COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**	
Course title: **Business Inteligence (KIERUNKOWE)**	Course code: **EFZ214AIJ3434_30S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	laboratory	30	0	pg	4
Total			**30**			**4**

Course / module coordinator	**dr hab. ADAM STECYK**
Course instructor	**dr hab. ADAM STECYK**
Course / module objectives	**An explanation of how business intelligence analysis can be used in business applications and what BI methods can be used to analyze data using dashboards. Acquisition of skills creating data models that relate to the use of information available as part of the business permormance. Understanding how BI mechanisms work in order to build complex analytical tools**
Prerequisites	**Basics of data analysis in spreadsheets (aggregate functions, logical functions, charts, pivot table, pivot chart)**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows and understands the principles of business intelligence**	**K_W01 K_W07**
	2	**EP2**	**Student understands the importance of BI in the use of data business**	**K_W05 K_W07**
skills	**1**	**EP3**	**Student knows how to choose and use BI methods in business applications**	**K_U02 K_U03**
	2	**EP4**	**Student knows how to choose the right creation tools for BI models**	**K_U05**
	3	**EP5**	**By participating in laboratory classes student can interact and work in a group and assist in analysis of solutions created by other group members**	**K_U08**
social competences	**1**	**EP6**	**Student is ready to disseminate good practices in the selection and use of the business intelligence method and tools**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Business Inteligence**			
Format of instruction: **laboratory**			
1. **1. Introduction to business intelligence**	6	2	0
2. **2. Multidimensional pivot table and logical functions**	6	4	0
3. **3. Visualizations - first report**	6	2	0
4. **4. Data sources and working with connectors**	6	2	0
5. **5. Power query - data cleansing**	6	8	0

6. **6. Relational data model**	6	2	0
7. **7. Measures and calculation columns. Selected DAX functions**	6	6	0
8. **8. Dashboards**	6	4	0

Modes of delivery	**Traditional education, e-learning, blended learning, presentation, group work, instructional videos, tasks, development of dashboards for data analysis**	
Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Implementation of the BI project and evaluation of the current work during laboratory classes (grading scale 2 - 5)**	
	Grade calculation principles	
	arithmetic mean of the obtained grades	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Business Inteligence		Ważona	
	6	Business Inteligence [laboratorium]	zaliczenie z oceną		1,00

Basic reading	A. Aspin (2016): Pro Power BI Desktop, Apress, London
	A. Stecyk (2021): E-learning video tutorials, Own production, Szczecin
	A. Stecyk. P. Gutowski (2019): Analiza danych w arkuszach kalkulacyjnych, Uniwersytet Szczeciński, Szczecin
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**18**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**	
Course title: **Business plans and strategic analysis (biznesplan i analiza strategiczna) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_16S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	4
		lecture	15	0	e	
Total			**30**			**4**

Course / module coordinator	**dr KAROLINA BEYER**
Course instructor	**dr KAROLINA BEYER**
Course / module objectives	**The aim of the course is to present issues related to the preparation of a business plan for enterprises and their strategic analysis. It is important to acquire planning skills in a company that give the opportunity to develop and achieve a competitive advantage on the market**
Prerequisites	**In terms of:** **knowledge: the student knows the concepts of the functioning of the enterprise, enterprise resources, its development strategy,** **skills: is able to analyze the functioning of the company and its development strategy** **competences (attitudes): is ready to analyze case studies and work in a group**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student knows the essence of business planning and the importance of a business plan in strategic management**	**K_W01 K_W02 K_W05 K_W07**
	2	**EP2**	**student has knowledge of the methods of strategic analysis of the enterprise**	**K_W01 K_W06 K_W07**
	3	**EP3**	**student knows the essence, goals and functions of strategic, tactical and operational planning in an enterprise**	**K_W01 K_W04**
skills	**1**	**EP4**	**student is able to apply the acquired knowledge to create a business plan of an enterprise and indicate the resources needed to implement the project**	**K_U02 K_U03 K_U05**
	2	**EP5**	**student is able to prepare a strategic analysis of a company**	**K_U01 K_U02 K_U04**
	3	**EP6**	**student is able to plan his own and team work in the preparation of a business plan and strategic analysis of a company**	**K_U08 K_U09**
social competences	**1**	**EP7**	**student is ready to critically evaluate the possessed knowledge and improving it in solving problems related to planning and strategic analysis of an enterprise**	**K_K01 K_K06**

CONTENT	Semester	No. of hours	including e-learning

Subject title: **Business plans and strategic analysis (biznesplan i analiza strategiczna)**			
Format of instruction: **lecture**			
1. **The importance and areas of planning in a company**	2	2	0
2. **A business plan as a strategic planning tool**	2	2	0
3. **The use of strategic analysis in planning in an enterprise**	2	2	0
4. **Strategic analysis methods**	2	4	0
5. **Business plan and its financial part - financial planning and financial analysis**	2	5	0
Format of instruction: **discussion classes**			
1. **Business plan and strategic analysis in economic practice - forms, tools, methods of use**	2	2	0
2. **Introduction to the business plan - Identification of the development needs of the selected company - team work on the project**	2	2	0
3. **Strategic analysis of the selected company - team work on the project**	2	5	0
4. **Business plan - team work on the financial part (financial planning, financial analysis)**	2	4	0
5. **Business plan and strategic analysis of selected companies - project presentations**	2	2	0

Modes of delivery	**zajęcia z wykorzystaniem prezentacji multimedialnej** **dyskusje studentów** **praca z grupach nad projektem, analiza przypadków (case study)**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP7**
	PROJEKT	**EP4,EP5,EP6,EP7**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**The form and conditions for passing the lectures:** **The grade for the lectures is the grade obtained from the exam (approx. 5 open questions)** **The form and conditions for passing the exercises:** **The grade of the exercises is the assessment of the prepared project of business plan along with the strategic analysis of the selected enterprise**
	Grade calculation principles
	student receives a grade: **- satisfactory with at least 50% of the exam points** **- good, with at least 70% of the exam points** **- very good, obtaining at least 90% of the exam points** **The grade for the subject is the arithmetic mean of the grades obtained from lectures and exercises**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna)		Arytmetyczna	
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna) [wykład]	egzamin		
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Gierszewska G., Romanowska M, (2016): Analiza strategiczna przedsiębiorstwa, PWE, Warszawa
	Grant R. M. (2015): Contemporary Strategy Analysis: Text and Cases Edition, Wiley
	Opolski K., Waśniewski K. (2020): Biznesplan. Jak go budować i analizować, CeDeWu, Warszawa
	Shelton H. (2017): The Secrets to Writing a Successful Business Plan: A Pro Shares A Step-by-Step Guide to Creating a Plan That Gets Results, LIGHTNING SOURCE INC

Supplementary reading	Beyer K. (2024): Create Your business , karolinabeyer.pl
	Beyer K., Czerniachowicz B., Wieczorek-Szymańska A. (2020): Przedsiębiorczość i zarządzanie przedsiębiorstwem - wyzwania i dylematy, WNUS, Szczecin
	Pinson L. (2013): Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future (Small Business Strategies Series), Out Of Your Mind . . . And Into The Mark
	The Staff of Entrepreneur Media (2015): Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground, Entrepreneur Press, USA

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**15**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**	
Course title: **Creativity and Innovations (kreatywność i innowacje) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_18S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	conversation	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr hab. KATARZYNA SZOPIK-DEPCZYŃSKA**
Course instructor	**dr hab. KATARZYNA SZOPIK-DEPCZYŃSKA**
Course / module objectives	**The main objective of the course will be to learn the basic issues related to innovation in enterprises as well as creativity, along with tools and techniques to support individual and group creativity that can foster the creation of innovative products and services.**
Prerequisites	**In terms of knowledge: the student knows the basics of organization and management in an enterprise** **In terms of skills: student distinguishes between basic economic categories, such as: resources, processes, etc.** **In terms of social competences: student has instilled habits of lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Has a knowledge of the essence of innovation, its determinants, connection with creativity and impact on the development of the organization and in relations between them**	**K_W02 K_W05**
	2	**EP2**	**Has a knowledge of the role of creativity in managing a small business, knows the factors influencing the creativity of human beings in the organization and its barriers, along with its connections in the area of innovative activity.**	**K_W06**
skills	**1**	**EP3**	**On the basis of certain parameters, the student is able to analyze the company and its environment, assess the state of innovation and indicate potential sources of innovation along with a proposal of directions of innovative activities along with the selection of an innovation strategy.**	**K_U01 K_U02**
	2	**EP4**	**Student is able to apply creative thinking methods.**	**K_U03 K_U06**
	3	**EP6**	**Student can interact and work in a group, assuming various roles in it**	**K_U08**
social competences	**1**	**EP5**	**He is ready to search for information and propose innovative solutions in projects implemented for the benefit of the company or the local community**	**K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Creativity and Innovations (kreatywność i innowacje)**			
Format of instruction: **conversation**			

1. **Creativity and innovation**	2	2	0
2. **Methods and techniques of creative thinking**	2	6	0
3. **Managing creativity: best practices, case studies**	2	4	0
4. **Innovations in the enterprise - the essence and types**	2	2	0
5. **Sources and determinants of innovation**	2	2	0
6. **Innovative strategies of enterprises - case studies**	2	6	0
7. **Financing innovation**	2	2	0
8. **Innovative companies on the local / global market - case studies**	2	6	0

Modes of delivery	**multimedia presentation, Conversatory classes with the use of case study, work in groups, project development**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PREZENTACJA	**EP3,EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**The subject is credited on the basis of a final project and a test.**	
	Grade calculation principles	
	The final grade for the subject takes into account the grade for the written test and the presentation and is calculated as the arithmetic mean.	

Final grade calculation method

Sem.	Course	Type of credit	Grade calc. method	Weight for the average
2	Creativity and Innovations (kreatywność i innowacje)		Arytmetyczna	
2	Creativity and Innovations (kreatywność i innowacje) [konwersatorium]	zaliczenie z oceną		

Basic reading	ed. by Filip De Beule and Ysabel Nauwelaerts. (2013): Innovation and creativity : pillars of the future global economy, Edward Elgar, Cheltenham
	ed. Elżbieta Skrzypek and Marek Kunasz. (2009): Determinants of innovativeness, Knowledge & Innovation Institute, Warsaw
	Goodman, Malcolm. (2013): Creativity and strategic innovation management, Springer, New York
Supplementary reading	Bhalla, Gaurav (2011): Collaboration and co-creation : new platforms for marketing and innovation, Springer, New York
	Hippel, Eric von. (2006): Democratizing innovation, MIT Press, Cambidge, London
	Szopik-Depczyńska, Katarzyna (2021): User-driven innovation in R&D departments in Poland, Uniwersytet Szczeciński, Szczecin

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**4**	**0**
Private reading and studying	**6**	**0**
Participation in tutorials	**13**	**0**

Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
Course title: **Decision making methods in management (metody podejmowania decyzji w zarządzaniu) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_29S**	
Name of field of study: **Business Management**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 6 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				w tym e-learning		
3	6	discussion classes	15	0	pg	4
		lecture	15	0	e	
Total			**30**			**4**
Course / module coordinator	**dr UMASHANKAR SINGH**					
Course instructor	**dr UMASHANKAR SINGH**					
Course / module objectives	**The aim of this course is to understand the importance of decisions and to learn the process of decision making for a better business execution. The course will contribute to build the rational thought process and the decision making process. Discussions and practical orientation of the course will enhance student?s capabilities as managers to handle the challenging situation where a decision can make or break the situation.**					
Prerequisites	**no requirements**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the decision process in business**	**K_W02 K_W03**
	2	**EP2**	**understands simulation and modeling**	**K_W01 K_W10**
	3	**EP3**	**knows the IT application in business**	**K_W05 K_W11**
skills	**1**	**EP4**	**can solve problems based on decision**	**K_U01 K_U04**
	2	**EP5**	**can apply decision tools in business**	**K_U04 K_U08**
	3	**EP6**	**can be able to manage people**	**K_U02 K_U05**
social competences	**1**	**EP7**	**is ready to solve problems with decision**	**K_K01 K_K02**
	2	**EP8**	**is ready to initiate social activities**	**K_K03 K_K05**
	3	**EP9**	**is ready to analyze and apply ethics**	**K_K04 K_K05**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Decision making methods in management (metody podejmowania decyzji w zarządzaniu)**			
Format of instruction: **lecture**			
1. **Decision making process in business**	6	2	0
2. **Problem identification and analysis**	6	2	0

3. **Decision making tools and techniques**	6	2	0
4. **Decision criteria and models**	6	1	0
5. **Multi criteria decision making**	6	2	0
6. **Behavioral tools of decision making**	6	2	0
7. **Rational tools of decision making**	6	2	0
8. **Different approaches to decision making**	6	2	0
Format of instruction: **discussion classes**			
1. **Discussion on the importance of decisions**	6	2	0
2. **A practical approach to decision process**	6	2	0
3. **Decision in business case study**	6	1	0
4. **Presentation on decision issues in business**	6	2	0
5. **Decision making tools comparison**	6	2	0
6. **Role play to take decision in a risk situation**	6	2	0
7. **Simulation to implement decision process**	6	2	0
8. **Business decisions evaluation**	6	2	0

Modes of delivery	**case study, Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, group work**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP2,EP3,EP4**
	PREZENTACJA	**EP1,EP6,EP7**
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP7,EP8,EP9**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Lecture: WRITTEN EXAM- 100%** **Clasess: PRESENTATION- 30%, PROJECT- 40%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 30%** **A student must score minimum 60% overall to pass the course.**	
	Grade calculation principles	
	The final grade is the average of the grades obtained from completing the exercises and lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Decision making methods in management (metody podejmowania decyzji w zarządzaniu)		Arytmetyczna	
	6	Decision making methods in management (metody podejmowania decyzji w zarządzaniu) [wykład]	egzamin		
	6	Decision making methods in management (metody podejmowania decyzji w zarządzaniu) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Baker, A. J. (2019): Business Decision Making, Routledge
	Frankl, M. (2019): Business Decision Making (2nd Edition), Business Expert Press
	Nermend, K., Latuszynska, K., & Thalassinos, E. (2021): Decision-Making in Management: Methods and Behavioral Tools (1st Edition), Springer
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**14**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**	
Course title: **E-tourism management (zarządzanie e-turystyką) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_32S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. ADAM PAWLICZ**
Course instructor	**dr hab. ADAM PAWLICZ**
Course / module objectives	**The aim of the didactic process is to familiarize students with the interdependencies between the development of new technologies and tourism**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the basic concepts of e-tourism**	**K_W02 K_W06**
skills	**1**	**EP2**	**The student is able to understand and apply specialized terminology related to ICT management in tourism**	**K_U06**
	2	**EP3**	**The student is able to identify the most important problems of ICT implementation in tourism**	**K_U02**
social competences	**1**	**EP4**	**The student demonstrates creativity and independence in assessing the phenomena of influencing the use of ICT in tourism management**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **E-tourism management (zarządzanie e-turystyką)**			
Format of instruction: **lecture**			
1. **Introduction to tourism**	6	2	0
2. **Information and communication technologies in tourism. Introduction.**	6	2	0
3. **History of ICT implementation in airlines.**	6	3	0
4. **ICT in hospitality.**	6	2	0
5. **ICT in other tourism businesses**	6	2	0
6. **ICT use in destination tourism management**	6	2	0
7. **The future of ICT in tourism**	6	2	0

Format of instruction: **discussion classes**			
1. **Mobile technologies in tourism**	6	3	0
2. **Social media in tourism**	6	3	0
3. **The use of big data in tourism**	6	3	0
4. **The use of ICT by intermediaries in tourism economy**	6	3	0
5. **Sharing economy and ICT in tourism**	6	3	0

Modes of delivery	**A lecture, Presentation**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP3**
	PREZENTACJA	**EP2,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Passing the lectures: Test of 20 single-choice questions. Completing the exercises: The evaluation of the presentation will take into account both formal and content-related elements. The topic of the presentation will cover one aspect of ICT management in tourism. The student chooses the topic in agreement with the teacher.**	
	Grade calculation principles	
	The arithmetic mean of both assessments. Rounded up if necessary.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	E-tourism management (zarządzanie e-turystyką)		Arytmetyczna	
	6	E-tourism management (zarządzanie e-turystyką) [ćwiczenia]	zaliczenie z oceną		
	6	E-tourism management (zarządzanie e-turystyką) [wykład]	zaliczenie z oceną		

Basic reading	Adam Pawlicz (2012): E-turystyka, PWN, Warszawa
	ed. Azizul Hassan, Anukrati Sharma (2021): The Emerald Handbook of ICT in Tourism and Hospitality, ISOQAR, Bingley
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**5**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**5**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **EU project management (zarządzanie projektami UE) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_59S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	konwersatorium	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr JAROSŁAW POTERALSKI**
Course instructor	**dr JAROSŁAW POTERALSKI**
Course / module objectives	**The aim is to provide students with knowledge and skills to obtain and properly use EU funds for the implementation of various business and social projects, with the possibility of using them in practice. The aim of the course is also to provide information on the most important EU programs with the principles of managing undertakings (projects) financed from EU funds. In the area of social competences, the objectives are aimed at raising awareness of the importance of knowledge of issues related to obtaining EU funds and managing EU projects.**
Prerequisites	**The student has elementary knowledge of project management, in particular, knows the basics of management, including the basics of strategic analysis.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**The student knows what are the possibilities of financing economic and social ventures (projects) from EU funds.**	**K_W03 K_W05 K_W07**
	2	EP2	**The student knows the financing programs for undertakings (projects) under EU funds.**	**K_W05 K_W07 K_W10**
	3	EP3	**The student knows the basic assumptions of the preparation of undertakings (projects) financed from EU funds.**	**K_W07**
skills	1	EP4	**The student is able to formulate the basic assumptions of potential projects financed from EU funds.**	**K_U02 K_U03 K_U08**
	2	EP5	**The student is able to search for potential sources of financing of undertakings (projects) under EU funds.**	**K_U02 K_U05 K_U08**
social competences	1	EP7	**The student is aware of the potential for development opportunities thanks to the implementation of projects within the EU funds.**	**K_K02 K_K03**
	2	EP8	**The student represents an open attitude to the possibilities resulting from the implementation of projects (projects) financed by the EU.**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **EU project management (zarządzanie projektami UE)**			
Format of instruction: **konwersatorium**			

1. **Introduction to the EU structural funds**	4	2	0
2. **Strategic documents at the national and regional level**	4	4	0
3. **Selected operational programs**	4	4	0
4. **Institutions involved in the implementation of operational programs**	4	2	0
5. **null**	4	3	0

Modes of delivery	**case study, multimedia presentation, Analysis of strategic and program documents**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP7,EP8**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Students are assessed on the basis of prepared and presented written studies on potential sources and possibilities of financing specific undertakings (projects).**
	Grade calculation principles
	The grade from the preparation and presentation of the project is the final grade for the course.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	EU project management (zarządzanie projektami UE)		Nieobliczana	
	4	EU project management (zarządzanie projektami UE) [konwersatorium]	zaliczenie z oceną		

Basic reading	Ministry of Funds and Regional Policy (2021): Partnership Agreement Draft for the Implementation of the Cohesion Policy 2021- 2027 in Poland, Ministry of Funds and Regional Policy, Warsaw
	Ministry of Infrastructure and Development (2014): Programming the Financial Perspective 2014-2020. Partnership Agreement., Ministry of Infrastructure and Development, Warsaw
	Webseite (2021): www.funduszeeuropejskie.gov.pl
	West Pomerania (2022): Regional Operational Program for the West Pomeranian Voivodeship 2021-2021, West Pomerania, Szczecin
Supplementary reading	K. Drela, A. Malkowska, J. Zieziula (2020): Kapitał ludzki i współpraca transgraniczna w programach unijnych z perspektywy województwa zachodniopomorskiego , Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**5**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**						
Course title: **Forecasting (prognozowanie) (KIERUNKOWE)**					Course code: **EFZ214AIJ3432_55S**	
Name of field of study: **Business Management**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 4 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**	**including e-learning**	**Type of credit**	**ECTS**
2	4	laboratory	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**
Course / module coordinator	**dr BARBARA BATÓG**					
Course instructor	**dr BARBARA BATÓG**					
Course / module objectives	**The ability to ccompute forecasts by means of basic methods of forecasting**					
Prerequisites	**Basis of mathematical analysis and statistics**					

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student defines forecasts, knows stages of forecasting process and explains the meaning of assumptions in forecasting methods**	**K_W03 K_W07**
	2	**EP2**	**student knows basis of classical and non-classical forecasting methods**	**K_W03 K_W07**
skills	**1**	**EP3**	**student is able to choose appropriate forecasting method for given economic variable**	**K_U05**
	2	**EP4**	**student is able to compute forecasts by means of known methods and calculate forecast errors**	**K_U05**
social competences	**1**	**EP5**	**student is ready to enlarge knowledge and skills in forecasting methods**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Forecasting (prognozowanie)**			
Format of instruction: **lecture**			
1. **Fundamentals of prediction theory**	4	2	0
2. **Econometric forecasts**	4	3	0
3. **Trend and seasonality**	4	4	0
4. **Exponential smoothing**	4	4	0
5. **Forecasting qualitative variables**	4	2	0
Format of instruction: **laboratory**			
1. **Trend and seasonality, ex post errors**	4	5	0

2. **Econometric forecasts, prediction errors**	4	5	0
3. **Exponential smoothing**	4	5	0

Modes of delivery	**Lectures, computer laboratory**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN USTNY	**EP1,EP2**
	PROJEKT	**EP3,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Student prepares an individual project. The project checks education effects in terms of skills and social competences. The project grade determines the laboratory grade.** **The oral exam checks education effects in terms of knowledge.** **Student can take the exam after obtaining a positive project grade.**
	Grade calculation principles
	The exam grade is the final grade.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Forecasting (prognozowanie)		Ważona	
	4	Forecasting (prognozowanie) [laboratorium]	zaliczenie z oceną		0,00
	4	Forecasting (prognozowanie) [wykład]	egzamin		1,00

Basic reading	Hanke J.E., Wichern D. (2014): Business Forecasting, Pearson Education Limited
	Hyndman R.J., Athanasopoulos G. (2018): Forecasting: principles and practice, OTEXT
Supplementary reading	Batóg B., Wawrzyniak K. (2019): Comparison of the results of modelling rates of return depending on the financial situation of companies with the use of real and transformed values of variables, Springer Proceedings of Business and Economics
	Stock J.H.., Watson M.W. (2020): Introduction to Econometrics, Pearson Education Limited

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**1**	**0**
Preparation for contact hours	**4**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**13**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**						
Course title: **Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne) (PODSTAWOWE)**					Course code: **EFZ214AIJ3433_11S**	
Name of field of study: **Business Management**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 2 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
1	2	conversation	30	0	pg	3
Total			**30**			**3**
Course / module coordinator	**dr MALWINA SZCZEPKOWSKA**					
Course instructor	**dr MALWINA SZCZEPKOWSKA**					
Course / module objectives	**The goal is to familiarize students with the basic knowledge of the mechanisms of economic organizations, the principles of their operation, and the internal and external conditions of business and market success.**					
Prerequisites	**Knowledge: knows basic terms in the field of entrepreneurship (at the level of secondary school). Skills: ability to work in a group, ability to discuss and argue. Competences (attitudes): openness to the knowledge and arguments provided by exercise participants.**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the concept of entrepreneur, enterprise and entrepreneurship.**	**K_W01 K_W05**
	2	**EP2**	**Knows the different types and forms of organizations, legal organization and ownership of businesses.**	**K_W04 K_W09**
	3	**EP3**	**Recognizes the resources of a business and the elements of its environment.**	**K_W02 K_W09**
skills	**1**	**EP4**	**Is able to identify the appropriate legal and organizational form for conducting various types of business activities.**	**K_U01 K_U03**
social competences	**1**	**EP5**	**Is ready to cooperate in a group and work as a team in problem-solving tasks.**	**K_K01 K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne)**			
Format of instruction: **conversation**			
1. **Overview of organization concepts, including economic and organization life cycle.**	2	2	0
2. **The selected theories about entrepreneurs. The essence of entrepreneurship and of its factors and types.**	2	2	0
3. **Theoretical and practical foundations of business operations. Classification of organizations in terms of various criteria.**	2	6	0
4. **Vision and mission of the company. Strategic goals. Setting SMART goals.**	2	4	0
5. **Enterprise resources - the structure of resources in a modern enterprise and their importance in building competitive advantage on the market.**	2	2	0
6. **Environment of the organization - essence and changes in the macro- and micro environment. Presentation about selected methods of analyzing an organization's environment.**	2	4	0

7. **The family business as a specific form of conducting business.**	2	3	0
8. **The global enterprise. Cooperation of enterprises and chosen forms of cooperation. Capital groups. Global and family capital groups as specific examples.**	2	5	0
9. **An outline of corporate social responsibility.**	2	2	0

Modes of delivery	**Presentation-based lectures** **Students' discussions** **Working in groups of three to four** **Working in pairs** **Experiential exercises** **Task solving, case study**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	PROJEKT	**EP1,EP2,EP3,EP4,EP5**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,EP2,EP3,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**The evaluation of the classes results from the points accumulated during the written exams, activities, group tasks and projects conducted during the classes.**
	Grade calculation principles
	Credits for the classes will only be awarded if an overall positive grade is achieved (50% of all points).

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne)		Nieobliczana	
	2	Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne) [konwersatorium]	zaliczenie z oceną		

Basic reading	Kozioł-Nadolna K., Leoński W., Szczepkowska M. (2020): Przedsiębiorstwo we współczesnym otoczeniu: wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin
	Kożuch B. (2021): Nauka o organizacji , CeDeWu, Warszawa
Supplementary reading	Adamik A. (2021): Nauka o organizacji, PWN , Warszawa

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**7**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**13**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Gamification in business (gamifikacja w biznesie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_53S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 4 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. JAKUB SWACHA**
Course instructor	**dr hab. JAKUB SWACHA**
Course / module objectives	**The aim of the course is to familiarize students with the basic concepts and techniques of gamification, in particular those applicable to motivating enterprise employees and customers.**
Prerequisites	**none**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the basic concepts and techniques of gamification, the expected consequences of their use in relations with employees and clients, and IT tools supporting the implementation of gamification**	**K_W05 K_W06 K_W11**
skills	**1**	**EP2**	**He can design gamification systems and use specialized IT tools for this purpose**	**K_U02 K_U03**
social competences	**1**	**EP3**	**Is aware of the motivational potential of gamification as well as the cultural and moral conditions of their application**	**K_K03 K_K05 K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Gamification in business (gamifikacja w biznesie)**			
Format of instruction: **lecture**			
1. **Introduction to the subject**	4	2	0
2. **Psychological foundations of gamification**	4	2	0
3. **Successes and failures of gamification**	4	2	0
4. **Gamification techniques**	4	3	0
5. **Analysis of gamification systems**	4	3	0
6. **Designing a gamification system**	4	3	0
Format of instruction: **discussion classes**			
1. **Game components outside of games**	4	2	0

2. **Examples of different types of gamification applications**	4	2	0
3. **Examples of the use of gamification to motivate employees and customers**	4	2	0
4. **Gamification in web and mobile applications**	4	2	0
5. **Practical analysis of a gamification system**	4	2	0
6. **The process of designing a gamification system**	4	2	0
7. **Implementation of a gamification system**	4	3	0

Modes of delivery	**The subject includes a lecture with the use of multimedia presentations, exercises and design tasks**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP3**
	PROJEKT	**EP2**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,EP2**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**The condition for passing the exercises is to obtain a positive assessment of the tasks and the final project.** **The condition for passing the lecture is obtaining a positive assessment of the test.** **The evaluation of the exercises is based on the arithmetic mean of the number of points obtained from the exercises and the final project, according to the formula: (points + 10) / 20, rounded to the nearest multiple of 0.5.** **The grade from the lecture is issued based on the number of points obtained in the test, according to the formula: (points + 10) / 20, rounded to the nearest multiple of 0.5.**
	Grade calculation principles
	The grade for the subject is calculated based on the arithmetic mean of the grades for completing the exercises and the lecture rounded to the nearest multiple of 0.5.

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	4	Gamification in business (gamifikacja w biznesie)		Arytmetyczna	
	4	Gamification in business (gamifikacja w biznesie) [wykład]	zaliczenie z oceną		
	4	Gamification in business (gamifikacja w biznesie) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Burke, Brian (2014): Gamify: How Gamification Motivates People to Do Extraordinary Things, Routledge
	Kevin Werbach, Dan Hunter (2020): For the Win. The Power of Gamification and Game Thinking in Business, Education, Government, and Social Impact, Wharton School Press
	Yu-kai Chou (2019): Actionable Gamification Beyond Points, Badges, and Leaderboards, Packt Publishing
Supplementary reading	Gorączka, Anna; Protasiuk, Michał (2020): Gamification, Wydawnictwo Naukowe PWN

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**7**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**8**	**0**

Preparation of project / essay / etc.	**13**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**	
Course title: **Global dimensions of business (globalne wymiary biznesu) (KIERUNKOWE)**	Course code: **EFZ214AIJ3434_12S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr inż. ELŻBIETA OCIEPA-KICIŃSKA**
Course instructor	**dr inż. ELŻBIETA OCIEPA-KICIŃSKA**
Course / module objectives	**The aim of the didactic process is to show students theoretical aspects of the functioning of enterprises on the global market and to shape the skills of their practical use. The student will be prepared to analyze and criticize current issues related to the global dimensions of business.**
Prerequisites	**Knowledge, skills and social competences in the field of economics and management.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	The student knows the features of global enterprises.	K_W02
	2	EP2	The student identifies the key aspects related to the environment of global enterprises.	K_W01 K_W02
	3	EP3	The student lists the characteristic opportunities and threats on a global scale	K_W04 K_W05
skills	1	EP4	The student is able to use theoretical knowledge to assess the functioning of the (global) enterprise	K_U01 K_U02
	2	EP5	The student is able to propose CSR tools and methods adequate to a specific company	K_U03 K_U04
	3	EP6	The student is able to analyze the behavior of global enterprises in crisis conditions	K_U02 K_U04
social competences	1	EP7	The student is aware of the need to supplement knowledge and skills, extended by an interdisciplinary dimension	K_K02
	2	EP8	The student solves tasks related to the global dimensions of business working in a team	K_K02
	3	EP9	The student is ready to work as a team in a multicultural environment	K_K05 K_K06

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Global dimensions of business (globalne wymiary biznesu)**			
Format of instruction: **lecture**			
1. **Global enterprise. Internationalization and globalization of enterprises.**	2	2	0

2. **Global strategies, strategies of enterprises on the global market, market entrance strategies (export, joint venture, franchise)**	2	2	0
3. **Building a competitive advantage on a global scale**	2	2	0
4. **Determinants of the location choice. Global perspectives and directions of enterprise development**	2	2	0
5. **E-business in the global dimension**	2	2	0
6. **Green initiatives and their importance in the global environment**	2	2	0
7. **Global enterprises in times of crises**	2	3	0
Format of instruction: **discussion classes**			
1. **Environment of global enterprises**	2	2	0
2. **Organizational culture and principles of work in global enterprises**	2	2	0
3. **CSR in a global enterprise**	2	4	0
4. **Building a brand on the global market**	2	4	0
5. **Technology and innovation in global business**	2	3	0

Modes of delivery	**seminar lecture, informative lecture, Auditorium exercises, Project metod, case study**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2,EP3,EP4,EP5,EP6**
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP7,EP8,EP9**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**The prerequisite for receiving credit for lectures is a positive grade received for a written paper, which is structured in the form of closed and open questions. The student must obtain a minimum of 50% of the points possible to receive a passing grade.** **The prerequisite for passing the exercises is the completion of the project work (70%) and activity during the class (30%). The project work is in the form of a film, which students prepare in groups. The number of project groups depends on the total number of students in the group. The project is evaluated according to the criteria presented to the students, which includes detailed guidelines for the preparation of the project.**	
	Grade calculation principles	
	50% of the lecture grade, 50% of the exercises grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Global dimensions of business (globalne wymiary biznesu)		Arytmetyczna	
	2	Global dimensions of business (globalne wymiary biznesu) [ćwiczenia]	zaliczenie z oceną		
	2	Global dimensions of business (globalne wymiary biznesu) [wykład]	zaliczenie z oceną		

Basic reading	ed. by William H. Mobley, Ying Wang, Ming Li. (2012): Advances in global leadership, Emerald, Bingley
	Paweł Pietrasieński (2014): Aktywizowanie internacjonalizacji przedsiębiorstw : dobre praktyki rządów, strategie wsparcia w Dolinie Krzemowej, PWE, Warszawa
Supplementary reading	Marcin K. Nowakowski et al. (2005): Going global" : procesy globalizacji w firmie konsultingowej : studium przypadku , Szkoła Główna Handlowa-Oficyna Wydawnicza, Warszawa

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**2**	**0**
Private reading and studying	**9**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**12**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Informatic tools of data mapping and analysis (informatyczne narzędzia mapowania i analizy danych) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_52S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **obligatory**	Language of instruction: **semester: 4 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr ZUZANNA KŁOS-ADAMKIEWICZ**
Course instructor	**dr ZUZANNA KŁOS-ADAMKIEWICZ**
Course / module objectives	**Preparation of the students for work with the use of a wide range of tools for editing, mapping, and data analysis. As part of this course, students will learn to map, enter, collect, process and visualize data using appropriate, specialized software. The use of these systems and dedicated mapping and analysis tools will assist students in making future decision-making processes.**
Prerequisites	**The student should know the basic knowledge of data editing tools.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has basic knowledge about mapping, data analysis, and editing. Understands the correlation between statistical data and the possibility of their analysis with the use of appropriate programs.**	**K_W03 K_W05 K_W06**
	2	**EP2**	**Identifies the basic issues related to the economic conditions of business activity, which relate to mapping and data analysis.**	**K_W06 K_W11**
skills	**1**	**EP3**	**The student can use the available literature and data, including statistical data, necessary for analysis. Can analyze, draw conclusions and interpret the obtained results appropriately.**	**K_U02 K_U04**
	2	**EP4**	**Can properly use the available tools (computer software) for mapping and analyzing business processes.**	**K_U01 K_U05**
	3	**EP5**	**The student can work in a group and independently carry out the tasks assigned to him. Can use his potential, acquired knowledge, and skills in the framework of transport and logistics activities.**	**K_U08**
social competences	**1**	**EP6**	**The student is aware of his knowledge and the need to develop it, especially in the field of decision-making.**	**K_K02 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Informatic tools of data mapping and analysis (informatyczne narzędzia mapowania i analizy danych)**			
Format of instruction: **laboratory**			

1. **Introduction to data analysis and mapping**	4	3	0
2. **Introduction to data analysis programs**	4	2	0
3. **Data models**	4	1	0
4. **Smart business and Big Data - the importance of data in business**	4	3	0
5. **Models and data characteristics**	4	1	0
6. **Data import and export from available databases**	4	1	0
7. **Data analysis and mapping with the use of on-line tools**	4	8	0
8. **Data analysis and mapping with the use desktop tools**	4	8	0
9. **Data conversion**	4	1	0
10. **Data sharing**	4	2	0

Modes of delivery	**Multimedia presentations, work with the use of specialized computer software, solving tasks, group projects.**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2**
	PROJEKT	**EP2,EP3,EP4**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,EP2,EP3,EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Assessment takes the form of a practical test of knowledge and skills acquired during laboratory classes. The grade from the laboratory is the average of the following grades: the grade for passing the laboratory classes and partial grades obtained during the course (group work, solving tasks, projects).**
	Grade calculation principles
	The final grade for the subject is the grade from the laboratory classes and the project.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Informatic tools of data mapping and analysis (informatyczne narzędzia mapowania i analizy danych)		Arytmetyczna	
	4	Informatic tools of data mapping and analysis (informatyczne narzędzia mapowania i analizy danych) [laboratorium]	zaliczenie z oceną		

Basic reading	Claus O. Wilke (2020): Podstawy wizualizacji danych, Helion
	Larose Daniel (2008): Metody i modele eksploracji danych , Wydawnictwo Naukowe PWN, Warszawa
	Provost Foster , Fawcett Tom (2019): Analiza danych w biznesie. Sztuka podejmowania skutecznych decyzji, Onepress
Supplementary reading	David Stephenson (2019): Big data, nauka o danych i AI bez tajemnic, Helion
	L. Litwin, G. Myrda (2005): Systemy Informacji Geograficznej- Zarządzanie danymi przestrzennymi w GIS, Helion, Gliwice

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**

Preparation for contact hours	**8**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**5**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
Course title: **International finance (finanse międzynarodowe) (KIERUNKOWE)**		Course code: **EFZ214AIJ3362_56S**
Name of field of study: **Business Management**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 4 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr inż. IRENEUSZ MICIUŁA**
Course instructor	**dr inż. IRENEUSZ MICIUŁA**
Course / module objectives	**Providing basic knowledge about the functioning of international financial markets. Explaining the essence and formation of exchange rates, the reasons for their fluctuations and the impact on economic entities. Acquainting with domestic and foreign sources of economic and scientific information on international finance.**
Prerequisites	**Knowledge of microeconomics, macroeconomics and the basics of finance. The ability to make financial calculations.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Recognizes and understands the phenomena and financial processes taking place in the world economy**	**K_W02 K_W04**
	2	EP2	**Understands exchange rate fluctuations on the money and real economy**	**K_W01 K_W10**
skills	1	EP3	**Is able to collect, analyze and interpret data (market, statistical) related to international finance**	**K_U01 K_U02**
	2	EP4	**He can make calculations and financial calculations regarding international finances**	**K_U03 K_U04**
social competences	1	EP5	**Is willing to use the acquired knowledge in rational and ethical making of individual market and professional decisions**	**K_K01 K_K02**
	2	EP6	**Has the ability to think critically and use the acquired knowledge to make business decisions**	**K_K02 K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **International finance (finanse międzynarodowe)**			
Format of instruction: **lecture**			
1. **Introduction to the subject. The international financial market.**	4	2	0
2. **Development of the international financial system. Advantages and disadvantages of financial globalization. Historical and contemporary financial crises**	4	2	0
3. **Monetary policy of central banks**	4	2	0
4. **Purchasing power parity. Interest rate parity.**	4	2	0

5. **Factors influencing the shaping of exchange rates. Convertibility of currency. The foreign exchange market (Forex).**	4	2	0
6. **Theories of optimal currency areas. Economic and Monetary Union of the EU (euro area).**	4	2	0
7. **The country's balance of payments and the policy of its shaping (balancing). The country's international investment position. Foreign debt and debt crises.**	4	3	0
Format of instruction: **discussion classes**			
1. **Development of the international financial system - institutions and dependencies**	4	2	0
2. **Foreign exchange market: money, foreign currency, foreign exchange, foreign exchange transactions, spot and forward market, technique of foreign exchange operations (quoting, settlement), estimating appreciation and depreciation of currencies, cross rates, arbitrage currency, currency hedging. Tasks.**	4	4	0
3. **Interdependence of exchange rates, interest rates and inflation rates (real exchange rate, purchasing power parity, interest rate parity).**	4	4	0
4. **Analysis of the balance of payments and its components on example of selected countries. Advantages and disadvantages of the monetary union. Analysis of the debt crises of selected countries.**	4	3	0
5. **International financial fraud. Ponzi scheme. Money laundering, terrorist financing, international tax evasion. Tax havens.**	4	2	0

Modes of delivery	**Presentation, discussion, analysis and interpretation of source texts, consultations, conversational lecture, individual student projects, educational films, solving tasks**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP5**
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Exam in the form of a test. Completion of exercises in the form of a test - open questions and tasks.**
	Grade calculation principles
	The grade for the subject is the arithmetic mean of the exam and the completion of the exercises.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	International finance (finanse międzynarodowe)		Arytmetyczna	
	4	International finance (finanse międzynarodowe) [ćwiczenia]	zaliczenie z oceną		
	4	International finance (finanse międzynarodowe) [wykład]	egzamin		

Basic reading	Biernaś B. (red.) (2019): Finanse międzynarodowe, PWN, Warszawa
	Włodarczyk R.W. (2017): Międzynarodowe rynki finansowe. Współczesne problemy i wyzwania, UEK, Kraków
Supplementary reading	Miciuła I., Czaja J., Sobków R. (2017): Problemy implementacyjne unifikacji monetarnych we współczesnym świecie , Wydawnictwo Naukowe Sophia, Katowice
	Zawojska A. (2008): Finanse międzynarodowe, SGGW, Warszawa

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**12**	**0**

Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**5**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**	
Course title: **International trade (handel międzynarodowy) (KIERUNKOWE)**	Course code: **EFZ214AIJ3432_14S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr JOANNA BRZYSKA**
Course instructor	**dr JOANNA BRZYSKA**
Course / module objectives	**The aim of the course is to familiarize students with the issues of international trade and to master the correct interpretation of the phenomena occurring in the trade with other countries.**
Prerequisites	**The scope of knowledge, skills and competences appropriate for the subjects: macroeconomics, microeconomics and international economic relations.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	Student has a broad knowledge in the field of world trade issues	K_W02 K_W03 K_W04 K_W09 K_W10
skills	1	EP2	Student can analyze the course and reasons of making particular types of foreign trade transactions	K_U01 K_U03
	2	EP3	Student can use theoretical knowledge to describe and analyze foreign trade of a country and to evaluate foreign trade policy	K_U01
	3	EP4	Student interprets foreign trade information from available databases	K_U01 K_U03 K_U04
	4	EP5	Student is capable of complementing and improving the acquired knowledge and skills	K_U09
social competences	1	EP6	Student is ready to develop their professional knowledge and skills	K_K01

CONTENT	Semester	No. of hours	including e-learning
Subject title: **International trade (handel międzynarodowy)**			
Format of instruction: **lecture**			
1. **Foreign trade, introductory issues**	2	2	0
2. **International trade theories (classical, neoclassical and alternative approaches)**	2	2	0

3. **International trade and economic growth**	2	2	0
4. **Trade policy. Free trade vs. protectionism**	2	2	0
5. **Trade policy instruments**	2	2	0
6. **World Trade Organization**	2	2	0
7. **Risk in international trade**	2	3	0
Format of instruction: **discussion classes**			
1. **Strategies for entering international markets**	2	2	0
2. **Direct versus indirect modes of export and import, intermediaries in international trade**	2	2	0
3. **Trends in Poland's foreign trade**	2	2	0
4. **Exchange rate**	2	3	0
5. **Formal markets**	2	2	0
6. **The role of foreign trade in the economy of selected countries**	2	4	0

Modes of delivery	**lectures with multimedia presentation, problem-based discussions, team work, games, students presentations**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5**
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Pass the exercises - on the basis of the project preparation and presentation (80%) and activity in class (20%). Pass the lectures - on the basis of the final - one choice test and open questions covering the knowledge of the course content and the recommended literature.**	
	Grade calculation principles	
	Test grading: 60% pass, 75% grade 4.0, 90% grade 5.0.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	International trade (handel międzynarodowy)		Arytmetyczna	
	2	International trade (handel międzynarodowy) [ćwiczenia]	zaliczenie z oceną		
	2	International trade (handel międzynarodowy) [wykład]	egzamin		

Basic reading	Anders Grath (2016): Handbook of International Trade and Finance, Kogan Pag, London
	Dominick Salvatore (2014): International Economics: Trade and Finance 11 ed., Wiley
	Robert Feenstra, Alan M. Taylor (2018): International Economics, Worth Publishers Inc., New York
	Steve Suranovic (2012): International Trade: Theory and Policy, Saylor Foundation, Washington

Supplementary reading	Anne Krueger (2020): International Trade. What Everyone Needs to Know, Oxfrod University Press, Oxfrod
	Ed. Bernard M. Hoekman, Ernesto Zedillo (2021): Trade in the 21st Century Back to the Past?, Brookings Institution Press
	Schiller Bradley R. (2022): The Economy Today. 16th ed, McGraw-Hill, New York
	Sjoerd Beugelsdijk, Steven Brakman, Harry Garretsen, Charles van Marrewijk, Samuele Murtinu (2023): International Economics and Business. Nations and Firms in the Global Economy, Cambridge University Press, Cambridge

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**9**	**0**
Preparation for test / exam	**8**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Introduction to Business Valuation (wprowadzenie do wyceny przedsiębiorstw) (KIERUNKOWE)**		Course code: **EFZ214AIJ3362_37S**
Name of field of study: **Business Management**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **elective**	Language of instruction: **semester: 6 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr MATEUSZ CZERWIŃSKI**
Course instructor	**dr MATEUSZ CZERWIŃSKI**
Course / module objectives	**The Introduction to Business Valuation course will bring you through a high-level overview of valuation, including the purposes of business valuation, the professional and regulatory bodies overseeing valuation, basic valuation concepts, an overview of the valuation process, and other considerations in performing valuations. Introduction to Business Valuation combines the theoretical with practical aspects.**
Prerequisites	**The student has a general knowledge of finance and accounting, knows and understands the relationship between financial sphere and the real economy macroeconomic environment. He understands the need for lifelong learning. This course is designed for business students with prior knowledge of accounting who are seeking practical methods to enhance their ability to report and analyze financial information. Students will gain ability to evaluate a companys current financial position, assess operating performance, and identify alternate courses of action.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student should understand the relationship between method of companies' valuations and valuations' objective**	**K_W07**
	2	EP2	**Students should be able to identify and measure basic value drivers within a company**	**K_W02 K_W10**
	3	EP3	**Students should know techniques of business valuation and understand the principles of business valuation**	**K_W01 K_W06**
skills	1	EP4	**Students should be able to prepare by a number of simplifying assumptions the company valuation by book value method, DCF models, market multiples**	**K_U02 K_U03**
	2	EP5	**Student define the range of company value**	**K_U03 K_U05**
	3	EP6	**Students should be able to prepare a basic valuation report**	**K_U01 K_U06 K_U08**
social competences	1	EP7	**Student has an abilbiy to judge on decsion during the valuation process**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Introduction to Business Valuation (wprowadzenie do wyceny przedsiębiorstw)**			
Format of instruction: **lecture**			

1. **Foundations of value and fundamental principles of value creation**	6	2	0
2. **Key methods and approaches to firm valuation**	6	1	0
3. **Market approach to business valuation**	6	4	0
4. **Income approach to business valuation**	6	4	0
5. **Standards (types) of firm value**	6	1	0
6. **Premiums and discounts in business valuation**	6	2	0
7. **Business valuation guidelines - a comparison of economic and legal perspectives**	6	1	0
Format of instruction: **discussion classes**			
1. **Asset approach business valuation example**	6	2	0
2. **Market approach business valuation example**	6	4	0
3. **Cost of capital measuring**	6	3	0
4. **Income approach business valuation example**	6	4	0
5. **Base value adjustment about control premium and lack of marketability discount**	6	2	0

Modes of delivery	**Case studies, Presentation, Exercises**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP4,EP5,EP6,EP7**
	SPRAWDZIAN	**EP1,EP2,EP3**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Credit for lectures: written test** **Credit for classes: written exam. Exam grading: 50% pass, 75% grade 4.0**	
	Grade calculation principles	
	The final grade is a weighted mean: 30% test score and 70% written exam score. The pass is granted only in case of positive assessment of both the test and the written exam.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Introduction to Business Valuation (wprowadzenie do wyceny przedsiębiorstw)		Nieobliczana	
	6	Introduction to Business Valuation (wprowadzenie do wyceny przedsiębiorstw) [ćwiczenia]	zaliczenie z oceną		
	6	Introduction to Business Valuation (wprowadzenie do wyceny przedsiębiorstw) [wykład]	zaliczenie z oceną		

Basic reading	Z.Ch. Mercer, T.V. Harms (2020): Business Valuation: An Integrated Theory, 3rd edition, John Wiley & Sons, Hoboken, New Jersey
	D. Zarzecki (1999): Metody wyceny przedsiębiorstw, Fundacja Rozwoju Rachunkowości
	Sh. Pratt (2022): Valuing a Business: The Analysis and Appraisal of Closely Held Companies, 6th Edition, McGraw-Hill Companies
	T. Koller, M. Goedhart, and D. Wessels (2020): Measuring and Managing the Value of Companies, 7th edition, Wiley John & Sons, Hoboken, New Jersey
	(2022): Business Valuation Update, Business Valuation Resources
	(2022): Stocks, Bonds, Bills, and Inflation® (SBBI®) Yearbook, Kroll, New York NY

Supplementary reading	K. Byrka-Kita (2020): Dylematy szacowania premii z tytułu kontroli w wycenie przedsiębiorstw (eBook), CeDeWu Sp. z o.o., Warszawa
	M. Czerwiński (2022): Metodyka szacowania dyskonta z tytułu braku płynności i ograniczonej zbywalności, Wydawnictwo Uniwersytetu Szczecińskiego, Szczecin
	M. Grudziński (2015): Kształtowanie standardów wyceny przedsiebiorstw, Wydawnictwo Uniwersytetu Szczecińskiego, Szczecin
	M. Panfil, A. Szablewski (2016): Wycena przedsiębiorstwa: od teorii do praktyki, Poltext, Warszawa
	(2013): Cost of Capital. Yearbook 2012, Ibbotson Associates, Chicago, Ill

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**	
Course title: **Leadership (przywództwo) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_34S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	konwersatorium	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr inż. ALICJA NERĆ-PEŁKA**
Course instructor	**dr inż. ALICJA NERĆ-PEŁKA**
Course / module objectives	**The aim is to make students aware of the importance of leadership in increasing the effectiveness of organizational management.**
Prerequisites	**The student knows the basics of management, organizational behavior, and organizational economics. Can take part in discussions and actively seek information. The student has the ability to work in a team.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Explains the basic concepts of leadership in an organization including the development of leadership theory.**	**K_W01 K_W02**
	2	**EP2**	**Explains factors influencing the effectiveness of undertaken leadership actions.**	**K_W05 K_W09**
skills	**1**	**EP3**	**Takes an active part in the discussion and presents the content.**	**K_U06**
social competences	**1**	**EP4**	**It indicates the most important leadership competences and distinguishes the ways of developing them.**	**K_K02**
	2	**EP5**	**Is ready to resolve professional dilemmas in the field of leadership on the basis of the prepared case study description.**	**K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Leadership (przywództwo)**			
Format of instruction: **konwersatorium**			
1. **Who is the leader?**	6	2	0
2. **Overview of basic approaches to the leadership concept.**	6	2	0
3. **Determinants of leadership effectiveness and examples of effective leadership.**	6	2	0
4. **Situational leadership concept.**	6	2	0
5. **Developing leadership competences based on the concept of P. Cardona and P. Garcia-Lombardia**	6	2	0
6. **The specificity and role of the leader in times of changes and crisis**	6	2	0

7. **A leadership model in a turbulent environment**	6	2	0
8. **Leadership levels in an international organization**	6	2	0
9. **Centralization and dispersion of leaders**	6	2	0
10. **Leading change**	6	2	0
11. **Organizational culture and leadership**	6	2	0
12. **Leadership and innovativeness of the organization**	6	2	0
13. **The ethical dimension of leadership in an organization**	6	2	0
14. **Analysis of case studies on leadership in various organizations.**	6	4	0

Modes of delivery	**presentation, Written work / essay / review**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP4**
	PREZENTACJA	**EP1,EP3,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Students are assessed on the basis of a final work prepared in teams of 3-4, concerning the analysis of a case study of leaders who are successful in managing organizations. Pass mark: the student understands the importance of leadership in business management and knows the basic concepts of leadership.**	
	Grade calculation principles	
	The grade obtained from the completion of the course is the grade for the subject.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Leadership (przywództwo)		Nieobliczana	
	6	Leadership (przywództwo) [konwersatorium]	zaliczenie z oceną		

Basic reading	A. Zaleznik (2004): Managers and leaders: are they different?, Harvard Business Review
	D. Goleman (2004): What makes a leader?, Harvard Business Review
	D. Rooke, W. R. Torbert (2004): 7 transformation od leadership, Harvard Business Review
	I. Nonaka, H. Takeuchi (2011): The wise leader, Harvard Business Review
	P. Funda, R. Badham (2011): Fire, snowball, mask, movie: how leaders spark and sustain change, Harvard Business Review
	R. Heifetz, A. Grashow, M, Linsky (2009): Leadership in a permanent crisis, Harvard Business Review
	W. C. H. Prentice (2004): Understanding leadership, Harvard Business Review
Supplementary reading	P. Cardona, P. Garcia-Lombardia (2005): How to develop leadership competencies, Pampiona
	P. Hersey, K. H. Blanchard, D. E. Johnson (2008): Management od organizational behavior - leading human resources, Prentice Hall

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**7**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**8**	**0**

Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**	
Course title: **Lean management (sprawne zarządzanie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_13S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr hab. JAROSŁAW KORPYSA**
Course instructor	**dr hab. JAROSŁAW KORPYSA**
Course / module objectives	**The aim of this course is to give students knowledge about the fundamentals of lean management , methods, technics and tools based on this concept**
Prerequisites	**Knowledge of foundations of management and management of organization**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knowledge about the essence of the lean management in organization**	**K_W01**
	2	**EP2**	**Defines the stages of implementing lean management in an organization**	**K_W06**
	3	**EP3**	**Knows and understands the benefits and drawback of implementing lean management in an organization**	**K_W02**
skills	**1**	**EP4**	**To be able to plan the process of implementing lean management into an organization.**	**K_U01**
social competences	**1**	**EP5**	**Student is aware to apply lean management techniques in their organizations.**	**K_K04**
	2	**EP6**	**Is ready to improve own skills in planning and implementing lean management in the organization**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Lean management (sprawne zarządzanie)**			
Format of instruction: **lecture**			
1. **Introduction to lean management**	2	3	0
2. **Business process improvement and lean management tools**	2	3	0
3. **Lean culture, lean leadership, lean HR**	2	3	0
4. **The implementation of lean management in an organization organizational issues**	2	3	0
5. **The implementation of lean management in an organization technical and social issues**	2	3	0

Format of instruction: **discussion classes**			
1. **The principles of lean management - a contemporary paradigm**	2	3	0
2. **The lean culture in organization**	2	3	0
3. **Lean leadership - techniques and methods**	2	3	0
4. **Value stream mapping**	2	3	0
5. **Business models for lean management**	2	3	0

Modes of delivery	**interactive lecture with video, group exercises, group discussions, simulated activities, case studies**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5,EP6**
	PROJEKT	**EP3,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	
	Exam and Project
	Grade calculation principles
	The final grade consists of the project grade (50%) and the exam grade (50%)

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Lean management (sprawne zarządzanie)		Arytmetyczna	
	2	Lean management (sprawne zarządzanie) [ćwiczenia]	zaliczenie z oceną		
	2	Lean management (sprawne zarządzanie) [wykład]	egzamin		

Basic reading	M.Nir (2018): The Pragmatist's Guide to Corporate Lean Strategy: Incorporating Lean Startup and Lean Enterprise Practices in Your Business, Apress
	O.Dan (2015): The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback, Wiley; Edycja Illustrated
	P. Small (2020): Lean Project Management: This book includes: Lean Startup, Enterprise, Analytics, Agile Project Management, Six Sigma, Kaizen, Arkham Publishing Ltd
Supplementary reading	J.Liker , G. L. Convis (2011): The Toyota Way to Lean Leadership: Achieving and Sustaining Excellence through Leadership Development, McGraw-Hill Education Ltd
	S.A. Ruffa (2011): The Going Lean Fieldbook, AMACON, New York

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**13**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**10**	**0**

TOTAL workload	**75**
ECTS credits	**3**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
Course title: **Managerial games (gry menedżerskie) (KIERUNKOWE)**					Course code: **EFZ214AIJ3362_31S**	
Name of field of study: **Business Management**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 6 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				w tym e-learning		
3	6	laboratory	30	0	pg	5
		lecture	15	0	pg	
Total			**45**			**5**

Course / module coordinator	**dr hab. TOMASZ WIŚNIEWSKI**
Course instructor	**dr hab. TOMASZ WIŚNIEWSKI**
Course / module objectives	**The aim is to raise awareness of the need for a holistic view of organizations and to improve the skills of strategic enterprise management, as well as the integration of activities from various functional areas of companies. The classes allow you to learn the concepts and principles of running a business in a competitive market through the practice of making decisions related to the conducted company in simulation conditions. The experiences gained during the classes relate to, inter alia, decision-making process, planning needs, winning through negotiation, financial responsibility, market communication.**
Prerequisites	**Basic concepts and principles of economics and management, group work.**

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**He has extensive knowledge of various areas of the organization's functioning and their interdependencies**	**K_W02 K_W06 K_W10**
skills	**1**	**EP2**	**Is able to work in a team and by analytically discussing to solve problems occurring in the framework of enterprise management on the basis of the presented models; is able to correctly indicate the importance of game theory for solving conflict situations in the enterprise.**	**K_U02 K_U05 K_U06 K_U08**
social competences	**1**	**EP3**	**Is ready to integrate knowledge and skills from various areas of management in an entrepreneurial manner when making choices among alternative solutions**	**K_K03**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Managerial games (gry menedżerskie)**			
Format of instruction: **lecture**			
1. **Decision games in management**	6	2	0
2. **Game theory - the basis of assumptions, balance in games.**	6	4	0
3. **Developing a business plan**	6	4	0
4. **The importance of market analysis in creating an action strategy.**	6	3	0
5. **Systems for assessing the implementation of the strategy and implementation of changes.**	6	2	0

Format of instruction: **laboratory**			
1. **Building company management teams, defining the rules shaping the behavior of team members, assigning management functions to team members.**	6	2	0
2. **Establishing the company's goals and building a strategy, the first decisions related to the implementation of the strategy**	6	6	0
3. **Developing the company's operating strategy, analyzing the market situation, constantly adjusting activities to the developing market and the activities of the competition.**	6	8	0
4. **Continuous adjustment of activities to the developing market and the activities of the competition, expanding the market offer, improving the employee motivation system.**	6	8	0
5. **Reporting the course of decisions made and conclusions from their effects. Analysis of the best business decisions and unsuccessful moves, evaluation of problematic decision areas. Assessment of management boards of companies participating in the simulation.**	6	6	0

Modes of delivery	**Simulation computer game of an antagonistic nature, group work, discussion.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,EP2,EP3**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Lectures: written test.** **Classes: Students are assessed on the basis of the current and final analysis of activities carried out in simulated conditions.** **Assessment:** **- The student receives a satisfactory grade - when he can identify and characterize basic financial, economic, market, operational and strategic data** **- The student receives a good grade - when he can also make and justify rational decisions on the basis of the analyzed data** **- The student receives a very good grade - when he can also effectively and flexibly modify the directions of his activities in response to the changing market situation**	
	Grade calculation principles	
	The final grade is the arithmetic mean of the grades obtained from completing the exercises and lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Managerial games (gry menedżerskie)		Arytmetyczna	
	6	Managerial games (gry menedżerskie) [laboratorium]	zaliczenie z oceną		
	6	Managerial games (gry menedżerskie) [wykład]	zaliczenie z oceną		

Basic reading	G. Klein (2010): Sztuka podejmowania decyzji. Dlaczego mądrzy ludzie dokonują złych wyborów, Onepress, Warszawa
	Podręcznik uczestnika gry. Dostęp on-line.
Supplementary reading	A. K. Dixit, B. J. Nalebuff (2019): Sztuka strategii. Teoria gier w biznesie i w życiu prywatnym, MT Biznes , Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**1**	**0**
Preparation for contact hours	**20**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**14**	**0**
Preparation of project / essay / etc.	**2**	**0**
Preparation for test / exam	**23**	**0**

TOTAL workload	**125**
ECTS credits	**5**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**		
Course title: **Marketing (marketing) (PODSTAWOWE)**		Course code: **EFZ214AIJ3433_10S**
Name of field of study: **Business Management**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	30	0	pg	5
		lecture	15	0	e	
Total			**45**			**5**

Course / module coordinator	**prof. dr hab. EDYTA RUDAWSKA**
Course instructor	**prof. dr hab. EDYTA RUDAWSKA**
Course / module objectives	**The aim is to present the concept of marketing as a company' strategy and philosophy as well as the abilities of creating and managing marketing instruments.**
Prerequisites	**In the area of knowledge the student defines key economic terms** **In the area of skills the student analyzes and uses principles of the market mechanism** **In terms of competences, the student is able to work in a group and undertake a discussion in the indicated area**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the essence of the marketing-managed company.**	**K_W01**
	2	**EP2**	**Knows and describes the instruments of marketing concept**	**K_W10**
skills	**1**	**EP3**	**Is able to propose marketing tools for a specific company - analyzes their examples in market**	**K_U01**
social competences	**1**	**EP4**	**Is ready to act in an entrepreneurial manner**	**K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Marketing (marketing)**			
Format of instruction: **lecture**			
1. **The development of marketing concept**	2	4	0
2. **The analysis of company environment**	2	4	0
3. **Proces wyboru rynku docelowego**	2	0	0
4. **The product strategy**	2	2	0
5. **Pricing**	2	1	0
6. **Distribution strategy**	2	2	0
7. **Promotional activities**	2	2	0
Format of instruction: **discussion classes**			

1. **Identification of marketing managed organization**	2	3	0
2. **Analysis of the environment**	2	4	0
3. **The process of choosing target market**	2	4	0
4. **The analysis of decision making process**	2	2	0
5. **The concept of marketing research**	2	4	0
6. **Product concept**	2	3	0
7. **Product life cycle**	2	2	0
8. **Pricing strategy**	2	2	0
9. **Product distribution**	2	2	0
10. **Communication strategy for the brand**	2	4	0

Modes of delivery	**Multimedia presentation, discussion, case studies, group work**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2**
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Practical classes: Students pass the exam by writing a test in the form of opened questions and on the basis of the grades obtained from the assignments carried out during the exercises.** **Lectures: Students are assessed on the basis of a written exam in the form of a test**	
	Grade calculation principles	
	The grade for the course is equal to the arithmetic mean of the grades obtained during practical classes and during an exam.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Marketing (marketing)		Arytmetyczna	
	2	Marketing (marketing) [wykład]	egzamin		
	2	Marketing (marketing) [ćwiczenia]	zaliczenie z oceną		

Basic reading	A. Nowacka, R. Nowacki (2016): Podstawy marketingu, podręcznik, Difin, Warszawa
	Garbarski L. (2011): Marketing. Koncepcja skutecznych działań, PWE
Supplementary reading	Kothler Ph. (2005): Marketing, Rebis

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**20**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**16**	**0**

Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**20**	**0**
TOTAL workload	**125**	
ECTS credits	**5**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**	
Course title: **Marketing and brands success stories (marketing i marki - historie sukcesu) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_62S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr SANDRA MISIAK-KWIT**
Course instructor	**dr SANDRA MISIAK-KWIT**
Course / module objectives	**The aim is to make students aware of how success can be defined in marketing and to familiarize them with good practices and success stories related to marketing and brand.**
Prerequisites	**The student has basic knowledge in the field of marketing and the ability to use knowledge in various scopes and forms, as well as the ability to analyze phenomena. The student is able to work in a group, has lifelong learning habits, is responsible for the tasks entrusted to him.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows and characterizes the key factors of success in marketing as well as examples of brands that have achieved such success.**	**K_W06**
skills	**1**	**EP2**	**The student is able to recognize, on the basis of practical examples, both the factors contributing to success and the ones that predict failure.**	**K_U01**
social competences	**1**	**EP3**	**The student is ready to show commitment and open participation in the discussion; implements individual and group tasks in an insensitive manner, expresses and accepts critical remarks aimed at perfecting the acquired knowledge and skills.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Marketing and brands success stories (marketing i marki - historie sukcesu)**			
Format of instruction: **lecture**			
1. **The key factors of success in marketing**	4	3	0
2. **Successful brand management**	4	3	0
3. **Corporate Brand vs. Employer Brand**	4	3	0
4. **Learning from failures - analysis of trends, market conditions and changes**	4	3	0
5. **Ethical aspects of achieving success in marketing**	4	3	0
Format of instruction: **discussion classes**			

1. **Cases in marketing management**	4	4	0
2. **Brand management ? case study exercises**	4	4	0
3. **Creating Employer Brand ? good practices**	4	3	0
4. **Failures in marketing ? what can we learn from them**	4	2	0
5. **Success in marketing versus ethics ? positive and negative examples**	4	2	0

Modes of delivery	**Multimedia presentation, Work in groups, Rozwiązywanie zadań**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1**
	PREZENTACJA	**EP2**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Students are assessed on the basis of a project (presentation), group work during classes and test.**
	Grade calculation principles
	The student receives a satisfactory grade - when he or she is able to define and distinguish basic concepts related to the subject of the course **The grade for the subject is calculated as: grade for group work (20%), project grade (40%) and test (40%).**

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	4	Marketing and brands success stories (marketing i marki - historie sukcesu)		Nieobliczana	
	4	Marketing and brands success stories (marketing i marki - historie sukcesu) [ćwiczenia]	zaliczenie z oceną		
	4	Marketing and brands success stories (marketing i marki - historie sukcesu) [wykład]	zaliczenie z oceną		

Basic reading	ed. by K. E. Clow, D. Baack (2012): Cases in marketing management , Thousand Oaks , Sage
	ed. by M. S. Glynn, A. G. Woodside (2012): Business-to-business marketing management : strategies, cases and solutions , Emerald, Bingley
Supplementary reading	ed. by M.S. Glynn, A. G. Woodside (2009): Business-to-business brand management : theory, research and executive case study exercises , Emerald, Bingley
	Ross B. (2013): Business-to-business marketing , SAGE, London

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**6**	**0**
Participation in tutorials	**4**	**0**
Preparation of project / essay / etc.	**18**	**0**
Preparation for test / exam	**7**	**0**

TOTAL workload	**75**
ECTS credits	**3**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**						
Course title: **Marketing communication (komunikacja marketingowa) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_57S**	
Name of field of study: **Business Management**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **elective**			Language of instruction: **semester: 4 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
2	4	discussion classes	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**
Course / module coordinator	**dr KAMILA SŁUPIŃSKA**					
Course instructor	**dr KAMILA SŁUPIŃSKA**					
Course / module objectives	**To introduce students to basic issues connected with marketing communication. To indicate how to plan communication activities - to choose appropriate instruments and tools for a particular target group and objective of an analysed institution.**					
Prerequisites	**Knowledge of basic marketing**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**the student knows and can recognise the tools of marketing communication, with particular emphasis on promotional activities**	**K_W06**
	2	**EP2**	**student understands the need to identify different market segments**	**K_W10**
	3	**EP3**	**student knows the procedure of planning communication activitie**	**K_W06**
skills	**1**	**EP4**	**student is able to identify and apply elements of marketing communication used by a given institution**	**K_U05**
	2	**EP5**	**student is able to assess the market situation of the enterprise and uses the knowledge gained to undertake communication action**	**K_U01 K_U04**
social competences	**1**	**EP6**	**student is willing to explore the problem of bad or insufficient communication used by enterprises in order to find the best solutions**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Marketing communication (komunikacja marketingowa)**			
Format of instruction: **lecture**			
1. **null**	4	2	0
2. **null**	4	2	0
3. **null**	4	3	0

4. **null**	4	6	0
5. **null**	4	2	0
Format of instruction: **discussion classes**			
1. **null**	4	2	0
2. **Analysis of target groups for communication messages**	4	2	0
3. **Analysis of case studies of communication activities of various market players**	4	2	0
4. **Analysis of previous communication activities of selected offline entities**	4	4	0
5. **Analysis of existing communication activities of selected on-line entities**	4	4	0
6. **Designing communication activities within particular promotion tools**	4	4	0
7. **Planning of marketing budget**	4	2	0
8. **Planning research activities in the field of marketing communication**	4	4	0
9. **Presentation and discussion of own projects of the marketing communication concept of the selected entity**	4	6	0

Modes of delivery	**Presentation of the basic issues using multimedia techniques, group work, individual work, analysis of found data, activities in the research laboratory**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	PREZENTACJA	**EP3,EP6**
	PROJEKT	**EP1,EP2,EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**The project includes an analysis of current activities and a proposal of activities in the field of marketing communication for a selected market entity and its presentation.**
	Grade calculation principles
	The final grade for the course is the grade for passing the exercises

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing communication (komunikacja marketingowa)		Nieobliczana	
	4	Marketing communication (komunikacja marketingowa) [ćwiczenia]	zaliczenie z oceną		
	4	Marketing communication (komunikacja marketingowa) [wykład]	zaliczenie z oceną		

Basic reading	Bajdak Andrzej (2013): Marketing communication : selected issues , Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach
	Grönroos, Christian (2013): Marketing communication, SAGE
	Żukowska, Joanna. (2015): Marketing communication, Warsaw School of Economics,
Supplementary reading	Wiścicka-Fernando M., Misiak-Kwit S. (2021): Communication, relations, management. No. 4 , Uniwersytet Szczeciński, Szczecin
	Czasopismo Marketing i rynek
	Czasopismo Marketing w praktyce

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**7**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**18**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**	
Course title: **Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) (KIERUNKOWE)**	Course code: **EFZ214AIJ3434_17S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr LESZEK GRACZ**
Course instructor	**dr LESZEK GRACZ**
Course / module objectives	**Familiarizing students with the principles of spatial development, spatial conditions for business development, the role of forecasts in spatial planning and legal acts regulating the spatial planning process** **Developing the ability to inventory functions and develop a selected area and its assessment from the point of view of business development** **Developing the ability to prepare a design for the distribution of functions and spatial development of a selected area for the purposes of business development**
Prerequisites	**Basic geographic knowledge and knowledge of society and economy at the secondary school level. Basic verbal and written communication skills, independent and team work skills.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Has knowledge of the specificity of spatial planning as a practical activity and its relationship with related disciplines.**	**K_W02 K_W05**
	2	EP3	**Knows and understands the basic conditions of business development in accordance with the requirements of spatial order and other types of conditions (social, economic, technical, etc.).**	**K_W05 K_W09 K_W10**
skills	1	EP6	**Is able to detect manifestations of collisions and spatial conflicts and propose the selection of the optimal development variant under given conditions in the context of business development**	**K_U06**
	2	EP7	**Is able to prepare and present a selected issue in the field of spatial planning in the context of business development needs**	**K_U06**
	3	EP8	**Is able to work independently and in a group, showing creativity in undertaken activities**	**K_U08**
social competences	1	EP10	**It is ready to recognize the importance of spatial and ecological aspects of business shaping on local communities.**	**K_K04 K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu)**			
Format of instruction: **lecture**			

1. **Spatial planning and its features. Spatial planning and business development.**	2	2	0
2. **The spatial planning system in Poland. Analysis and evaluation of the current state and anticipated changes.**	2	2	0
3. **Principles of spatial development. Spatial order and balancing development in space.**	2	4	0
4. **Models of spatial planning**	2	4	0
5. **Forecasts and their role in spatial planning**	2	3	0
Format of instruction: **discussion classes**			
1. **Inventory, valorization and analysis of the functions and forms of development of the selected area.**	2	2	0
2. **Diagnosis and analysis of land development conditions (internal and external)**	2	4	0
3. **Determining the functions and directions of spatial development of the selected area important from the point of view of business development.**	2	3	0
4. **Development of a land development project and its assessment in terms of benefits and threats to business development.**	2	4	0
5. **Project presentation (text and graphics)**	2	2	0

Modes of delivery	**Work and discussion in groups. Implementation of the project. Project presentation, Academic lecture with handwriting display. Multimedia presentation. Educational film**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP3**
	PREZENTACJA	**EP7**
	PROJEKT	**EP10,EP6,EP8**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP10,EP6,EP7,EP8**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**The condition for passing the exercises is a positive assessment of active participation in the classes as well as the project and its presentation.** **The condition for obtaining a credit for the lecture is a positive mark from the written test in the form of a selection test.** **The assessment of exercises is the result of the assessment of active participation in classes - 20%, project development - 40%, multimedia presentation - 40%.** **Each of the 10 questions of the written test in the form of a multiple-choice test is scored on a 0-1 point scale. The points obtained are converted into grades as follows: 10 points. - 5.0; 9 points - 4.5; 8 pts 4.0; 7 pts 3.5; 6 pts - 3.0; 5 pts and less 2.0.**
	Grade calculation principles
	The grade for the subject consists in 60% of the grade for completing the exercises and 40% of the grade for completing the lectures

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu)		Ważona	
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) [ćwiczenia]	zaliczenie z oceną		0,60
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) [wykład]	zaliczenie z oceną		0,40

Basic reading	Ch. Couch (2016): Urban Planning: An Introduction, Red Globe Press
	Kawakami Mitsuhiko (2013): Spatial Planning and Sustainable Development, Springer
Supplementary reading	Parysek J. (2006): Wprowadzenie do gospodarki przestrzennej , Wydawnictwo Naukowe UAM, Poznań
	Saternus P. (2013): Leksykon urbanistyki i planowania przestrzennego, BEL Studio , Warszawa

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
Course title: **Supply chain management (zarządzanie łańcuchem dostaw) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_54S**
Name of field of study: **Business Management**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 4 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr JAKUB DOWEJKO**
Course instructor	**dr JOANNA DROBIAZGIEWICZ , dr JAKUB DOWEJKO**
Course / module objectives	**The aim of the course is to familiarize students with the concept of the supply chain and the methodology of its management. During the implementation of the didactic process, the student will acquire skills in determining the basic elements of the analysis of logistics processes and management functions in the integration system of enterprises and their supply chains**
Prerequisites	**Basic knowledge of the supply chain**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Advance knowledge of the supply chain**	**K_W01 K_W02 K_W09**
	2	**EP2**	**Student has knowledge of the integration of micro and macro business environment from the point of view of supply chain**	**K_W05 K_W07 K_W10**
skills	**1**	**EP3**	**The student has skills in managing individual logistic processes**	**K_U01 K_U02**
	2	**EP4**	**The student characterizes and selects individual methods and tools for supply chain management.**	**K_U04**
	3	**EP5**	**The student is able to draw conclusions from the conducted analyzes and assess their impact on logistics systems**	**K_U03 K_U06 K_U08**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Supply chain management (zarządzanie łańcuchem dostaw)**			
Format of instruction: **lecture**			
1. **The concept and essence of the functioning of supply chains and networks.**	4	2	0
2. **Supply chain management strategies. Lean and agile concepts in supply chain management.**	4	4	0
3. **The use of modern tools for managing processes in the supply chain**	4	3	0
4. **Quality management techniques in supply chains**	4	3	0
5. **Measurement of the functioning of supply chains. SCOR model.**	4	2	0

6. **IT support for supply chain management**	4	1	0
Format of instruction: **discussion classes**			
1. **The concept, scope and evolution of supply chains**	4	2	0
2. **Logistics system and process approach**	4	2	0
3. **Methods and tools supporting the management of supply chains.**	4	4	0
4. **Designing supply chains. SCOR and DCOR models. Efficient functioning of the supply chain.**	4	3	0
5. **Examples of the functioning of supply chains - case study.**	4	4	0

Modes of delivery	**discussion, multimedia project, case study, literature analysis**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5**
	KOLOKWIUM	**EP1,EP2,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**The condition for obtaining a credit in the course is obtaining a positive mark in the test (at least 60% of correct answers) and a positive mark in the exam (at least 50% of correct answers).**	
	Grade calculation principles	
	The final grade is calculated based on the arithmetic mean of both tests.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Supply chain management (zarządzanie łańcuchem dostaw)		Arytmetyczna	
	4	Supply chain management (zarządzanie łańcuchem dostaw) [wykład]	egzamin		
	4	Supply chain management (zarządzanie łańcuchem dostaw) [ćwiczenia]	zaliczenie z oceną		

Basic reading	F. Robert Jacobs, Richard B. Chase (2018): Operations and Supply Chain Management, McGraw Hill
	Heizer, Jay H., Munson, Chuck, Render, Barry (2017): Principles of operations management sustainability and supply chain management , Pearson Education Limited
	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management , Springer International Publishing
Supplementary reading	Chopra S., Meindl P. (2018): Supply Chain Management: Strategy, Planning and Operations , Pearson

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**7**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**15**	**0**

TOTAL workload	**75**
ECTS credits	**3**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-25/26Z**	
Course title: **Transport management (zarządzanie transportem) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_15S**
Name of field of study: **Business Management**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr ZUZANNA KŁOS-ADAMKIEWICZ**
Course instructor	**dr ZUZANNA KŁOS-ADAMKIEWICZ**
Course / module objectives	**The subject is to present the principles of creating various solutions related to the organization and management of transport. Students learn about issues related to the organization of passenger and freight traffic. An additional element is acquiring knowledge in the field of modern transport management tools.**
Prerequisites	**Basic knowledge from the area of transport functioning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**The student knows the principles of planning and effective organization of passenger and freight transport.**	**K_W02 K_W03**
	2	EP2	**The student knows the principles of planning and effective organization of passenger and freight transport.**	**K_W01 K_W04 K_W05**
skills	1	EP3	**The student correctly obtains the necessary information and data on transport companies. Analyzes and discusses data on technical, planning, and organizational solutions in the field of transport.**	**K_U01 K_U03**
	2	EP4	**Student can use appropriate IT tools and computer software for managing transport.**	**K_U02 K_U04 K_U05**
social competences	1	EP5	**The student is aware of the importance of technical and organizational aspects and effects of transport activities and the need to share good practices.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Transport management (zarządzanie transportem)**			
Format of instruction: **lecture**			
1. **Transport services market - basic concepts**	2	2	0
2. **Basic features of transport enterprises - transport of goods**	2	2	0
3. **Basic features of transport enterprises - transport of passengers**	2	2	0

4. **Methods of identifying customer needs in transport companies**	2	3	0
5. **Basic business models in transport**	2	2	0
6. **Control and monitoring in a transport company**	2	2	0
7. **Ecological and ethical transport companies**	2	2	0
Format of instruction: **discussion classes**			
1. **Review of IT tools in transport**	2	2	0
2. **Planning and organization in passenger transport**	2	3	0
3. **Planning and organization in freight transport**	2	3	0
4. **Methods of identifying customer needs in transport companies - project**	2	2	0
5. **Case studies - functioning of transport enterprises**	2	2	0
6. **Business models in transport**	2	3	0

Modes of delivery	**Informative and problematic lectures, multimedia presentations, case studies, project methods, group work.**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP5**
	PROJEKT	**EP1,EP2,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Passing the lectures is based on a written test (test and/or open questions). Completion of the exercises is based on a prepared group project.**
	Grade calculation principles
	The final grade for the subject is the arithmetic mean of the grades obtained from passing the lectures and exercises.

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	2	Transport management (zarządzanie transportem)		Arytmetyczna	
	2	Transport management (zarządzanie transportem) [wykład]	zaliczenie z oceną		
	2	Transport management (zarządzanie transportem) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Elżbieta Załoga, Krystyna Wojewódzka-Król (2016): Transport. Nowe wyzwania, Wydawnictwo Naukowe PWN
	Engelhardt J. (2014): Zarządzanie przedsiębiorstwem, CeDeWu
	Kawalec P. (2009): Analiza i synteza specjalizowanych układów modelowania i sterowania ruchem w transporcie, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa
	Wyszomirski O. (red.) (2008): Transport miejski, ekonomika i organizacja, Wydawnictwo Uniwersytetu Gdańskiego
Supplementary reading	Jacyna M. (2008): Wybrane zagadnienia modelowania systemów transportowych, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa
	Nowakowska M. (2013): Modelowanie związków między cechami drogi i zagrożeniami ruchu w transporcie drogowym, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**

Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-25/26Z**		
Course title: **Business negotiations (negocjacje biznesowe) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_16S**
Name of field of study: **Business Management**		
Mode and cycle of study: **second degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	conversation	30	0	pg	4
Total			**30**			**4**

Course / module coordinator	**dr inż. ALICJA NERĆ-PEŁKA**
Course instructor	**dr inż. ALICJA NERĆ-PEŁKA**
Course / module objectives	**The aim is to present students with issues related to the principles and conditions of negotiation, the essence of effective negotiation as well as negotiation skills and attitudes.**
Prerequisites	**The student knows the basics of economics, management, sociology, interpersonal communication, can think analytically, shows a creative attitude, can work in a group and communicate with others.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the structure of negotiations, basic styles and strategies.**	**K_W05**
	2	**EP2**	**Student knows the rules of ethical negotiations**	**K_W10**
skills	**1**	**EP3**	**Student is able to perform brief negotiations on a given topic**	**K_U05**
	2	**EP4**	**Student is able to use chosen negotiations techniques in practice**	**K_U03**
social competences	**1**	**EP5**	**The student is ready to solve problems through negotiations**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Business negotiations (negocjacje biznesowe)**			
Format of instruction: **conversation**			
1. **The essence of negotiation. Negotiations, cooperation, fighting**	2	2	0
2. **Structure of negotiations. BATNA**	2	2	0
3. **Preparation for negotiations**	2	2	0
4. **Role of place, time and team in negotiating.**	2	2	0
5. **Features of the negotiator**	2	2	0
6. **Strategies and styles of negotiation**	2	2	0
7. **Tactics in negotiations**	2	2	0
8. **Emotional factor in negotiations**	2	2	0

9. **Communication in negotiations**	2	2	0
10. **Perception of the negotiating situation**	2	2	0
11. **Ethical rules in negotiations**	2	2	0
12. **Negotiations in international business**	2	4	0
13. **Presentation of negotiation scenes**	2	4	0

Modes of delivery	**Workshop, active learning methods, role playing, text and cases analysis, movies with examples, group discussions**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP5**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**To get a pass the student must get positive results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation and actively collaborate and cooperate during the course.**
	Grade calculation principles
	The final grade is obtained on the basis of the following: **-results of developed Negotiation Preparation Questionnare and performes dialogue of Negotiation (60%),** **- commitment to collaboration and cooperative working (40%).**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Business negotiations (negocjacje biznesowe)		Ważona	
	2	Business negotiations (negocjacje biznesowe) [konwersatorium]	zaliczenie z oceną		1,00

Basic reading	Lewicki, Roy J. Barry, Bruce Saunders, David M. (2016): Essentials of Negotiation, McGraw-Hill Education
	Steve Gates (2011): The Negotiation Book: Your Definitive Guide To Successful Negotiating, John Wiley & Sons
	William W. Baber, Chavi C-Y Fletcher-Chen (2020): Practical Business Negotiation, Routledge
Supplementary reading	Howard Raiffa (2007): Negotiation Analysis: The Science and Art of Collaborative Decision Making, Harvard University Press
	Michele J. Gelfand, Jeanne M. Brett (2004): The Handbook of Negotiation and Culture, Stanford University Press
	Patrick J. Cleary (2001): The Negotiation Handbook, Routledge

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**7**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**15**	**0**

TOTAL workload	**100**
ECTS credits	**4**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **Decision Support Systems (systemy wspierania decyzji) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_33S**
Name of field of study: **Business Management**	
Mode and cycle of study: **second degree, full - time**	Profile of study: **general academic**
Specialty:	
Course / module status **elective**	Language of instruction: **semester: 4 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	15	15	pg	4
		lecture	15	15	pg	
Total			**30**			**4**

Course / module coordinator	**dr hab. inż. JAROSŁAW WĄTRÓBSKI**
Course instructor	**dr hab. inż. JAROSŁAW WĄTRÓBSKI**
Course / module objectives	**The aim of the course is to show the possibility of using a computer to formalization of decision-making situations, their modeling and simulation, and usage of software tools and environments, which, on the modułu: basis of qualitative and quantitative data support the decisions of managers on the different levels of management.**
Prerequisites	**Knowledge of the basics of computer science, general knowledge of the functions and application areas of information systems management, good knowledge of spreadsheets.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student has knowledge in the area of methods and decision support tools, that, on the basis of the analysis of qualitative and quantitative data, support managers at various levels of the enterprise management.**	**K_W03 K_W04 K_W06**
skills	**1**	**EP2**	**Student uses tools to analyze quantitative and qualitative data for decision support.**	**K_U02 K_U05**
	2	**EP3**	**Student can easily communicate in English in an international group of people in order to carry out business tasks and projects, including group tasks.**	**K_U03 K_U06 K_U07**
social competences	**1**	**EP4**	**Student is ready to broaden their knowledge to solve social and business problems using decision models and decision support systems.**	**K_K01 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Decision Support Systems (systemy wspierania decyzji)**			
Format of instruction: **lecture**			
1. **The types of decisions at different levels of management, approaches for their formalization, information in decision-making, Decision Support Systems (DSS) - definitions, functions and characteristics of their components.**	4	2	2
2. **The process of decision-making situations modeling. Computer analysis of economic systems.**	4	2	2
3. **Study of the applicability of the software to support the digital modeling of economies and decisionmaking situations. The DSS, EIS MSS systems and the role of data banks, methods, models and knowledge in decision support. Integrated decision support system.**	4	3	3

4. **Problems of multidimensional structures mapping and hierarchical consolidation of the results in decision support systems. data warehouses in supporting the decisions. The usage of technology ETL, OLAP and Data Mining.**	4	2	2
5. **Business Intelligence technology and Business Intelligence applications in supporting the management and delivery of information. Characteristics of the BI market in the world and in Poland**	4	2	2
6. **Corporate Performance Management systems and the use of web technologies in supporting decisions in the company.**	4	2	2
7. **Artificial intelligence and expert systems as a class of systems based on the knowledge.**	4	2	2
Format of instruction: **laboratory**			
1. **The division into groups of 2-3 persons for a description of the enterprise to which developed models and application of program tools will be applied**	4	2	2
2. **Computer modeling of decision making problems based on qualitative and quantitative data relying on the Naylor procedure.**	4	4	4
3. **Computer modeling of qualitative multi-criteria decision-making problems based on AHP (Analytic Hierarchy Process) and ELECTRE.**	4	3	3
4. **Design and generation of decision support analysis for the different management levels.**	4	2	2
5. **Examples of the use of the data warehouses.**	4	2	2
6. **Presentation and evaluation of projects.**	4	2	2

Modes of delivery	**Lectures with multimedia presentations. Laboratories carried out with the use of appropriate software applications and e-learning system.** The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2**
	PROJEKT	**EP1,EP2,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Credit for laboratory classes:** **Students are assessed on the basis of partial projects sent by the e-learning system. Such projects will be included in the final project. Sub-projects will be built on the basis of substantive and technical knowledge (regarding skills of using the computer applications) gained in laboratories during the realization of the thematic blocks (30% points of the final grade). Final project, expanded according to the guidelines provided in the lecture, will be presented by students in groups (40% points of the final grade).** **Credit for lectures: it is based on test. Knowledge test will be carried out using the e-learning platform (30% points of the final grade).** **Rating:** **- The student receives a satisfactory grade when he is familiar with elements of the decision-making process, the categories of decisions and he can build a decision model based on the Naylor procedure using computer tools.** **- The student receives a good grade if he can also use selected domain computer tools in supporting decision.** **- The student receives a very good grade if he can also use this knowledge to build the concept of integrated decision support system as application of the lecture theses.**
	Grade calculation principles
	Final grade of the course is calculated on the basis of the grades from the laboratory classes (70%) and lectures (30%).

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Decision Support Systems (systemy wspierania decyzji)		Ważona	
	4	Decision Support Systems (systemy wspierania decyzji) [laboratorium]	zaliczenie z oceną		0,70

	4	Decision Support Systems (systemy wspierania decyzji) [wykład]	zaliczenie z oceną		0,30

Basic reading	Power Daniel (2002): Decision support systems: concepts and resources for managers, Greenwood Publishing Group
	Ramesh Sharda, Dursun Delen, Efraim Turban (2014): Business Intelligence and Analytics: Systems for Decision Support, Pearson
Supplementary reading	Turban E., Aronson J.E. (2006): Decision Support Systems and intelligent Systems, Prentice Hall
	Vaughn Robert H. (2010): Decision-making Training, American Society for Training and Development

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**16**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**		
Course title: **Diversity management (zarządzanie różnorodnością) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_34S**
Name of field of study: **Business Management**		
Mode and cycle of study: **second degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	discussion classes	15	0	pg	4
		lecture	15	15	pg	
Total			**30**			**4**

Course / module coordinator	**dr ANNA WIECZOREK-SZYMAŃSKA**
Course instructor	**dr ANNA WIECZOREK-SZYMAŃSKA**
Course / module objectives	**The aim of the course is to enable students to develop basic knowledge of diversity management in modern economic organizations as well as to acquire skills of managing multicultural teams..**
Prerequisites	**A student has the basic socio-economic knowledge, including human capital management in organization. The ability to work within a group**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**A student knows basic rules of management of diversel teams in organization**	**K_W02 K_W07**
	2	**EP2**	**A students knows theoretical basics and dimensions of diveristy management in modern global organization.**	**K_W12**
skills	**1**	**EP3**	**A student can develop basic rules of diversity management policy in organization**	**K_U01**
	2	**EP4**	**A student can use diversity management tools to coordinate team work**	**K_U02 K_U08**
social competences	**1**	**EP5**	**A student uses the acquired knowledge and skills to work with other people**	**K_K06**
	2	**EP6**	**A student is aware of the opportunities and the threats related to management of the diverse work teams in an organization.**	**K_K02 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Diversity management (zarządzanie różnorodnością)**			
Format of instruction: **lecture**			
1. **The introduction to diversity management - the history and modern approach to diversity management**	4	2	2
2. **The models of diversity management**	4	2	2
3. **the dimensions of diversity management in organizations**	4	3	3
4. **the process of implementation of diversity management in organizations**	4	4	4

5. **The pros and the cons of diversity management in organizations**	4	2	2
6. **A significance of the managers in the introduction of diversity management into organization**	4	2	2
Format of instruction: **discussion classes**			
1. **Diversity management and affirmative action - similarities and differences of both approaches. Case study.**	4	2	0
2. **the creation of diverse work teams - the exaples of particular enterprises.**	4	2	0
3. **The concept of cultural diversity management. Hall?s model, Hofstede?s model of cultural diversity.**	4	2	0
4. **The phenomenon of culture shock at work in multicultural environment. Characteristics of selected national cultures**	4	2	0
5. **Gender diversity management in organizations. Case study**	4	2	0
6. **The competencies of managers in diverse work teams.**	4	2	0
7. **Opportunities and threats of diversity management**	4	3	0

Modes of delivery	**Multimedia lecture, Individual and team work**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3,EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Lecture: Students are assessed on the basis of written colloquium. The written colloquium tests the knowledge.** **Exercises: in class-activities (case studies) test knowledge and skills .**	
	Grade calculation principles	
	Students are assessed on the basis of written colloquium (50% of the final grade) and in-class activities (50% of the final grade). The written colloquium tests the knowledge and in class-activities test knowledge and skills . **The final grade of the course is equal an artimetric mean of grades from lectures and exercises.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Diversity management (zarządzanie różnorodnością)		Arytmetyczna	
	4	Diversity management (zarządzanie różnorodnością) [ćwiczenia]	zaliczenie z oceną		
	4	Diversity management (zarządzanie różnorodnością) [wykład]	zaliczenie z oceną		

Basic reading	Hofstede G., Hofstede G.J., Minkov M. (2011): Kultury i organizacje, PWE, Warszawa
	Jamka, B. (2011): Czynnik ludzki we współczesnym przedsiębiorstwie – zasób czy kapitał? Od zarządzania kompetencjami do zarządzania różnorodnością, Oficyna Wolters Kluwer Business., Warszawa
	Konrad, A. M., Prasad, P. & Pringle, Judith K. (2009): Handbook of workplace diversity. , Sage Publications, London
	Leoński, W., Pluta A., Wieczorek-Szymańska A. (2020): Zarządzanie różnorodnością w organizacji, CeDeWu, Warszawa
Supplementary reading	Kirton, G. & Greene A. (2010): The dynamics of managing diversity: a critical approach, Else vier Butterworth-Heinemann, Oxford
	Williams B. (2020): Diversity in the Workplace: Eye-Opening Interviews to Jumpstart Conversations about Identity, Privilege, and Bias, Rockridge Press, California

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**

Participation in test / exam	**2**	**0**
Preparation for contact hours	**12**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**21**	**21**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**20**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **International tourism management (zarządzanie turystyką międzynarodową) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_36S**
Name of field of study: **Business Management**	
Mode and cycle of study: **second degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **elective**	Language of instruction: **semester: 4 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	discussion classes	15	15	pg	4
		lecture	15	15	pg	
Total			**30**			**4**

Course / module coordinator	**dr hab. ADAM PAWLICZ**
Course instructor	**dr hab. ADAM PAWLICZ**
Course / module objectives	**Indicating the specificity and role of international tourism management**
Prerequisites	**brak**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the basic concepts of tourism management in an international aspect**	**K_W02**
	2	**EP2**	**The student understands the principles of tourism marketing in an international environment**	**K_W05**
skills	**1**	**EP3**	**The student is able to identify the most important problems of tourism development in the international aspect**	**K_U05**
	2	**EP4**	**The student reads and understands simple texts in English in the field of international tourism management**	**K_U07**
social competences	**1**	**EP5**	**Student wykazuje kreatywność i samodzielność w ocenie zjawisk wpływających na funkcjonowanie międzynarodowych rynków turystycznych**	**K_K01 K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **International tourism management (zarządzanie turystyką międzynarodową)**			
Format of instruction: **lecture**			
1. **Introduction to international tourism**	4	3	3
2. **International hospitality industry**	4	3	3
3. **International catering industry**	4	3	3
4. **Intermediaries in international tourism**	4	3	3
5. **Cruise tourism**	4	3	3
Format of instruction: **discussion classes**			

1. **Globalization and the tourism industry**	4	3	3
2. **International marketing in tourism**	4	3	3
3. **International tourism organizations**	4	3	3
4. **International tour operator industry**	4	3	3
5. **Crisis management and tourism**	4	3	3

Modes of delivery	**Lecture with discussion, Presentation, case studies analyses**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	PREZENTACJA	**EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**The written exam consists of 5 open questions. Open-ended questions will assess students' understanding of theoretical concepts and their ability to use these concepts to analyze and explain current international tourism management dilemmas. The student receives 1 point for a correct answer. The final grade is calculated as follows: <2 points - 2.0 2.5 points. - 3.0, 3.0 points - 3.5, 3.5 points - 4.0, 4.0 points - 4.5, 4.5 points - 5.** **The presentation will require students to work in groups to: understand, read and critically evaluate academic work related to international tourism management; present your ideas on the impact of the project on the local economy, society and the environment; suggestions for the competitiveness strategies of the companies and / or tourist destinations in question. The maximum number of points that can be obtained is 5. Both formal and substantive elements will be assessed. The final grade is calculated as follows: <2 points - 2.0 2.5 points. - 3.0, 3.0 points - 3.5, 3.5 points - 4.0, 4.0 points - 4.5, 4.5 points - 5.**
	Grade calculation principles
	Weights exercisses 0,3, electure 0,7.

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	4	International tourism management (zarządzanie turystyką międzynarodową)		Ważona	
	4	International tourism management (zarządzanie turystyką międzynarodową) [wykład]	zaliczenie z oceną		0,70
	4	International tourism management (zarządzanie turystyką międzynarodową) [ćwiczenia]	zaliczenie z oceną		0,30

Basic reading	Vellas François (1995): International tourism : an economic perspective, Macmillan Business
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**5**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**20**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**10**	**0**

TOTAL workload	**100**
ECTS credits	**4**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-25/26Z**		
Course title: **Marketing management (zarządzanie marketingowe) (PODSTAWOWE)**		Course code: **EFZ214AIIJ3433_11S**
Name of field of study: **Business Management**		
Mode and cycle of study: **second degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	6
		laboratory	15	0	pg	
		lecture	15	15	e	
Total			**45**			**6**

Course / module coordinator	**dr MAGDALENA KOWALSKA**
Course instructor	**dr MAGDALENA KOWALSKA**
Course / module objectives	**The aim is to indicate the necessity of marketing enterprise management in order to build a market position by companies; familiarizing students with the methods of analyzing the company's marketing situation and acquiring the ability to develop a marketing plan in a team.**
Prerequisites	**basic marketing and management issues**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the marketing management process in modern organizations**	**K_W01 K_W05**
	2	**EP2**	**knows the elements of the marketing plan**	**K_W02 K_W05 K_W08**
skills	**1**	**EP3**	**is able to construct a marketing plan for a selected company or product**	**K_U02 K_U05**
social competences	**1**	**EP4**	**is ready for entrepreneurial activities and marketing social campaigns**	**K_K03 K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Marketing management (zarządzanie marketingowe)**			
Format of instruction: **lecture**			
1. **Functions of modern marketing**	2	2	2
2. **Consequences of adopting a marketing concept in an enterprise**	2	1	1
3. **Marketing management process**	2	2	2
4. **The procedure for developing a marketing plan**	2	2	2
5. **Analysis of the current marketing situation, rules for formulating marketing goals**	2	2	2
6. **Tools supporting the process of setting goals and marketing strategies**	2	2	2
7. **Marketing strategies, program of marketing activities, budgeting of activities and control of activities**	2	4	4

Format of instruction: **discussion classes**			
1. **Company analysis**	2	3	0
2. **Analysis of the company's environment**	2	3	0
3. **SWOT analysis**	2	2	0
4. **Preparation of portfolio analyzes to select a marketing strategy**	2	4	0
5. **STP analysis**	2	3	0
Format of instruction: **laboratory**			
1. **Formulating the mission and goals of the activity**	2	2	0
2. **Development of the company's marketing strategies**	2	5	0
3. **Developing a program of marketing activities and methods of controlling activities**	2	5	0
4. **Preparation of the executive summary**	2	1	0
5. **Presentation and discussion of the prepared projects**	2	2	0

Modes of delivery	**multimedia presentation, discussion, group work, presentation of the project by students.**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2**
	KOLOKWIUM	**EP1,EP2**
	PROJEKT	**EP2,EP3,EP4**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP2,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Classes are credited on the basis of a test and student activity during the classes.** **Laboratories are classified on the basis of a marketing plan prepared by students for a selected company / product** **The lecture is credited on the basis of a written exam in the form of a lecture test and recommended literature.**
	Grade calculation principles
	The grade for the subject is the arithmetic mean of exercises, laboratory and exam.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Marketing management (zarządzanie marketingowe)		Arytmetyczna	
	2	Marketing management (zarządzanie marketingowe) [ćwiczenia]	zaliczenie z oceną		
	2	Marketing management (zarządzanie marketingowe) [wykład]	egzamin		
	2	Marketing management (zarządzanie marketingowe) [laboratorium]	zaliczenie z oceną		

Basic reading	G. Armstrong, K. Keller, M. Goodman, M. Brady, T. Hansen (2019): Marketing Management: European Edition, Pearson Education Limited
	Kotler Ph. (2020): Marketing, Rebis
Supplementary reading	Dziekoński M., Kozielski R. (2007): Jak szybko napisać profesjonalny plan marketingowy, Oficyna
	J. Woźniczka, M. Hajdas, W. Kowal (2014): Zarządzanie marketingiem, UE we Wrocławiu, Wrocław

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**45**	**15**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**21**	**0**
Participation in tutorials	**31**	**0**
Preparation of project / essay / etc.	**25**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**150**	
ECTS credits	**6**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-25/26Z**						
Course title: **Neuroleadership (neuroprzedsiębiorczość) (KIERUNKOWE)**					Course code: **EFZ214AIIJ3433_15S**	
Name of field of study: **Business Management**						
Mode and cycle of study: **second degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 2 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
1	2	laboratory	30	0	pg	5
		lecture	15	15	e	
Total			**45**			**5**

Course / module coordinator	**dr hab. JAROSŁAW KORPYSA**
Course instructor	**dr hab. JAROSŁAW KORPYSA**
Course / module objectives	**he aim of this course is to give students knowledge about the fundamentals theory of neuroscience and neuroleadership**
Prerequisites	**Knowledge of foundations of Human Resources management**

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knowledge about the essence of the neuroleadership in business**	**K_W02**
	2	**EP2**	**Knows and understands the principles and research techniques of neuroleadership in business**	**K_W06**
	3	**EP3**	**Has knowledge of the use of information in the process of research neuroleadership in business**	**K_W04**
skills	**1**	**EP4**	**Be able to use computer tools to measure neuroleadership in business**	**K_U03**
	2	**EP5**	**Be able to to use computer tools to measure of neuroleadership in business**	**K_U04**
social competences	**1**	**EP6**	**To be able to plan the research process of neuroleadership in business**	**K_K02**
	2	**EP7**	**To be able to improve own skills in neuroleadership in business**	**K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Neuroleadership (neuroprzedsiębiorczość)**			
Format of instruction: **lecture**			
1. **Introduction to neuroleadership - dilemmas and challenges**	2	3	3
2. **Methods and techniques for studying leadership in neuroscience**	2	3	3
3. **Style of neuroleadership**	2	3	3
4. **Developing neuroleadership in organization**	2	3	3

5. **Professional ethics and neuroleadership**	2	3	3
Format of instruction: **laboratory**			
1. **Role of leadership in organization**	2	3	0
2. **Research design in neuroscience**	2	4	0
3. **Determinant of neuroleadership**	2	3	0
4. **Neuroleadership - introduction to experiment**	2	3	0
5. **Neuroleadership - research methods and techniques**	2	5	0
6. **Neuroleadership - designing an experiment**	2	5	0
7. **Neuroleadership - research project**	2	7	0

Modes of delivery	**interactive lecture with video, group exercises, group discussions, simulated activities, case studies**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5,EP6,EP7**
	PROJEKT	**EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Exam on case study basis and project**
	Grade calculation principles
	The final grade consists of the project grade (50%) and the exam grade base case study (50%)

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Neuroleadership (neuroprzedsiębiorczość)		Arytmetyczna	
	2	Neuroleadership (neuroprzedsiębiorczość) [laboratorium]	zaliczenie z oceną		
	2	Neuroleadership (neuroprzedsiębiorczość) [wykład]	egzamin		

Basic reading	N. Dimitriadis, A. Psychogios (2020): Neuroscience for Leaders: Practical Insights to Successfully Lead People and Organizations, Kogan Page
	T. Swart, K.Chisholm, P.Brown (2015): Neuroscience for Leadership: Harnessing the Brain Gain Advantage, Palgrave Macmillan
	A. Brann (2022): Neuroscience for Coaches: How coaches and managers can use the latest insights to benefit clients and teams, Kogan Page
	P.Bossons, P. Riddell, D. Sartain (2015): The Neuroscience of Leadership Coaching: Why the Tools and Techniques of Leadership Coaching Work, Bloomsbury Academic
Supplementary reading	A.H.Ringleb, D.Rock (2013): Handbook of NeuroLeadership , Createspace Independent Publishing Platform
	A. Ghadiri, A. Habermacher, T. Peters (2013): Neuroleadership: A Journey Through the Brain for Business Leaders, Springer

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**45**	**15**
Participation in test / exam	**5**	**0**
Preparation for contact hours	**10**	**0**

Private reading and studying	**15**	**0**
Participation in tutorials	**25**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**125**	
ECTS credits	**5**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**						
Course title: **Neuroscience in business (neuronauka w biznesie) (KIERUNKOWE)**					Course code: **EFZ214AIIJ3433_31S**	
Name of field of study: **Business Management**						
Mode and cycle of study: **second degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 4 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
2	4	laboratory	30	0	pg	5
		lecture	15	15	e	
Total			**45**			**5**
Course / module coordinator	**prof. dr hab. inż. KESRA NERMEND**					
Course instructor	**prof. dr hab. inż. KESRA NERMEND**					
Course / module objectives	**The classes are aimed at deepening the knowledge of cognitive neuroscience and introducing students to a new and rapidly developing field of technology, which is of key importance in studying the influence of the psychophysical state of a decision-maker in the process of making business decisions.**					
Prerequisites	**Knowledge of basic issues in the field of information technology, decision-making methods, marketing and data analysis in the economy.**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**He knows the principles, methods, techniques and procedures of research in management and quality sciences, and understands how to use IT tools and cognitive neuroscience techniques in conducted research.**	**K_W01 K_W06**
skills	**1**	**EP2**	**Has the ability to use IT tools to carry out research experiments.**	**K_U03 K_U04**
	2	**EP4**	**Is able to plan and carry out his own research project, working in project teams.**	**K_U02 K_U08**
social competences	**1**	**EP3**	**He is ready to critically analyze the available sources of knowledge in the field of conducted experimental research and to take responsibility for decisions made as a result of the obtained research results.**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Neuroscience in business (neuronauka w biznesie)**			
Format of instruction: **lecture**			
1. **Cognitive Neuroscience (introduction)**	4	2	2
2. **Characteristics of cognitive processes**	4	2	2
3. **Structure of the brain and information processing methods in it**	4	2	2
4. **Factors influencing business decision making**	4	3	3
5. **Cognitive neuroscience techniques and their application in business**	4	3	3

6. **Methods of analysis and classification of psychophysical data**	4	3	3
Format of instruction: **laboratory**			
1. **Characteristics of measuring tools**	4	2	0
2. **Designing an experiment**	4	4	0
3. **Website usability testing**	4	12	0
4. **Investigation of the effectiveness of the multimedia message**	4	12	0

Modes of delivery	**Lecture with multimedia presentation.** **Implementation of practical research tasks in laboratories, according to developed research scenarios.**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN USTNY	**EP1**
	PROJEKT	**EP2,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Students are assessed on the basis of research experiments (projects) carried out during laboratory classes and the results of the credit, consisting of questions checking the achievement of learning outcomes in the field of knowledge.**
	Grade calculation principles
	Course grade arithmetic mean of the laboratory grade and the exam grade

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Neuroscience in business (neuronauka w biznesie)		Nieobliczana	
	4	Neuroscience in business (neuronauka w biznesie) [laboratorium]	zaliczenie z oceną		
	4	Neuroscience in business (neuronauka w biznesie) [wykład]	egzamin		

Basic reading	E.R. Kandel, J.H. Schwartz, T.M. Jessell, S.A. Siegelbaum, A.J. Hudspeth (2012): Principles of Neural Science , McGraw-Hill Education Ltd
	Nermend K., Łatuszynska M. (eds) (2016): Selected Issues in Experimental Economics, Springer International Publishing,, Cham
Supplementary reading	Jaśkowski P. (2009): Neuronauka Poznawcza Jak mózg tworzy umysł, Vizja Press & IT
	Zyss T. (2007): Zastosowanie układu 10-20 w rozmieszczaniu elektrod do EEG, [Publikacja dostepna: http://www.elmiko.pl/fileadmin/downloads/Zastosowanie_Układu_10 20_w_Rozmieszczaniu_Elektrod_do_EEG.pdf], tarnowskie góry, Kraków-Warszawa

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**45**	**15**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**15**	**0**

TOTAL workload	**125**
ECTS credits	**5**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-25/26Z**	
Course title: **Project management (zarządzanie projektem) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_13S**
Name of field of study: **Business Management**	
Mode and cycle of study: **second degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	4
		lecture	15	15	e	
Total			**30**			**4**

Course / module coordinator	**dr HANNA SOROKA-POTRZEBNA**
Course instructor	**dr MAGDALENA ŁAWICKA**
Course / module objectives	**As part of the course, the student will learn about the terms and elements of project management, such as the concept of a project, types and goals of projects, and forms and stages of project management. The essence of project management and the impact of effective project management on the organisation's development will be discussed.**
Prerequisites	**Knowledge of the functioning of the organization and the use of individual management functions.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows and describes the concepts and techniques / methods of project management.**	**K_W01 K_W02 K_W04 K_W06**
skills	**1**	**EP2**	**The student is able to select the appropriate methods of project management in terms of achieving the goals set.**	**K_U01 K_U02 K_U03 K_U04**
	2	**EP3**	**Student is able to apply the knowledge of management to prepare and implement a project.**	**K_U01 K_U04 K_U05 K_U06 K_U08**
social competences	**1**	**EP4**	**Student works in a team, discusses and presents his or her position on a selected problem concerning project management.**	**K_K01 K_K03 K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Project management (zarządzanie projektem)**			
Format of instruction: **lecture**			
1. **Terms review: project, types of projects and their importance for the organization, project goals, project management.**	2	2	2
2. **Project stakeholders**	2	2	2
3. **Success factors and barriers to project implementation**	2	2	2

4. **Stages of creating a team. Various styles of communication and team activities**	2	3	3
5. **Project team management and project manager tasks**	2	3	3
6. **Organizational structures of project management**	2	3	3
Format of instruction: **discussion classes**			
1. **The concept of a project, examples of projects.**	2	2	0
2. **Project implementation phases**	2	2	0
3. **Project planning**	2	6	0
4. **Project team management**	2	3	0
5. **Risks and failures in project management**	2	2	0

Modes of delivery	**multimedia presentations, group work, case study**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4**
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**test, project, activity**	
	Grade calculation principles	
	test 60%, project 20%, activity 20%	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Project management (zarządzanie projektem)		Nieobliczana	
	2	Project management (zarządzanie projektem) [ćwiczenia]	zaliczenie z oceną		
	2	Project management (zarządzanie projektem) [wykład]	egzamin		

Basic reading	Adam Stabryła (2021): Zarządzanie projektami ekonomicznymi i organizacyjnymi, PWN, Warszawa
	Marek Pawlak (2022): Zarządzanie projektami, PWN, Warszawa
Supplementary reading	Jerzy Kisielnicki (2017): Zarządzanie projektami badawczo-rozwojowymi, Wydawnictwo Nieoczywiste, Warszawa
	Krystian Kaczor (2020): SCRUM i nie tylko, PWN, Warszawa

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**21**	**0**

Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**11**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**						
Course title: **Self-development management (zarządzanie rozwojem własnym) (KIERUNKOWE)**					Course code: **EFZ214AIIJ3433_30S**	
Name of field of study: **Business Management**						
Mode and cycle of study: **second degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 4 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
2	4	konwersatorium	15	0	pg	3
Total			**15**			**3**

Course / module coordinator	**dr inż. ALICJA NERĆ-PEŁKA**
Course instructor	**dr inż. ALICJA NERĆ-PEŁKA**
Course / module objectives	**The aim of the course is to show students how to make studies the way to work**
Prerequisites	**In the field of skills, the student is able to analyze dependencies on the labor market, draw critical conclusions.** **Basic knowledge of own abilities, skills, personality traits and the basics of the functioning of the labor market.** **In the field of social competences: the student is able to work in a group, discuss critically.**

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Has knowledge of planning his own professional career and using the period of study to improve qualifications**	**K_W04**
skills	**1**	**EP2**	**He can define tasks that should be performer during the studies in order to have attractive competences on the labor market**	**K_U09**
social competences	**1**	**EP3**	**Can identify own social competences needed on the labor market**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Self-development management (zarządzanie rozwojem własnym)**			
Format of instruction: **konwersatorium**			
1. **Own career concretizing**	4	2	0
2. **Own competence development**	4	2	0
3. **Personality**	4	2	0
4. **The knowledge of studies product**	4	3	0
5. **Shaping professional skills in the period of studies**	4	2	0
6. **Shaping critical thinking skills**	4	2	0
7. **The studies as a way to career**	4	2	0

Modes of delivery	**Lecture with the use of multimedia, discussion.**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**For a satisfactory assessment, basic knowledge of the essence of competences and the possibility of their development during the assessment period is required.**	
	Grade calculation principles	
	The assessment is influenced in 30% by activity in discussions on topics taken in classes and in 70% by written work covering the content presented in the curriculum, especially: what competences the student has developed so far, how does he plan to further develop his competences, how to use the period of study to develop competences.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Self-development management (zarządzanie rozwojem własnym)		Nieobliczana	
	4	Self-development management (zarządzanie rozwojem własnym) [konwersatorium]	zaliczenie z oceną		

Basic reading	Marcia B. Baxter Magolda (2020): Making Their Own Way: Narratives for Transforming Higher Education to Promote Self-Development, Stylus Publishing, LLC
	Pedler, Mike, Burgoyne, John, Boydell (2013): A Manager'S Guide To Self-Development, McGraw-Hill Education
Supplementary reading	Jochen Brandtstadter, Richard M. Lerner (1999): Action and Self-Development, SAGE
	L. Seiwert (2001): Zarządzanie czasem, Placet, Warszawa
	M. Adamiec, B. Kożusznik (2001): Sztuka zarządzania sobą, PWE, Warszawa

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**15**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**16**	**0**
Preparation of project / essay / etc.	**12**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-25/26Z**	
Course title: **Strategic management (zarządzanie strategiczne) (PODSTAWOWE)**	Course code: **EFZ214AIIJ3433_12S**
Name of field of study: **Business Management**	
Mode and cycle of study: **second degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	4
		lecture	15	15	e	
Total			**30**			**4**

Course / module coordinator	**dr MAŁGORZATA SMOLSKA**
Course instructor	**dr MAŁGORZATA SMOLSKA**
Course / module objectives	**The aim of the course is to: understand the essence, principles and correctness of strategic management; understanding of strategic analysis and methods of strategic planning; use of strategic analysis methods and strategic planning to solve management problems.**
Prerequisites	**Student: knows the basic issues in the field of management, macroeconomics, finance, marketing; is able to apply management tools learned in the basic subjects of management and identify the main areas of the organization's activities and elements of its environment; is able to work in a group.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student defines the concepts of strategic management, understands the general principles of creating and developing an enterprise strategy.**	**K_W02 K_W07**
skills	**1**	**EP2**	**Student draws conclusions from the presented texts, compares the methods of strategic analysis and is able to put them into practice (PEST analysis; Porter's 5 forces analysis; strategic group analysis; CPM matrix).**	**K_U01 K_U02**
	2	**EP3**	**Student is able to construct a strategy for a company (analyze the necessary strategic resources, formulate operational, tactical and strategic goals based on the SMART method).**	**K_U01 K_U02**
	3	**EP4**	**Student is able to: work independently and in a team, plan teamwork and present his position on strategic management issues.**	**K_U01 K_U02**
social competences	**1**	**EP5**	**Student is ready for persistent individual and team activities in the field of strategic management and is convinced of the need to behave in a professional and ethic manner.**	**K_K01 K_K02 K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Strategic management (zarządzanie strategiczne)**			
Format of instruction: **lecture**			
1. **Strategic management - general concepts and economic background. Strategic management as a management concept. Enterprise strategy as a system.**	2	2	2

2. **Strategic analysis: analysing the strategic environment; analysing resources and capabilities. Subjective approach to strategy - key strategic choices. Competitive approach to strategy. Types of strategies**	2	4	4
3. **The process of developing the strategy. Enterprise development strategy and value chain. Strategic identification of the enterprise. Elements of the strategy**	2	4	4
4. **The process of strategy implementation. Different strategy contexts and building a cohesive strategy: international expansion and globalisation strategies. Strategic control**	2	3	3
5. **Change management, organizational development, Business Process Reengeeniering.**	2	2	2
Format of instruction: **discussion classes**			
1. **Introduction to strategic management. Vision, mission and strategy. The strategic management process. Strategic planning as a part of the strategic management process. Developing a hierarchy of goals for an enterprise (SMART method). Strategic analysis as the basis for building a strategy.**	2	2	0
2. **Analysis of external environment (PESTEL analysis). Analysis of internal environment. Analysis of competition in the sector: M.Porter's 'five forces' analysis, assessment of the sector's attractiveness, developing maps of strategic groups.**	2	4	0
3. **Analysis of the organization's strategic potential: analysis of key success factors (using a profile chart and weighted score method); developing Competitive Profile Matrix (CPM); product/service/organization life cycle model; value added chain model (external and internal); portfolio methods (BCG and GE matrix); SPACE analysis; strategic balance position of an enterprise. SWOT as a comprehensive strategic analysis method. SWOT/TOWS analysis**	2	5	0
4. **International expansion and globalisation strategies. Mergers, acquisitions and joint ventures.**	2	1	0
5. **Balanced Scorecard**	2	2	0
6. **The role of business ethics in strategic management. Manager in the strategy formulation process.**	2	1	0

Modes of delivery	**Lectures with multimedia presentations, exercises using methods supporting group activity, analysis of texts with discussion, case studies, working on a project.**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN USTNY	**EP1,EP2,EP3,EP4**
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	PROJEKT	**EP2,EP3,EP4,EP5**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP2,EP3,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Exercises: Obtaining positive partial grades from all assessed activities: a project, student's activity during exercises and a test (15 single-choice test questions plus one open task).** **Lectures: Oral exam consisting of three questions. The pass mark is to answer 60% of the questions asked.**
	Grade calculation principles
	Assessment of the subject: - the grade is equal to 40% of the grade obtained from the exercises and 60% of the grade obtained from the exam.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Strategic management (zarządzanie strategiczne)		Ważona	
	2	Strategic management (zarządzanie strategiczne) [ćwiczenia]	zaliczenie z oceną		0,40
	2	Strategic management (zarządzanie strategiczne) [wykład]	egzamin		0,60

Basic reading	Essentials of strategic management / J. David Hunger, Thomas L. Wheelen. 5th ed. Harlow : Pearson Education Limited, cop. 2014. :
	Strategic management : concepts and cases : a competitive advantage approach / Fred R.David. 14 ed., global ed. Boston : Pearson, cop. 2019 :
	Strategic management / Frank T. Rothaermel. Third edition. New York : McGraw-Hill Education, 2017 :
	Strategic management: concept and tools / Jae K ShimCranbrook: Global Professional, cop. 2018 :

Supplementary reading	Handbook of research on international strategic management / ed. by Alain Verbeke, Hemant Merchant.Cheltenham ; Edward Elgar, cop. 2012 :
	Short introduction to strategic management / Torben Juul Andersen.Cambridge : Cambridge University Press, 2016 :
	Strategic management : the challenge of creating value / Peter Fitzroy, James M.Hulbert and Abby Ghobadian. 2nd. ed. London ; Routledge, 2018. :

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**20**	**0**
Preparation of project / essay / etc.	**12**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-25/26Z**	
Course title: **Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem)** **(KIERUNKOWE)**	Course code: **EFZ214AIIJ3432_14S**
Name of field of study: **Business Management**	
Mode and cycle of study: **second degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	15	pg	4
		lecture	15	15	pg	
Total			**30**			**4**

Course / module coordinator	**prof. dr hab. MAGDALENA ZIOŁO**
Course instructor	**prof. dr hab. MAGDALENA ZIOŁO**
Course / module objectives	**Acquisition of knowledge and competences regarding the concept, essence and role of sustainable finance in business and indication of their impact on the creation of sustainable value and sustainable business models**
Prerequisites	**Knowledge of management theory, finance and risk issues in business operations**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands to an in-depth degree the essence, role, functions and goals of sustainable finance in business management**	**K_W01 K_W02 K_W07 K_W08 K_W10**
	2	**EP2**	**knows and understands in depth the specificity of ESG risk in finance and business**	**K_W01 K_W02 K_W06 K_W08**
	3	**EP3**	**knows and understands in depth the impact of sustainable finance on the business model of enterprises and business management**	**K_W01 K_W02 K_W06 K_W07 K_W08 K_W10**

skills	**1**	**EP4**	**can analyze in depth phenomena in sustainable finance and determine their impact on business management**	**K_U01 K_U02 K_U04 K_U06 K_U07 K_U09**
	2	**EP5**	**can analyze in-depth factors and non-financial risk in finance and business management**	**K_U01 K_U02 K_U04 K_U06 K_U07 K_U09**
	3	**EP6**	**is able to conduct an in-depth analysis and propose a sustainable financing strategy and identify the accompanying risk**	**K_U01 K_U02 K_U04 K_U06 K_U07 K_U09**
social competences	**1**	**EP7**	**is ready to critically assess their knowledge and received content in the field of sustainable finance in business management and to continuously educate themselves in the field of professional activities**	**K_K01 K_K02 K_K03 K_K05 K_K06**
	2	**EP8**	**is ready to think and act in an entrepreneurial way, adapting to changes taking place in the environment of sustainable finance and sustainable business**	**K_K01 K_K02 K_K03 K_K05 K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem)**			
Format of instruction: **lecture**			
1. **Sustainable finance and business management**	2	2	2
2. **ESG risk in business and business financing**	2	2	2
3. **Initiatives and actions for the development of sustainable finance in the context of sustainable business management**	2	1	1
4. **Classification of sustainable finance in the context of externalities generated by business activities, sustainable development goals and sustainable business models**	2	2	2
5. **Sustainable finance models vs. sustainable business models**	2	2	2
6. **Adaptation and adaptation processes in business and sustainable finance**	2	3	3
7. **The impact of financial institutions on creating sustainable value in business**	2	3	3
Format of instruction: **discussion classes**			
1. **Integrating ESG risk into decision-making processes and risk management system in business**	2	3	3
2. **Sustainable Business Financing Strategies**	2	3	3
3. **Taxonomy of sustainable business and determinants of its financing**	2	3	3
4. **Greenwashing and similar practices and their consequences**	2	3	3
5. **Business concept and sustainable financing**	2	3	3

Modes of delivery	**conversation lecture with the use of ppt presentation, discussion, case analysis, project, ppt presentation**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	PREZENTACJA	**EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8**
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Students are assessed on the basis of a single-choice test (verification of knowledge), a project (case study analysis) and its presentation (verification of practical skills and social competences). the student gets a positive grade from the test when he gives 60% of the correct answers, the student gets a positive grade from the project and its presentation when he completed the project correctly and independently**	
	Grade calculation principles	
	The grade is issued as an arithmetic mean of the grades from lectures and exercises	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem)		Arytmetyczna	
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) [wykład]	zaliczenie z oceną		
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Chrysovalantis Gaganis, Fotios Pasiouras, Menelaos Tasiou, Constantin Zopounidis (2023): Sustainable Finance and ESG: Risk, Management, Regulations, and Implications for Financial Institutions, Palgrave Macmillan, Switzerland
	Magdalena Zioło (2020): Finanse zrównoważone. Rozwój, ryzyko, rynek, PWE, Warszawa
	Magdalena Zioło, Anna Spoz, Ewa Kulińska - Sadłocha (2021): Zrównoważone rynki finansowe, PWE, Warszawa
Supplementary reading	Magdalena Ziolo, Beata Zofia Filipiak, Blanka Tundys (2021): Sustainability in bank and corporate business models : the link between ESG risk assessment and corporate sustainability, Palgrave McMillan, Cham
	Magdalena Ziolo (ed.) (2020): Finance and Sustainable Development Designing Sustainable Financial Systems, Routledge, Taylor&Francis

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**13**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**19**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**6**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-25/26Z**						
Course title: **algebra liniowa (linear algebra) (PODSTAWOWE)**					Course code: **US71AIJ2857_14S**	
Name of field of study: **Economics and IT Applications**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**				Language of instruction: **semester: 2 - english language polish language**		

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**dr hab. MAŁGORZATA GUZOWSKA**
Course instructor	**dr hab. MAŁGORZATA GUZOWSKA**
Course / module objectives	**Completing and revising mathematical knowledge so that the students can successfully study the state-of-art economics, statistics and econometrics as well as other fields of science where economic calculation plays a fundamental role and which deal with best practices in decision-making.**
Prerequisites	**- knowledge: a candidate demonstrates the knowledge of mathematics on the basic high school level; - skills: a candidate can solve mathematical problems on the elementary level; - competence (attitude): a candidate demonstrates excellent learning skills.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows definitions and the elementary properties of linear space.**	**K_W05**
	2	EP2	**Student knows the elementary properties of the real matrixes as well as can recognize and interpret the procedures of solving any system of linear equations.**	**K_W05**
	3	EP3	**Student knows terms and methods related to square forms, eigenvectors and eigenvalues.**	**K_W05**
skills	1	EP4	**Student can use vector and matrices calculus and can apply them to solving the systems of linear equations and simple economic problems.**	**K_U05**
	2	EP5	**Student can examine the properties of quadratic and determine eigenvectors and eigenvalues.**	**K_U05**
	3	EP6	**Student can easily communicate in English in an international group of people in order to carry out mathematical or business tasks.**	**K_U05 K_U16**
social competences	1	EP7	**Student is ready to critically assess his knowledge of mathematical tools and to supplement and deepen his knowledge as well as to use his knowledge and expert knowledge to solve socio-economic problems.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **algebra liniowa (linear algebra)**			
Format of instruction: **lecture**			

1. **Basic algebraic structures**	2	2	0
2. **Vector spaces: linear combination and linear independence of vector, bases and dimension for vector spaces.**	2	2	0
3. **Algebraic operations on matrices and their properties**	2	2	0
4. **Determinants. Laplace's expansion. Trace and rank of a matrix.**	2	2	0
5. **Inverse of matrices. Matrices equation.**	2	2	0
6. **System of linear equations and it solutions.**	2	2	0
7. **Linear and quadratic forms. Canonical form of a square form. Classification of quadratic forms, Sylvester s law, positive define (negative define) quadratic form. Eigenvalues and eigenvectors and their application in economics.**	2	3	0
Format of instruction: **discussion classes**			
1. **Vector spaces: linear combination and linear independence of vector, bases and dimension for vector spaces**	2	3	0
2. **Algebraic operations on matrices: matrix addition, scalar multiplication, transpose and matrix multiplication.**	2	3	0
3. **Determinants. Laplace expansion. Properties of the determinant.**	2	2	0
4. **Inverse of matrices. Matrices equation.**	2	4	0
5. **Systems of linear equations and methods of solving them (Gaussian elimination, Cramer method, Kronecker - Capelli theorem).**	2	6	0
6. **Systems of linear inequalities.**	2	4	0
7. **Linear and quadratic forms. Canonical form of a square form. Classification of quadratic forms, Sylvester s law. Eigenvalues and eigenvectors.**	2	4	0
8. **Application of linear algebra in economics.**	2	4	0

Modes of delivery	**Lectures with slides shows. Exercises - problem solving**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3**
	KOLOKWIUM	**EP4,EP5,EP6,EP7**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Credits are given to students who have learned the following skills, by:** **5 short one-question (exercise) tests with passing score of 5 -10 points;** **1 final test (5 exercises, 10 points each).** **Total passing score: minimum 25 points under the condition of all the short tests being passed;** **The examination form and requirements:** **The final examination tests if a student has achieved all the projected learning outcomes concerning knowledge. It consists of 10 questions. The passing score is 50%.** **The way of calculating the grade** **Fail (2.0) 0%-50%** **Satisfactory (3.0) 51% -60%** **Satisfactory plus (3.5) 61% - 70%** **Good (4.0) 71% - 80%** **Good plus (4.5) 81% - 90%** **Very good (5.0) 91% -100%**
	Grade calculation principles
	The final grade is calculated as a weighted averge of partial and final tests.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	algebra liniowa (linear algebra)		Arytmetyczna	
	2	algebra liniowa (linear algebra) [ćwiczenia]	zaliczenie z oceną		
	2	algebra liniowa (linear algebra) [wykład]	egzamin		

Basic reading	Barbara Batóg, Beata Bieszk-Stolorz, Iwona Foryś, Małgorzata Guzowska, Krzysztof Heberlein (2021): Mathematics for Students of Economics, Finance, and Management, Difin
	G. Strang (2003): Linear Algebra And Its Application
Supplementary reading	C. Edwards, D. Penney (2005): Differential equations and Linear Algebra, Pearson Prentice Hall
	V. Ilyin, E. Poznyak (1986): Linear Algebra, MIRPublisher

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**14**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-24/25Z**	
Unit: **Inżynieria informatyczna biznesu (IT engineering in business) [moduł]**	
Course title: **analiza i projektowanie systemów informacyjnych (IS analysis and design) (KIERUNKOWE)**	Course code: **US71AIJ2717_50S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**

Course / module coordinator	**dr KAROLINA MUSZYŃSKA**
Course instructor	**dr KAROLINA MUSZYŃSKA**
Course / module objectives	**The goal of the course is to familiarize the student with the theoretical issues of information systems analysis and design and IT tools supporting this field, as well as to help the student acquire the ability to use these tools and utilize the acquired knowledge for analyzing and designing information systems.**
Prerequisites	**Basic skills in computer and Internet use.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows and understands the concepts of information systems analysis and design.**	**K_W08**
	2	EP2	**Student is familiar with the methods of information systems analysis and design and knows how to capture and define requirements.**	**K_W13**
	3	EP3	**Student is familiar with IT tools supporting the analysis and design of information systems.**	**K_W08**
skills	1	EP4	**Student can use the theoretical knowledge to analyze an exemplary information system, to model selected functions and information structures, using appropriate methods and tools.**	**K_U08 K_U12**
	2	EP5	**Student can use the acquired methods and IT tools to design the user's interface for an exemplary system.**	**K_U08 K_U12**
	3	EP6	**Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.**	**K_U16 K_U18**
social competences	1	EP7	**Student is ready to supplement their knowledge and use it to solve issues regarding development of information systems in organizations.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **analiza i projektowanie systemów informacyjnych (IS analysis and design)**			
Format of instruction: **lecture**			

1. **Introduction to the analysis and design of information systems (concepts, methods, tools).**	4	2	0
2. **Methods of gathering, defining and documenting system requirements; modeling the functions and dynamics of the system - use case diagrams.**	4	2	0
3. **Modeling the information structures - class/object diagrams.**	4	2	0
4. **Modeling the functions and dynamics of the system - activity and sequence diagrams.**	4	2	0
5. **Designing the database and physical structure of the system - generating physical data model from class diagram.**	4	2	0
6. **Types and principles of designing system user interface.**	4	2	0
7. **Alternative approaches to system analysis and design.**	4	3	0
Format of instruction: **laboratory**			
1. **Definition of the design task (characteristics of the organization, organizational structure, problems that require informatization and system goals).**	4	2	0
2. **Identification and description of users' requirements, functional structure and system users.**	4	2	0
3. **Modeling the functions - use case diagrams.**	4	4	0
4. **Modeling the information structures - class diagram.**	4	4	0
5. **Modeling the dynamics of the system - activity diagrams.**	4	4	0
6. **Interaction diagrams - sequence diagrams.**	4	4	0
7. **Design of database and physical structure of the system.**	4	2	0
8. **Design of windows form user's interface.**	4	4	0
9. **Design of web form user's interface.**	4	4	0

Modes of delivery	**multimedia presentations, teamwork, case study, lecture based on multimedia presentations**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	PROJEKT	**EP4,EP5,EP6,EP7**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Written test verifies the achievement of learning outcomes in terms of knowledge regarding information systems analysis and design, as well as methods and tools supporting this area. To get a positive grade from the test a minimum of 51% of points must be obtained.** **Project verifies the achievement of learning outcomes on practical skills and teamwork. Projects focus on performing analysis and design for a sample system using the known tools /diagrams. To get a positive grade from the project a minimum of 51% of points must be obtained.**	
	Grade calculation principles	
	The final grade of the course is a weighted average of the two grades - from the written test (30%) and the project (70%). The pass is granted only in case of positive assessment of both the written test and the project.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design)		Ważona	
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design) [laboratorium]	zaliczenie z oceną		0,70
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design) [wykład]	zaliczenie z oceną		0,30

Basic reading	Valacich J.S., George J.F. (2020): Modern Systems Analysis and Design, 9th Edition, Pearson

Supplementary reading	Seidl M., Scholz M., Huemer Ch., Kappel G. (2015): UML @ Classroom: An Introduction to Object-Oriented Modeling, Springer
	Wrycza S., Marcinkowski B., Maślankowski J. (2012): UML 2.x. Ćwiczenia zaawansowane, Helion
	Wrycza S., Marcinkowski B., Wyrzykowski K. (2006): Język UML 2.0 w modelowaniu systemów informatycznych, Helion

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**6**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**14**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-25/26Z**	
Course title: **analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) (PODSTAWOWE)**	Course code: **US71AIJ2861_15S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**prof. dr hab. IGA RUDAWSKA**
Course instructor	**prof. dr hab. IGA RUDAWSKA**
Course / module objectives	**To make students familiar with the principles of analysis of market position of enterprise.** **To make students able to practice skills referring analysis of market position of company.**
Prerequisites	**Regarding knowledge: a student knows principles of macroeconomics and principles of management.** **Regarding skills: a student can interpret basic market mechanisms.** **Regarding social competencies: a student can work in a team.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student has a basic knowledge about purposes, specifics and structure of market position analysis of an enterprise.**	K_W01
	2	EP2	**Student knows principles of methods and tools of market position analysis of an enterprise.**	K_W05
skills	1	EP3	**Student can give the proper solutions to typical problems encountered in analysis of market position of an enterprise.**	K_U05
	2	EP4	**Student can apply basic methods and tools of market position analysis.**	K_U04
social competences	1	EP5	**Student is ready to take part in preparing projects regarding analysis of market position.**	K_K01
	2	EP6	**Student is ready to formulate opinions and views referring different aspects of analysis of market position in entrepreneurship.**	K_K04

CONTENT	Semester	No. of hours	including e-learning
Subject title: **analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position)**			
Format of instruction: **lecture**			
1. **Domain of market position analysis in enterprise.**	2	1	0
2. **Levels and basic elements of market position analysis of enterprise.**	2	2	0
3. **External analysis of a company.**	2	3	0

4. **Sectoral analysis.**	2	3	0
5. **Resources and capabilities in enterprise.**	2	2	0
6. **Competitive advantage and the scope of a company.**	2	2	0
7. **Implications of the internalization of market position analysis of enterprise.**	2	2	0
Format of instruction: **discussion classes**			
1. **Exercise on the domain of market position analysis of enterprise**	2	1	0
2. **Exercise on the levels and elements of market position analysis of enterprise.**	2	1	0
3. **Designing external analysis of a company.**	2	2	0
4. **Designing sectoral analysis.**	2	2	0
5. **Exercise on the resources and capabilities of a company.**	2	2	0
6. **Exercise on the competitive advantage**	2	2	0
7. **Exercise on the implications of the internalization of market position analysis.**	2	2	0
8. **Concluding exercise on applying market position analysis of enterprise.**	2	3	0

Modes of delivery	**PPT presentation, case studies, discussion based on papers, team work**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP6**
	PROJEKT	**EP3,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**The final grade of the course will be calculated on the basis of two assignments worth:** **-50% colloquium (60% points) - open questions** **-50% poster prepared within groups** **The condition for passing the exercises is getting a positive grade for a poster.** **The condition for passing the lectures is getting a positive mark in the test.**
	Grade calculation principles
	The final grade from the course is equal to the arithmetic mean of grades from the exercises and the lecture.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position)		Arytmetyczna	
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) [ćwiczenia]	zaliczenie z oceną		
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) [wykład]	zaliczenie z oceną		

Basic reading	A.Warner (2010): Strategic analysis and choices, A structured approach, Business Expert Press, New York
	M.M. Crossan, M.J. Rouse et al (2011): Strategic analysis and action, 8th edition, Pearson Canada , Toronto
	R.M.Grant (2013): Contemporary strategic analysis: text and cases, John Wiley and Sons Ltd., 8th edition, Chichester
	Rothaermel, Frank T. (2017): Strategic management. 3th Edition, McGraw-Hill Education, New York
Supplementary reading	Harvard Business Review – current issues :
	J. Blue (2015): Strategic Analysis Report, Tesla Motors & Powerwal

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**7**	**0**
Preparation for contact hours	**19**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**15**	**0**
Preparation of project / essay / etc.	**19**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-25/26Z**	
Course title: **bankowość (banking) (PODSTAWOWE)**	Course code: **US71AIWNEiZ_16S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**dr DOROTA SKAŁA**
Course instructor	**dr hab. AGNIESZKA PREŚ-PEREPECZO**
Course / module objectives	**The goal of this course is to introduce topics that may be used to identify and understand the primary processes taking place within the banking system.**
Prerequisites	**The student understands the basic functionality of financial institutions, has an ability to analyse basic processes taking place in the financial sector, understands the need for the continuous study process.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student defines and describes the rules and features regarding bank activities.**	K_W02
	2	EP2	**The student describes the role of banking system in the economy and its effect on financial stability.**	K_W02
	3	EP3	**The student has knowledge of the banking system structure and the effects of its evolution.**	K_W02
skills	1	EP4	**The student is able to identify factors shaping the financial situation and market position of banks.**	K_U02 K_U17
	2	EP5	**The student is able to analyse basic elements influencing the risk-profitability relation in a bank.**	K_U02
social competences	1	EP6	**The student is prepared to clearly present strenghts and weaknesses of individual banks.**	K_K01 K_K04
	2	EP7	**The student is interested in further studies and analyses regarding bank activities.**	K_K04
	3	EP8	**The student is prepared to act as an active member of a team, analysing the basic characteristics of chosen banks.**	K_K01 K_K04

CONTENT	Semester	No. of hours	including e-learning
Subject title: **bankowość (banking)**			
Format of instruction: **lecture**			
1. **The structure and changes within the modern banking system. Ownership changes. Regulatory framework. The role and types of banks. The role of banking systems in modern economies.**	2	3	0
2. **Bank funding structures: sources, stability and maturity.**	2	2	0
3. **Main categories of bank assets and their links with risk and profitability.**	2	2	0

4. **Assets and liabilities management in banking. Bank risk - credit risk, liquidity risk, market risk and operational risk.**	2	4	0
5. **Bank capital, capital adequacy, Basle I, II and III agreements.**	2	2	0
6. **The banking system and the financial safety net. Banking supervision and deposit insurance systems. Moral hazard problems.**	2	2	0
Format of instruction: **discussion classes**			
1. **The analysis of changes in the modern banking systems. Privatisation, nationalisation and shareholder structure, private versus public banks - discussion.**	2	2	0
2. **Bank balance sheet and income statement analysis.**	2	4	0
3. **Main elements of the asset and liability transactions and intermediation functions of commercial banks, banking activities within the regulatory framework.**	2	2	0
4. **Bank risk - credit risk (case study).**	2	2	0
5. **Market risk and capital adequacy: problem solving, calculations.**	2	2	0
6. **Student presentations - analysis of chosen banks, in the context of their shareholder structure, size, market position, profitability and risk.**	2	2	0
7. **Summary and final conclusions.**	2	1	0

Modes of delivery	**Powerpoint presentations, text analysis and discussion, team projects (student presenations)**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	PREZENTACJA	**EP4,EP5,EP6,EP7,EP8**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Lecture grading: Written test, in the form of a multiple choice test (80% points), with 2-4 additional short questions (20% points). Exam grading: 50% pass, 75% grade 4.0.** **Tutorial grades: student presentations, homework assignments and reports handed in at the end of each class.** **Student presentations: group projects (3 students max), oral presentations of chosen banks during the final class based on powerpoint presentations.**
	Grade calculation principles
	The final grade will be calculated as a weighted mean of the written test grade (70%) and project/presentation grade (30%). Students have to receive a positive grade on the tutorial in order to participate in the final exam (lectures).

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	bankowość (banking)		Ważona	
	2	bankowość (banking) [ćwiczenia]	zaliczenie z oceną		0,30
	2	bankowość (banking) [wykład]	zaliczenie z oceną		0,70

Basic reading	De Haan, J., Oosterloo, S., Schoenmaker, D. (2018): Financial Markets and Institutions, Cambridge University Press
	Matthews, K., Mishkin, F., Giuliodori, M. (2013): The Economics of Money, Banking and Financial Market, Pearson
Supplementary reading	Choudhry, M. (2012): Principles of Banking, Wiley
	Koch, T, MacDonald, S. (2009): Bank Management, South Western College Pub
	Saunders, A., Cornett, M. (2011): Financial Institutions Management: a Risk Management Approach, MC Graw-Hill

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**

Participation in test / exam	**0**	**0**
Preparation for contact hours	**16**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**9**	**0**
Preparation of project / essay / etc.	**16**	**0**
Preparation for test / exam	**16**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-24/25Z**	
Course title: **finanse przedsiębiorstw (corporate finance) (PODSTAWOWE)**	Course code: **EFZ71AIJ3432_1S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **obligatory**	Language of instruction: **semester: 4 - english language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	lecture	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr hab. ADAM ADAMCZYK**
Course instructor	**dr hab. ADAM ADAMCZYK**
Course / module objectives	**The aim of the course is explain to the students the mechanisms of firm financing, gaining knowledge of the norms and rules, affecting the finances of the company. The goal is also to teach students how to determine the variable value of money over time, estimate the cost of capital, and value stocks and bonds.**
Prerequisites	**The student has a general knowledge of finance and accounting, knows and understands the relationship between financial sphere and the real economy macroeconomic environment. He understands the need for lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows and understands the mechanism of corporate finance.**	**K_W02**
skills	**1**	**EP2**	**Student is able to identify, classify the business funding.**	**K_U01**
	2	**EP3**	**Student is able to use tools of financial management.**	**K_U02**
social competences	**1**	**EP4**	**Student understands the need for learning throughout life.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **finanse przedsiębiorstw (corporate finance)**			
Format of instruction: **lecture**			
1. **The finance function, corporate objectives, sources of capital.**	4	2	0
2. **Introduction to financial statement analysis.**	4	2	0
3. **Sources of finance.**	4	2	0
4. **Cost of capital.**	4	2	0
5. **Capital structure theories.**	4	2	0
6. **Payout policy theories.**	4	2	0
7. **Capital budgeting- the capital investments process.**	4	2	0
8. **Working capital management.**	4	1	0

Modes of delivery	**Multimedia presentations related to commentary on current issues in the field of corporate finance, problem solving,, Case studies**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**A credit for lectures: written test.** **The scale of grading:** **55% - passed (grade 3,0)** **65%- grade 3,5** **70%- grade 4** **85%- grade 4,5** **90%- grade 5**	
	Grade calculation principles	
	The final course grade is equal to the lecture grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	finanse przedsiębiorstw (corporate finance)		Nieobliczana	
	4	finanse przedsiębiorstw (corporate finance) [wykład]	zaliczenie z oceną		

Basic reading	R.A. Brealey, S.C. Myers, A.J. Marcus (2018): Fundamentals of Corporate Finance, 9th Edition, C Graw Hill Education, New York
	R.A. Brealey, S.C. Myers, F. Allen (2011): Principles of corporate finance: Concise, 2nd. international ed., McGrath-Hill, Boston
Supplementary reading	I. Welch (2014): Corporate Finance, 3rd. (free online access).

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**15**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**6**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-23/24Z**	
Course title: **globalizacja biznesu (business globalization) (PODSTAWOWE)**	Course code: **US71AIJ2860_36S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **obligatory**	Language of instruction: **semester: 6 - english language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	lecture	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr inż. MARCIN GRYCZKA**
Course instructor	**dr hab. TOMASZ BERNAT**
Course / module objectives	**This course provides an overview of current challenges and opportunities for business in the international environment in the context of globalization, the role of Multinational Corporations (MNCs) and their responsibilities to the society.**
Prerequisites	**Elementary microeconomics and macroeconomics knowledge**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student has an understanding of the global economy, the globalization process and business in the global environment**	**K_W01 K_W02 K_W03 K_W07**
skills	**1**	**EP2**	**Student is able to present the evolution of MNCs in the international arena.**	**K_U01 K_U02 K_U03 K_U05 K_U07**
	2	**EP3**	**Student is able to identify the sources of debates around the importance and influence of MNCs in the global world**	**K_U06 K_U07 K_U10**
social competences	**1**	**EP4**	**Student is ready to carry out business tasks and projects in international teams.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **globalizacja biznesu (business globalization)**			
Format of instruction: **lecture**			
1. **Globalization and regionalization - selected issues**	6	3	0
2. **Multinational corporations and their role in the global economy**	6	3	0
3. **Foreign direct investment and its importance in the contemporary world economy**	6	3	0
4. **New trends in the global economy - creative economy, green economy, circular economy, sharing economy**	6	3	0
5. **Economy 4.0 - selected trends and issues**	6	3	0

Modes of delivery	**The course will be studied through lectures, debates and case studies on specific aspects**

Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Students will be required to write one argumentative essay related to the influences of globalization on different aspects: economic, political, social or cultural, OR approaching the role of MNCs in different economies, with a focus on their social responsibilities in that economy (70 points for that part). Additionaly students are obliged to participate classes atively (30 points for that part).**	
	Grade calculation principles	
	The final grade of the course is calculated as follows: student needs at least 55 points to pass the course, i.e. 55-68 points equals grade 3.0, 69-75 - grade 3.5, 76-84 - grade 4.0, 85-92 - grade 4.5, 93 points or more - grade 5.0 The final grade of the course is equal to the grade of the lectures	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	globalizacja biznesu (business globalization)		Nieobliczana	
	6	globalizacja biznesu (business globalization) [wykład]	zaliczenie z oceną		

Basic reading	Baldwin R. (2016): The Great Convergence: Information Technology and the New Globalization, Harvard University Press
	Bijaoui I. (2017): SMEs in an Era of Globalization, Palgrave MAcmillan, New York
	Ghahroudi M.R. (2018): Foreign Direct Investment, World Scientific Publishing
	Griffin R.W., Pustay M. (2014): International Business, Global Edition., Pearson Education Limited
	Mazzucato M. (2018): The Value of Everything: Making and Taking in the Global Economy, Penguin
Supplementary reading	Ball, D.; McCulloch, W.H.; FrantzP.L.;Geringer,M.; Minor, M.S. (2007): International Business: The Challenge of Global Competition., McGraw Hill
	Maiorescu R., Wrigley B. (2017): Diversity in Multinational Corporations, Routledge
	Ramge T., Schwochow J. (2018): The Global Economy as You've Never Seen It: 99 Ingenious Infographics That Put It All Together, The Experiment
	Rivera-Batiz F.L., Rivera-Batiz L.A. (2018): International Trade, Capital Flows and Economic Development, World Scientific Publishing Company
	Rygman A.M. (2010): Oxford Handbook of International Business, Oxford University Press

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**6**	**0**
Participation in tutorials	**14**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-24/25Z**	
Unit: **Metody analiz rynkowych (Market research methods) [moduł]**	
Course title: **inwestycje na rynku kapitałowym (capital market investments) (KIERUNKOWE)**	Course code: **US71AIJ2931_53S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. SEBASTIAN MAJEWSKI**
Course instructor	**dr hab. SEBASTIAN MAJEWSKI**
Course / module objectives	**Acquire basic knowledge about the organization of the capital market as part of the financial market. Introduction to methods of analysis of basic financial instruments, methods and strategies of investing accessible to individual investors. The indication of the benefits and threats of applied investment strategies.**
Prerequisites	**- Student knows the basic economic and financial issues, has a basic knowledge of mathematics, statistics, econometrics, financial mathematics, economics, finance and financial analysis, - Student is able to search the relationship between the economic and financial phenomena, and to use the basic functions of Excel spreadsheet. - Student has the ability to work in a team, has habits of lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows the structure and functioning of the capital market.**	**K_W01**
	2	EP2	**Student knows the basics of valuation of financial instruments and investment strategies.**	**K_W02**
skills	1	EP3	**Student can independently make investment decisions on the capital market, and to use economic and financial data to interpret the events on the capital market.**	**K_U13**
	2	EP4	**Student is able to make the valuation of financial instruments, using technical and fundamental analysis, and also to use an analysis of the profitability of the investment. **	**K_U15**
	3	EP5	**Student is able to classify investments in terms of their profitability and risk.**	**K_U13**
social competences	1	EP6	**Student is able to complement and improve his knowledge and skills in fields of making rational investment decisions in the capital market.**	**K_K01**
	2	EP7	**Student is creative in obtaining information about the situation on the capital market, is inquiring in analyzing of development of the capital market, and also is focused on the quantitative description of the phenomena occurring in the capital market.**	**K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **inwestycje na rynku kapitałowym (capital market investments)**			
Format of instruction: **lecture**			
1. **The nature and functions of the capital market as a part of the financial market. Principles of the Polish capital market functioning.**	4	2	0
2. **Instruments of capital market.**	4	2	0
3. **Technical analysis - assumptions, charts, trends, formations and indicators.**	4	2	0
4. **Fundamental analysis - assumptions, steps of analysis.**	4	2	0
5. **Investing on the capital market - investment strategies, sources of information and their interpretation. Short- and long-term investing.**	4	2	0
6. **The risk on the market and its valuation. Risk management.**	4	2	0
7. **Portfolio Analysis - selected methods.**	4	2	0
8. **Financial conglomerates - instruments from different market segments.**	4	1	0
Format of instruction: **laboratory**			
1. **Rate of return - the types and properties.**	4	2	0
2. **Technical analysis.**	4	2	0
3. **Fundamental analysis - static and dynamic analysis.**	4	2	0
4. **Market valuation of the shares.**	4	3	0
5. **Valuation of risk.**	4	3	0
6. **Portfolios methods - Markowitzs and Sharpes models.**	4	3	0

Modes of delivery	**The course comprises lectures using multimedia tools and exercises in computer labs - solving problems form the capital market with the use of EXCEL spreadsheet and Statistica, a case study methods for explaining the problems / processes on the capital market with the use of statistical and econometric tools.** The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP5,EP6,EP7**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	
	Students are evaluated on the basis of a written test concerning knowledge from both lectures and laboratories.
	Grade calculation principles
	The final grade of the course is possible only when a student gets the positive grade from the test.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	inwestycje na rynku kapitałowym (capital market investments)		Arytmetyczna	
	4	inwestycje na rynku kapitałowym (capital market investments) [laboratorium]	zaliczenie z oceną		
	4	inwestycje na rynku kapitałowym (capital market investments) [wykład]	zaliczenie z oceną		

Basic reading	E.J. Elton (2017): Modern Portfolio Theory and Investment Analysis, John Wiley & Sons
	J. Teall (2018): Financial Trading and Investing, Elsevier Books
	P. Hopkin (2018): Fundamentals of Risk Management, Kogan Page
Supplementary reading	Czekaj J. (2008): Rynki, instrumenty i instytucje finansowe, PWN
	Jajuga K., Jajuga T. (2009): Inwestycje. Instrumenty finansowe, aktywa niefinansowe, ryzyko finansowe, inżynieria finansowa, PWN
	Sopoćko A. (2010): Rynkowe instrumenty finansowe, PWN
	Tarczyński W. (2002): Fundamentalny portfel papierów wartościowych, PWE
	Tarczyński W., Łuniewska M. (2004): Dywersyfikacja ryzyka na polskim rynku kapitałowym, Placet

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-24/25Z**	
Unit: **Metody analiz rynkowych (Market research methods) [moduł]**	
Course title: **metody ilościowe w badaniach marketingowych (quantitative methods in marketing) (KIERUNKOWE)**	Course code: **US71AIJ2931_52S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. CHRISTIAN LIS**
Course instructor	**dr hab. SEBASTIAN MAJEWSKI**
Course / module objectives	**Obtaining basic knowledge of measurement in research of attitudes, preferences and motivations. The acquisition of ability to construct a questionnaire in marketing research and planning audit.**
Prerequisites	**- the knowledge of procedures for estimating parameters of the population structure,** **- the knowledge of using methods of module "Statistics";** **- the knowledge of terminology of the subject "Marketing".**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows the the steps of marketing research, knows the method for determining the personal scope and kind and a size of the sample.**	K_W04
	2	EP2	**Student knows the methods of measurement of attitudes, preferences, motivation, market shares, competitive position.**	K_W10
skills	1	EP3	**Students can prepare a questionnaire to study the preferences and attitudes.**	K_U10
	2	EP4	**Student can critical analyse the conditions of marketing researches.**	K_U06
social competences	1	EP5	**Student is ready to use the results of research conducted by the statistical institutes and appreciates the importance and consequences of cooperation with the departments of public statistics.**	K_K02

CONTENT	Semester	No. of hours	including e-learning
Subject title: **metody ilościowe w badaniach marketingowych (quantitative methods in marketing)**			
Format of instruction: **lecture**			
1. **The formulation of goals, the organization of research, description of the field of marketing research.**	4	2	0
2. **Marketing information system, analysis of environment, the criteria for the quality evaluation of datas secondary sources.**	4	2	0
3. **_the building of the questionnaire, the number of respondents and the criteria for the respondents' selection_**	4	2	0

4. **The study of motivation. Observations. Experiments.**	4	2	0
5. **Studies of attitudes, preferences' researches. Measuring scales of attitudes and preferences.**	4	2	0
6. **Researches of shares of the market. Portfolio methods, the measurement of the competitive position and attractiveness of the market.**	4	2	0
7. **Methods of multidimensional comparative analysis**	4	3	0
Format of instruction: **laboratory**			
1. **Definition of a research and identification of sources of marketing information.**	4	3	0
2. **Measuring scales in marketing research.**	4	3	0
3. **Construction of the questionnaire, verification of assumptions, representativeness problems.**	4	3	0
4. **Measurement in motivational and experimental researches.**	4	3	0
5. **The application of multidimensional analysis in marketing.**	4	3	0

Modes of delivery	**The course comprises lectures with a presentation of research of socio-economic phenomena and exercises - case studies (questionnaires analysis and solving of problems tied with observation and measurement), and problem solving.** The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP5**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Credit for the lecture is on the basis of a written test.** **Credit for laboratories is on the basis of one work, i.e. a case study (analysis of questionnaires and problem solving related to observation and measurement).** **Grading:** **The final grade of the course is possible only when a student gets a positive grade of the test**
	Grade calculation principles
	The final grade of the course is calculated as follows: **- Students are evaluated on the basis of a written test and one work - case study (questionnaires analysis and solving of problems tied with observation and measurement)** **The final grade is the average of the grades for the lecture and for the laboratory classes.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing)		Arytmetyczna	
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing) [wykład]	zaliczenie z oceną		
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing) [laboratorium]	zaliczenie z oceną		

Basic reading	Brandimarte P. (2011): Quantitative Methods, An Introduction for Business Management, John Wiley and Sons Ltd
	David R. Anderson (2016): Quantitative Methods for Business, Cengage Learning
	Grover R., Vriens M. (2006): The Handbook of Marketing Research. Uses, Misuses, and Future Advances, SAGE Publications, Inc
	McClave J.T., Benson P.G., Sincich T. (2018): Statistics For Business nad Economics, Pearson Prentice Hall, 13th Global Edition, New Jersey
	R. Lyman Ott, Michael Longnecker (2015): An Introduction to Statistical Methods and Data Analysis, Duxbury Thomson Learning, 7th Edition, USA
	Scott Smith and Gerald Albaum (2005): Fundamentals in Marketing Research, Sage Publications, Inc., London, New Delhi
	Waters D. (2011): Quantitative Methods for Business, Pearson Education Limited

Supplementary reading	Dennis D. Boos, L. A. Stefanski (2013): Essential Statistical Inference, Springer-Verlag New York Inc.
	Freedman D., Pisani R., Purves R. (2007): Statistics, W.W. Norton & Company, 4th Ed., New York, London
	Walesiak M. (2006): Uogólniona miara odległości w statystycznej analizie wielowymiarowej, WN AE Wrocław
	Wasserman L. (2005): All of Statistics. The Concise Course of Statistical Inference, Springer

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**5**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**14**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-23/24Z**						
Course title: **metody wyceny przedsiębiorstw (enterprise appraisal methods) (KIERUNKOWE)**					Course code: **US71AIJ2715_42S**	
Name of field of study: **Economics and IT Applications**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 6 - english language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	6	lecture	15	0	e	2
Total			**15**			**2**

Course / module coordinator	**dr hab. KATARZYNA BYRKA-KITA**
Course instructor	**prof. dr hab. DARIUSZ ZARZECKI**
Course / module objectives	**Subject covers issues of business valuation methods.**
Prerequisites	**- Knowledge: the student knows the basics of accounting, finance, statistics, economic analysis, methods for assessing the effectiveness of investments and financial planning. The student has a general knowledge of the macro- and microeconomics and management;** **- Skills: the student can handle a spread sheet;** **- Competence (attitude): students can work in groups, has habits of lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student has specific knowledge on nature, purpose and function of the valuation**	**K_W07**
	2	**EP2**	**Student knows the methods for valuing businesses**	**K_W07**
skills	**1**	**EP3**	**Student is able to apply known methods of valuation in practice**	**K_U07 K_U16**
	2	**EP4**	**Student is able to build a financial model for the valuation of companies**	**K_U07 K_U16**
social competences	**1**	**EP5**	**Student is ready to recognize and avoid unethical behaviour in business valuation**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **metody wyceny przedsiębiorstw (enterprise appraisal methods)**			
Format of instruction: **lecture**			
1. **The essence of the objectives, functions, business valuations**	6	2	0
2. **Overview of the basic concepts of enterprise valuation**	6	2	0
3. **Legal determinants of the valuation of companies in Poland**	6	2	0
4. **Income approach to valuation of companies**	6	2	0
5. **Estimating the cost of capital for the purposes of business valuation**	6	2	0
6. **Market approach to valuing businesses**	6	2	0

7. **Special cases in the valuation of businesses**	6	2	0
8. **Summary of the material**	6	1	0

Modes of delivery	**Lectures with a presentations and examples for practical solutions (case study).**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Credit for lectures: Course ends with an exam test.**	
	Grade calculation principles	
	The final grade is equal to the grade from lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	metody wyceny przedsiębiorstw (enterprise appraisal methods)		Nieobliczana	
	6	metody wyceny przedsiębiorstw (enterprise appraisal methods) [wykład]	egzamin		

Basic reading	Hitchner James R. (2011): Financial Valuation: Applications and Models, John Wiley & Sons
	Mercer Z. Christopher, Harms Travis W. (2008): Business Valuation: An Integrated Theory, John Wiley & Sons
	Pratt Shannon P. (2005): The Market Approach to Valuing Businesses, John Wiley & Sons
	Zarzecki D. (1999): Metody wyceny przedsiębiorstw, Fundacja Rozwoju Rachunkowości w Polsce
Supplementary reading	czasopismo (2008): Valuation Strategies, Thomson RIA
	dane rynkowe (2012): Ibbotson Year Book, Morningstar
	Zadora H. (2010): Wycena przedsiębiorstw w teorii i praktyce, Wydawnictwo Stowarzyszenia Księgowych w Polsce

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-23/24Z**		
Course title: **międzynarodowe stosunki ekonomiczne (international economic relations) (PODSTAWOWE)**		Course code: **US71AIJ2890_37S**
Name of field of study: **Economics and IT Applications**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 6 - english language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr inż. MARCIN GRYCZKA**
Course instructor	**dr inż. MARCIN GRYCZKA**
Course / module objectives	**Acquiring the knowledge about the world economy processes, especially the ones concerning goods, services, labor force and capital flows; comprehension of the electronic market and e-commerce phenomena; familiarity with contemporary concepts related to international technology transfer, innovation and competitiveness**
Prerequisites	**Basic knowledge in the following fields: microeconomics, macroeconomics, international trade, international finance**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the main trends of economic policies and tendencies in economic globalization, knows the role of foreign trade in economic processes taking place in the world**	**K_W16**
skills	**1**	**EP2**	**Student is able to correctly identify and explain the economic policies of the state and understands the benefits and risks associated with the development of the world economy and globalization.**	**K_U16**
	2	**EP3**	**Student has the ability to use the English language in terms of knowledge gained in the course of study. Understand the main ideas of complex text on business topics, including understanding the discussion. Can communicate so spontaneously and fluently to perform normal conversation with native speakers. Can formulate clear, detailed oral and written ideas, as well as explain his position on issues that are being discussed, considering the advantages and disadvantages of various option.**	**K_U16**
	3	**EP5**	**Student can freely communicate in English in an international group to carry out business tasks and projects. Is able to interact and work in organizations where the language of communication is English.**	**K_U16 K_U18**
social competences	**1**	**EP4**	**Student is prepared to form their own ideas and beliefs and to participate in decision-making process in a changing environment conditions.**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning

Subject title: **międzynarodowe stosunki ekonomiczne (international economic relations)**			
Format of instruction: **lecture**			
1. **World economy - basic concepts**	6	2	0
2. **Evolution of the international division of labor**	6	3	0
3. **International services market**	6	3	0
4. **International labour force flows**	6	3	0
5. **Foreign direct investment - theoretical issues**	6	2	0
6. **WTO and its role in the international trade**	6	2	0
Format of instruction: **discussion classes**			
1. **Formal markets and their transition into electronic markets**	6	3	0
2. **International technology transfer and knowledge diffusion**	6	3	0
3. **Foreign direct investment - practical issues**	6	2	0
4. **International trade statistics ? selected issues**	6	4	0
5. **New phenomena in global economy**	6	3	0

Modes of delivery	**lectures, discussions, PowerPoint presentations, usage of Internet resources and electronic databases**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP4**
	PREZENTACJA	**EP2,EP3,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Self-prepared presentation on topic selected AND AGREED with the lecturer (maximum 60 points for this part), final written test consisting of 25 questions (multi-choice, 1 point each) plus 1 open-ended question (5 points) (maximum 30 points for this part), student's activity during classes (maximum 10 points for this part).**	
	Grade calculation principles	
	The final grade of the course is calculated as follows: student needs at least 55 points to pass the course, i.e. 55-68 points equals grade 3.0, 69-75 - grade 3.5, 76-84 - grade 4.0, 85-92 - grade 4.5, 93 points or more - grade 5.0.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	międzynarodowe stosunki ekonomiczne (international economic relations)		Ważona	
	6	międzynarodowe stosunki ekonomiczne (international economic relations) [wykład]	zaliczenie z oceną		0,30
	6	międzynarodowe stosunki ekonomiczne (international economic relations) [ćwiczenia]	zaliczenie z oceną		0,70

Basic reading	
	Carbaugh R. (2018): International Economics, Cengage
	Chesbrough H. (2011): Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era., Jossey-Bass, A Wiley Imprint
	Dicken P. (2015): Global Shift: Mapping the Changing Contours of the World Economy., Guilford Publications
	Feenstra R., Taylor A. (2017): International Economics, Worth Publishers
	Gopinath G., Helpman E. and Rogoff K. (eds.) (2014): Handbook of International Economics, Volume 4, Elsevier
	Krugman P.R., Obstfeld M., Melitz M. (2017): International Economics: Theory and Policy, Pearson Education Limited
	Schenk C.R. (2021): International Economic Relations since 1945, Routledge

Supplementary reading	Bingham A., Spradlin D. (2011): The Open Innovation Marketplace. Creating Value in the Challenge Driven Enterprise., FT Press
	Ghahroudi M.R. (2018): Foreign Direct Investment, World Scientific Publishing
	Moosa I. (2002): Foreign Direct Investment. Theory, Evidence and Practice, Palgrave Macmillan UK
	Rugman A.M. (ed.) (2010): The Oxford Handbook of International Business., Oxford University Press

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**13**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-25/26Z**	
Course title: **mikroekonomia (microeconomics) (PODSTAWOWE)**	Course code: **US71AIJ2860_18S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**dr hab. TOMASZ BERNAT**
Course instructor	**dr hab. TOMASZ BERNAT**
Course / module objectives	**The aim is to present the basic issues of microeconomics course, in particular the functioning of individual markets, the behavior of individual entities, micro-economic theory of choice: consumers and businesses, the basic conceptual methods and tools for the analysis of micro-economic activities of economic agents.**
Prerequisites	**The student knows the basics of economics and the principles of market economy, student is orientented in current economic events.** **Students are able to solve the basic tasks of mathematics and use (properly interpreted) graphs showing the relationship between the main categories, which are subject to economic analysis.** **The student is able to think analytically, properly formulate conclusions based on their knowledge of the news of economic life.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows basic methodology allowed to analysis basic economic events.**	**K_W01 K_W03 K_W07**
skills	**1**	**EP2**	**Students can predict possible scenarios come from different issues from market and can assess company situation in different market structure.**	**K_U01 K_U05 K_U07**
social competences	**1**	**EP3**	**Student can think in creative and innovative way and easily communicate in English in an international group of people in order to carry out business tasks and projects.**	**K_K01 K_K02 K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **mikroekonomia (microeconomics)**			
Format of instruction: **lecture**			
1. **Introduction to microeconomics**	2	3	0
2. **Theory of demand and supply**	2	2	0
3. **Market equilibrium and its changes**	2	2	0
4. **Company choice - theory of production**	2	2	0
5. **Costs, revenue and profits**	2	2	0

6. **Optimal choice of company**	2	2	0
7. **Market structure - perfect competition**	2	2	0
Format of instruction: **discussion classes**			
1. **Introduction to microeconomics**	2	3	0
2. **Economics theory of human behaviour**	2	3	0
3. **Theory of demand and supply**	2	3	0
4. **Market equilibrium and its changes**	2	3	0
5. **Company choice - theory of production**	2	3	0
6. **Costs, revenue and profits**	2	3	0
7. **Optimal choice of company**	2	3	0
8. **Market structure - perfect competition**	2	3	0
9. **Market structure - imperfect competition**	2	3	0
10. **The case studies analysis**	2	3	0

Modes of delivery	**Main form of knowledge transfer is lectures with case studies. The main way of excercises is case studies solving, also discussions, graphic and algebraic tasks.**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1**
	KOLOKWIUM	**EP1**
	PREZENTACJA	**EP1,EP2,EP3**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Credit for classes:** **- Students are assessed on the basis of written colloquia and presentation.** **Credit for lectures: students are assessed on the basis of a written exam covering the verification of knowledge based on case studies (50% points) and theory (50% points), for checking the knowledge of the basic principles of the functioning of markets and corporate entities (consumers , businesses).** **Rating:** **- The student receives a satisfactory grade - if he can provide some basic definitions of terms related to microeconomics and solve simple algebraic tasks.** **- The student is given a score good - when also can define the basic relationships occurring in different markets , as well as to solve problems in which it can represent causal relationships that take place in the markets.** **- The student receives a very good - if also able to predict the likely impact of events taking place in the markets , as well as able to solve case studies that require proper to anticipate effects of events occurring in the markets.**
	Grade calculation principles
	The final course grade is the arithmetic mean of the exercise and lecture grades.

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	2	mikroekonomia (microeconomics)		Arytmetyczna	
	2	mikroekonomia (microeconomics) [wykład]	egzamin		
	2	mikroekonomia (microeconomics) [ćwiczenia]	zaliczenie z oceną		

Basic reading	N. Gregory Mankiw (2017): Principles of Microeconomics, New York
	Perloff J. (2007): Microeconomics, Pearson International Edition

Supplementary reading	Forbes
	The Economist
	The Financial Time

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**15**	**0**
Preparation of project / essay / etc.	**5**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-25/26Z**						
Course title: **multimedia w działalności biznesowej (multimedia applications in business) (KIERUNKOWE)**					Course code: **EFZ71AIJ3432_10S**	
Name of field of study: **Economics and IT Applications**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 2 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
1	2	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**
Course / module coordinator	**dr GRZEGORZ WOJARNIK**					
Course instructor	**dr AGNIESZKA MILUNIEC , dr GRZEGORZ WOJARNIK**					
Course / module objectives	**Preparing students to communicate effectively with contemporary tools and resources to build the audiovisual and multimedia presentations and applications for business purposes.**					
Prerequisites	**Knowledge of basis of computer programming.**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the concepts and technologies in the field of multimedia applications and how to use them in the enterprise.**	**K_W13 K_W15**
skills	**1**	**EP2**	**Student has an ability to use choosen desktop programming technologies to create multimedia projects.**	**K_U08**
	2	**EP3**	**Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.**	**K_U16 K_U18**
social competences	**1**	**EP4**	**Thanks to multimedia technologies, the student is ready to convey his ideas, works and projects to the auditorium.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **multimedia w działalności biznesowej (multimedia applications in business)**			
Format of instruction: **lecture**			
1. **The essence of multimedia. Classification models of multimedia systems, multimedia data manipulation, multimedia equipment.**	2	2	0
2. **Images, audio, animation, video, interactivity, graphics and audio conversion.**	2	2	0
3. **Mind mapping.**	2	2	0
4. **Computer graphics - types of graphics, formats, software, automatic animation, video morphing.**	2	2	0
5. **Areas of use of multimedia in the enterprise, teaching, remote education, entertainment, media advertising, internet marketing.**	2	2	0
6. **Process of creating multimedia content.**	2	2	0

7. **Multimedia designing team.**	2	2	0
8. **Examples of applications and prepare a multimedia presentation in different technologies.**	2	1	0
Format of instruction: **laboratory**			
1. **Discussion topics laboratories and the introduction to XAML.**	2	2	0
2. **Introduction to desktop program design, the main menu tool in programming tool.**	2	1	0
3. **The use of choosen programming language in desktop applications.**	2	2	0
4. **Rules of XAML language as a declarative XML-based language.**	2	3	0
5. **Basic XAML controls.**	2	3	0
6. **Desktop applications, multimedia elements.**	2	4	0

Modes of delivery	**Multimedia presentation, teamwork, project in MS Silverlight technology.**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP4**
	PROJEKT	**EP1,EP2,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Laboratory classes: A credit in the form of a final project and a multimedia presentation made by the student. Lectures: Credit in the form of a test, which may also be conducted by means of distance communication. To pass the test a minimum of 50% of correct answers is required.**	
	Grade calculation principles	
	Arithmetic mean of grades from lectures and laboratory classes.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	multimedia w działalności biznesowej (multimedia applications in business)		Arytmetyczna	
	2	multimedia w działalności biznesowej (multimedia applications in business) [laboratorium]	zaliczenie z oceną		
	2	multimedia w działalności biznesowej (multimedia applications in business) [wykład]	zaliczenie z oceną		

Basic reading	Troncy R., Huet B., Schenk S. (2011): Multimedia Semantics, Wiley
Supplementary reading	Anderson J., McRee J., Wilson R. (2010): Effective UI, O Reilly
	Parent R. (2011): Animacja komputerowa. Algorytmy i techniki, PWN, Warszawa
	Rudny T. (2010): Multimedia i grafika komputerowa. Podręcznik do nauki zawodu technik informatyk, Helion

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**

Participation in tutorials	**3**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-23/24Z**		
Course title: **negocjacje w biznesie (business negotiations) (PODSTAWOWE)**		Course code: **US71AIJ2935_38S**
Name of field of study: **Economics and IT Applications**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 6 - english language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	laboratory	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr SANDRA MISIAK-KWIT**
Course instructor	**dr ANNA WIECZOREK-SZYMAŃSKA**
Course / module objectives	**The purpose of this course is to introduce students to the theory and practice of business negotiation.**
Prerequisites	**The basic knowledge of business communication, international economic relations, human resources.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the structure of negotiations, basic styles and strategies.**	**K_W14**
	2	**EP2**	**Student knows the rules of ethical negotiations.**	**K_W14**
skills	**1**	**EP3**	**Student is able to perform brief negotiations on a given topic.**	**K_U11**
	2	**EP4**	**Student is able to use chosen negotiation techniques in practice.**	**K_U18**
social competences	**1**	**EP5**	**Student is ready to negotiate ethically and responsibly in the professional life.**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **negocjacje w biznesie (business negotiations)**			
Format of instruction: **laboratory**			
1. **Structure of Negotiations. BATNA**	6	2	0
2. **Ethical Negotiations vs. Distributive Negotiation**	6	3	0
3. **Role of place, time and team in Negotiating. Preparation for Negotiations**	6	2	0
4. **Bargaining strategies and styles**	6	3	0
5. **Communication in Negotiations**	6	2	0
6. **Negotiations in international business and Cross-Cultural Negotiation**	6	3	0

Modes of delivery	**Workshop, active learning methods, role playing, text and cases analysis, movies with examples, group discussions.**

Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,EP2,EP3,EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**To get a pass the student must get positive results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation and actively collaborate and cooperate during the course.**	
	Grade calculation principles	
	The final grade is obtained on the basis of the following: **- Results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation (60%)** **- Commitment to collaboration and cooperative working (40%)**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	negocjacje w biznesie (business negotiations)		Nieobliczana	
	6	negocjacje w biznesie (business negotiations) [laboratorium]	zaliczenie z oceną		

Basic reading	Fells Ray (2013): Effective negotiation : from research to results, Cambridge University Press, New York
	Lewicki R.J., Barry B., Saunders D.M. (2010): Negotiation., McGraw-Hill, New York
	Shell, Richard G. (2006): Bargaining for Advantage?Negotiations Strategies for Reasonable People., Penguin Books, New York
Supplementary reading	Hames D. S. (2012): Negotiation: closing deals, settling disputes, and making team decisions, SAGE, Thousand Oaks
	March R.M., Su-Hua Wu (2007): The Chinese Negotiator: How to Succeed in the World?s Largest Market, Kodansha International Ltd.

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**1**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**4**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-24/25Z**	
Unit: **Metody analiz rynkowych (Market research methods) [moduł]**	
Course title: **ocena przedsięwzięć innowacyjnych (innovative initiative evaluation) (KIERUNKOWE)**	Course code: **EFZ71AIJ3433_13S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**Obtaining basic knowledge of evaluation of the innovative projects, their financing, organization and requirements. Student acquires also the skills of proper evaluation of innovative projects.**
Prerequisites	**Knowledge: the student knows the basic concepts of management, microecnomics, macroeconomics and basics of finance. Skills: assessment of the economic entity in the specific market conditions. Social competence: the student is able to work in a team, has instilled habots of lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**A student knows the basic categories of asset used for innovative projects.**	**K_W14 K_W16**
	2	EP2	**A student knows the selection of innovative assessment techniques such as the scoring system, benchmarking, QuickLook.**	**K_W02 K_W12 K_W16**
skills	1	EP3	**A student on the basis of certain parameters can evaluate the status of the innovative project and identify potential sources of financing.**	**K_U07 K_U13 K_U16 K_U17**
	2	EP4	**A student is able to identyfy problems and propose the directions of changes to improve the innovation project.**	**K_U13 K_U16 K_U17**
	3	EP5	**A student is able to identify sources od innovative risk in the projects.**	**K_U01 K_U07 K_U13 K_U16 K_U17**
	4	EP6	**A student is able to access and evaluate the various stages of evaluation of innovative projects.**	**K_U01 K_U07 K_U13 K_U16 K_U17**
social competences	1	EP7	**A student is ready to develop and improve his ability to work in the group and comply with ethical provisions in his professional life.**	**K_K01 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **ocena przedsięwzięć innowacyjnych (innovative initiative evaluation)**			
Format of instruction: **lecture**			
1. **The asset in the development of innovative business and economy**	4	2	0
2. **Macroeconomic conditions of innovative projects**	4	1	0
3. **Strategies for innovation in the enterprises**	4	2	0
4. **Risk and uncertainly in innovative projects**	4	2	0
5. **Financing of innovative projects**	4	2	0
6. **Methods of asseessment of innovative projects**	4	2	0
7. **Evaluation and criteria for success of innovative projects financed form public funds**	4	2	0
8. **Evaluation and criteria for success of innovative projects funded by provate sector**	4	2	0
Format of instruction: **laboratory**			
1. **Types, systematics and functions of asset in innovative projects**	4	2	0
2. **Analysis of the market and competition**	4	2	0
3. **Protection against the risk of an innovative project**	4	2	0
4. **Sources of financing of innovative projects**	4	2	0
5. **The process of innovation in the enterprises**	4	2	0
6. **Innovative projects - case studies**	4	4	0
7. **Calculation of the effectiveness of innovative projects**	4	1	0

Modes of delivery	**Lecture with audiovisual aids, discoussions, case study analysis**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PREZENTACJA	**EP7**
	PROJEKT	**EP3,EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Credit for laboratory classes: the execution of a final essay: preparation of the project and its presentation or research and presentation of the results - the project is testing the achievement of learning outcomes in terms of skills.** **Credit for lectures: evaluation of the lectures is obtained form the test - a written test of the learning outcomes achieved in terms of knowledge gained during participation in lectures and excercises.** **The student receives a satisfactory grade, when he can discuss the basic knowledge of evaluation of the innovative projects, their financing, organization and requirements, which checks the achieved learning outcomes in terms of knowledge and skills obtained through participation in lectures and exercises.**
	Grade calculation principles
	Final grade od the course is the average of the grades obtained for lectures and laboratory classes.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	ocena przedsięwzięć innowacyjnych (innovative initiative evaluation)		Arytmetyczna	

	4	ocena przedsięwzięć innowacyjnych (innovative initiative evaluation) [laboratorium]	zaliczenie z oceną		
	4	ocena przedsięwzięć innowacyjnych (innovative initiative evaluation) [wykład]	zaliczenie z oceną		

Basic reading	Drucker P.F. (2007): Innovation and Entrepreneurship,, Taylor & Francis
	Fagerberg J., Mowery D.C., Nelson R.R. (2005): The Oxford Handbook of Innovation, Oxford University Press,, New York
	OECD; Oslo Manual : The Measurement of Scientific and Technological Activities, Proposed Guidelines for Collecting and Interpreting Technological Innovation Data,, Eurostat
	Shane S. (ed.) J (2008): Handbook of Technology and Innovation Management, ohn Willey & Sons Limited, Chichester
	Szopik-Depczyńska K. (2021): User-driven innovation in R&D departments in Poland, Wydawnictwo Uniwersytetu Szczecińskiego, Szczecin
	Tidd J, Bessant J. (2009): Innovation Management. Integrating Technological, Market and Organisational Change.ion, John Wolley & Sons Limited
Supplementary reading	Chesbrough H. , (2006): Open Innovation. The New Imperative for Creating and Profiting from Technology, Harvard Business School Publishing Corporation

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**9**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**9**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-24/25Z**	
Unit: **Inżynieria informatyczna biznesu (IT engineering in business) [moduł]**	
Course title: **podstawy sieci komputerowych (computer networks) (KIERUNKOWE)**	Course code: **US71AIJ2717_48S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. JAKUB SWACHA**
Course instructor	**dr hab. JAKUB SWACHA , mgr inż. Piotr Niemcewicz**
Course / module objectives	**Acquiring knowledge on computer networks and practical skills in designing, configuring and managing computer networks, including security issues.**
Prerequisites	**Basic computer skills.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Students know how computer networks are organized, and how they work.**	**K_W08**
	2	**EP2**	**Students know the tools used for diagnosing and managing computer networks.**	**K_W08**
skills	**1**	**EP3**	**Students can diagnose and configure computer networks.**	**K_U08**
social competences	**1**	**EP4**	**Students are able to form their own ideas and beliefs and to participate in decision-making process regarding issues related to computer networks.**	**K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **podstawy sieci komputerowych (computer networks)**			
Format of instruction: **lecture**			
1. **A conceptual introduction to the physical network infrastructure. Introduction to the organization of logical networks. Introduction to Active Directory**	4	2	0
2. **Introduction to TCP/IP and TCP/IP addressing. Introduction to name resolution. Configuration of dynamic IP addressing**	4	2	0
3. **A conceptual introduction to content delivery. Introduction to IP communication. Procedures to perform subnetting**	4	1	0
4. **A conceptual introduction to IPv6 addressing. Introduction to unicast IPv6 addresses. Configuration of IPv6**	4	1	0
5. **Introduction to administrative tools in Windows Server 2016. Introduction to performance monitoring tools in Windows Server 2016. Procedures to perform server administration**	4	2	0
6. **Introduction to securely accessing Web content and files. A conceptual introduction to public key infrastructure**	4	2	0

7. **Introduction to perimeter security. Configuration of Windows Firewall. Procedures to monitor and troubleshoot Windows Firewall**	4	1	0
8. **Introduction to remote access. Configuration of a network policy server. Introduction to routing. Configuration of routing**	4	2	0
9. **Various methods to implement server scalability and availability. Implementation of Windows network load balancing Introduction to server virtualization. Implementation of server virtualization**	4	1	0
10. **A conceptual introduction to printing. Introduction to the printing processes. Configuration of network printers Implementation of print management**	4	1	0
Format of instruction: **laboratory**			
1. **A conceptual introduction to the physical network infrastructure. Introduction to the organization of logical networks. Introduction to Active Directory**	4	2	0
2. **Introduction to TCP/IP and TCP/IP addressing. Introduction to name resolution. Configuration of dynamic IP addressing**	4	1	0
3. **A conceptual introduction to content delivery. Introduction to IP communication. Procedures to perform subnetting**	4	1	0
4. **A conceptual introduction to IPv6 addressing. Introduction to unicast IPv6 addresses. Configuration of IPv6**	4	1	0
5. **Introduction to administrative tools in Windows Server 2016. Introduction to performance monitoring tools in Windows Server 2016. Procedures to perform server administration**	4	2	0
6. **Introduction to securely accessing Web content and files. A conceptual introduction to public key infrastructure**	4	2	0
7. **Introduction to perimeter security. Configuration of Windows Firewall. Procedures to monitor and troubleshoot Windows Firewall**	4	1	0
8. **Introduction to remote access. Configuration of a network policy server. Introduction to routing. Configuration of routing**	4	2	0
9. **Various methods to implement server scalability and availability. Implementation of Windows network load balancing Introduction to server virtualization. Implementation of server virtualization**	4	2	0
10. **A conceptual introduction to printing. Introduction to the printing processes. Configuration of network printers Implementation of print management**	4	1	0

Modes of delivery	**- lecture supported with multimedia presentation** **- case study** **- problem solving** The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2,EP3,EP4**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Laboratories are evaluated based on individual practical exercises.** **Lectures are evaluated based on single-choice test.**
	Grade calculation principles
	The final grade is the average of lecture grade (50% points) and laboratories grade (50% points). **The final grade is based on the number of points (Polish grade scale):** **- 91-100: 5,** **- 81-90: 4,5,** **- 71-80: 4,** **- 61-70: 3,5,** **- 50-60: 3,** **- less than 50: 2.**

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	4	podstawy sieci komputerowych (computer networks)		Arytmetyczna	
	4	podstawy sieci komputerowych (computer networks) [laboratorium]	zaliczenie z oceną		
	4	podstawy sieci komputerowych (computer networks) [wykład]	zaliczenie z oceną		

Basic reading	Eckert J. (2020): Hands-On Microsoft Windows Server 2019. 3rd Ed., Cengage Learning
	Callaway J. (2020): Computer Networking for Beginners, KDP Print
	Tanenbaum A.S., Feamster N. (2019): Computer networks, Pearson Education
Supplementary reading	Boyle R.J., Clements J.A. (2014): Applied Networking Labs, Pearson Education

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**12**	**0**
Private reading and studying	**9**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-25/26Z**		
Course title: **polityka gospodarcza (economic policy) (PODSTAWOWE)**		Course code: **EFZ71AIJ3432_2S**
Name of field of study: **Economics and IT Applications**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 2 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	conversation	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr IZABELA SZAMREJ-BARAN**
Course instructor	**dr IZABELA SZAMREJ-BARAN**
Course / module objectives	**To acquaint students with the basic knowledge of economic policy, in particular with the economic impact of regulation and state intervention in the economy. To study the sources, essence, objectives, functions and instruments of various economic policies.**
Prerequisites	**fundamentals of macroeconomics, the ability to analyze, teamwork, open-mindedness to discussion.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student defines the basic concepts of economic policy.**	**K_W01**
skills	**1**	**EP2**	**Student describes and explains the theoretical and practical aspects of economic policy.**	**K_U03**
	2	**EP3**	**Student uses theoretical concepts to explain the relationship between the state and the market in modern economies and economic development.**	**K_U01 K_U03**
social competences	**1**	**EP4**	**Student critically assesses economic policy decisions.**	**K_K02 K_K04**
	2	**EP5**	**Student complements and broadens the acquired knowledge and skills in the field of economic policy, is aware of the importance of the concept of lifelong learning.**	**K_K02**
	3	**EP6**	**Student is prepared for active teamwork aimed at solving common problems in the public interest**	**K_K01 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **polityka gospodarcza (economic policy)**			
Format of instruction: **conversation**			
1. **Concept, determinants and economic policy objectives. Functions and fields of economic policy.**	2	2	0
2. **Instruments of economic policy: fiscal policy, monetary policy, income policy.**	2	3	0
3. **Counter-cyclical policy and contemporary crises.**	2	1	0
4. **Economic growth and development - the basic problems. Pro-growth policies.**	2	1	0
5. **Industrial policy. The investment policy. Science and innovation policy.- and other growth factors.**	2	2	0

6. **Structural policy. Structural changes in the economy. Types and structural policies. Structural problems of transition.**	2	2	0
7. **Labor market regulation. Employment policy and its functions. Instrumentation.**	2	2	0
8. **Regional economic policy in Poland and the European Union.**	2	2	0

Modes of delivery	**multimedia presentation, case studies, group work, texts analysing/watching films with discussion, gamification**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	PREZENTACJA	**EP5,EP6**
	PROJEKT	**EP4,EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	**Credit for seminar: The student will get credit if hers/his assessment of the test, presentation and project is positive. 50% test, 30% presentation, 20% project**
	Grade calculation principles
	The final grade of the course is equal to the grade from seminar.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	polityka gospodarcza (economic policy)		Ważona	
	2	polityka gospodarcza (economic policy) [konwersatorium]	zaliczenie z oceną		1,00

Basic reading	Agns Bénassy-Quéré, Benoît Coeuré, Pierre Jacquet, and Jean Pisani-Ferry Economic (2010): Policy Theory and Practice,, Oxford University Press, New York
	Lee Coppock, Dirk Mateer (2018): Principles of Economics (2nd Ed., Norton&Company, New York
	Milton Friedman (2011): , , (2011): Price Theory, Transaction Publishers, New Jersey
	Nicola Acocella (Translated from the Italian by Brendan Jones) (2005): Economic Policy in the Age of Globalisation,, Cambridge University Press, Cambridge
Supplementary reading	Friedman M. (2008): Ile państwa w gospodarce, C.H. Beck
	Horodecka A. (2008): Ewolucja celów polityki gospodarczej, PWN
	Kryk B. (red), autorzy m.in: Szamrej-Baran I. (2012): Polityka gospodarcza,, Wydawnictwo Economicus, Szczecin
	Noga M., Stawiska M.K. (2009): Modele rozwoju gospodarczego dla Polski w dobie integracji europejskiej i globalizacji, CeDeWu
	Winiarski B. (red.) (2006): Polityka gospodarcza, PWN
	Włudyka T. (red.) (2007): Polityka gospodarcza,, Oficyna Wolters Kluwer Polska

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**9**	**0**
Participation in tutorials	**6**	**0**

Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-23/24Z**		
Course title: **problemy współczesnej ekonomii (modern economics) (PODSTAWOWE)**		Course code: **EFZ71AIJ3432_5S**
Name of field of study: **Economics and IT Applications**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 6 - english language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. RAFAŁ NAGAJ**
Course instructor	**dr hab. RAFAŁ NAGAJ**
Course / module objectives	**Familiarizing the student with issues related to contemporary economy and economics and making students understand them and know the tools to solve these problems. Students will also acquire skills and qualifications to analyse basic economic phenomena in contemporary economies.**
Prerequisites	**The student has the ability to use basic quantitative methods and logical thinking. The student has knowledge of the basics of macroeconomics and basic macroeconomic aggregates**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the contemporary macro- and microeconomic trends, has knowledge about economic growth and the business cycle.**	**K_W01**
	2	**EP2**	**Student knows the instruments used to monitor the economic situation.**	**K_W01 K_W05**
skills	**1**	**EP3**	**Student is able to correctly identify, classify and explain instruments of economic policy.**	**K_U01 K_U03**
social competences	**1**	**EP4**	**The student is ready to deepen knowledge and participate in the decision-making process in changing economic conditions.**	**K_K02 K_K04**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **problemy współczesnej ekonomii (modern economics)**			
Format of instruction: **lecture**			
1. **The main areas of interest of modern (contemporary) economics.**	6	2	0
2. **Economic growth and economic development. Cyclical fluctuations in the contemporary economy.**	6	4	0
3. **The role of the state in modern economy.**	6	2	0
4. **The functioning of the economy in the short and long term. Model IS-LM-BP and AD-AS.**	6	4	0
5. **Competitiveness of economies and globalization and economic development in the modern (contemporary) world.**	6	2	0
6. **Repetition and summary of modern economics issues.**	6	1	0
Format of instruction: **laboratory**			

1. **Basic economic problems in modern world economies. Statistical overview in major national and international institutions/organizations.**	6	4	0
2. **Economic growth in terms of mathematical and statistical: measures of calculation of economic growth.**	6	2	0
3. **Condition of the economy and the business cycle stages.**	6	3	0
4. **The relationship between short-term and long-term equilibrium in the economy.**	6	2	0
5. **Competitiveness of economies and socio-economic development - statistical data analysis.**	6	3	0
6. **Repetition and summary of modern economics issues.**	6	1	0

Modes of delivery	**Case study, multimedia lectures**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	SPRAWDZIAN	**EP1,EP2,EP3**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Evaluation of the classes: Students are assessed on the basis of a written colloquium. The colloquium consists of open questions/tasks solved using a computer with internet access. Evaluation of the lectures: students are assessed on the basis of a written test in the form of a test questions. EVALUATING: Student will receive a satisfactory grade, if shows a basic understanding of issues (has an elementary knowledge) related to economics and problems of contemporary economies in the world.**	
	Grade calculation principles	
	The final grade is the arithmetic mean of the grades obtained for the classes and lectures. If the result of this arithmetic mean is ambiguous, then the grade of the lectures is decisive.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	problemy współczesnej ekonomii (modern economics)		Arytmetyczna	
	6	problemy współczesnej ekonomii (modern economics) [laboratorium]	zaliczenie z oceną		
	6	problemy współczesnej ekonomii (modern economics) [wykład]	zaliczenie z oceną		

Basic reading	Hayek, F.A. (Ed. Klausinger H.) (2013): Business cycles. Part 1, Routledge/Taylor & Francis, London
	Hayek, F.A. (Ed. Klausinger H.) (2013) (2013): Business cycles. Part 2, Routledge/Taylor & Francis,, London
	Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York
Supplementary reading	Jones, C.I. (2018): Macroeconomics 4th Edition, Norton & Company, Inc., London
	Kuroki, R. (2013): Keynes and modern economics, Routledge/Taylor & Francis Group, London
	Urbanek, P. (Ed.) (2016): Economy Today An Interdisciplinary Approach to Contemporary Economic Challenges, E-book

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**10**	**0**

TOTAL workload	**75**
ECTS credits	**3**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-25/26Z**	
Course title: **rachunkowość - podstawy (fundamentals of accounting) (PODSTAWOWE)**	Course code: **US71AIJ2964_21S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr PRZEMYSŁAW MUĆKO**
Course instructor	**dr PRZEMYSŁAW MUĆKO**
Course / module objectives	**The aim is to educate students about the role of accounting as the basic information system in the enterprise and to develop elemental skills necessary to participate in processing accounting data.**
Prerequisites	**Student knows the basics of entrepreneurship, the basic distinction between economic categories, such as resources, processes. Students can work in a team and understand the importance of lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows the basic source of law governing the conduct of corporate accounting.**	**K_W07 K_W09**
	2	EP2	**Student knows the scope and the general structure of the financial statements.**	**K_W07 K_W09**
skills	1	EP3	**Student can classify resources and claims in the balance sheet and determine the result of the simple business operations on the profit and loss account.**	**K_U07 K_U09**
	2	EP4	**Student can post business operations (balance sheet and income operations) and recognizes their impact on the financial statement items.**	**K_U07 K_U09**
social competences	1	EP5	**Student can complement and improve their knowledge and skills.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **rachunkowość - podstawy (fundamentals of accounting)**			
Format of instruction: **lecture**			
1. **The essence, the features and functions of accounting. The scope of accounting. Introduction to accounting law.**	2	1	0
2. **The scope and importance of the financial statements.**	2	1	0
3. **Assets and liabilities of the company and its classification. Equity. Balance sheet.**	2	2	0
4. **Business operations. The impact of business operations on the components of the balance sheet.**	2	1	0
5. **Documentation of business transactions.**	2	1	0

6. **The account - construction and operation. Types of accounts. The principle of double-entry bookkeeping. Registration rules for balance sheet accounts.**	2	2	0
7. **Income statement. Basic categories of profits - income, expenses, losses, gains.**	2	1	0
8. **Principles of operation of the profit and loss accounts. Financial result and comparative variant function.**	2	2	0
9. **The overriding principles of accounting.**	2	1	0
10. **Control and Subsidiary Accounts. Trial balance.**	2	1	0
11. **Preparing a simplified balance sheet and profit and loss account for the basis of the trial balance**	2	1	0
12. **Examples of ethical dilemmas**	2	1	0
Format of instruction: **discussion classes**			
1. **The elements of the balance sheet and profit and loss account published by selected entities (assessment the initial requierment of knowledge and skills of students).**	2	1	0
2. **Definitions of accounting. Users of accounting information. Aim of finanancial reporting.**	2	1	0
3. **Discussion of selected accounting regulations (management and supervisory boards, documentation, inventory, reporting deadlines, the importance of accounting policy, and charts of accounts).**	2	1	0
4. **The balance sheet structure and substance of the balance sheet items.**	2	1	0
5. **Preparation and interpretation of the importance of the balance sheet position.**	2	1	0
6. **Business operations and their documentation.**	2	1	0
7. **The impact of transactions on the balance sheet.**	2	1	0
8. **The principle of double-entry bookkeeping.**	2	1	0
9. **Trial balance.**	2	1	0
10. **Income, revenues and gains. Cost, expenses and loses. Principles of recognizing income. Recording income opreactions in accounting books.**	2	1	0
11. **Financial performance. The preparation of the profit and loss account.**	2	1	0
12. **Comprehensive example**	2	2	0
13. **Understanding the importance of accounting information based on a simplified financial statements (working with documents)**	2	1	0
14. **Verification of knowledge and skills (colloquia).**	2	1	0

Modes of delivery	**Simulation methods, Group work, Multimedia presentation, Cases studies, Analysis of source documents**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4**
	KOLOKWIUM	**EP3,EP4**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP5**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**The form and terms of credit:** **Students are assessed on the basis of the classroom activities and written colloquium, including verification based on exercises for checking the ability to prepare and interpret simplified financial statements, and records of business transactions (students can use charts of accounts).** **The form and terms of the exam:** **a written examination testing the knowledge and skills of students in the recording various business transactions and preparing basic financial statements. The examination covers the part of the test (about 40% of the points - the multiple-choice test and open-ended questions) and the registration and reporting tasks (about 60% of the points). Students may use during the examination charts of accounts.** **Rating:** **The student passes the exam, if he/she can post basic operations and the prepare balance sheet, and knows the basic concepts of accounting basics.**	
	Grade calculation principles	

	Final grade: *** Final grade is equal to the weighted average of the exam grade (75% weighted) and classes grade (25% weighted) - upon condition that both grade are at least satisfactory (3,0).**

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	2	rachunkowość - podstawy (fundamentals of accounting)		Ważona	
	2	rachunkowość - podstawy (fundamentals of accounting) [ćwiczenia]	zaliczenie z oceną		0,25
	2	rachunkowość - podstawy (fundamentals of accounting) [wykład]	egzamin		0,75

Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, Financial Times Prentice Hall, Harlow, , Harlow, England
	Franklin, M., Graybeal, P., Cooper, D., (2019): Principles of Accounting, Volume 1: Financial Accounting., OpenStax, Rice University, Houston, Texas
	Thomas P Edmonds, Christopher Edmonds, Philip R Olds, Frances M McNair, Bor-Yi Tsay (2018): Survey of Accounting (Irwin Accounting) 5th Edition., McGraw-Hill Education, 13e, international student edition, New York
	Walther L. M. (2017): Financial Accounting Textbook, CreateSpace Independent Publishing Platform
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**7**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**14**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-23/24Z**						
Course title: **rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems) (KIERUNKOWE)**					Course code: **US71AIJ2717_43S**	
Name of field of study: **Economics and IT Applications**						
Mode and cycle of study: **first-degree, full - time**		Profile of study: **general academic**			Specialty:	
Course / module status **obligatory**			Language of instruction: **semester: 6 - english language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				w tym e-learning		
3	6	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**
Course / module coordinator	**dr MAŁGORZATA WIŚCICKA-FERNANDO**					
Course instructor	**dr OLGA PILIPCZUK**					
Course / module objectives	**The aim of the course is to provide knowledge about the types and the role of accounting modules in integrated information systems.** **In terms of skills for the subject the objective is to develop the practical skills of using accounting software.**					
Prerequisites	**The student knows the basics of accounting** **The student knows the basics of information systems**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student has a basic knowledge of integrated computer systems used in business organizations with special emphasis on accounting modules.**	**K_W09**
skills	**1**	**EP2**	**Student can enter, edit, and analize the economic events in the accounting IT modules.**	**K_U09**
	2	**EP3**	**Student can prepare various statements using the accounting IT modules.**	**K_U09**
social competences	**1**	**EP4**	**Student is ready to conduct business and social activities using the IIS**	**K_K01** **K_K05**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems)**			
Format of instruction: **lecture**			
1. **Information systems in business organizations: types, tasks, role.**	6	2	0
2. **International accounting software market overview**	6	2	0
3. **Cloud accounting software for small businesses**	6	3	0
4. **All inclusive integrated accounting systems**	6	2	0
5. **Invoice processing, e-invoicing modules**	6	2	0
6. **Processing of tax returns modules**	6	2	0
7. **The methods and procedures of accounting system choosing**	6	2	0

Format of instruction: **laboratory**			
1. **An overview of accounting software**	6	2	0
2. **Invoice processing, e-invoicing software**	6	4	0
3. **Tax processing in information system**	6	2	0
4. **Records of fixed assets processing in information system**	6	2	0
5. **HR and payroll records processing in information system**	6	2	0
6. **Financial and accounting information analysis using Business Intelligence module.**	6	3	0

Modes of delivery	**Lectures with multimedia presentations, Laboratory classes with accounting software**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	SPRAWDZIAN	**EP3,EP4**
	PREZENTACJA	**EP1**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Lectures: The knowledge is checked on the basis of a written theoretical test and a presentation.** **Labs: The knowledge is checked on the basis of practical lab test.** **For a 3,0 student must obtain a minimum of 60% of the points for each test.** **For a 4,0 student must obtain a minimum of 80% of the points of each test.** **For a 5,0 student must obtain a minimum of 95% of the points of each test.**	
	Grade calculation principles	
	The final grade of the course is an average of the grades obtained from the lectures and labs.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems)		Arytmetyczna	
	6	rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems) [wykład]	zaliczenie z oceną		
	6	rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems) [laboratorium]	zaliczenie z oceną		

Basic reading	G. H. Bodnar, W. S. Hopwood, G. Bodnar (2013): Accounting Information Systems, 11 edition, Prentice Hall
	G. Kristandl, M. Quinn (2014): Business Information Systems for Accounting Students, Pearson
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**6**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**7**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**8**	**0**

TOTAL workload	**75**
ECTS credits	**3**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-24/25Z**	
Unit: **Inżynieria informatyczna biznesu (IT engineering in business) [moduł]**	
Course title: **systemy mobilne (mobile systems) (KIERUNKOWE)**	Course code: **US71AIJ2717_49S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **elective**	Language of instruction: **semester: 4 - english language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr TOMASZ ZDZIEBKO**
Course instructor	**dr TOMASZ ZDZIEBKO**
Course / module objectives	**The aim is to provide knowledge on technologies used in mobile devices, skills in using them by end-users and designers to design application for mobile devices**
Prerequisites	**Student has good knowledge about usage and limitations of mobile applications**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**has knowledge on tools and methodologies used to design mobile devices**	**K_W08 K_W13 K_W15**
	2	**EP2**	**has knowledge on designing mobile applications**	**K_W08 K_W13 K_W15**
skills	**1**	**EP3**	**has ability to design and prototype mobile applications**	**K_U08**
social competences	**1**	**EP4**	**can think out ways of monetizing mobile applications**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **systemy mobilne (mobile systems)**			
Format of instruction: **laboratory**			
1. **Usability and User Experience Design**	4	3	0
2. **Design for Mobile Constraints**	4	2	0
3. **Requirements specification**	4	2	0
4. **Application prototyping**	4	4	0
5. **Monetization of mobile apps**	4	2	0
6. **Presentations of group projects with discussion and evaluation**	4	2	0

Modes of delivery	**- project work** **- group work** **- solving tasks** **- application design, application prototyping**
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2,EP3**
	PROJEKT	**EP1,EP3,EP4**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	
	The credit for laboratory classes consists of two parts: **- evaluation from performing exercises (tasks) during laboratory classes (50 points),** **- group project in the field of mobile application design (50 points).**
	Grade calculation principles
	The final grade is equal to the grade obtained for the laboratory classes.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	systemy mobilne (mobile systems)		Nieobliczana	
	4	systemy mobilne (mobile systems) [laboratorium]	zaliczenie z oceną		

Basic reading	J. Nielsen (2014): Mobile Usability, New Riders
	Steve Krug (2013): Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter) 3rd Edition, New Riders
Supplementary reading	Dharma Prakash Agrawal (2016): Introduction to Wireless & Mobile Systems, 4th Edition, Cengage Learning, Boston
	(2013): MIT App Inventor, http://appinventor.mit.edu/

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**9**	**0**
Private reading and studying	**6**	**0**
Participation in tutorials	**9**	**0**
Preparation of project / essay / etc.	**11**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EaITA-O-I-S-25/26Z**	
Course title: **wnioskowanie statystyczne (statistical inference) (KIERUNKOWE)**	Course code: **US71AIJ2856_22S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status: **obligatory**	Language of instruction: **semester: 2 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	2	discussion classes	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**

Course / module coordinator	**dr hab. CHRISTIAN LIS**
Course instructor	**dr hab. CHRISTIAN LIS**
Course / module objectives	**Acquisition of the ability to apply statistical inference methods in the study of economic and social phenomena.**
Prerequisites	**- ability to apply the methods of the course "Descriptive Statistics"; - ability to apply the methods of the "Mathematics" module. - knowledge of measures describing the structure of the population, measures of coexistence relations (correlation coefficient, chi2 statistic)**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows the properties of estimators describing population structure and parameters describing dependencies between variables and properties of their distributions.**	**K_W08 K_W10**
	2	EP2	**Student knows methods of obtaining estimators.**	**K_W06 K_W10**
	3	EP3	**Student knows the stages of verification of statistical hypotheses in the social sciences.**	**K_W10**
skills	1	EP4	**Student can choose model of estimation and make an estimation of parameters describing the structure of the collectivity and interdependence parameters, including model assumptions.**	**K_U06 K_U10**
social competences	1	EP5	**Student is able to carry out a verification of statistical hypotheses concerning distribution parameters describing the structure of population and occurrence of dependencies.**	**K_K01 K_K02**
	2	EP6	**Student appreciates the importance and consequences of cooperation with the departments of public statistics in the study conducted by a representative method.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **wnioskowanie statystyczne (statistical inference)**			
Format of instruction: **lecture**			

1. **Transformations of random variables, linear transformations of variables with normal distribution. Nonlinear transformations of variables with normal distribution.**	2	2	0
2. **Sampling, simple samples.**	2	2	0
3. **Point estimation assumptions, estimators - their properties and distributions. Error of estimator. Estimates of estimators and errors of estimators. Interval estimation.**	2	3	0
4. **Methods of obtaining estimators - method of maximum likelihood, method of moments.**	2	2	0
5. **Concept and types of statistical hypotheses, I and II type error in the hypotheses verification, critical regions of the tests.**	2	2	0
6. **Parametric tests, testing stages, test for the parameters describing structures, correlation and regression coefficients significance tests.**	2	2	0
7. **Nonparametric tests: tests of compliance with a hypothetical distribution, test of randomness, test of two structures compatibility (Kolmogorov-Smirnov).**	2	2	0
Format of instruction: **discussion classes**			
1. **Interval and point estimation in the structure analysis. Error and accuracy of estimation.**	2	6	0
2. **Interval and point estimation in the interdependence analysis.**	2	6	0
3. **The maximum likelihood method. The method of moments.**	2	2	0
4. **Verification of parametric hypothesis in the analysis of structures, tests of means, fractions, variance. Stages of verification of statistical hypotheses. The critical regions of tests.**	2	6	0
5. **Verification of parametric hypothesis in the analysis of interdependence. Tests of significance.**	2	4	0
6. **Nonparametric tests of empirical distributions compatibility with a normal distribution (Kolmogorov compatibility tests), test of independence.**	2	2	0
7. **Repetition and summary of the subject material.**	2	4	0

Modes of delivery	**The course comprises lectures using (where appropriate) transparencies/presentations concerning random variables and exercises - working individually and in groups.**	
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	SPRAWDZIAN	**EP4,EP5,EP6**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**Assessment form of classes content:** **- Students are assessed on the basis of three written tests covering writing skills verification based on solving practical tasks of interval estimation and verification of parametric and nonparametric hypotheses according to the material provided on exercises (students can use standardized statistical tables and formulas). Coursework must be included for a minimum of 60%.** **Assessment form of lectures content:** **- written test concerning knowledge of the effects 01, 02, 03. This includes open-ended questions relating to analytical examples related to research conducted by the Central Statistical Office by representative method (effect 07), in which the student must demonstrate knowledge of the principles necessary to drive the estimation and verification of statistical measures. During the test students may use the standardized statistical tables and formulas.**	
	Grade calculation principles	
	The final grade is the arithmetic mean of the grades for the lectures and for classes.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	wnioskowanie statystyczne (statistical inference)		Arytmetyczna	
	2	wnioskowanie statystyczne (statistical inference) [wykład]	zaliczenie z oceną		
	2	wnioskowanie statystyczne (statistical inference) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Dennis D. Boos, L. A. Stefanski (2013): Essential Statistical Inference, Springer-Verlag New York Inc.
	Freedman D., Pisani R., Purves R. (2007): Statistics, W.W. Norton & Company, 4th Ed., New York, London
	McClave J.T., Benson P.G., Sincich T. (2018): Statistics For Business nad Economics, Pearson Prentice Hall, 13th Global Edition, New Jersey
	R. Lyman Ott, Michael Longnecker (2015): An Introduction to Statistical Methods and Data Analysis, Duxbury Thomson Learning, 7th Edition, USA
Supplementary reading	Bąk I., Markowicz I., Mojsiewicz M., Wawrzyniak K. (2005): Statystyka w zadaniach. Cz. II, Wydawnictwo Naukowo-Techniczne
	Wasserman L. (2005): All of Statistics. The Concise Course of Statistical Inference, Springer

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**12**	**0**
Private reading and studying	**7**	**0**
Participation in tutorials	**14**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-23/24Z**		
Course title: **zarządzanie projektami (project management) (KIERUNKOWE)**		Course code: **US71AIJ2717_44S**
Name of field of study: **Economics and IT Applications**		
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic**	Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 6 - english language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	6	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr TOMASZ ŁUKASZEWSKI**
Course instructor	**dr GRZEGORZ SZYJEWSKI**
Course / module objectives	**The objective of this course is to introduce students to the fundamentals of project management framework, with special emphasis on the problems of defining, planning and implementation of projects.**
Prerequisites	**No requirements.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student has knowledge about system and object lifecycle problems in the area of software engineering.**	**K_W13**
skills	**1**	**EP2**	**Student has ability to plan, to schedule and to implement systems or processes using proper methods and techniques**	**K_U12 K_U17**
social competences	**1**	**EP3**	**Student is ready to prepare projects and cooperate within a group and be its leader.**	**K_K01 K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **zarządzanie projektami (project management)**			
Format of instruction: **lecture**			
1. **Introduction to Project management**	6	2	0
2. **Scope management in projects**	6	3	0
3. **Time management in projects**	6	2	0
4. **Cost management and project finance**	6	4	0
5. **Risk management in projects**	6	2	0
6. **Project tracking and controlling**	6	2	0
Format of instruction: **laboratory**			
1. **IT Project Scheduling**	6	2	0
2. **Development of Work Breakdown Structure (WBS)**	6	3	0

3. **Time analysis using Critical Path Method**	6	2	0
4. **Resource definition and assignment.**	6	2	0
5. **Cost management and project budgeting**	6	2	0
6. **Using IT application (MS Project) to support Project management**	6	2	0
7. **Project tracking**	6	2	0

Modes of delivery	**Project development** **Working in groups** **Case studies** **Lectures with visual techniques**	
Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP3**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	
Grading criteria	**The grade for laboratories depends on evaluation of the project developed in MS Project** **The grade for the lecture and the cvaluation of the Project Control Book** **To get a pass student has to be able to develop a project and to analyze it.**	
	Grade calculation principles	
	The final grade is the arithmetic average of grades obtained from the lecture and laboratories.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	zarządzanie projektami (project management)		Arytmetyczna	
	6	zarządzanie projektami (project management) [laboratorium]	zaliczenie z oceną		
	6	zarządzanie projektami (project management) [wykład]	zaliczenie z oceną		

Basic reading	Project Management Institute (2013): A guide to the project management body of knowledge : (PMBOK Guide), Project Management Institute
Supplementary reading	Kathy Schwalbe (2012): An Introduction to project management , Kathy Schwalbe, LLC,
	Trevor Leonard Young (2013): Successful project management, Kogan Page

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**8**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-EalTA-O-I-S-24/25Z**	
Course title: **zastosowania pakietów statystycznych (statistical software applications) (KIERUNKOWE)**	Course code: **US71AIJ2856_35S**
Name of field of study: **Economics and IT Applications**	
Mode and cycle of study: **first-degree, full - time**	Profile of study: **general academic** / Specialty:
Course / module status **obligatory**	Language of instruction: **semester: 4 - english language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	laboratory	30	0	pg	2
Total			**30**			**2**

Course / module coordinator	**dr KRZYSZTOF DMYTRÓW**
Course instructor	**dr KRZYSZTOF DMYTRÓW**
Course / module objectives	**Goal of the course/module: to teach students handling of statistical software such as Analysis ToolPak and R language, especially in order to recognise and analyse statistical regularities of economic variables distributions, correlations between variables and dynamics of variables observed in many markets.**
Prerequisites	**1. Knowledge: a knowledge of descriptive statistics, statistical inference, econometric modelling and general economic knowledge of macro- and microeconomics phenomena analysis is demanded. 2. Skills: abilities to determining descriptive parameters in statistics, drawing conclusions from data deriving from random sample, interpreting analysis results and drawing logical conclusions as a result of inductive reasoning. 3. Competencies (Attitudes): Student is aware of advantages and disadvantages of using statistical computer software.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student is aware of advantages and disadvantages of using selected statistical software**	**K_W08**
	2	EP2	**Student knows methods and tools in the processing and storage of information, and is able to prepare and analyse statistical data**	**K_W06 K_W10**
	3	EP3	**Student knows assumptions, methods and tools of economic phenomena forecasting**	**K_W08 K_W10**
skills	1	EP4	**Student is able to use his knowledge about statistical software applications such as Analysis ToolPak and R language in order to analyse real economic phenomena and processes**	**K_U06 K_U10**
	2	EP5	**Student is able to analyse causes and course of economic phenomena using statistical software applications such as Analysis ToolPak, or R language in the right way**	**K_U10**
	3	EP6	**Student is able to forecast economic phenomena using statistical software applications such as Analysis ToolPak, or R language in the right way**	**K_U10**
social competences	1	EP7	**Student understands the need of continual learning because of permanent computer tools and statistical software development**	**K_K02**
	2	EP8	**Student realizes that the statistical software is highly important in real economic applications**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning

Subject title: **zastosowania pakietów statystycznych (statistical software applications)**			
Format of instruction: **laboratory**			
1. **Methods of distribution analysis for economic variables, using statistical software called Analysis ToolPak (in Excel). Statistical data preparing and analysis with the use of tools such as Histogram, Descriptive Statistics, Rank and Percentile.**	4	4	0
2. **Regression and correlation analysis for economic variables, using Analysis ToolPak's tools such as Covariance, Correlation, Regression.**	4	4	0
3. **The probability determining for selected distributions of random variables and statistical hypothesis verification with the use of Analysis ToolPak's tools such as Random Number Generation, Sampling, Analysis of Variance (ANOVA): Single Factor, Two-Factor with Replication, Two-Factor without Replication. F-test Two Sample for Variance, t-test: Paired Two Sample for Means, t-test: Two-Sample Assuming Equal Variances, t-test: Two-Sample Assuming Unequal Variances, z-test: Two Sample for Means.**	4	2	0
4. **Application of R language using in the distribution analysis for economic variables.**	4	4	0
5. **The probability determining for selected distributions of random variables and statistical hypothesis verification with the use of R language, such as: Analysis of Variance (ANOVA): Single Factor, Two-Factor with Replication, Two-Factor without Replication. F-test Two Sample for Variance, t-test: Paired Two Sample for Means, t-test: Two-Sample Assuming Equal Variances, t-test: Two-Sample Assuming Unequal Variances, z-test: Two Sample for Means.**	4	4	0
6. **Correlation and regression analysis in R language**	4	4	0
7. **Time series and forecasting in R language: trend analysis, analysis of seasonality and exponential smoothing models.**	4	2	0
8. **Measuring the similarity. Multivariate statistical analysis: Cluster analysis, factor analysis, classification trees and linear ordering. Application of GDM in R software environmental.**	4	6	0

Modes of delivery	**Education methods: A short introduction to the lesson as a multimedia presentation (15-20 min.), explaining the main goal of laboratories and problems to sort out. The rest of lessons - computer work supervised by teacher.** The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8**
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	
	Students are assessed on the basis of the project. Its completeness and correctness is taken into account. **Students receive grade 3.0 if they obtain at least 50% of total number of points from the project.** **Students receive grade 3.5 if they obtain at least 70% of total number of points from the project.** **Students receive grade 4.0 if they obtain at least 80% of total number of points from the project.** **Students receive grade 4.5 if they obtain at least 90% of total number of points from the project.** **Students receive grade 5.0 if they obtain at least 95% of total number of points from the project.**
	Grade calculation principles
	The final grade is equal to the grade obtained from laboratories.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	zastosowania pakietów statystycznych (statistical software applications)		Nieobliczana	
	4	zastosowania pakietów statystycznych (statistical software applications) [laboratorium]	zaliczenie z oceną		

Basic reading	Aczel, A., Sounderpandian, J. (2009): Complete Business Statistics 7th Edition, McGraw-Hill/Irwin
	Cleff, Thomas (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel, Springer, Cham
Supplementary reading	Venables, W. N., Smith, D. M. and the R Core Team (2021): An Introduction to R

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**

Preparation for contact hours	**3**	**0**
Private reading and studying	**2**	**0**
Participation in tutorials	**5**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	