The list of courses available in English at University of Szczecin, Faculty of Management and Economics of Services Academic year 2019/20*

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

<table>
<thead>
<tr>
<th>COURSE</th>
<th>KATEDRA</th>
<th>ECTS POINTS</th>
<th>COURSE CODE</th>
<th>SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Banking science</td>
<td>Finansów i Bankowości</td>
<td>4</td>
<td>04.3.VI.47.A.II.03_01</td>
<td>Second (spring)</td>
</tr>
<tr>
<td>2. Basics of Accountancy</td>
<td>Ekonomiki Przedsiębiorstw i Rachunkowości</td>
<td>3</td>
<td>04.3.VI.28.A.I.02_02</td>
<td>Second (spring)</td>
</tr>
<tr>
<td>4. Basics of Management</td>
<td>Organizacji i Zarządzania</td>
<td>3</td>
<td>04.0.VI.49.A.I.08_05</td>
<td>First (autumn)</td>
</tr>
<tr>
<td>5. Basics of Marketing</td>
<td>Marketingu Usług</td>
<td>3</td>
<td>14.3.VI.28.A.I.06_06</td>
<td>First (autumn)</td>
</tr>
<tr>
<td>6. Behavioral Finance</td>
<td>Finansów i Bankowości</td>
<td>4</td>
<td>04.3.VI.47.A.I.03_19</td>
<td>First (autumn)</td>
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<tr>
<td>7. Computer science</td>
<td>Innowacji i technologii informacyjnych</td>
<td>3</td>
<td>14.3.VI.28.A.II.04_18</td>
<td>Second (spring)</td>
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<tr>
<td>8. Econometric</td>
<td>Metod ilościowych</td>
<td>5</td>
<td>11.9.VI.28.A.II.07_03</td>
<td>First (autumn)</td>
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<tr>
<td>Forecasting</td>
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<tr>
<td>12. Enterprise Science</td>
<td>Ekonomiki Przedsiębiorstw i Rachunkowości</td>
<td>4</td>
<td>14.3.VI.28.A.I.02_09</td>
<td>First (autumn)</td>
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<tr>
<td>13. Events management</td>
<td>Turystyki i Gospodarki Przestrzennej</td>
<td>4</td>
<td>04.3.VI.47.A.I.11_21</td>
<td>Second (spring)</td>
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<td>14. Finance</td>
<td>Finansów i Bankowości</td>
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<td>04.3.VI.47.A.I.03_21</td>
<td>First (autumn)</td>
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<tr>
<td>15. Financial Accountancy</td>
<td>Ekonomiki Przedsiębiorstw i Rachunkowości</td>
<td>5</td>
<td>04.3.VI.28.A.II.02_06</td>
<td>First (autumn)</td>
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<tr>
<td>16. Financial Analysis</td>
<td>Finansów i Bankowości</td>
<td>4</td>
<td>04.3.VI.47.A.I.03_12</td>
<td>First (autumn)</td>
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<tr>
<td>17. Financial Intermediation</td>
<td>Finansów i Bankowości</td>
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<td>04.3.VI.28.A.I.03_07</td>
<td>Second (spring)</td>
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<tr>
<td>System</td>
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<tr>
<td>19. Hotel Management</td>
<td>Turystyki i Gospodarki Przestrzennej</td>
<td>4</td>
<td>04.3.VI.47.A.I.11_22</td>
<td>First (autumn)</td>
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<tr>
<td>20. Household finance</td>
<td>Finansów i Bankowości</td>
<td>4</td>
<td>04.3.VI.47.A.I.03_20</td>
<td>Second (spring)</td>
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<tr>
<td></td>
<td>Course Title</td>
<td>Description</td>
<td>Credits</td>
<td>Start Date</td>
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<tr>
<td>21.</td>
<td>Human Resources Management</td>
<td>Organizacji i Zarzadzania</td>
<td>4</td>
<td>04.5.VI.49.A.II.08_10</td>
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<tr>
<td>22.</td>
<td>International tourism</td>
<td>Turystyki i Gospodarki Przestrzennej</td>
<td>4</td>
<td>04.3.VI.47.A.I.11_23</td>
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<tr>
<td>24.</td>
<td>Logistics</td>
<td>Logistyki</td>
<td>4</td>
<td>04.0.VI.28.A.I.05_14</td>
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<tr>
<td>25.</td>
<td>Logistics management</td>
<td>Logistyki</td>
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<td>04.9.VI.48.A.II.05_12</td>
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<td>27.</td>
<td>Market Research</td>
<td>Marketingu Usług</td>
<td>3</td>
<td>14.3.VI.48.A.II.06_14</td>
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<td>29.</td>
<td>Methods of Business Projects Evaluation</td>
<td>Metod ilościowych</td>
<td>4</td>
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<td>30.</td>
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<td>Marketingu Usług</td>
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<td>14.3.VI.28.A.I.06_15</td>
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<tr>
<td>31.</td>
<td>Production and Service Management</td>
<td>Transportu</td>
<td>4</td>
<td>04.0.VI.28.A.II.08_15</td>
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<tr>
<td>32.</td>
<td>Public Finance</td>
<td>Finansów i Bankowości</td>
<td>4</td>
<td>04.3.VI.28.A.I.03_16</td>
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<tr>
<td>33.</td>
<td>Social and Economic Policy</td>
<td>Katedra Ekonomii</td>
<td>4</td>
<td>04.3.VI.28.A.I.01_17</td>
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<td>34.</td>
<td>Statistics</td>
<td>Metod ilościowych</td>
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<td>35.</td>
<td>Strategic Management</td>
<td>Organizacji i Zarzadzania</td>
<td>4</td>
<td>04.0.VI.49.A.II.08_17</td>
</tr>
<tr>
<td>36.</td>
<td>Technological Progress &amp; Innovation</td>
<td>Innowacji i technologii informacyjnych</td>
<td>3</td>
<td>14.3.VI.28.A.II.04_18</td>
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<tr>
<td>Field in by the Administration</td>
<td>Name of course: <strong>Banking science</strong></td>
<td>Course Code: 04.3.VI.47.A.II.03_01</td>
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<tr>
<td>Organizational unit of US: Faculty of Management and Economics of Services,</td>
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<tr>
<td>Name of the field of study: ERASMUS code 041,</td>
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<td>Form of studies: Education profile: Academic</td>
<td>Form of studies:</td>
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<td>Year / semester: Course status: Facultative</td>
<td>Year / semester:</td>
<td></td>
<td></td>
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<tr>
<td>Form of course</td>
<td>lectures</td>
<td>exercises</td>
<td>laboratory</td>
<td>convers.</td>
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<tr>
<td>Course coordinator of subject</td>
<td>Prof. P. Pluskota</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goal of the course</td>
<td>According to work assignment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course requirements</td>
<td>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.</td>
<td></td>
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</tr>
<tr>
<td>Course coordinator of subject</td>
<td>Basic knowledge of finance with special emphasis on banking institutions.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Learning outcomes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge</td>
<td>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.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Skills</td>
<td>03 Student compares basic concepts of banking in terms of institutions and instruments. 04 Student classifies and organizes basic concepts of banking.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social expertise</td>
<td>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.</td>
<td></td>
<td></td>
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<tr>
<td><strong>Course content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education methods</td>
<td>Lectures supported by multimedia. Tutorials supported by exercises, case studies, group works, questionnaires, articles, assignments, discussions, presentations.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Form and terms of examination</td>
<td>Final test,</td>
<td></td>
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</tr>
</tbody>
</table>
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).

<table>
<thead>
<tr>
<th>Basic literature</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Additional literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Periodicals (magazines, newspapers), selected internet sites.</td>
</tr>
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</table>

<p>| TOTAL NUMBER OF ECTS POINTS FOR SUBJECT | 4 |</p>
<table>
<thead>
<tr>
<th>Field in the Administration</th>
<th>Name of Subject: <strong>Basics of Accountancy</strong></th>
<th>Subject’s Code: 04.3.VI.28.A.I.02.02</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Organizational unit of US: Faculty of Management and Economics of Services,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Name of faculty:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Form of studies:</td>
<td>Profile of education:</td>
</tr>
<tr>
<td></td>
<td>Year / term:</td>
<td>Subject’s status: Facultative</td>
</tr>
<tr>
<td>Form of course</td>
<td>lectures</td>
<td>exercises</td>
</tr>
</tbody>
</table>

Course coordinator of subject: Adam Lulek PhD,

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

### LEARNING OUTCOMES

**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.
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


**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT** 3
### Name of course: Basics of Law

**Course Code:** 10.0.VI.28.A.I.09_04

**Organizational unit of US:** Faculty of Management and Economics of Services

**Name of the field of study:** ERASMUS code 041,

**Form of study:** ERASMUS code 041,

**Education profile:** Academic

**Specialization:**

**Year / semester:**

**Course status:** Facultative

**Course language:** english

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

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**Course coordinator of subject**

**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

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### LEARNING OUTCOMES

#### 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

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### 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

---

### Form of course – convers.

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

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### Education methods

Lecture: interactive lecture
| Form and terms of examination | 1. Written exam  
2. Practical (verification by observation)  
Written exam.  
Classes: the final grade is based on partial assessments of:  
activity during classes  
written question |
|-------------------------------|---------------------------------------------------------------|
3. Introduction to Polish Law (red. S. Frankowski), Kraków 2005 |
| TOTAL NUMBER OF ECTS POINTS FOR SUBJECT | 3 |
Course Code: 04.0.VI.49.A.I.08_05

Name of course: Basics of Management

Organizational unit of US: Faculty of Management and Economics of Services,

Field of study: ERASMUS code 041,

Course Code: 04.0.VI.49.A.I.08_05

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. W. Downar

Goal of the course
The 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

LEARNING OUTCOMES

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

Course content

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
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. Decision-making and process of efficient decision-making. Risk in managerial decisions

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 |
|-----------------------------|--------------------------------|

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT** | 3
<table>
<thead>
<tr>
<th>Field in by the Administration</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course: <strong>Basic of Marketing</strong></td>
<td>Course Code: 14.3.VI.28.A.I.06_06</td>
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<tr>
<td>Organizational unit of US: Faculty of Management and Economics of Services,</td>
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<td>Year / semester: Course status: Facultative Course language: english</td>
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<tr>
<td>Form of course lectures exercises laboratory convers. seminar other</td>
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<tr>
<td>Course coordinator of subject Leszek Gracz, PhD</td>
<td></td>
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<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Course requirements None</td>
<td></td>
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</table>

**LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Skills</th>
<th>Social expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>the student knows the basic concepts of marketing, recognizes marketing situations, is able to present the marketing process in the enterprise</td>
<td>the student chooses proper marketing instruments for example companies</td>
<td>the student accepts the responsibility for marketing actions</td>
</tr>
<tr>
<td>the student understands the determinants of customers’ market behavior</td>
<td>the student identifies the marketing segments on the market</td>
<td>the student respects the rights of consumers</td>
</tr>
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</table>

**Course content**

<table>
<thead>
<tr>
<th>Modern approaches to marketing</th>
<th>Social marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment analysis</td>
<td>Customer Behavior Analysis</td>
</tr>
<tr>
<td>Market segmentation</td>
<td>Product</td>
</tr>
<tr>
<td>Price</td>
<td>Place</td>
</tr>
<tr>
<td>Promotion strategy</td>
<td>B2B market</td>
</tr>
</tbody>
</table>

**Exercises**

<table>
<thead>
<tr>
<th>Analyzing marketing orientation of companies</th>
<th>Social impact of marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case study - environment analysis</td>
<td>Case study - customer behavior</td>
</tr>
<tr>
<td>Elaboration of segmentation</td>
<td>Brand design</td>
</tr>
<tr>
<td>Price strategy</td>
<td>Distribution strategy</td>
</tr>
<tr>
<td>ATL and BTL elaboration</td>
<td>Marketing plan</td>
</tr>
<tr>
<td>-------------------------</td>
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</tr>
<tr>
<td><strong>Education methods</strong></td>
<td>multimedia presentation, case study, problem-solving tasks, group work</td>
</tr>
<tr>
<td><strong>Form and terms of examination</strong></td>
<td>Written exam Elaborated marketing plan for a chosen enterprise</td>
</tr>
<tr>
<td><strong>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</strong></td>
<td>3</td>
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<tr>
<td>Name of course: Behavioral Finance</td>
<td>Course Code: 04.3 VI.47.A.I.03_19</td>
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<tr>
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<td>Education profile: Facultative</td>
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<td>Specialization: Course language: English</td>
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<tr>
<td>Year / semester: Course status: Facultative</td>
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<tr>
<td>Form of course</td>
<td>lectures</td>
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<tr>
<td>Course coordinator of subject</td>
<td>prof. Beata Świecka</td>
</tr>
<tr>
<td>Goal of the course</td>
<td>Familiarize students with basic theories and terms of behavioral finance, by the usage of psychology in finance.</td>
</tr>
<tr>
<td>Course requirements</td>
<td>Basic financial knowledge</td>
</tr>
</tbody>
</table>

**LEARNING OUTCOMES**

**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 live.

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

**Form of course – lecture**

1. Sources of behavioral finance
3. Perspective theory of Kahneman and Tversky. Analysis of uses in different aspects of social life and economical activity
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 market 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

Education methods

Lectures endorsed by multimedia techniques, exercises, case studies, group works, experiments, questionnaires, articles to read, discussions, presentations

Form and terms of examination

1. Written test
2. Written exam
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)

Basic literature


Additional literature


TOTAL NUMBER OF ECTS POINTS FOR SUBJECT 4
Name of course: **Computer Science**  
Course Code: 14.3.VI.28.A.II.04_18  
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. A. Stecyk  
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.  
Learning outcomes  
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  
Course content  
Laboratories | 1. Presentation and discussion about MS Office with special attention to discuss and familiarize students with MS Excel tools | 30 | 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  
Education methods | 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  
4. Didactic materials (graphic guides) available through the elearning platform  
Additional literature  
2. S. Baham, Word 2007 PL. Seria praktyk, Helion 2009  
TOTAL NUMBER OF ECTS POINTS FOR SUBJECT | 3
**Name of course:** Econometrics  
**Course Code:** 11.9.VI.28.A.II.07_03

**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

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**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 possess basic knowledge from fields such as: descriptive statistics, statistical inference, mathematics and economics

### LEARNING OUTCOMES

**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

### Education methods

Lecture, Lecture with discussion, class discussion, case studies

### Form and terms of examination

A note is based on:  
Final paper

### Basic literature

1. R. Czyżycki, M. Hundert, R. Klóska; Wybrane zagadnienia z Ekonometrii, Economicus, Szczecin 2006
2. Econometrics By Lawrence J. Lau, Dale Weldeau Jorgenson

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**  
5
<table>
<thead>
<tr>
<th>Field in by the Administration</th>
<th>Name of course: <strong>Economic Analysis</strong></th>
<th>Course Code: 14.9.VI.28.A.II.02_04</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational unit of US:</td>
<td>Faculty of Management and Economics of Servieces,</td>
<td></td>
</tr>
<tr>
<td>Name of the field of study:</td>
<td>ERASMUS code 041,</td>
<td></td>
</tr>
<tr>
<td>Form of studies:</td>
<td>Education profile: Academic</td>
<td></td>
</tr>
<tr>
<td>Year / semester:</td>
<td>Course status: Facultative</td>
<td></td>
</tr>
<tr>
<td>Course language:</td>
<td>english</td>
<td></td>
</tr>
<tr>
<td>Form of course</td>
<td>lectures</td>
<td>exercises</td>
</tr>
<tr>
<td>Course coordinator of subject</td>
<td>Prof. M. Porada - Rochoń</td>
<td></td>
</tr>
</tbody>
</table>

**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.

**LEARNING OUTCOMES**

**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**

<table>
<thead>
<tr>
<th>Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Economic analysis</td>
</tr>
<tr>
<td>Research methods used in the economic analysis</td>
</tr>
<tr>
<td>Preliminary and Preliminary analysis of Financial Statements</td>
</tr>
<tr>
<td>Ratio analysis – part 1</td>
</tr>
<tr>
<td>Ratio analysis – part 2</td>
</tr>
<tr>
<td>Working capital analysis</td>
</tr>
<tr>
<td>Evaluation of the company's market value</td>
</tr>
<tr>
<td>Analysis of financial result</td>
</tr>
<tr>
<td>Analysis of bankruptcies of enterprises</td>
</tr>
<tr>
<td>Convers.</td>
</tr>
<tr>
<td>Analysis of company’s sale</td>
</tr>
<tr>
<td>Analysis of company’s profitability</td>
</tr>
<tr>
<td>Analysis of company’s assets</td>
</tr>
<tr>
<td>Analysis of company’s liabilities</td>
</tr>
<tr>
<td>----------------------------------</td>
</tr>
<tr>
<td>Analysis of company’s liquidity</td>
</tr>
<tr>
<td>Analysis of company’s turnover</td>
</tr>
<tr>
<td>Basic sources of information used in the economic analysis</td>
</tr>
<tr>
<td>Stages of analytical research and presentation of the results of the analyzes</td>
</tr>
<tr>
<td>Cost analysis</td>
</tr>
<tr>
<td>Analysis of the capital – assets situation</td>
</tr>
<tr>
<td>Analysis and evaluation of the effectiveness of human resources</td>
</tr>
<tr>
<td>Breakeven point analysis and its usefulness in practice</td>
</tr>
<tr>
<td>Preliminary analysis of the balance sheet</td>
</tr>
<tr>
<td>Preliminary analysis of the profit and loss statement</td>
</tr>
<tr>
<td>Preliminary analysis of the cash flow statement</td>
</tr>
</tbody>
</table>

**Education methods**

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.

**Basic literature**


**Additional literature**

| TOTAL NUMBER OF ECTS POINTS FOR SUBJECT | 4 |
**Name of course:** Economic History  
**Course Code:** 14.9.VI.28.A.I.01.08

**Name of the field of study:** ERASMUS code 041,

**Organizational unit of US:** Faculty of Management and Economics of Servieces,

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**Course coordinator of subject**  
Prof. I. Bludnik

**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

### LEARNING OUTCOMES

**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.

<table>
<thead>
<tr>
<th>Course content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The economy of Europe and Poland in the Middle Ages.</td>
</tr>
<tr>
<td>2. The economic development in Western Europe in the 16 th - 18 th century.</td>
</tr>
<tr>
<td>3. Economy in Poland in 16 th – 18 th century.</td>
</tr>
<tr>
<td>4. The first industrial revolution and the economic change in the world till 1870.</td>
</tr>
<tr>
<td>5. Economic development in the world in the years 1870 - 1914. The First World War.</td>
</tr>
<tr>
<td>6. The economy in Poland in XIX century.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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</td>
</tr>
</tbody>
</table>
The attempt of modernization and the debt problem of the seventies. The economic and political breakdown.

The attempt of reforms and the stagnation of eighties. The change at the beginning of nineties.

<table>
<thead>
<tr>
<th>Education methods</th>
<th>Lecture using multimedia presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form and terms of examination</td>
<td>test</td>
</tr>
<tr>
<td>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</td>
<td>3</td>
</tr>
</tbody>
</table>
Name of course: **Economic Phenomenon's Forecasting**

Course Code: 11.9.VI.28.A.II.07.05

Organizational unit of US: Faculty of Management and Economics of Services

Name of the field of study: ERASMUS code 041,

Form of studies: ERASMUS code 041, 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 possess basic knowledge from fields such as: descriptive statistics, statistical inference, mathematics and economics

**LEARNING OUTCOMES**

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

**Education methods**
Lecture, Lecture with discussion, class discussion, case studies

Form and terms of examination
A note is based on:
Final paper

**Basic literature**
1. R.Czyżycki, M.Hundert, R.Klóska; Wybrane zagadnienia z Prgonozowania, Economicus, Szczecin 2006
2. Econometrics By Lawrence J. Lau, Dale Weldeau Jorgenson

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**: 5
### Name of course: Enterprise Science

**Course Code:** 14.3.VI.28.A.I.02_09

**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

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**Course coordinator of subject**
- Prof. M. 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

### LEARNING OUTCOMES

#### 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. Personnal process steps

### Suma

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
<table>
<thead>
<tr>
<th><strong>Education methods</strong></th>
<th>Multimedia presentation, discussion, analyzing of literature and professional magazines, case studies, group work, simulations.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Form and terms of examination</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>
| **Basic literature** | 1. Teaching materials prepared by the lecturer  
3. Simon Down, Enterprise, Entrepreneurship and small business, Los Angeles, SAGE 2013  
5. Amaeshi, Kenneth, Corporate social responsibility, entrepreneurship, and innovation, Routledge, New York - London 2013  
| **Additional literature** | 1. Kumar, Dhirendra, Enterprise growth strategy: vision, planning and execution, Farnham; Burlington, Gower 2010  
2. Albert Binda, [red. merytoryczny Jarosław Marciniak], Human resources, ABC a Wolters Kluwer business, Warszawa 2013  
3. Entrepreneurship and family business, ed. by Alex Stewart, G. T. Lumpkin, Jerome A. Katz, Emerald, Bingley 2010  
6. Economic magazines |
<p>| <strong>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</strong> | <strong>4</strong> |</p>
<table>
<thead>
<tr>
<th>Name of course: <strong>Events Management</strong></th>
<th>Course Code: 04.3.VI.47.A.I.11_21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational unit of US: Faculty of Management and Economics of Services,</td>
<td></td>
</tr>
<tr>
<td>Name of the field of study: ERASMUS code 041,</td>
<td></td>
</tr>
<tr>
<td>Form of studies: Education profile: Academic Specialization:</td>
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</tr>
<tr>
<td>Year / semester: Course status: Facultative Course language: English</td>
<td></td>
</tr>
<tr>
<td>Form of course lectures exercises laboratory convers. seminar other</td>
<td></td>
</tr>
<tr>
<td>Course coordinator of subject Adam Pawlicz, PhD</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td></td>
</tr>
<tr>
<td>Course requirements Knowledge and skills in Tourism &amp; Leisure Industry, Business and Development; Tourism &amp; Service &amp; Leisure Management; Marketing, Accounting</td>
<td></td>
</tr>
</tbody>
</table>

**LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Student demonstrates a broad knowledge about the nature of events and their contribution to local or regional economy and tourism and leisure development</td>
<td></td>
</tr>
<tr>
<td>2. Student is aware of multidisciplinary nature of event management and required basic skills</td>
<td></td>
</tr>
<tr>
<td>3. Student knows and understands the operational functions, issues and techniques in managing events</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Skills</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Student can use appropriate market research techniques for event planning process, particularly for identifying target markets and key stakeholder</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td></td>
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<tr>
<td>6. Student can apply event evaluation</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social expertise</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Student demonstrates autonomy and initiative in carrying out event management related activities at a professional level</td>
<td></td>
</tr>
<tr>
<td>8. Student conveys event related ideas and plans, as well views and solution of problems in well structured, coherent form and in proper manner</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course content</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The nature of special events in tourism and leisure</td>
<td></td>
</tr>
<tr>
<td>2. The nature of event management –</td>
<td></td>
</tr>
<tr>
<td>3. Events planning – research, developing and determine objectives, resources, plans, programmes, financial sources, budgets</td>
<td></td>
</tr>
<tr>
<td>4. Event organizing and managing – team building and leading, operations related to logistic, legal and ethical obligations, human resources</td>
<td></td>
</tr>
<tr>
<td>5. Event control – developing control indicators and methods, monitoring, feedback and event evaluation</td>
<td></td>
</tr>
<tr>
<td>6. Generating and discussing ideas for an event in tourism and leisure -</td>
<td></td>
</tr>
<tr>
<td>7. Presentations and discussing of plans for the examination of particularly events, designed by 2-3 teams</td>
<td></td>
</tr>
</tbody>
</table>

**Education methods**

Case study, lecture
<table>
<thead>
<tr>
<th>Form and terms of examination</th>
<th>- 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. Students will be assessed individually based on their participation in discussions, case studies, group work and presentation. - Written exam – test with 3 closed and 3 opened questions - 50 % of the total module mark.</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</td>
<td>4</td>
</tr>
</tbody>
</table>
**Nazwa przedmiotu:** Finance  
**Course Code:** 04.3.VI.47.A.I.03_21

**Nazwa jednostki prowadzącej przedmiot / moduł:** Wydział Zarządzania i Ekonomiki Usług, Katedra Bankowości i Finansów Porównawczych

**Nazwa kierunku:**

**Forma studiów:**  
**Status przedmiotu /modułu:**

**Rok / semestr:**

**Forma zajęć**  
- wykład  
- ćwiczenia  
- ćwiczenia laboratoryjne  
- konwersatorium  
- seminarium  
- inne (wpisać jakie)

**Wymiar zajęć**

**Koordynator przedmiotu / modułu**  
Prof. Beata Świecka

**Cel przedmiotu / modułu**  
To familiarize students with basic knowledge of modern problems of modern finance, with particular emphasis on issues of finance banks, public security, and behavioral finance households and businesses.

**Wymagania wstępne**

---

### EFEKTY KSZTAŁCENIA

**Wiedza**

01 The student lists and defines the basic concepts of finance  
02 Student identifies and classifies the types of financial institutions in the economy.

<table>
<thead>
<tr>
<th>Wiedza</th>
<th>K_W01</th>
<th>K_W02</th>
<th>K_W08</th>
<th>K_W11</th>
</tr>
</thead>
<tbody>
<tr>
<td>K_W01</td>
<td>S1A_W01</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>K_W02</td>
<td>S1A_W02</td>
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<tr>
<td>K_W08</td>
<td>S1A_W03</td>
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</tr>
<tr>
<td>K_W11</td>
<td>S1A_W11</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Umiejętności**

03 Student compares the basic concepts of finance and the financial system state  
04 The student has the ability to understand and analyze events in financial markets.

<table>
<thead>
<tr>
<th>Umiejętności</th>
<th>K_U01</th>
<th>K_U02</th>
<th>K_U05</th>
<th>K_U06</th>
</tr>
</thead>
<tbody>
<tr>
<td>K_U01</td>
<td>S1A_U01</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K_U02</td>
<td>S1A_U02</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K_U05</td>
<td>S1A_U06</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K_U06</td>
<td>S1A_U08</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Kompetencje społeczne**

05 The student demonstrates a willingness to improve knowledge and skills in finance.  
06 The student demonstrates a willingness to work in groups, which express their views in a correct, consistent and logical way, solves independently the assigned tasks, interprets the behavior of individuals in the field of finance.

<table>
<thead>
<tr>
<th>Kompetencje społeczne</th>
<th>K_K01</th>
<th>K_K02</th>
<th>K_K03</th>
<th>K_K05</th>
</tr>
</thead>
<tbody>
<tr>
<td>K_K01</td>
<td>S1A_K01</td>
<td></td>
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</tr>
<tr>
<td>K_K02</td>
<td>S1A_K02</td>
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</tr>
<tr>
<td>K_K03</td>
<td>S1A_K04</td>
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<tr>
<td>K_K05</td>
<td>S1A_K06</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### TREŚCI PROGRAMOWE

**Forma zajęć – wykład**

1. Money and payments cards  
2. Banking systems and banking institution  
3. Elektronic banking  
4. Banking products and services  
5. Behavioral finance  
6. Household finance  
7. Corporate finance  
8. Public finance

**Metody kształcenia**

Lectures endorsed by multimedia techniques, exercises, case studies, group works.
<table>
<thead>
<tr>
<th>Metody weryfikacji efektów kształcenia</th>
<th>Nr efektu kształcenia z sylabusa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test, case study, presentation, discussion, essay</td>
<td>01, 02, 03, 04, 05, 06</td>
</tr>
</tbody>
</table>

**Forma i warunki zaliczenia**
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).

**Literatura podstawowa**

**Literatura uzupełniająca**

**Liczba punktów ECTS** | 4
Name of course: **Financial Accountancy**

Organizational unit of US: Faculty of Management and Economics of Services,

Name of the field of study: ERASMUS code 041,

Form of studies: studies 1st degree  
Education profile: Academic  
Specialization:  
Year / semester:  
Course status: Facultative  
Course language: english

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

Course coordinator of subject: Adam Lulek PhD

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

**LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>01 student knows basic concepts concerning financial accountancy</th>
</tr>
</thead>
</table>
| 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
5. Financial reporting.

**Education methods**
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

**Basic literature**

**Additional literature**

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT** 5
<table>
<thead>
<tr>
<th>Field in by the Administration</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course:</td>
<td><strong>Financial Analysis</strong></td>
</tr>
<tr>
<td>Course Code:</td>
<td>04.3.VI.47.A.I.03.12</td>
</tr>
<tr>
<td>Organizational unit of US:</td>
<td>Faculty of Management and Economics of Services</td>
</tr>
<tr>
<td>Name of the field of study:</td>
<td>ERASMUS code 041</td>
</tr>
<tr>
<td>Form of the field of study:</td>
<td>ERASMUS code 041</td>
</tr>
<tr>
<td>Form of studies:</td>
<td>Education profile: Academic</td>
</tr>
<tr>
<td>Year / semester:</td>
<td>Course status: Facultative</td>
</tr>
<tr>
<td>Course language:</td>
<td>English</td>
</tr>
<tr>
<td>Form of course</td>
<td>lectures</td>
</tr>
<tr>
<td>Course coordinator of subject</td>
<td>Dominika Kordela, PhD</td>
</tr>
<tr>
<td>Goal of the course</td>
<td>The presentation of basics of financial statement analysis, regarding such documents as: balance sheet, income statement, cash flow.</td>
</tr>
<tr>
<td>Course requirements</td>
<td>Basic knowledge of economics</td>
</tr>
</tbody>
</table>

**LEARNING OUTCOMES**

| 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**


**Additional literature**


**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**

4
**Name of course:** Financial Intermediation Systems  
**Course Code:** 04.3.VI.28.A.II.03_07

**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

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>Seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**Course coordinator of subject**  
Prof. B. Świecka

**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.

**LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 Student is familiar with basic theories and terms of financial intermediation system</td>
</tr>
<tr>
<td>02 Student defines basic economic and legal theories characteristic for financial intermediation system</td>
</tr>
<tr>
<td>03 Student describes and evaluates: types of financial systems, financial institutions, financial services and products</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>04 Student identifies economic and legal determinants of financial intermediation system performance</td>
</tr>
<tr>
<td>05 Student indicates main risk categories and restrictions in financial intermediation system</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>06 Student discusses and expresses opinions about financial intermediation system, especially in banking, bank institutions, services and banking products offered on financial market</td>
</tr>
<tr>
<td>07 Student demonstrates willingness to improve knowledge and skills in the field of financial intermediation system.</td>
</tr>
</tbody>
</table>

**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

**Form of course – tutorial**

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

**Education methods**  
Lectures supported by multimedia. Tutorials supported by exercises, case studies, group works, questionnaires, articles, assignments, discussions, presentations
<table>
<thead>
<tr>
<th>Form and terms of examination</th>
<th>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).</th>
</tr>
</thead>
</table>
| Additional literature       | Xavier Freixas, Jean-Charles Rochet, Microeconomics of banking, Massachusetts Institute of Technology 1999,  
Periodicals (magazines, newspapers), selected internet sites.                                                   |
| TOTAL NUMBER OF ECTS POINTS FOR SUBJECT | 4                                                                                                                                                                                                                                                                 |

### Field in by the Administration

<table>
<thead>
<tr>
<th>Name of course: <strong>History of Economic Thought</strong></th>
<th>Course Code: 14.9.VI.28.A.I.01_13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational unit of US: Faculty of Management and Economics of Services,</td>
<td></td>
</tr>
<tr>
<td>Name of the field of study: ERASMUS code 041,</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Form of studies:</th>
<th>Education profile: Academic</th>
<th>Specialization:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year / semester:</td>
<td>Course status: Facultative</td>
<td>Course language: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Course coordinator of subject</th>
<th>Prof. I. Bludnik</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Goal of the course</th>
<th>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.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Course requirements</th>
<th>none</th>
</tr>
</thead>
</table>

### LEARNING OUTCOMES

#### 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.
- 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.

#### 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

### Education methods

<table>
<thead>
<tr>
<th>Lecture using multimedia presentations</th>
</tr>
</thead>
</table>

### Form and terms of examination

| test |

### Basic literature


### Additional literature

-
Name of course: Hotel management

Organizational unit of US: Faculty of Management and Economics of Services,

Name of the field of study: ERASMUS code 041,

Form of studies: studies 1st 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 Pawlicz, PhD

Goal of the course: Presenting issues of hotel management

Course requirements: Basics knowledge about economics and tourism economics,

LEARNING OUTCOMES

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. Classification 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

Total 15

Education methods: Case study, lecture

Form and terms of examination: Written paper, self-made project


TOTAL NUMBER OF ECTS POINTS FOR SUBJECT: 4
**Name of course:** Household Finance  
**Course Code:** 04.3.VI.47.A.I.03_20

**Organizational unit of US:** Faculty of Management and Economics of Services,

**Name of the field of study:** ERASMUS code 041,

<table>
<thead>
<tr>
<th>Form of studies:</th>
<th>Education profile: Academic</th>
<th>Specialization:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year / semester:</td>
<td>Course status: Facultative</td>
<td>Course language: english</td>
</tr>
</tbody>
</table>

**Form of course**  
| lectures | exercises | laboratory | convers. | seminar | other |

**Course coordinator of subject:** Prof. Beata Świecka

**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.

**LEARNING OUTCOMES**

| 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

**Education methods**  
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)

**Basic literature**


**Additional literature**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</td>
<td>4</td>
</tr>
</tbody>
</table>
**Name of course:** Human Resources Management

**Course Code:** 04.5.VI.49.A.II.08_10

**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

**Year / semester:** Course status: Facultative

**Form of course**

<table>
<thead>
<tr>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of hours</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Course coordinator of subject**

Prof. W. Downar

**Goal of the course**

To familiarize students with human resources management processes within an organization.

**Course requirements**

Basic management knowledge

**LEARNING OUTCOMES**

**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

**Course content**

<table>
<thead>
<tr>
<th>Form of course – exercises</th>
<th>Number of hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction to Human Resource Management</td>
<td>2</td>
</tr>
<tr>
<td>2. Strategic Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>3. Personnel Planning</td>
<td>3</td>
</tr>
<tr>
<td>4. Training and Development</td>
<td>4</td>
</tr>
<tr>
<td>5. Performance Evaluation</td>
<td>3</td>
</tr>
<tr>
<td>6. Financial Incentives, Benefits and Services</td>
<td>4</td>
</tr>
<tr>
<td>7. Employment Relations</td>
<td>2</td>
</tr>
<tr>
<td>8. Managing Global Human Resources</td>
<td>2</td>
</tr>
<tr>
<td>9. Redundancy and Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>10. Ethics and Human Resource Management</td>
<td>4</td>
</tr>
</tbody>
</table>

**Education methods**

presentation of the material using multimedia techniques, case studies, discussions

**Form and terms of examination**

Written test
Case studies, discussions.

**Basic literature**


**Additional literature**


**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT** 4
**Name of course:** International tourism  
**Course Code:** 04.3.VI.47.A.I.11.23

**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

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**Course coordinator of subject**  
Agnieszka Sawińska PhD, Marta Sidorkiewicz PhD

**Goal of the course**  
Presenting issues of international tourism economy

**Course requirements**  
Basics knowledge about economics, tourism economics,

### LEARNING OUTCOMES

**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

**Education methods**  
Case study, lecture

**Form and terms of examination**  
Written paper, self-made project

**Basic literature**  
Y. Reisinger, F. Dimanche, International tourism, Routledge, 2010


**Additional literature**  

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**  
4
**Law of Commercial Trade**

**Course Code:** 10.0.VI.28.A.II.09_11

**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

**Year / semester:** Course status: Facultative

**Course language:** English

**Course coordinator of subject:**

**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)

### LEARNING OUTCOMES

**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)

### Education methods

- 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)

### Basic literature
| 3. | Introduction to Polish Law (red. S. Frankowski), Kraków 2005 |

**Additional literature**

| 2. | Introduction to Polish Law (red. S. Frankowski), Kraków 2005 |

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**

<p>| 4 |</p>
<table>
<thead>
<tr>
<th><strong>Name of course:</strong> Logistics</th>
<th><strong>Course Code:</strong></th>
<th>04.0 VI.28 A.I.05_14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organizational unit of US:</strong> Faculty of Management and Economics of Services,</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Name of the field of study:</strong> ERASMUS code 041,</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Form of studies:</strong></td>
<td><strong>Education profile:</strong></td>
<td><strong>Specialization:</strong></td>
</tr>
<tr>
<td>Faculty of Management and Economics of Services,</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Year / semester:</strong></td>
<td><strong>Course status:</strong> Facultative</td>
<td><strong>Course language:</strong> English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**Course coordinator of subject**

**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

**LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Skills</th>
<th>Social expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student knows the basic definitions related to logistics and supply chain.</td>
<td>Student identifies logistics processes and adapts to them the appropriate logistics solutions.</td>
<td>Student shall be polemics associated with the capabilities to implement the principles of logistics for the company.</td>
</tr>
</tbody>
</table>

**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.

**Education methods**
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.

**Basic literature**

**Additional literature**

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**
4
<table>
<thead>
<tr>
<th>Field in by the Administration</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of course: <strong>Logistics management</strong></td>
<td><strong>Course Code:</strong> 04.9.VI.48.A.II.05.12</td>
</tr>
<tr>
<td>Organizational unit of US: Faculty of Management and Economics of Services</td>
<td></td>
</tr>
<tr>
<td>Name of the field of study: ERASMUS code 041,</td>
<td></td>
</tr>
<tr>
<td>Form of studies:</td>
<td>Education profile: Academic</td>
</tr>
<tr>
<td>Year / semester:</td>
<td>Course status: Facultative</td>
</tr>
<tr>
<td>Form of course</td>
<td>Course language: English</td>
</tr>
<tr>
<td>lectures</td>
<td></td>
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<tr>
<td>exercises</td>
<td></td>
</tr>
<tr>
<td>laboratory</td>
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<tr>
<td>convers.</td>
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</tr>
<tr>
<td>seminar</td>
<td></td>
</tr>
<tr>
<td>other</td>
<td></td>
</tr>
</tbody>
</table>

**Course coordinator of subject**

**Goal of the course**
The aim of the educational process is to acquaint students with the processes of 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.

**LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Student knows how to define the basic definitions related to logistics management.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills</td>
<td>Student is able to distinguish and characterize management systems used in various processes and businesses.</td>
</tr>
<tr>
<td>Social expertise</td>
<td>Student shows ability to apply principles of logistics in enterprises.</td>
</tr>
</tbody>
</table>

**Course content**
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.

**Education methods**
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.

**Basic literature**

**Additional literature**

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**
5
<table>
<thead>
<tr>
<th><strong>Name of course:</strong> Market analysis</th>
<th><strong>Course Code:</strong> 14.3.VI.48.A.II.06_13</th>
</tr>
</thead>
</table>

Organizational unit of US: Faculty of Management and Economics of Services,

Name of the field of study: ERASMUS code 041,

<table>
<thead>
<tr>
<th><strong>Form of studies:</strong></th>
<th><strong>Education profile:</strong> Academic</th>
<th><strong>Specialization:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Year / semester:</td>
<td>Course status: Facultative</td>
<td>Course language: English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Form of course</strong></th>
<th><strong>Lectures</strong></th>
<th><strong>Exercises</strong></th>
<th><strong>Laboratory</strong></th>
<th><strong>Convers.</strong></th>
<th><strong>Seminar</strong></th>
<th><strong>Other</strong></th>
</tr>
</thead>
</table>

**Course coordinator of subject:** Leszek Gracz, PhD

**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

**LEARNING OUTCOMES**

- **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.

**Exercises**

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                  | multimedia presentation,   |
|                                         | case study,               |
|                                         | problem-solving tasks,    |
|                                         | group work                |
|                                         | Internet-based survey preparing and analyzing |
| 6. Procedure of market segmentation and product positioning                      | Written exam (both knowledge from lectures and exercises) – multiple choice questions and short open questions |
| 7. SWOT/TOWS analysis                   | Written tests from exercises – open questions and calculations |
| 8. Correlations between two product features.                                    | Internet-based survey preparing and analyzing – presentation of the research outcome |
| 9. Customer satisfaction index          | Activity in group works during exercises |
| 10. House of quality                    |                                                                           |
| 11. Taxonomic Method.                  |                                                                           |

**Education methods**

- 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.

**Basic literature**

Ch. W. Lamb, J. F. Hair, Jr., C. McDaniel: Essentials of Marketing, South Western Cengage Learning, 2009

**Additional literature**

- European Journal of Marketing – selected articles

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**

3
### Name of course: Market research

#### Course Code:
14.3.VI.48.A.II.06_14

#### 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

<table>
<thead>
<tr>
<th>Form of course</th>
<th>Lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

#### Course coordinator of subject
Leszek Gracz, PhD

#### 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

### LEARNING OUTCOMES

#### 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 research
6. Questionnaire design and types
7. Questionnaire methodology
8. Online questionnaires theory
9. Interview theory
10. Methods of data presentation

### Exercises

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
<table>
<thead>
<tr>
<th><strong>Education methods</strong></th>
<th>multimedia presentation, field work and laboratory work for market research</th>
</tr>
</thead>
</table>
| **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 |
| **Basic literature** | Ch.W. Lamb, J.F. Hair, Jr., C. McDaniel: Essentials of Marketing, South Western Cengage Learning, 2009  
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 |

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT** 3
<table>
<thead>
<tr>
<th>Field in the Administration</th>
<th>Name of course: <strong>Market Strategy</strong></th>
<th>Course Code: 14.3.VI.48.A.II.06_15</th>
</tr>
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<tbody>
<tr>
<td>Organizational unit of US:</td>
<td>Faculty of Management and Economics of Services,</td>
<td></td>
</tr>
<tr>
<td>Name of the field of study:</td>
<td>ERASMUS code 041,</td>
<td></td>
</tr>
<tr>
<td>Form of studies:</td>
<td>Education profile: Academic</td>
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<tr>
<td>Specialization:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year / semester:</td>
<td>Course status: Facultative</td>
<td></td>
</tr>
<tr>
<td>Course language:</td>
<td>english</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Form of course</th>
<th>Lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**Course coordinator of subject**  
Leszek Gracz PhD

**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

### LEARNING OUTCOMES

| 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

**Exercises**

- 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
<table>
<thead>
<tr>
<th><strong>Education methods</strong></th>
<th>multimedia presentation, case study, problem-solving tasks, group work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Form and terms of examination</strong></td>
<td>Written exam Elaborated marketing strategy for a chosen enterprise</td>
</tr>
<tr>
<td><strong>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</strong></td>
<td>5</td>
</tr>
</tbody>
</table>
**Name of course:** Methods of Business Projects Evaluation  
**Course Code:** 04.3.VI.28.A.II.04_14

**Organizational unit of US:** Faculty of Management and Economics of Services,  
**Name of the field of study:** ERASMUS code 041,

**Form of studies:** ERASMUS code 041,  
**Education profile:** Academic,  
**Specialization:** Specialization,  
**Year / semester:** Course status: Facultative,  
**Course language:** English

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**Course coordinator of subject**  
Prof. A. Stecyk

**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.

**LEARNING OUTCOMES**

| 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 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills</td>
<td>04 Student uses properly methods of business projects evaluation</td>
</tr>
<tr>
<td>Social expertise</td>
<td>05 Student openly discusses his/her knowledge</td>
</tr>
</tbody>
</table>

**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

**Education methods**

- 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

**Basic literature**


**Additional literature**


**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT** 4
Name of course: Negotiations

Field in by the Administration

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

Year / semester: Course status: Facultative

Course Code: 14.3.VI.28.A.I.06_15

Specialization: Course language: english

Form of course

Course coordinator of subject Leszek Gracz, PhD

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 business situation.

Course requirements None

LEARNING OUTCOMES

Knowledge

the student knows the styles, methods and techniques of negotiations
the student understands 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

Exercises

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

Education methods

multimedia presentation, case study, group work, presentation Internet-based case studies

Form and terms of examination

Written exam (both knowledge from lectures and exercises) – multiple choice questions and short open questions Activity in group works during exercises
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional literature</td>
<td>on-line negotiations case studies and games</td>
</tr>
<tr>
<td>TOTAL NUMBER OF ECTS POINTS FOR SUBJECT</td>
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</tr>
<tr>
<td>Field in by the Administration</td>
<td>Name of course: Production and Service Management</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------------------------</td>
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<td>Organizational unit of US:</td>
<td>Faculty of Management and Economics of Services,</td>
</tr>
<tr>
<td>Name of the field of study:</td>
<td>ERASMUS code 041,</td>
</tr>
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<td>Year / semester:</td>
<td>Course status: Facultative</td>
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<td>Form of course</td>
<td>Specialization:</td>
</tr>
<tr>
<td>Course coordinator of subject</td>
<td>Prof. D. Milewski</td>
</tr>
</tbody>
</table>

**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

**LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Skills</th>
<th>Social expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>knowledge of the specific of production management and operational management of the subject</td>
<td>Fundamentals of planning and organization of the productive potential and organization of production processes in industry and services</td>
<td>knowledge of the importance of the sphere of production management in the enterprise and the importance of this sphere for the economy and society</td>
</tr>
</tbody>
</table>

**Course content**
- Production and operational management in the enterprise
- Designing products and processes
- Types of production
- Production Planning
- Production Strategies

**Education methods**
Case studies

**Form and terms of examination**
Oral or written Exam

**Basic literature**

**Additional literature**

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**
4
Name of course: **Public Finance**  
Course Code: 04.3.VI.28.A.I.03_16

Organizational unit of US: Faculty of Management and Economics of Services,

Name of the field of study: ERASMUS code 041

<table>
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<tbody>
<tr>
<td>Year / semester:</td>
<td>Course status: Facultative</td>
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</table>

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
<th>laboratory</th>
<th>convers.</th>
<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

Course coordinator of subject: Prof. K. 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

**LEARNING OUTCOMES**

**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.

**COURSE CONTENT**

4. Fiscal Policy.

Education methods:
- multimedia presentations
- text analysis followed by discussion
- open debate
- group work

Form and terms of examination:
- Essay submission (75% of final grade)
- Classroom observation – discussions, group work, etc. (25% of final grade)

Basic literature:


**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT** | 4
**Name of course:** Social and Economic Policy  
**Course Code:**  

<table>
<thead>
<tr>
<th>Organizational unit of US: Faculty of Management and Economics of Services</th>
<th>ERASMUS code 041</th>
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</table>

<table>
<thead>
<tr>
<th>Name of the field of study:</th>
<th>Social and Economic Policy</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Form of studies:</strong></th>
<th>Education profile:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Year / semester:</th>
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</table>

<table>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Course coordinator of subject</th>
<th>Maciej Czaplewski, PhD</th>
</tr>
</thead>
</table>

**Goal of the course**  
Presentation of essence, theory, areas and directions of social and economic policy

**Course requirements**  
Basic knowledge of economics

**LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Knowledge concerning social and economic policy</th>
</tr>
</thead>
</table>

| 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**

<table>
<thead>
<tr>
<th>Introduction to social and economic policy</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Domains and elements of socio-economic policy</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Market failures: microeconomic and macroeconomic aspects</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Normative and positive theory of socio-economic policy</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Contemporary problems of social and economic policy</th>
</tr>
</thead>
</table>

**Education methods**

Lecture, independent study

**Form and terms of examination**

Written exam or presentation with written report (essay)

**Basic literature**


**Additional literature**


**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**

4
**Name of course:** Statistics  
**Course Code:** 11.2.VI.28.A.I.07_18

**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

<table>
<thead>
<tr>
<th>Form of course</th>
<th>lectures</th>
<th>exercises</th>
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<th>seminar</th>
<th>other</th>
</tr>
</thead>
</table>

**Course coordinator of subject**  
Elżbieta Szaruga, 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

### LEARNING OUTCOMES

**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 conducts statistical study of economic processes

<table>
<thead>
<tr>
<th>Course content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Basic concepts of descriptive statistics</td>
</tr>
<tr>
<td>2. Structure analysis</td>
</tr>
<tr>
<td>3. Dynamics analysis</td>
</tr>
<tr>
<td>4. Correlation and regression analysis</td>
</tr>
</tbody>
</table>

**Education methods**  
Lecture, Lecture with discussion, class discussion, case studies

**Form and terms of examination**  
A note is based on:  
Final paper

**Basic literature**


**Additional literature**

**TOTAL NUMBER OF ECTS POINTS FOR SUBJECT**  
4
Name of course: **Strategic Management**

Course Code: 04.0.VI.49.A.II.08.17

Organizational unit of US: Faculty of Management and Economics of Services,

Name of the field of study: ERASMUS code 041,

Form of studies: ERASMUS code 041,

Education profile: Academic

Specialization: 

Year / semester: 

Course status: Facultative

Course language: English

Form of course

<table>
<thead>
<tr>
<th>Lectures</th>
<th>Exercises</th>
<th>Laboratory</th>
<th>Convers.</th>
<th>Seminar</th>
<th>Other</th>
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</thead>
</table>

Course coordinator of subject

Prof. W. Downar

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).

**LEARNING OUTCOMES**

**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.

Course content

2. External environment of a company. Socio-cultural, political, economic and technological factors.

**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**

<table>
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<tr>
<th>Additional literature</th>
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</table>

| TOTAL NUMBER OF ECTS POINTS FOR SUBJECT | 4 |
Name of course: Technological Progress and Innovation

Course Code: 14.3.VI.28.A.II.04_18

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. A. Stecyk

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.

LEARNING OUTCOMES

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

Education methods
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

Basic literature
Tidd J., Bessant J., Pavit K., Managing innovation, John Willey & Sons, LTD, Chichaster 2001

Additional literature
Drucker P., Innovation and entrepreneurship, Elsevier 2007

TOTAL NUMBER OF ECTS POINTS FOR SUBJECT 3