projects according to lecturers specification, discussions on literature, case studies analysis						
Form and terms of examination	To get credit students must prepare their own projects in written form and defend them in oral form						
<i>Basic literature</i>	Dayananda D., Irons R., Harrison S., Herbohn J., Rowland P., Capital budgeting. Financial appraisal of investment projects, Cambridge University Press 2002						
<i>Additional literature</i>	Reilly R.F., Schweihs R. P. (ed.), The Handbook of Business Valuation and Intellectual Property Analysis, McGraw-Hill 2004						
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>4</b>			

Field in by the Administration	Name of course: <b>Negotiations</b>					Course Code: <b>14.3.VI.28.A.I.11_15</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	Lectures	exercises	laboratory	convers.	Seminar	other
Course coordinator of subject		Leszek Gracz , PhD (leszek.gracz@wzieu.pl)					
Goal of the course		The main objective of this course is presenting basic rules, styles, technics and ways of negotiating with special attention to practical aspects of real bussines situation.					
Course requirements		None					
<b>LEARNING OUTCOMES</b>							
Knowledge	the student knows the styles, methods and techniques of negotiations the student understand the process of negotiations						
Skills	the student plans and performs negotiations using properly chosen style, method and techniques the student properly communicates using verbal and non verbal communication skills						
Social expertise	the student uses negotiations as a way of achieving mutual benefits, not as a mean of manipulation the student accepts the need of constant improvement of communication skills						
Course content							
1. Principles of negotiating, reasons and rules							
2. main styles of negotiating, Harvard concept of negotiations							
3. BATNA (best alternative to a negotiated agreement) concept							
4. Negotiation process							
5. Verbal and non verbal communication							
6. Opening negotiations techniques							
7. Main negotiations techniques							
8. Closing negotiations techniques							
<i>Exercises</i>							
1. Case study - identifying interest and needs in negotiation							
2. Understanding the negotiation styles in case study examples							
3. Elaborating BATNA for chosen examples							
4. Planning the negotiation process							
5. Using the negotiations techniques in case studies and games							
6. Practicing the verbal and non verbal communication skills							
<i>Education methods</i>		multimedia presentation, case study, group work, presentation Internet-based case studies					

Form and terms of examination	Written exam (both knowledge from lectures and excercises) – multiple choice questions and short open questions Activity in group works during exercises
<i>Basic literature</i>	M.R. Carrell, Ch. Heavrin Negotiating Essentials, Prentice Hall, 2008
Additional literature	on-line negotiations case studies and games
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>3</b>

Field in by the Administration	Name of course: <b>Production and Service Management</b>					Course Code: <b>04.0.VI.28.A.II.17_15</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
	Course coordinator of subject		Prof. US dr hab. Dariusz Milewski				
Goal of the course		To acquaint students with modern techniques and methods of production management (planning, organizing, decision-making) in the framework of the operation activities of a company, to obtain the skills of their application in practice.					
Course requirements		None					
<b>LEARNING OUTCOMES</b>							
Knowledge	knowledge of the specific of production management and operational management of the subject						
Skills	Fundamentals of planning and organization of the productive potential and organization of production processes in industry and services						
Social expertise	knowledge of the importance of the sphere of production management in the enterprise and the importance of this sphere for the economy and society						
Course content							
Production and operational management in the enterprise							
Designing products and processes							
Types of production							
Production Planning							
Production Strategies							
<i>Education methods</i>		Case studies					
Form and terms of examination		Oral or written Exam					
<i>Basic literature</i>		Wild Ray, Essentials of Operation Management, 2001.					
Additional literature							
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>4</b>			

Field in by the Administration	Name of course: <b>Public Finance</b>					Course Code: <b>04.3.VI.28.A.I.01_16</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041						
	Form of studies:		Education profile: Academic			Specialization: All	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Prof. zw. dr hab. Krystyna Brzozowska					
Goal of the course		The aim of the course is to acquaint students with this field of knowledge. In particularly much stress will be put on the state and local community finances.					
Course requirements		None					
<b>LEARNING OUTCOMES</b>							
Knowledge	1. Student knows basic terms and phenomena in the field of public finance.						
	2. Student has knowledge about the major dysfunction occurring in this sector.						
Skills	3. Student is able to point out and describe the unique role of the public sector.						
	4. Student is able to explain the relationships within the public sector.						
Social expertise	5. During a class discussion, Student is able to take part in the debate and see others point of view.						
<b>COURSE CONTENT</b>							
1. The Concept of Public Finance. Elements of The Public Choice Theory.							
2. The Government Budgeting. Revenues and (Re)distribution.							
3. Public Sector Failure And Public Expenditure Growth. Deficits And Public Debt.							
4. Fiscal Policy.							
5. Economic Development – Influence of State And Local Government Finance.							
<b>Education methods</b>	multimedia presentations text analysis followed by discussion open debate group work						
<b>Form and terms of examination</b>	Essay submission (75% of final grade) Classroom observation – discussions, group work, etc. (25% of final grade)						
<b>Basic literature</b>	<ol style="list-style-type: none"> <li>1. Jonathan Gruber, <i>Public finance and public policy</i>, 3<sup>rd</sup> edition, Worth Publishers, New York 2011.</li> <li>2. Holley H. Ulbrich, <i>Public finance in theory and practice</i>, 2<sup>nd</sup> edition, Routledge, London / New York 2011.</li> <li>3. Harvey S. Rosen, Ted Gayer, <i>Public finance</i>, 9<sup>th</sup> edition, McGraw-Hill Higher Education, New York 2010.</li> <li>4. <i>Handbook of public finance</i>, ed. Jürgen G. Backhaus and Richard E. Wagner, Kluwer Academic Publishers, Boston 2004.</li> <li>5. John E. Anderson, <i>Policy applications and principles of public finance</i>, 2<sup>nd</sup> edition, South-Western / Cengage Learning, Mason 2012.</li> </ol>						
<b>Additional literature</b>	1. <i>Paying for the liberal state: the rise of public finance in nineteenth-century Europe</i> ,						

	<p>ed. by José Luís Cardoso, Pedro Lains, Cambridge University Press, Cambridge 2013.</p> <p>2. <i>Development and public finance: essays in honour of Raja J. Chelliah</i>, ed. by D.K. Srivastava, U. Sanka, SAGE, New Delhi 2012.</p> <p>3. <i>The basic problems of public finance reforms in the 21st century in Europe = Les réformes principales des finances publiques en Europe au début du XXIème siècle</i>, ed. by Eugeniusz Ruśkowski, Marcin Tyniewick, Wydział Prawa Uniwersytetu w Białymstoku, Temida 2, Białystok 2009.</p> <p>4. <i>Local public finance in Central and Eastern Europe</i>, ed. by Željko Šević, Edward Elgar, Cheltenham / Northampton 2008.</p>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>



Field in by the Administration	Name of course: <b>Social and Economic Policy</b>					Course Code: <b>04.3.VI.28.A.I.05_17</b>	
	Organizational unit of US: Faculty of Management and Economics of Services						
	Name of the field of study: ERASMUS code 041						
	Form of studies:		Education profile:			Specialization:	
	Year / semester:		Course status: Facultative			Course language: English	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject							
Goal of the course		Presentation of essence, theory, areas and directions of social and economic policy					
Course requirements		Basic knowledge of economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	Knowledge concerning social and economic policy						
Skills	Ability to analyse social and economic policy Ability to evaluate social and economic policy goals						
Social expertise	Critical thinking ability Sensitivity to social issues						
Course content							
Introduction to social and economic policy							
Domains and elements of socio-economic policy							
Market failures: microeconomic and macroeconomic aspects							
Normative and positive theory of socio-economic policy							
Contemporary problems of social and economic policy							
Education methods		Lecture, independent study					
Form and terms of examination		Written exam or presentation with written report (essay)					
Basic literature		Acocella N., Economic Policy in the Age of Globalization, Cambridge University Press 2009. Jazwinski I., Scope of Functions and Strength of Institutions in Economic Policy of the EU Member States from Central and Eastern Europe, „Economics” 2011, vol. 90.					
Additional literature		Acocella N., Bartolomeo B., Hallett A.H., Economic Policy in the Age of Globalization, Cambridge University Press 2013. Jazwinski I., Polityka ekonomiczna. Wybrane zagadnienia, PTE, Szczecin 2005.					
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>					<b>4</b>		

Field in by the Administration	Name of course: <b>Statistics</b>					Course Code: <b>11.2.VI.28.A.I.12_18</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization: all	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
Course coordinator of subject		Tomasz Wiśniewski, PhD					
Goal of the course		In many fields, knowledge is advanced by the collection and analysis of statistical data. Statistics also provides us with a set of procedures for making more rational decisions in the face of uncertainty. The main goal is to introduce students a working knowledge of the ideas and terms of statistics.					
Course requirements		Student should possess basic knowledge from fields such as: mathematics and economics					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 - Student is able to interpret basic measure of descriptive statistics and can analyze the structure, dynamics and interdependencies between economic phenomena						
Skills	02 - Student has the ability to analyze and interpret statistical data, understand and is able to use statistical methods and tools. Student also has the ability to analyze economic problems						
Social expertise	03 - Student is able to conduct statistical study of economic processes						
<b>Course content</b>							
1. Basic concepts of descriptive statistics							
2. Structure analysis							
3. Dynamics analysis							
4. Correlation and regression analysis							
<i>Education methods</i>		Lecture, Lecture with discussion, class discussion, case studies					
Form and terms of examination		A note is based on: Final paper					
<i>Basic literature</i>		1. M.F. Triola, Elementary Statistics, Pearson International Edition, Tenth Edition 2. Johnson R., Siskin B., Elementary Statistics for Business, Duxbury Press, Boston, Second Edition.					
Additional literature							
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>				<b>4</b>			

Field in by the Administration	Name of course: <b>Strategic Management</b>					Course Code: <b>04.0.VI.49.A.II.13_17</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
	Course coordinator of subject		Prof. US dr hab. Wojciech Downar, Małgorzata Smolska MA				
Goal of the course		The main objective of the subject is to introduce students with issues related to strategy building and choosing a corporate strategy. Issues covered are related to the influence of external environment with special regard to the globalization of the economy, showing the role and type of strategy on different company levels.					
Course requirements		Basic knowledge of management, fluent English (written and spoken).					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 to learn the fundamentals of strategic management using the case method; to understand the fundamental principles of and relationships among business functions such as: finance, human resources, marketing, and operations, to understand the relationships of business to individuals, other organizations, government and society						
Skills	02 to analyze complex, unstructured qualitative and quantitative problems, using appropriate strategic tools; to comprehend and critically evaluate information presented in written and numeric form						
Social expertise	03 to express ideas clearly, logically and persuasively in oral and written communication						
<b>Course content</b>							
1. Definition of strategy and strategic management. Rules of strategic management. The mission of a company.							
2. External environment of a company. Socio-cultural, political, economic and technological factors							
3. Corporate and business strategy. The concept and types of alliances. Principles of alliances operation. Advantages and disadvantages of alliances. Examples of alliances.							
4. Competitive strategy. The process of formulating strategy. Choosing an optimal strategy. Factors influencing the strategy choice							
5. Functional strategies. Financial, technological, personal and marketing strategies.							
6. Tools of strategic analysis - global and competitive environment. Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).							
7. Analysing resources and capabilities. Tools of strategic analysis – organization (BCG, GE Nine-cell, Hofer's. Product market evolution and Shell Directional policy Matrix)							
8. Strategy implementation (Balanced Scorecard). Different strategy contexts and building a cohesive strategy. Managing strategic change							
9. Strategic and operational control. Changes in global management							
<i>Education methods</i>	Lecture: theory, classes: presentation of the material using multimedia techniques, case studies, discussions						
Form and terms of examination	Case studies, discussions Written test Oral or written exam						
<i>Basic literature</i>	1. Richard Lynch, Strategic management, Pearson, 6 <sup>th</sup> Edition, 2012						

Additional literature	<ol style="list-style-type: none"> <li>1. R.W.Griffin, Management, HMC, 9th Edition, 2008</li> <li>2. D.McManus, Managing Global Business Strategies, Chandos, 2008</li> <li>3. Strategic management : concepts and cases, Mason Carpenter, Gerry Sanders. . - 2nd ed. Harlow : 2014</li> <li>4. Strategic management : text and cases, Gregory G. Dess [i in.]. . - 6. ed., global ed. New York : 2012</li> </ol>
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>	<b>4</b>

Field in by the Administration	Name of course: <b>Technological Progress and Innovation</b>					Course Code: <b>14.3.VI.28.A.II.02_18</b>	
	Organizational unit of US: Faculty of Management and Economics of Services,						
	Name of the field of study: ERASMUS code 041,						
	Form of studies:		Education profile: Academic			Specialization:	
	Year / semester:		Course status: Facultative			Course language: english	
	Form of course	lectures	exercises	laboratory	convers.	seminar	other
	Course coordinator of subject		Katarzyna Łobacz, PhD				
Goal of the course		Main purpose of the course is acquainting student with the knowledge on technological progress as well as theoretical and practical methods of rational management of innovation processes in economic organizations.					
Course requirements		Basic knowledge on microeconomics, macroeconomics, political economy and finances.					
<b>LEARNING OUTCOMES</b>							
Knowledge	01 Student defines basic terms in the field Technological Progress and Innovation 02 Student identifies conditions of innovative economies 03 Student identifies features of innovative organizations						
Skills	04 Student critically analyses processes standing behind innovativeness						
Social expertise	04 Student openly discusses his/her knowledge						
Course content							
Technological progress – definition and role in economic development							
Measures of technological progress							
Innovation in economic development							
Managing of innovation processes from the perspective of different types organizations							
Risk and uncertainty of innovative projects							
Challenges of innovative entrepreneurship							
<i>Education methods</i>		Individual or group work on projects according to lecturers specification, discussions on literature, case studies analysis					
Form and terms of examination		To get credit students must prepare their own projects in written form and defend them in oral form					
<i>Basic literature</i>		Tidd J., Bessant J., Pavit K., Managing innovation, John Willey & Sons, LTD, Chichaster 2001					
<i>Additional literature</i>		Drucker P., Innovation and entrepreneurship, Elsevier 2007 Mazzarol T., Entrepreneurship and Innovation. Readings and Cases. Second Edition, Tilde University Press 2011					
<b>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</b>					<b>3</b>		