COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
Course title: **Business economics (ekonomia biznesu) (PODSTAWOWE)**		Course code: **EFZ214AIJ3432_3S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr hab. TOMASZ BERNAT**
Course instructor	**dr hab. TOMASZ BERNAT**
Course / module objectives	**The primary purpose of the lecture is to familiarize students with the basic concepts and concepts that characterize the way managers think about the market, its institutions, the structure and the results of their decisions Use theory and economics methods (especially micro-economics) to solve problems in making optimal decisions. By embedding the issues under consideration on concrete examples, students will be able to use the knowledge gained not only in the business, but also in the public sector and in all types of organizations, as well as by anyone who is looking for the best solutions in their personal decisions of a financial, economic, etc. nature.**
Prerequisites	**The student knows the foundations of microeconomics and macroeconomics and the functioning of the market economy, and the student is aware of current economic developments. A student can solve basic maths tasks and use (correctly interpreted) graphs showing the relationship between the main categories that are the subject of economic analysis in the enterprise. The student is able to think analytically, formulate proposals correctly, based on his knowledge of the operation of the enterprises.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the basic economic concepts associated with an interest in the management economy**	**K_W02 K_W04 K_W05**
skills	**1**	**EP2**	**The student will anticipate possible scenarios resulting from current developments in different markets and assess the situation of the company in specific market structures, depending on the evolution of costs, revenues, etc.**	**K_U01 K_U02 K_U03**
social competences	**1**	**EP3**	**The student is willing to think and act in an entrepreneurial way**	**K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Business economics (ekonomia biznesu)**			
Format of instruction: **lecture**			
1. **Economics thinking**	1	2	0
2. **Proces podejmowania decyzji managerskich**	1	2	0
3. **The market and its impact on management decisions**	1	2	0
4. **Decision's optimization process - production**	1	2	0

5. **Optimize the company's profit**	1	2	0
6. **Firm performance in long run: size, diversification, and scope**	1	2	0
7. **The role of the market structure in managerial decision**	1	3	0
Format of instruction: **discussion classes**			
1. **Economics thinking**	1	2	0
2. **The process of management decision-making**	1	2	0
3. **The market and its impact on management decisions**	1	2	0
4. **Decision's optimization process**	1	2	0
5. **Optimize the company's profit**	1	2	0
6. **Firm performance in long run: size, diversification, and scope**	1	2	0
7. **The role of the market structure in managerial decision**	1	3	0

Modes of delivery	**lecture** **case studies** **graphic and algebraic tasks** **discussions** **perform tests and tasks in the 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
	EGZAMIN PISEMNY	**EP1,EP2,EP3**
	KOLOKWIUM	**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	**Exercise Assessment:** **The exercises will be evaluated based on a written colloquium. The task for the colloquium will involve solving a case study of a business operation set in economic realities, utilizing knowledge from microeconomics theory. Students will be required to answer open-ended questions related to this case study.** **Final Exam:** **The final exam will be conducted as tests placed in the e-study system or in a traditional format (printout). These tests will check students' knowledge in the field of microeconomics theory.**
	Grade calculation principles
	Final Exam: **The final exam will be conducted as tests placed in the e-study system or in a traditional format (printout). These tests will check students' knowledge in the field of microeconomics theory.**

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	1	Business economics (ekonomia biznesu)		Arytmetyczna	
	1	Business economics (ekonomia biznesu) [ćwiczenia]	zaliczenie z oceną		
	1	Business economics (ekonomia biznesu) [wykład]	egzamin		

Basic reading	Geoffrey Schneider (2024): Microeconomic Principles and Problems: A Pluralist Introduction (Routledge Pluralist Introductions to Economics) 2nd Edition, Kindle Edition, Routledge
	Christopher Thomas (2019): Managerial Economics, McGrowHill, New York
	Michael Baye, Jeff Prince (2020): Managerial Economics & Business Strategy 10th Edition, Mcgraw, New York
	Steven A. Greenlaw, University of Mary Washington David Shapiro, Pennsylvania State University Waldemar Karpa, Akademia Leona Koźmińskiego Piotr Maszczyk, Szkoła Główna Handlowa w Warszawie (2023): Mikroekonomia, OpenStax, on-line

Supplementary reading	Umar Narejo (2023): Economics, Kindle Edition, on-line
	CNBS Business
	Forbes, Forbes
	Newsweek

STUDENT WORKLOAD		
	No. of hours	
		including 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	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**13**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
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	including e-learning	Type of credit	ECTS
3	6	laboratory	30	0	pg	3
Total			**30**			**3**

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	including 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** 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**
	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
	The grade for the course is the grade obtained from the labs based on the arithmetic average of the grades obtained from the classes.

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	including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**5**	**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: **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. (2022): 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-24/25Z**	
Course title: **Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_63S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the business activities	K_W02 K_W04
	2	EP2	understands business promotion with IT	K_W03 K_W10
	3	EP3	knows the IT application in business	K_W02 K_W11
skills	1	EP4	can solve business problems with IT	K_U02 K_U04
	2	EP5	can apply promotion tools in business	K_U01 K_U05
	3	EP6	can be able to reach goals with IT	K_U07 K_U08
social competences	1	EP8	is ready to start promotional activities inspiring to act for the benefit of the local community	K_K04
	2	EP9	is ready to apply the principles of ethics in the area of promotional activities	K_K05 K_K06

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)**			
Format of instruction: **lecture**			
1. **Business promotion basics**	3	2	0
2. **Tools and Techniques of business promotion**	3	2	0

3. **Role of information technology in communication**	3	1	0
4. **Information technology tools and techniques**	3	2	0
5. **Promotional activity with information technology**	3	2	0
6. **Criteria to choose information technology tools**	3	2	0
7. **Content and media selection**	3	2	0
8. **Measuring the effect of promotional campaign**	3	2	0
Format of instruction: **discussion classes**			
1. **Discussion on business promotion requirement**	3	2	0
2. **A practical approach to business promotion**	3	2	0
3. **Business promotion using IT case study**	3	1	0
4. **Presentation on IT enabled promotions in business**	3	2	0
5. **Promotional tools using IT comparison**	3	2	0
6. **Activity to implement a promotional campaign**	3	2	0
7. **Real life business project creation for promotion**	3	2	0
8. **Real life business project creation for promotion**	3	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, 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	**EP2,EP3,EP4**
	PREZENTACJA	**EP1,EP6,EP8,EP9**
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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: COLLOQUIUM- 100%,** **Exercises: PRESENTATION- 20%, PROJECT- 50%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 20%** **A student must score minimum 60% overall to pass the course.** Grade calculation principles **The final grade for the subject is the arithmetic mean of the grades obtained from passing the lectures and exercises.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)		Arytmetyczna	
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [ćwiczenia]	zaliczenie z oceną		
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [wykład]	zaliczenie z oceną		

Basic reading	John, S. E. (2013): Application of Information Technology to Business Management
	Lucas, H. C. (2009): Information Technology for Management, Global Text
	Molenaar, C. (2012): e-Marketing Applications of Information Technology and the Internet within Marketing, Routledge
Supplementary reading	

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	**10**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**11**	**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: **Bussiness process modelling (modelowanie procesów biznesowych) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_22S**	
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: 3 - english language polish language**		
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
2	3	laboratory	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course instructor	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course / module objectives	**Familiarizing students with the theoretical and practical aspects of business process modeling.**
Prerequisites	**Prerequisites for:** **- knowledge: the student has a general knowledge of the functioning of economic objects;** **- skills: the student is able to use the computer in the WINDOWS operating environment;** **- competences: the student has instilled habits of lifelong learning and consciously uses computer technology.**

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands the principles of operation of the company's areas of activity in which business process modeling can be applied.**	**K_W01 K_W07**
skills	**1**	**EP2**	**can use advanced IT tools for modeling and analysis of business processes.**	**K_U02 K_U04**
social competences	**1**	**EP3**	**is ready to independently update the knowledge and skills related to the use of methods and tools for modeling business processes.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Bussiness process modelling (modelowanie procesów biznesowych)**			
Format of instruction: **lecture**			
1. **Process approach in a modern organization.**	3	2	0
2. **Basics of business process management in an enterprise.**	3	2	0
3. **Introduction to business process modeling.**	3	2	0
4. **Business process modeling methodology.**	3	4	0
5. **Review of IT tools for business processes modeling .**	3	2	0
6. **Business process reference models.**	3	3	0
Format of instruction: **laboratory**			
1. **Introduction to ADONIS. The functional scope and the basics of the user interface.**	3	2	0

2. **Basics of modeling in the ADONIS system - symbolism of objects and relations. Creating simple models.**	3	2	0
3. **Process maps and describing the structure of processes.**	3	2	0
4. **Creating business process models in the ADONIS system.**	3	4	0
5. **Resource modeling (document model, work environment model, IT systems model, product model). Generating documentation.**	3	2	0
6. **Model analysis in the ADONIS system - queries, accounting and time analysis.**	3	4	0
7. **Process performance management and indicators monitoring.**	3	2	0
8. **Risk and control models**	3	2	0
9. **Case studies.**	3	10	0

Modes of delivery	**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**
	PROJEKT	**EP2,EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Exam- evaluation of the multiple-choice test. The test consists of 15 closed questions. For each correct answer, the student receives 1 point, for incorrect answer - minus 1 - a total of max. 22 points (for 22-21 points - 5,0 grade, 20-19 points - 4,5; 18-17 points - 4.0; 16-15 points - 3,5; 14-12 points - 3,0, below 11 points - 2,0)** **Laboratories** **1 - participation in a minimum of 75% of the classes** **2 - if the condition (1) is met, the grade is issued on the basis of the number of points received for the implementation of practical tasks and the project (max. 60 points) (for 60-56 points 5,0 grade; 55-51: 4,5; 50-46 : 4,0; 45-41: 3,5; 40-36: 3,0; 35 and less: 2,0)**
	Grade calculation principles
	A NECESSARY CONDITION TO OBTAIN A POSITIVE EVALUATION is to obtain a minimum of 3.0 grade in all forms of classes ((including those obtained within the resit period) **The grade for the course results from the arithmetic mean of all the lecture and laboratory grades.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Bussiness process modelling (modelowanie procesów biznesowych)		Arytmetyczna	
	3	Bussiness process modelling (modelowanie procesów biznesowych) [laboratorium]	zaliczenie z oceną		
	3	Bussiness process modelling (modelowanie procesów biznesowych) [wykład]	egzamin		

Basic reading	Manuel Laguna, Johan Marklund (2013): BUSINESS PROCESS MODELING, SIMULATION AND DESIGN, CRC Press, London, New York
	Marlon Dumas, · Marcello La Rosa, Jan Mendling ,· Hajo A. Reijers (2018): Fundamentals of Business Process Management, Springer-Verlag , Berlin
Supplementary reading	Bitkowska Agnieszka (2009): Zarzadzanie procesami biznesowymi w przedsiebiorstwie, Wizja PRESS&IT, Warszawa
	Gawin Bartłomiej, Marcinkowski Bartosz (2013): Symulacja procesów biznesowych. Standardy BPMS i BPMN w praktyce, Helion, Gliwice

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**

Preparation for contact hours	**15**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**8**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_46S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	laboratory	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr inż. TOMASZ WIŚNIEWSKI**
Course instructor	**dr inż. TOMASZ WIŚNIEWSKI**
Course / module objectives	**The aim is to introduce students to the theoretical fundamentals of simulation modeling and process optimization, and to use the learned skills to solve problems in practical applications in enterprises**
Prerequisites	**Basic computer skills, basic mathematics**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows solutions (including IT solutions) which can be used for simulation and process optimization**	**K_W03 K_W07**
	2	**EP2**	**Student knows definitions of model, optimization, computer simulation, distinguish elements of optimization model.**	**K_W01**
skills	**1**	**EP3**	**The student is able to model business processes with the use of dedicated IT tools.**	**K_U02**
	2	**EP4**	**Students with the use of simulations and optimization models are able to analyze the flow of business processes and interpret the results**	**K_U03 K_U05 K_U09**
social competences	**1**	**EP5**	**The student is ready to formulate an opinion on the implemented business processes on the basis of simulation modelling and the optimization process**	**K_K03 K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów)**			
Format of instruction: **laboratory**			
1. **Introduction to simulation analysis - system, model, simulation, steps in building a simulation model**	5	3	0
2. **Conduct simulation experiments using software tools such as Arena Simulation.**	5	3	0
3. **Building optimization models, implementing optimization in simulation models**	5	3	0
4. **Process optimization using Excel with the Solver add-in.**	5	3	0
5. **Construction and presentation of final projects**	5	3	0

Modes of delivery	**Multimedia presentations, case studies, project method, laboratory classes**	
	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**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Passing the course takes place through active participation in classes, completing assigned tasks and making a project using the tools and techniques learned during the classes**	
	Grade calculation principles	
	The final grade is the lab grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów)		Nieobliczana	
	5	Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów) [laboratorium]	zaliczenie z oceną		

Basic reading	A. M. Law (2007): Simulation Modeling and Analysis, Fourth Edition, Mc Graw - Hill
	Mielczarek B. (2009): Modelowanie symulacyjne w zarządzaniu - symulacja dyskretna, Politechnika Wrocławska
Supplementary reading	J. Banks, J.S. Garson, B. L. Nelson, D.M. Nicol (2009): Discrete-event systems simulation, V edycja, Pearson Education

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**0**	**0**
Participation in tutorials	**10**	**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: **Consumer behaviour (zachowania konsumentów) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_21S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr hab. KATARZYNA WŁODARCZYK**
Course instructor	**dr hab. KATARZYNA WŁODARCZYK**
Course / module objectives	**The transfer of konowledge in the firld of the basics of making consumption decisions and economic and non-economic factors influencing these behaviors, as well as presenting models of consumer behavior, trends and the decision-making process.**
Prerequisites	**Basics of economics, management and marketing as well as elementary sociological concepts.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**The student knows the basics and the idea of market consumer behavior.**	**K_W01 K_W02**
	2	EP2	**The student knows the stages of the consumer's decision-making process.**	**K_W02 K_W06**
	3	EP3	**The student knows and defines the determinants of consumer behavior.**	**K_W02 K_W03**
skills	1	EP4	**Student can search for solutions to the issues which are discussed by using knowledge and evaluate consumer behaviour.**	**K_U01 K_U04**
	2	EP5	**The student is able to design and conduct market research related to consumer behavior on the market.**	**K_U03 K_U04**
	3	EP6	**The student is able to work in task teams and individually.**	**K_U06 K_U08**
social competences	1	EP7	**The student is ready to objectively assess his knowledge of the market behavior of consumers.**	**K_K01 K_K02**
	2	EP8	**The student is ready to deepen his knowledge and takes into account the opinions of experts.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Consumer behaviour (zachowania konsumentów)**			
Format of instruction: **lecture**			
1. **Consumption and consumers in economics and management - basic theories and definitions**	3	4	0
2. **Needs of consumers**	3	2	0

3. **Models of consumers behaviour**	3	3	0
4. **Laws and effects in consumer behaviour**	3	2	0
5. **Consumer research**	3	4	0
Format of instruction: **laboratory**			
1. **Main determinants of consumer behavior (needs, motives)**	3	2	0
2. **Economic and non-economic factors influencing consumer behavior**	3	3	0
3. **Typology of consumption decisions**	3	2	0
4. **Customer segmentation and positioning**	3	2	0
5. **The risk of making decisions by consumers**	3	2	0
6. **Contemporary trends in consumer market behavior**	3	4	0

Modes of delivery	**Exercises, case study, discussion, lecture**	
	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,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: Written exam - 4 essay questions. In each of the questions, the student will have to use the acquired knowledge and theory and use his own examples. For a satisfactory grade, the student must correctly write 2 questions, for a good grade - 3 questions, for a very good grade - 4 questions.** **LABORATORY: Assessment obtained on the basis of a scientific article on consumer market behavior and its presentation in the group by the student.**	
	Grade calculation principles	
	The arithmetic mean of the lecture grade and the laboratory grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Consumer behaviour (zachowania konsumentów)		Arytmetyczna	
	3	Consumer behaviour (zachowania konsumentów) [wykład]	egzamin		
	3	Consumer behaviour (zachowania konsumentów) [laboratorium]	zaliczenie z oceną		

Basic reading	G. Antonides, W.F. Van Raaij, F.W. Van Raaij (2017): Consumer Behaviour: A European Perspective, John Wiley & Sons
	L.G. Schifman, J.L. Wisenblit (2015): Consumer Behaviour, Pearson
	M.R. Solomon (2019): Consumer Behaviour: Buying, having and being, Pearson Education Limited
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**2**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**

Participation in tutorials	**10**	**10**
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-BM-O-I-S-24/25Z**	
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	konwersatorium	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: **konwersatorium**			

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)		Ważona	
2	Creativity and Innovations (kreatywność i innowacje) [konwersatorium]	zaliczenie z oceną		1,00

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-24/25Z**						
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**
				including 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	including 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**
	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	**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	
		including 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-24/25Z**						
Course title: **Descriptive statistics (statystyka opisowa) (PODSTAWOWE)**					Course code: **EFZ214AIJ3432_20S**	
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: 3 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
2	3	laboratory	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**
Course / module coordinator	**dr KRZYSZTOF DMYTRÓW**					
Course instructor	**dr KRZYSZTOF DMYTRÓW**					
Course / module objectives	**The aim of the course is to acquire basic knowledge on a quantitative description of economic and social phenomena as well as ability to present the results of research, based on primary or secondary data.**					
Prerequisites	**- knowledge of basic economic concepts, - knowledge and abilities from the "Mathematic" module**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the parameters describing the socioeconomic characteristics, their properties, measurement scales, student knows how to describe dynamics and relationships.**	**K_W03**
	2	**EP2**	**Student knows the research methods in the social sciences and methods of measurement specific for social and economic sciences.**	**K_W03**
	3	**EP3**	**Student knows the methods of presentation of the study of primary and secondary data, taking into account characteristics of the populations and distributions.**	**K_W03**
skills	**1**	**EP4**	**Student is able to quantitatively describe the socio-economic phenomena on the basis of both primary and secondary data.**	**K_U02**
	2	**EP5**	**Student is able to estimate strength and direction of relationships.**	**K_U02**
	3	**EP6**	**Student is able to describe dynamics of economic phenomena.**	**K_U02**
social competences	**1**	**EP7**	**Student is ready to use results of surveys conducted by national statistical institutes, including acknowledging the importance and consequences of cooperation with public statistics institution.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Descriptive statistics (statystyka opisowa)**			
Format of instruction: **lecture**			

1. **Types of statistical surveys, definition of statistical unit, population and sample, statistical surveys; types of variables, measurement scales, methods of data presentation. The regularities of mass processes.**	3	2	0
2. **One-dimensional populations, empirical distributions, moments and quantiles for metric scales, measures of central tendency, dispersion, skewness, kurtosis and concentration.**	3	4	0
3. **Correlation coefficients, Chi-square, variance equality. Multidimensional analysis, partial correlations.- dimensional populations, tables, ranks, types of relationships.**	3	3	0
4. **Empirical and theoretical regressions, the method of least squares for linear regression, measures of fit.**	3	2	0
5. **Measurement of dynamics of economic and social phenomena. Time series, chronological mean. Analysis of shortterm changes, individual indexes, the average rate of change, average absolute change. Aggregate indexes. Price indices. Aggregate indices for relative values.**	3	2	0
6. **Decomposition of time series, trend and seasonality. Linear and exponential trend. Additive and multiplicative seasonality.**	3	2	0
Format of instruction: **laboratory**			
1. **Statistics, populations, data, notation, tables and charts, measurement scales. Measures of central tendency, dispersion, skewness, kurtosis and concentration.**	3	5	0
2. **Correlation and regression analysis:** **- correlation series and contingency table,** **- correlation coefficients: Tschuprow's, Spearman's rank, correlation ratios, Pearson product-moment correlation coefficient,** **- empirical and theoretical regression lines.**	3	5	0
3. **Analysis of dynamics:** **- short-term analysis: increments and indexes,** **- long-term analysis: analysis of trends and seasonality.**	3	5	0

Modes of delivery	**The course comprises lectures using (where appropriate) computer presentations and laboratories - 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,EP4,EP5,EP6**
	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 terms of the lectures:** **A written test consisting of 7 single-choice and 3 multiple-choice test questions. It tests the knowledge of students. Students can obtain up to 10 points. There are the following thresholds for grades:** **Grade 3.0 - at least 5 points.** **Grade 3.5 - 7 points.** **Grade 4.0 - 8 points.** **Grade 4.5 - 9 points.** **Grade 5.0 - 10 points.** **The form and terms of the laboratories:** **Students are assessed on the basis of two written tests covering skills verification based on solving tasks of choosing appropriate descriptive characteristics, their determination and interpretation of detailed series and aggregated data to a series of interval and correlation tables (students during the tests can benefit from standardised statistical tables). The students' results at each test are presented as the percentage of total number of points that can be obtained. The final grade for exercises is calculated as the arithmetic mean of percentages obtained for both tests. The thresholds for grades are as follows:** **Grade 3.0 - at least 50%.** **Grade 3.5 - at least 70%.** **Grade 4.0 - at least 80%.** **Grade 4.5 - at least 90%.** **Grade 5.0 - at least 95%.** **The form and terms of the project:** **A project to achieve the learning outcomes tested on practical skills and social competences. Project is done in groups of 2-3 students. Students must perform full statistical research: specify the goal, collect statistical data, graphically present the data, apply appropriate analytical methods, interpret the results and draw conclusions. Projects are assessed with respect to their completeness and correctness. The thresholds for grades are as follows:** **Grade 3.0 - at least 50%.** **Grade 3.5 - at least 70%.** **Grade 4.0 - at least 80%.** **Grade 4.5 - at least 90%.** **Grade 5.0 - at least 95%.**	
	Grade calculation principles	

	The final grade is a simple arithmetic mean of the grades obtained from lectures, laboratories and project.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Descriptive statistics (statystyka opisowa)		Arytmetyczna	
	3	Descriptive statistics (statystyka opisowa) [wykład]	zaliczenie z oceną		
	3	Descriptive statistics (statystyka opisowa) [laboratorium]	zaliczenie z oceną		

Basic reading	Aczel A., Sounderpandian, J. (2009): Complete Business Statistics 7th Edition, McGraw-Hill/Irwin
	Bąk I., Markowicz I., Mojsiewicz M., Wawrzyniak K. (2021): Formulas and Tables. Statistical and Econometric Methods, CeDeWu, Warszawa
	Cleff. T. (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel, Springer, Cham
Supplementary reading	Statistical yearbooks, monthly information on the economic situation of the country, monthly information on price developments in the national economy : , Publications of Central Statistical Office of Poland

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**20**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**14**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
Course title: **Digital documents circulation (elektoniczny obieg dokumentów) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_45S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	laboratory	30	0	pg	2
Total			**30**			**2**

Course / module coordinator	**dr MARTA SZAJA**
Course instructor	**dr MARTA SZAJA**
Course / module objectives	**The purpose of this course is to introduce a student to workflow support systems, to develop the ability to assess the status of and seek solutions for the maintenance and development of these systems, and to develop a related readiness to critically evaluate and update their knowledge in this area.**
Prerequisites	**Basic knowledge of computer science.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Students will learn to understand the needs for efficient document management (including electronic documents) as well as the strategies of maintenance and development of systems dedicated to electronic document circulation in organisations.**	**K_W01 K_W07**
skills	**1**	**EP2**	**Students will be able to assess the needs concerning the development of electronic document circulation management systems in an organisation and to propose solutions within this scope, taking into account their functional and economic legitimacy.**	**K_U02 K_U03**
social competences	**1**	**EP3**	**The student is prepared to recognise the importance of knowledge concerning the development of systems dedicated to electronic document circulation in organisations, to critically assess the knowledge possessed and to continuously improve in this respect.**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Digital documents circulation (elektoniczny obieg dokumentów)**			
Format of instruction: **laboratory**			
1. **Processing documentation in ERP and ECM systems.**	5	6	0
2. **Document management: check in / check out, version management, search and navigation, organize documents.**	5	9	0
3. **Workflow management (visualization of organizational processes and structures, parallel and sequential processing of procedures, reminders, deadlines, tasks, monitoring and documenting the process status).**	5	9	0
4. **Storage, preservation and distribution of documentation in ECM class systems.**	5	6	0

Modes of delivery	**Laboratory exercises, case studies, simulations.**	
	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**
	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	**Passing the laboratories on the basis of a skill test conducted at the end of the class and solving problem tasks, taking into account the student's activity during the course of the classes.**	
	Grade calculation principles	
	The final grade for the subject is the grade obtained from passing the laboratories.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Digital documents circulation (elektoniczny obieg dokumentów)		Ważona	
	5	Digital documents circulation (elektoniczny obieg dokumentów) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	Gerardus Blokdyk (2020): Document Management Systems a Complete Guide - 2020 Edition, Emereo Pty Limited
	William B. Green (2012): Introduction to Electronic Document Management Systems, Academic Press Inc., Pasadena California
Supplementary reading	Blake Richardson (2012): Records Management For Dummies, John Wiley & Sons

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	**5**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**3**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Digital media management (zarządzanie mediami cyfrowymi) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_48S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The course aims to make students understand the role of digital media in business expansion for globalization. The boom of information and communication technology has transformed the media industry all around the world. The learning from the course will enhance student?s understanding about the digital media usage and the benefits all kind of business entities. Moreover, a real life observation through the course learning will add the digital media management skill as a competence for managers.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the digital media activities	K_W02 K_W03
	2	EP2	understands managing digital media	K_W03 K_W10
	3	EP3	knows the digital media applications	K_W05 K_W11
skills	1	EP4	can solve media problems	K_U01 K_U02
	2	EP5	can apply digital tools in media	K_U04 K_U07
	3	EP6	can be able to manage data and IT	K_U05 K_U08
social competences	1	EP7	is ready to solve media challenges	K_K02 K_K04
	2	EP8	is ready to initiate digital media activities	K_K01 K_K03
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Digital media management (zarządzanie mediami cyfrowymi)**			
Format of instruction: **lecture**			
1. **Introduction to digital media and industry**	5	2	0

2. **Digital media management and marketing**	5	2	0
3. **Types and tools of digital media**	5	1	0
4. **Social media and web network management**	5	2	0
5. **Online business or managing management**	5	2	0
6. **Digital media communication and management skills**	5	2	0
7. **Communication through digital media**	5	2	0
8. **Marketing and promotion with digital media**	5	2	0
Format of instruction: **discussion classes**			
1. **Critical discussion on digital media requirements**	5	2	0
2. **A practical approach to digital media**	5	2	0
3. **Case study on digital media implementation**	5	1	0
4. **Web technologies, visuals, and graphic design**	5	2	0
5. **Interactive digital media development**	5	2	0
6. **Activity to implement a digital media in business**	5	2	0
7. **Live project digital media management for business**	5	2	0
8. **Live project digital media management for business**	5	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, 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	**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: COLLOQUIUM- 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
	5	Digital media management (zarządzanie mediami cyfrowymi)		Nieobliczana	
	5	Digital media management (zarządzanie mediami cyfrowymi) [wykład]	zaliczenie z oceną		
	5	Digital media management (zarządzanie mediami cyfrowymi) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Gershon, R. A. (2017): Digital Media and Innovation: Management and Design Strategies in Communication, SAGE Publications, Inc.
	Lucas, H. C. (2009): Information Technology for Management, Global Text
	Paige, A. (2019): A Textbook of Media Management, Tritech Digital Media
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**19**	**0**
Participation in tutorials	**11**	**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-24/25Z**	
Course title: **Diploma Seminar (seminarium dyplomowe) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_38S**
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, semester: 5 - english language polish language, semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	4	seminarium	30	0	pg	3
3	5	seminarium	30	0	pg	3
	6	seminarium	30	0	pg	5
Total			**90**			**11**

Course / module coordinator	**prof. dr hab. inż. KESRA NERMEND**
Course instructor	
Course / module objectives	**Preparing a student to independently formulate a work plan, collect the necessary data, to carry out empirical research and write a thesis on that basis.**
Prerequisites	**Prerequisites with regards to:** **- knowledge - knows the basics of economics and financial analysis of public sector, necessary to analyse public entities** **- skills - is able to apply basic methods of economics and financial analysis of public sector to empirical study with the use of IT tools** **- competences - is able to think logically and understands proposed solutions and actively adjusts them to own needs**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the main concepts of the knowledge area of his research within the thesis preparation.**	**K_W01**
	2	**EP4**	**Student knows the basics of the thesis construction methodology**	**K_W01 K_W03**
	3	**EP5**	**Student knows main literature in the thematic area of his thesis and the methods and techniques necessary to conduct the preparation of his thesis**	**K_W03**
	4	**EP6**	**Student knows and understands the basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management.**	**K_W08**

skills	**1**	**EP2**	**Student can formulate a research task and thesis objective, identify research problems and questions and formulate hypothesis set in his research**	**K_U01**
	2	**EP3**	**Student actively participates in seminar discussions and can benefit from the suggestions proposed during those discussions**	**K_U06**
	3	**EP7**	**Student can apply known research methods and techniques in conducting his own research**	**K_U03 K_U04 K_U05**
	4	**EP8**	**Student analyses and interprets results and can draw conclusions based on them**	**K_U04**
	5	**EP9**	**Student has acquired a skill of writing a scientific text**	**K_U01 K_U03 K_U04 K_U07**
social competences	**1**	**EP10**	**Student applies the provisions on the protection of intellectual property**	**K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Diploma Seminar (seminarium dyplomowe)**			
Format of instruction: **seminarium**			
1. **Basics of conducting scientific research methodology**	4	6	0
2. **Defining area and topic of thesis together with a justification of the choice**	4	4	0
3. **Basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management**	4	4	0
4. **Discussion on the research area literature and sources of data**	4	4	0
5. **Presentation of independently prepared work plan for the thesis**	4	6	0
6. **Correcting and final approval of the work plan**	4	6	0
7. **Presentation of the rules of scientific writing and requirements for the thesis**	5	4	0
8. **Preparation and presentation of essays related to the topic of the thesis**	5	8	0
9. **Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research**	5	8	0
10. **Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis**	5	6	0
11. **Presentation of the theoretical chapters of the thesis and their acceptance**	5	4	0
12. **Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis**	6	6	0
13. **Presentation of results and discussion of the conclusions of the conducted analytical research**	6	6	0
14. **Formulating and presentation of empirical part of the thesis**	6	8	0
15. **Final formulating of empirical part and overall thesis construction**	6	10	0

Modes of delivery	**Seminars based on discussions with presentations by students, regarding the thesis and presentation of results of conducted researchpresentation of results of conducted research**
	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	**EP2,EP4,EP5,EP6,EP8**
	PRACA DYPLOMOWA	**EP1,EP10,EP2,EP4,EP5,EP6,EP7,EP8,EP9**
	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	**The final grade is the grade obtained in a given semester.**
	Grade calculation principles
	Student receives a pass grade, if by the end of semester he/she conducts the assigned task, that is: **semester 4 - prepares and formulates work plan and collects subject literature;** **semester 5 - prepares and presents the theoretical part of the thesis;** **semester 6 - conducts empirical study, writes and submits the final version of thesis;** **The obtained grade depends on the quality of the submitted work.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	4	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	5	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	5	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	6	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	6	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		

Basic reading	Zgodnie z tematem pracy dyplomowej (According to the topic of thesis)
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**90**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**50**	**0**
Private reading and studying	**35**	**0**
Participation in tutorials	**30**	**0**
Preparation of project / essay / etc.	**35**	**0**
Preparation for test / exam	**35**	**0**
TOTAL workload	**275**	
ECTS credits	**11**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Economic analysis (analiza ekonomiczna) (KIERUNKOWE)**	Course code: **EFZ214AIJ3432_23S**
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: 3 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	3	laboratory	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**dr hab. MAŁGORZATA PORADA-ROCHOŃ**
Course instructor	**dr hab. MAŁGORZATA PORADA-ROCHOŃ**
Course / module objectives	**The aim of this course is to present the essence, methods and tools of economic analysis, and the use of methods and tools of economic analysis in the assessment of the economic and financial standing of a company.**
Prerequisites	**Basics of finance and accounting**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**has advanced knowledge in the area of methods and tools used to conduct economic analysis, understands its importance for business development**	**K_W01 K_W04 K_W10**
skills	**1**	**EP2**	**is able to select appropriate information to conduct an economic analysis, perform it and interpret the obtained results**	**K_U01 K_U03**
social competences	**1**	**EP4**	**is ready to recognize the importance of conducting economic analysis for business development and to benefit from expert knowledge in this area**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Economic analysis (analiza ekonomiczna)**			
Format of instruction: **lecture**			
1. **The nature and role of analysis in business management.**	3	2	0
2. **Criteria for the classification of economic analysis methods and their usefulness in the current market conditions.**	3	2	0
3. **Characteristics of sources of information for economic analysis.**	3	2	0
4. **A preliminary assessment of the situation of the assets.**	3	1	0
5. **A preliminary assessment of the situation of the capital**	3	1	0
6. **Cash conversion cycle.**	3	1	0
7. **The nature and assessment of net working capital.**	3	2	0

8. **Concept and measurement of profitability and debt.**	3	4	0
Format of instruction: **laboratory**			
1. **Reading the basic financial statements of the selected companies.**	3	2	0
2. **Methods of economic analysis: logarithm and subsequent substitutions - tasks with two or three factors.**	3	2	0
3. **A preliminary assessment of the situation the investigated companys assets**	3	2	0
4. **A preliminary assessment of the situation the investigated companys capital**	3	2	0
5. **Study of short-term and long-term financial static liquidity of company X**	3	3	0
6. **Establishing and interpretation of the cash conversion cycle (operating, net).**	3	2	0
7. **Assessment of the company's profitability and turnover.**	3	6	0
8. **Corporate debt analysis**	3	3	0
9. **Analysis of a company's financial condition - case study**	3	8	0

Modes of delivery	**case studies, discussion based on financial statments, team work, 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
	EGZAMIN PISEMNY	**EP1,EP2,EP4**
	KOLOKWIUM	**EP1,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	**Lecture: Test including the question of theoretical and empirical task viewing knowledge of methods and ability to interpret the results. 51% guarantee a passing grade** **Excercise: Test tests the achievements in the field of knowledge (theoretical questions) and student skill (practical tasks together with an interpretation). 51% guarantee a passing grade**
	Grade calculation principles
	The final grade is a weighted mean: 50% test score and 50% written exam score.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Economic analysis (analiza ekonomiczna)		Arytmetyczna	
	3	Economic analysis (analiza ekonomiczna) [laboratorium]	zaliczenie z oceną		
	3	Economic analysis (analiza ekonomiczna) [wykład]	egzamin		

Basic reading	Steven M. Bragg (2014): Financial Analysis: Second Edition A Business Decision Guide
Supplementary reading	(2019): Journal of Business and Economic Analysis

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	**13**	**0**

Participation in tutorials	**13**	**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-BM-O-I-S-24/25Z**		
Course title: **Elearning trening (szkolenie e-learningowe) (INNE DO ZALICZENIA)**		Course code: **EFZ214AIJ3605_40S**
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: 1 - english language polish language**	

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

Course / module coordinator	**mgr KONRAD MIELKO**
Course instructor	**mgr KONRAD MIELKO**
Course / module objectives	**To train students in the methods and techniques of distance education, including the functionality of the e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment in the mode using methods and techniques of distance education.**
Prerequisites	**Active student account in the domain stud.usz.edu.pl. Basic computer skills.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic methods of using Microsoft 365 cloud tools for communication within the university**	
	2	**EP2**	**has knowledge of the rules for passing courses conducted using distance education methods and techniques**	
	3	**EP3**	**knows how to navigate the e-learning platform**	
skills	**1**	**EP4**	**is able to log on to a distance learning platform**	
	2	**EP5**	**is able to contact lecturers and university staff electronically**	
	3	**EP6**	**is able to find the correct subject and correctly sit the online exam/assessment**	
social competences	**1**	**EP7**	**has the competence to cooperate and communicate with other students and lecturers in a remote working mode**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Elearning trening (szkolenie e-learningowe)**			
Format of instruction: **lecture**			
1. **Operation of the e-learning platform.**	1	1	1
2. **Electronic communication at the university.**	1	1	1

Modes of delivery	**e-learning using the Moodle platform**	
	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,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	**Pass without assessment on the basis of test results**	
	Grade calculation principles	
	Obtaining at least 60% of the correct answers	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Elearning trening (szkolenie e-learningowe)		Nieobliczana	
	1	Elearning trening (szkolenie e-learningowe) [wykład]	zaliczenie		
Basic reading					
Supplementary reading					

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **e-marketing (e-marketing) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_43S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr MAGDALENA KOWALSKA**
Course instructor	**dr MAGDALENA KOWALSKA**
Course / module objectives	**Familiarizing students with the possibilities and conditions for undertaking effective marketing activities in the network and developing the ability to analyze data and market information regarding various forms of organization.**
Prerequisites	**The student knows the basic issues of economics, knows the basics of management and marketing.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**The student describes the conditions and understands the principles of operation and management of individual areas of the company's operation**	**K_W01 K_W06**
	2	EP5	**The student knows and understands marketing tools and their impact on the market position of the organization**	**K_W05 K_W10**
skills	1	EP2	**the student is able to analyze data and market information regarding various forms of organization**	**K_U01 K_U03**
	2	EP3	**the student is able to interact and work in a group taking various roles in it**	**K_U08**
social competences	1	EP4	**The student is ready to disseminate good e-marketing practices**	**K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **e-marketing (e-marketing)**			
Format of instruction: **lecture**			
1. **Internet - medium of communication and sales**	5	2	0
2. **Building a marketing strategy for online activities**	5	3	0
3. **E-consumer - behaviors, trends**	5	2	0
4. **Assessment of websites and their functionality**	5	2	0
5. **Online marketing research**	5	2	0

6. **Online marketing communication tools**	5	2	0
7. **New trends in e-marketing**	5	2	0
Format of instruction: **discussion classes**			
1. **Profile of a global, European and Polish internet user**	5	2	0
2. **Assessment of advantages and disadvantages of the Internet in marketing. Conditions for the effective use of the network**	5	2	0
3. **Selecting a market, company and comparing 2 competitors**	5	2	0
4. **Online survey preparation**	5	2	0
5. **E-marketing tools**	5	2	0
6. **Building an online marketing campaign**	5	2	0
7. **Presentation and evaluation of projects**	5	3	0

Modes of delivery	**Multimedia presentation, case studies, project development, 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
	EGZAMIN PISEMNY	**EP1,EP2,EP5**
	KOLOKWIUM	**EP1,EP2**
	PREZENTACJA	**EP2,EP3,EP4,EP5**
	PROJEKT	**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	**Lecture - credit is obtained after obtaining a positive grade in the written exam.** **Classes - the final assessment of the exercises takes into account the result of the test covering the verification of knowledge and skills on the basis of a set of test questions, evaluation of the work carried out during the classes and the project.** **The method of calculating the grade for the final test (exercises) / examination (lectures):** **- A student receives a satisfactory grade when he / she obtains at least 60% of the points possible** **- A student receives a good grade if he / she receives at least 80% of the points possible** **- A student receives a very good grade if he / she receives 100% of the points possible**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained in the exam and in the exercises. When assigning the final grade for a subject, the following grading scale applies: **1) up to 3.259 - sufficient / 3.0 /** **2) 3.260-3.759 - sufficient plus / 3.5 /** **3) 3.760-4.259 - good / 4.0 /** **4) 4,260-4,509 - good plus / 4.5 /** **5) 4.510-5.0 - very good / 5.0 /**	

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

Basic reading	R. Frost, A.K. Fox, J. Strauss (2018): E-marketing , Routledge
	S. Kingsnorth (2019): Digital Marketing Strategy: An Integrated Approach to Online Marketing 2, Kogan Page
Supplementary reading	G. Mazurek (2019): transformacja cyfrowa. Perspektywa marketingu, WN PWN, Warszawa
	red. G. Mazurek (2018): E-marketing. Planowanie, narzędzia, praktyka, Poltext,, 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	**5**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**15**	**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**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **English language (język angielski) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3507_25S**
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: 3 - english language polish language, semester: 4 - english language polish language, semester: 5 - english language polish language, semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	3	lektorat	30	0	pg	2
	4	lektorat	30	0	pg	2
3	5	lektorat	30	0	pg	3
	6	lektorat	30	0	e	3
Total			**120**			**10**

Course / module coordinator	**mgr SYLWIA NUPRYJONEK**
Course instructor	**mgr SYLWIA NUPRYJONEK**
Course / module objectives	**The acquisition of communicative and social competence in the English language (listening and reading comprehension and written and oral expression, communicative interaction and mediation, including grammatical and stylistic correction) at the B2+ level of the Common European Framework.**
Prerequisites	**Recommended previous knowledge and competences: students will need a minimum B2 level of English according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**He/She knows the vocabulary regarding economy and its functioning, management and globalization.**	**K_W01**
skills	**1**	**EP4**	**Student is able to communicate freely with an Englishspeaking interlocutor on management topics, is able to analyze and present his point of view and arguments**	**K_U06 K_U07**
	2	**EP6**	**Student can carry out a written analysis of business problems in the form of an email, formal letter, report.**	**K_U01 K_U07**
	3	**EP7**	**Student works creatively within a group.**	**K_U08**
social competences	**1**	**EP8**	**He/She is ready to supplement and improve acquired knowledge and skills; has the need for lifelong learning.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **English language (język angielski)**			
Format of instruction: **lektorat**			
1. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	3	24	0

2. **Classes devoted to revising the material.**	3	6	0
3. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	4	24	0
4. **Classes devoted to revising the material.**	4	6	0
5. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	5	24	0
6. **Classes devoted to revising the material.**	5	6	0
7. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	6	24	0
8. **Classes devoted to revising the material.**	6	6	0

Modes of delivery	**lexical and grammar exercises, conversation, listening, writing (e-mails, business letters), reading, text 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
	SPRAWDZIAN	**EP1,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP4,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	**To get a positive grade the student must have positive grades from both the test and classwork.**
	Grade calculation principles
	test (75%); 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst **classwork (25%) 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	English language (język angielski)		Nieobliczana	
	3	English language (język angielski) [lektorat]	zaliczenie z oceną		
	4	English language (język angielski)		Nieobliczana	
	4	English language (język angielski) [lektorat]	zaliczenie z oceną		
	5	English language (język angielski)		Nieobliczana	
	5	English language (język angielski) [lektorat]	zaliczenie z oceną		
	6	English language (język angielski)		Nieobliczana	
	6	English language (język angielski) [lektorat]	egzamin		

Basic reading	According to the lecturer :
Supplementary reading	According to the lecturer :

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**120**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**25**	**0**
Private reading and studying	**25**	**0**
Participation in tutorials	**30**	**0**

Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**26**	**0**
TOTAL workload	**250**	
ECTS credits	**10**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
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	including 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	including 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**	
	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	**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	
		including 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**	
Unit: **Lecture in the humanities [moduł]**	
Course title: **Evolution and prospects for the development of the English language (ewolucja i perspektywy rozwoju języka angielskiego) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3442_4S**
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 - polish language**

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

Course / module coordinator	**dr MONIKA SKORASIŃSKA**
Course instructor	**dr MONIKA SKORASIŃSKA**
Course / module objectives	**zapoznanie studentów z procesami zmian językowych, które doprowadziły do rozwoju współczesnego języka angielskiego oraz z potencjalnymi perspektywami rozwoju języka angielskiego w przyszłości**
Prerequisites	**the knowledge of English language on B2 level**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands the evolutionary nature of language, general characteristics of the systems of the English language in the most important stages of its development, changes taking place in the English language, and prospects for its future development**	
skills	**1**	**EP2**	**develops their own research skills in terms of historical linguistics and language change; conducts a linguistic analysis of texts coming from the earlier stages of the development of the English language**	
social competences	**1**	**EP3**	**conducts self-assessment of their competences, directs their development**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Evolution and prospects for the development of the English language (ewolucja i perspektywy rozwoju języka angielskiego)**			
Format of instruction: **lecture**			
1. **Pre-Old English era**	6	2	2
2. **Old English**	6	2	2
3. **Middle English**	6	2	2
4. **Modern English**	6	2	2
5. **English as a global language**	6	2	2
6. **The future of English**	6	5	5

Modes of delivery	**interactive presentation, lecture**	
	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**
	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 positive grade for the project**	
	Grade calculation principles	
	The final grade for the course is the lecture grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Evolution and prospects for the development of the English language (ewolucja i perspektywy rozwoju języka angielskiego)		Ważona	
	6	Evolution and prospects for the development of the English language (ewolucja i perspektywy rozwoju języka angielskiego) [wykład]	zaliczenie z oceną		1,00

Basic reading	Crystal, D. (2003): English as a Global Language, CUP, Cambridge
	Crystal, D. (1997): The Cambridge Encyclopedia of Language, CUP, Cambridge
	Crystal, D. : The Past, Present, and Future of World English
	Millward, C.M., Hayes, M. (2012): A Biography of the English Language, Boston
Supplementary reading	Baugh, A.C., Cable, T. (2002): A History of the English Language, Routledge, London
	Fisiak, J. (2000): An Outline History of English, External History, Wydawnictwo Poznanskie
	Freeborn, D. (1992): From Old English to Standard English, Macmillan, London
	McArthur, T. : The Oxford Companion to the English language, OUP, Oxford
	Pyles, T., Algeo, J . (1982): The Origins and Development of the English Language
	Trask, R.L. (1996): Historical Linguistics, Arnold, London

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**15**	**15**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**16**	**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: **Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) (KIERUNKOWE)**	Course code: **EFZ214AIJ3362_36S**
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	including 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. IRENEUSZ MICIUŁA**
Course instructor	**dr inż. IRENEUSZ MICIUŁA**
Course / module objectives	**To acquaint students with the essence of risk in running a business. To acquaint students with the basic methods and tools of risk management in the enterprise.**
Prerequisites	**Knowledge of the subject: fundamentals of finance and macroeconomics. Ability to perform basic financial calculations.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	The student has basic knowledge of the impact of risk on the company's operations, and in particular knows the basic tools and methods of risk management in the enterprise	K_W01 K_W02 K_W04
	2	EP2	He knows the basic methods and tools for obtaining and analyzing information for the purposes of measuring financial risk	K_W04 K_W05
skills	1	EP3	The student assesses the company's exposure to risk using basic quantitative and qualitative methods	K_U01 K_U02
	2	EP4	The student is able to apply and evaluate the effectiveness of selected methods and instruments of risk management	K_U03 K_U04
social competences	1	EP5	The student is able to critically assess the environment and understands the role of continuous replenishment of knowledge	K_K05 K_K06
	2	EP6	Is willing to think and act in an entrepreneurial manner, taking into account all types of financial risk in business	K_K01 K_K03

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)**			
Format of instruction: **lecture**			
1. **Basic issues related to risk management: the essence and types of risk.**	6	2	0
2. **Risk exposure research, risk management processes in the company.**	6	2	0

3. **Basics of risk measurement: volatility measures, sensitivity measures, risk measures.**	6	2	0
4. **Basic methods and tools of risk management in the current activity of the enterprise.**	6	2	0
5. **Basic methods and tools of credit risk management**	6	3	0
6. **Basic methods and tools for managing the risk of property, intangible and legal and capital investments**	6	2	0
7. **The role of derivatives in reducing the risk of enterprises' operations.**	6	2	0
Format of instruction: **discussion classes**			
1. **Risk exposure testing and risk management processes in the company - tasks**	6	2	0
2. **Determining measures of variability, sensitivity and threat - tasks**	6	3	0
3. **Determining risk measures - using statistical and financial functions of a spreadsheet**	6	2	0
4. **Analysis and valuation of derivatives - tasks**	6	4	0
5. **Methods and tools of risk management in the current activity of the enterprise - tasks**	6	4	0

Modes of delivery	**Project method, Situational method, Brainstorming, Conventional lecture, Conversational lecture, Lecture with multimedia presentation, Discussion, Case analysis, 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,EP5**
	KOLOKWIUM	**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	**The condition for obtaining a credit is to obtain positive grades from both forms of verification of knowledge and skills - a test on the tasks (exercises) and a final test (lecture). In order to obtain credit (in both forms), the student must achieve at least 60% of the points.**
	Grade calculation principles
	The grade for the subject is the arithmetic mean of both grades obtained for the test for the tasks and the final test

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)		Arytmetyczna	
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [wykład]	zaliczenie z oceną		
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Jajuga K. (2019): Zarządzanie ryzykiem, PWN, Warszawa
	Kaczmarek T.T. (2010): Zarządzanie ryzykiem. Ujęcie interdyscyplinarne, Difin, Warszawa
	Krawczyk T. (2018): Analiza i zarzadzanie ryzykiem w finansach korporacyjnych z zastosowaniem arkusza kalkulacyjnego Excel, CeDeWu, Warszawa
	Tarczyński W., Mojsiewicz M. (2001): Zarządzanie ryzykiem, PWE, Warszawa
Supplementary reading	Damodaran A. (2009): Ryzyko strategiczne. Podstawy zarządzania ryzykiem, Wydawnictwa Akademickie i Profesjonalne, Warszawa
	Miciuła I. (red.) (2015): Wycena przedsiębiorstw, Texter, 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: **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**		**Type of credit**	**ECTS**
				including e-learning		
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-24/25Z**						
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**	**including e-learning**	**Type of credit**	**ECTS**
1	2	konwersatorium	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: **konwersatorium**			
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: **Fundamentals of accounting (podstawy rachunkowości) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_19S**
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: 3 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	3	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 of the course is to provide students with the knowledge about the role that accounting serves as the informational system of an enterprise, with the focus on data gathering and processing as well as the presentation of information.**
Prerequisites	**The knowledge of basic economic terms and corporate law.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	students knows main regal regulations related to accounting	K_W05
	2	EP2	student knows rules of recording business transactions and the scope of the main elements of a financial statement	K_W02 K_W04
skills	1	EP3	student is able to classify resources and claims in the balance sheet and the elements affecting the financial result as well as determine the result of simple business transactions	K_U01 K_U07
	2	EP4	student is able to record simple business transactions and assess their effect on elements of a financial statement	K_U01 K_U07
	3	EP5	student is able to further and improve their knowledge and skills related to accounting	K_U09
social competences	1	EP6	student is ready to appreciate and understand the importance of accounting in decision making	K_K01

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Fundamentals of accounting (podstawy rachunkowości)**			
Format of instruction: **lecture**			
1. **Accounting - the essence, functions, main concepts. Legal regulations of accounting. The informational process of accounting.**	3	1	0
2. **The scope of a financial statement.**	3	1	0
3. **The classification of assets, equity and liabilities. Balance sheet.**	3	2	0

4. **Business transactions and their effect on the balance sheet. The accounts - the structure, elements, types, rules of functioning. Documentations of business transactions.**	3	2	0
5. **Rules of recording business transactions. Double-entry bookkeeping. Trial balance sheet.**	3	3	0
6. **Income, expenses, gains and loses. Rules of recording transactions on loss and profit accounts.**	3	2	0
7. **Income statement. Methods of preparation of income statement and calculating the financial result.**	3	2	0
8. **Preparing a simplified balance sheet and profit and loss account for the basis of the trial balance.**	3	2	0
Format of instruction: **discussion classes**			
1. **Introduction to accounting - legal regulations, accounting principles, functions of accounting. Users of financial information.**	3	2	0
2. **The classification of assets, equity and liabilities. Balance sheet.**	3	2	0
3. **Business transactions and their effect on the balance sheet. The account, rules of its functioning.**	3	2	0
4. **Recording business transactions. Double-entry bookkeeping. Trial balance sheet.**	3	3	0
5. **Financial results. Loss and profit accounts and rules of their functioning.**	3	3	0
6. **Calculating financial result and preparing the income statement.**	3	3	0

Modes of delivery	**Powerpoint presentations, quizzes, case study, discussion, 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,EP3,EP4,EP5,EP6**
	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	**The form and terms getting credit for the class:** **Students are assessed on the basis of activity and written assignments (one for each part of the course - lectures and discussion classes).** **Forms of the assignments for each part of the course:** **- for the lectures - a written examination testing the knowledge and skills; the examination covers the part of the test (about 40% of the points - the test of choice, fill-in-the-blanks, and open-ended questions) and the case studies. (60% of the points)** **- for the discussion class - students are assessed on the basis of in-class activities; to pass a student have to solve properly at least 3 tasks (problems) assigned during classes or at home.** **Grading:** **The student receives a passing grade assuming, they achieved the minimal required percentage of points from the assignment (i.e. circa 60%).** **Every student has the right to have their grade from the discussion class increased by 0.5 grade point provided that they have been active during the classes, answering the teacher's questions and proposing solutions to the discussed problems.**	
	Grade calculation principles	
	Final grade is equal to the weighted average of the discussion classes grade (30% weighted) and lecture grade (70% weighted) - upon condition that both grades are at least satisfactory (3,0). The calculation takes into consideration all grades achieved by students, also make-up tests and exams.	

Final grade calculation method

Sem.	Course	Type of credit	Grade calc. method	Weight for the average
3	Fundamentals of accounting (podstawy rachunkowości)		Ważona	
3	Fundamentals of accounting (podstawy rachunkowości) [wykład]	egzamin		0,70
3	Fundamentals of accounting (podstawy rachunkowości) [ćwiczenia]	zaliczenie z oceną		0,30

Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, 18 edition, Pearson, Harlow
	L.M.Walther (2023): Financial Accounting, Principlesofaccounting.com
	M. Franklin, P. Graybeal, D. Cooper i in. (2019): Principles of Accounting. Volume 1 Financial accounting., Openstax, https://openstax.org/details/books/principles-financial-accounting
Supplementary reading	T.P. Edmonds (2019): Survey of accounting, McGraw-Hill Education, New York
	Waldemar Gos (red.) (2021): Podstawy rachunkowości: część I-wykład, część II-zbiór zadań, część III-historie i quizy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**6**	**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-24/25Z**	
Course title: **Fundamentals of finances (podstawy finansów) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_7S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr DOROTA SKAŁA**
Course instructor	**dr DOROTA SKAŁA**
Course / module objectives	**The goal of this course is to introduce and describe the main institutions, markets and processes in the financial system, both on a national and international level.**
Prerequisites	**The student has basic knowledge of the social and political framework, as well as a basic understanding of the business environment; is capable of solving basic mathematical problems; is able to use academic sources from both the internet and the literature.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**The student has knowledge of the position of finance within the general economic environment and of its links to other disciplines (such as sociology and law), while understanding the main processes, categories and instruments within finance.**	**K_W01 K_W05**
	2	EP2	**The student has knowledge of the basic rules of financial system functioning, mainly with respect to financial and non-financial institutions (of the private and public sector) and its relations with the real economy.**	**K_W02 K_W09**
	3	EP3	**The student understands the role of money in the economy and the money creation mechanism.**	**K_W02**
skills	1	EP4	**The student is able to correctly interpret the money creation process in the modern economy, including its sources and link this to macroeconomic outcomes.**	**K_U01**
	2	EP5	**The student is able to identify the perspectives and challenges related to changes within modern financial processes, including changes of institutions and markets.**	**K_U01**
	3	EP6	**The student has basic skills of analysing the role of financial instruments usage by financial and non-financial institutions.**	**K_U04 K_U05**
	4	EP8	**The student is prepared to communicate and present basic knowledge on the rules of functioning of the modern financial system.**	**K_U05 K_U06 K_U07**

social competences	**1**	**EP7**	**The student is capable to identify basic ethical dilemma relating to using financial instruments in the private and public sector, in the context of the moral hazard problem.**	**K_K05 K_K06**
	2	**EP9**	**The student is interested in further studies and perfecting skills in the field of finance.**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Fundamentals of finances (podstawy finansów)**			
Format of instruction: **lecture**			
1. **The field and functions of finance. Money as building block of financial phenomena.**	1	2	0
2. **Financial system: structure, functions and the main markets.**	1	2	0
3. **Monetary and non-monetary financial institutions.**	1	3	0
4. **Central bank and its role in stabilising monetary conditions. Basic monetary policy tools.**	1	2	0
5. **Interest rates and exchange rate as determinants of the finanicial market outcomes.**	1	2	0
6. **The stock market, the efficient market theory, stock valuation.**	1	2	0
7. **Financial crises: origins, development and consequences.**	1	2	0
Format of instruction: **discussion classes**			
1. **The time value of money. Present and future values and the concept of discounting.**	1	4	0
2. **Public finance and economic growth. Public spending and income, public finance deficit and public debt.**	1	3	0
3. **Evolution of money forms, functions of money. Inflation - forms and sources, measures.**	1	3	0
4. **The framework of commercial banking. Main bank types and banking operations. Central banks.**	1	3	0
5. **The euro as the common currency: challenges and advantages.**	1	2	0

Modes of delivery	**Lecture with powerpoint presentations, analysis of data and information sources, basic financial calculations, discussion, 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**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP4,EP5,EP6,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	**Assessment of lectures: written test, in the form of a multiple-choice test (80% of points), with additional 2-4 short questions (20% of points). Exam grade: 50% pass, 75% grade 4.0.** **Assessment of exercises: Written test (30% of points) and participation of students in exercises (70%). Written test - multiple choice test. Grade from the written test: 50% pass, 75% grade 4.0. The condition for passing the exercises is passing a written test. Student participation in exercises: assessed written homework (80%) and active participation in discussions and presentations during classes (20%).**
	Grade calculation principles
	The final grade will be calculated as a weighted mean of the final lecture grade (60%) and tutorial grade (40%).

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Fundamentals of finances (podstawy finansów)		Ważona	
	1	Fundamentals of finances (podstawy finansów) [ćwiczenia]	zaliczenie z		0,40

			oceną		
	1	Fundamentals of finances (podstawy finansów) [wykład]	zaliczenie z oceną		0,60

Basic reading	Howells, D., Bain, K. (2008): The Economics of Money, Banking and Finance - a European text., Prentice Hall
	Melicher, R., Norton, E (2013): Introduction to Finance: Markets, Investment and Financial Management, Wiley
	Mishkin, F (2012): Economics of Money, Banking and Financial Markets. The European Edition., Pearson
Supplementary reading	Bodie, Z., Merton, R, Cleeton, D. (2008): Financial Economics, Prentice Hall

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	**8**	**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: **Fundamentals of management (podstawy zarządzania) (PODSTAWOWE)**		Course code: **EFZ214AIJ3362_5S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr hab. DARIUSZ MILEWSKI**
Course instructor	**dr hab. DARIUSZ MILEWSKI**
Course / module objectives	**The subject covers issues related to the functioning of organizations and their management in relation to economic practice. The issues are discussed in relation to the classic management functions, i.e. planning, organizing, leading and controlling. The aim of the course is to familiarize students with the basic terminology and theories of management. In addition, developing students' skills in the use of basic management tools and in the analysis of the organization's situation, identification of problems and discussion skills. Particular attention of students will be focused on the impact of actions taken by managers on the behavior of employees in organizations.**
Prerequisites	**The student understands the necessity of lifelong learning, has the ability to independently explore knowledge and uses basic economic and social categories.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Defines the basic concepts, theories and models related to the management process and functioning of the organization**	**K_W01 K_W04**
	2	**EP2**	**He knows and understands the processes and mechanisms related to the management of organizations and describes their conditions.**	**K_W02 K_W06**
skills	**1**	**EP3**	**Describes and identifies the elements of the organization, environment, organizational structure, organizational position and control.**	**K_U01**
	2	**EP4**	**Is able to solve management problems and draw conclusions based on case studies, acting in a group.**	**K_U03 K_U04 K_U08**
social competences	**1**	**EP5**	**Is ready to critically evaluate management content.**	**K_K01**
	2	**EP6**	**Is ready to follow the rules of ethics, collaborating in a group and proposing solutions to problems in case studies.**	**K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Fundamentals of management (podstawy zarządzania)**			
Format of instruction: **lecture**			
1. **Traditional and contemporary management challenges**	1	2	0

2. **Management and manager tasks**	1	2	0
3. **Planning process and the essence of the strategy**	1	3	0
4. **Basic elements of organizing and designing an organizational structure**	1	2	0
5. **Motivating and influencing employees**	1	2	0
6. **Controlling process**	1	2	0
7. **Change management**	1	2	0
Format of instruction: **discussion classes**			
1. **The essence of creating and functioning of an organization**	1	1	0
2. **Organization components - internal environment**	1	1	0
3. **The role and components of the organization's environment**	1	1	0
4. **Management as decision making and problem solving**	1	2	0
5. **Group decision making**	1	1	0
6. **Planning and defining goals**	1	1	0
7. **Organizational structures and influence on employee behavior**	1	2	0
8. **Different faces of employee motivation**	1	2	0
9. **Leadership in the organization**	1	2	0
10. **Organizational change and resistance to change**	1	2	0

Modes of delivery	**Practical exercises in the form of assignments, case studies, team re-enactments and simulations in order to deepen the understanding and to match the discussed issues and theoretical models with practical situations., Group and forum discussions - to develop a common understanding of concepts and to develop the ability to express one's own opinion with respect for others., Lecture using multimedia presentation, on-line quizzes and videos**
	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	**EP1,EP2,EP3,EP4**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP3,EP4,EP5**
	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	**Passing the practice part on the basis of two tests (open and closed questions) and reports on tasks carried out during the semester in small groups.** **The exam is written in writing with mixed questions (open and closed). The person who passed the practice part can take the exam.** **Assessment:** **A student receives a satisfactory grade when he / she obtains 60% of the points in each form of classes.**
	Grade calculation principles
	The grade for the subject is the weighted average of the grades for completing the exercises (60%) and the exam (40%), provided that a positive grade for each part is obtained.

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

Basic reading	Slack N. at al. (2012): Operations and Process Management with EText: Principles and Practice for Strategic Impact, Pearson
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating i a competitive world, McGraw Hill, Nowy Jork
Supplementary reading	A.K. Koźmiński, W. Piotrowski (red.) (2022): Zarządzanie. Teoria i praktyka, PWN, Warszawa
	R.W. Griffin (2022): Podstawy zarządzania organizacjami, PWN, Warszawa

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**3**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**8**	**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: **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-24/25Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **German language (język niemiecki) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3508_24S**
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: 3 - język niemiecki polish language, semester: 4 - język niemiecki polish language, semester: 5 - język niemiecki polish language, semester: 6 - język niemiecki polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	3	lektorat	30	0	pg	2
	4	lektorat	30	0	pg	2
3	5	lektorat	30	0	pg	3
	6	lektorat	30	0	e	3
Total			**120**			**10**

Course / module coordinator	**mgr KAJETANA GUTT-JAKUBIAK**
Course instructor	**mgr KAJETANA GUTT-JAKUBIAK**
Course / module objectives	**To improve language skills and bring students to B2+ level by improving their language skills and broadening of specialist knowledge.**
Prerequisites	**Grammar and vocabulary at B2 level; according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows and understands the vocabulary related to selected issues in the fields of: business functioning in the national and international environment**	**K_W01**
skills	**1**	**EP2**	**is able to communicate in German at the B2 fluency level, and can draft documents in this language**	**K_U06 K_U07**
social competences	**1**	**EP3**	**is ready to critically assess their knowledge and received content in the field of management sciences.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **German language (język niemiecki)**			
Format of instruction: **lektorat**			
1. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	3	24	0
2. **Consolidation of grammar issues at B2 level**	3	6	0
3. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	4	24	0
4. **Consolidation of grammar issues at B2 level**	4	6	0

5. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	5	24	0
6. **Consolidation of grammar issues at B2 level**	5	6	0
7. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	6	24	0
8. **Consolidation of grammar issues at B2 level**	6	6	0

Modes of delivery	**- reading, analysis and translation of texts** **- lexical exercises** **- writing texts, summaries, articles** **- listening to dialogues, texts and messages** **- presentations of self-prepared topics**
	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**
	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 examination in the form of a test**
	Grade calculation principles
	Examination marks

Final grade calculation method

Sem.	Course	Type of credit	Grade calc. method	Weight for the average
3	German language (język niemiecki)		Nieobliczana	
3	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
4	German language (język niemiecki)		Nieobliczana	
4	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
5	German language (język niemiecki)		Nieobliczana	
5	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
6	German language (język niemiecki)		Nieobliczana	
6	German language (język niemiecki) [lektorat]	egzamin		

Basic reading	Helena Baberadova (2010): Język niemiecki w ekonomii, LektorKlett, Poznań
Supplementary reading	Milena Angioni, Ines Halbig (2017): Einfach besser!, Telck, Frankfurt am Main

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**120**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**30**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**30**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**30**	**0**

TOTAL workload	**250**
ECTS credits	**10**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
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 able to accept criticism	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**	2	2	0
3. **Building a competitive advantage on a global scale**	2	2	0
4. **Determinants of the location choice**	2	2	0
5. **E-business in the global dimension**	2	2	0
6. **Global perspectives and directions of enterprise development**	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	5	0
3. **CSR in a global enterprise**	2	4	0
4. **Building a brand on the global market**	2	4	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
	PRACA PISEMNA/ ESEJ/ RECENZJA	**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	**To pass the lectures, a positive grade for a written work is required.** **To pass the exercises, it is necessary to obtain a positive assessment of the project work (70%) and activity during classes (30%).**
	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**	
Unit: **Lecture in the humanities [moduł]**	
Course title: **Gothic literature and its adaptations (literatura grozy i jej adaptacje) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3443_1S**
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: 5 - polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	lecture	30	30	pg	3
Total			**30**			**3**

Course / module coordinator	**dr BARBARA BRAID**
Course instructor	**dr BARBARA BRAID**
Course / module objectives	**To familiarize students with the tradition of gothic literature and its influence on contemporary culture, in particular film and television adaptations**
Prerequisites	**English skills at B2 level**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows general trends in Gothic literature**	
	2	**EP2**	**The student knows the most important examples and aspects of Gothic adaptations**	
skills	**1**	**EP3**	**The student can recognise and interpret characteristic features of the Gothic genre in literature and adaptation**	
	2	**EP4**	**The student can evaluate and characterise the influence of Gothicisms on European and American literature and culture social competences**	
social competences	**1**	**EP5**	**The student is ready to plan their work and complete it on time**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Gothic literature and its adaptations (literatura grozy i jej adaptacje)**			
Format of instruction: **lecture**			
1. **Introduction: definition of gothic literature and its influence on literature and culture.**	5	2	2
2. **Gothic Revival and Gothic Romance in 18th century England and Europe.**	5	2	2
3. **Gothic Romanticism in Europe. The Year Without a Summer 1816.**	5	2	2
4. **Mary Shelley's Frankenstein and its adaptations.**	5	2	2
5. **American Gothic: from Colonial Period to the Civil War.**	5	2	2
6. **Edgar Allan Poe: his life, works and adaptations.**	5	2	2

7. **Victorian period, its fascination with death and its gothic conventions.**	5	2	2
8. **The Brontë sisters as Gothic writers.**	5	2	2
9. **Urban gothic of fin-de-siecle in Great Britain, America and Europe.**	5	2	2
10. **Bram Stoker's Dracula and its adaptations.**	5	2	2
11. **Henry James's The Turn of the Screw and its adaptations.**	5	2	2
12. **American Gothic after the Civil War.**	5	2	2
13. **H. P. Lovecraft's works and their adaptations and appropriations.**	5	2	2
14. **Shirley Jackson's works and their adaptations and appropriations.**	5	2	2
15. **Current trends in gothic literaure, film and adaptation.**	5	2	2

Modes of delivery	**Lecture, audiovisual 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
	PROJEKT	**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	**Students write a reading & watching journal on 3 selected gothic works.**	
	Grade calculation principles	
	The final grade for the course is the lecture grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Gothic literature and its adaptations (literatura grozy i jej adaptacje)		Nieobliczana	
	5	Gothic literature and its adaptations (literatura grozy i jej adaptacje) [wykład]	zaliczenie z oceną		

Basic reading	Botting, Fred (2013): Gothic. 2nd ed, Routledge, London and New York
	Byron, Glennis, and Dale Townshend, eds. (2014): The Gothic World. 1st ed., Routledge, London and New York
	Reyes, Xavier Aldana (2020): Gothic Cinema, Routledge, London and New York
Supplementary reading	Goddu, Teresa A. (1997): Gothic America: Narrative, History, and Nation., Columbia UP, New York

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**19**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**20**	**0**

Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Human Resources Management (zarządzanie zasobami ludzkimi) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_8S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	1	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**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 make students aware of the key role that people play in organizations and to familiarize students with the approaches and tools used in the area of ??human resource management, so that they can efficiently use human capital in organizations.**
Prerequisites	**The student has general knowledge of economics and management science.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Explains the essence and understands the mechanisms of selecting the HRM model in organizations.**	**K_W06**
	2	EP2	**Has knowledge of HRM processes and instruments used in these processes.**	**K_W07**
skills	1	EP3	**Can recognize, diagnose and propose solutions to problems in the field of HRM.**	**K_U01 K_U02**
	2	EP4	**Uses HRM instruments.**	**K_U04 K_U05**
social competences	1	EP5	**He recognizes problems in the area of human resource management and is ready to take into account ethical and social standards in solving them.**	**K_K01**
	2	EP6	**An attitude of willingness to engage in analyzing and solving HRM problems (single-person and team-based).**	**K_K02 K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Human Resources Management (zarządzanie zasobami ludzkimi)**			
Format of instruction: **lecture**			
1. **The conception of Humane Resource Management**	1	2	0
2. **Staff planning**	1	2	0
3. **The employee selection**	1	2	0
4. **The employee evaluation**	1	2	0

5. **Personnel reward**	1	2	0
6. **Personnel development**	1	2	0
7. **Personnel process organization**	1	2	0
8. **Humane resource management challenges**	1	1	0
Format of instruction: **discussion classes**			
1. **Basic definitions of HRM Policy**	1	1	0
2. **Personnel policy models**	1	1	0
3. **Manpower planning**	1	1	0
4. **Work analysis and its use to recruit employees**	1	1	0
5. **Employee staffing - recruitment**	1	1	0
6. **Employee staffing - selection**	1	1	0
7. **Employee staffing - adaptation**	1	1	0
8. **Staff evaluation**	1	1	0
9. **Work valuation**	1	1	0
10. **Employee reward**	1	1	0
11. **Development of human resources of the organization**	1	1	0
12. **Staff training**	1	1	0
13. **Shaping careers in the organization**	1	1	0
14. **Organization of HRM**	1	1	0
15. **New ways of implementing HRM**	1	1	0

Modes of delivery	**Providing theoretical knowledge supported by examples, a lecture using multimedia presentations, case studies, practical exercises, training scenarios, group discussion on a selected topic in the field of HRM.**	
	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**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP3,EP4,EP5,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3,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 form and conditions for passing the exercises:** **- tests (S) 50% of points** **- written reports (R) on practical exercises including observation of students' work by the teacher 50% of the points** **- satisfactory grade at least 60% of points (S + R = 100% of points)**	
	Grade calculation principles	
	The final grade for the course is the exam grade	

Final grade calculation method

Sem.	Course	Type of credit	Grade calc. method	Weight for the average
1	Human Resources Management (zarządzanie zasobami ludzkimi)		Nieobliczana	
1	Human Resources Management (zarządzanie zasobami ludzkimi) [wykład]	egzamin		

	1	Human Resources Management (zarządzanie zasobami ludzkimi) [ćwiczenia]	zaliczenie z oceną		

Basic reading	A. M. Raymond, J. R. Hollenbeck, B. Gerhardt, P. M. Wright (2018): Fundamentals of Human Resource Management, Mc Graw Hill Education
	A. Pocztowski (2018): Zarządzanie zasobami ludzkimi, PWE, Warszawa
	Dennis Briscoe, Randall Schuler, Ibraiz Tarique (2011): International Human Resource Management Policies and Practices for Multinational Enterprises, Routledge, New York
	H. Król, A. Ludwiczyński (2019): Zarządzanie zasobami ludzkimi. Tworzenie kapitału ludzkiego organizacji, PWN, Warszawa
	M. Armstrong (2011): Zarządzanie zasobami ludzkimi, Oficyna Ekonomiczna Grupa Wolters Kluwer, Kraków
	Richard Regis (2008): Strategic Human Resource Management and Development, Excel Books
	S Snell, GW Bohlander, G Bohlander (2010): Principles of human resource management, South-Western
Supplementary reading	H. Witczak (2018): Strategiczne zarządzanie zasobami ludzkimi. Studium systemu, PWN, Warszawa
	M. Juchnowicz (2014): Zarządzanie kapitałem ludzkim. Procesy- narzędzia- aplikacje, PWE, Warszawa
	T. Listwan (2009): Zarządzanie kadrami, C. H. Beck, 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	**10**	**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-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: **Innovation management methods and tools (metody i narzędzia zarządzania innowacjami) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_70S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**The aim of the course is to learn the methods and tools of innovation management in the enterprise in the context of the process and the possibility of their practical use in business practice**
Prerequisites	**Basic knowledge of management, marketing and finance**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**the student knows the concept of innovation in the business context as well as the methods and tools of innovation management in the enterprise**	**K_W01 K_W05 K_W06**
skills	**1**	**EP2**	**the student is able to apply the methods and tools of innovation management in specific business situations**	**K_U05**
	2	**EP3**	**the student is able to obtain information and share this information in a group for the purpose of carrying out specific tasks**	**K_U03 K_U08**
social competences	**1**	**EP4**	**the student is ready to develop innovative ideas in the enterprise**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Innovation management methods and tools (metody i narzędzia zarządzania innowacjami)**			
Format of instruction: **laboratory**			
1. **Understanding innovation in a business context**	3	4	0
2. **Identifying and recognizing opportunities for innovation**	3	4	0
3. **Creation of ideas for innovation and idea management**	3	4	0
4. **Developing innovative concepts**	3	4	0
5. **Developing innovative products / services**	3	4	0
6. **Building a business concept for innovation**	3	6	0
7. **Testing and communicating innovative solutions**	3	4	0

Modes of delivery	**The course is conducted with the use of engaging methods based on the methodology of problem-based teaching**	
	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,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	**In order to obtain a credit in the course, it is necessary to complete a group project and prepare a reflective final essay.**	
	Grade calculation principles	
	The grade for the course is determined on the basis of: **- the results of the group project (60%)** **- level of the final essay (40%)** **The final grade for the course is a credit grade.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Innovation management methods and tools (metody i narzędzia zarządzania innowacjami)		Ważona	
	3	Innovation management methods and tools (metody i narzędzia zarządzania innowacjami) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	Edited by Jin Chen, Alexander Brem, Eric Viardot and Poh Kam Wong (2019): THE ROUTLEDGE COMPANION TO INNOVATION MANAGEMENT, Routledg
	Hidalgo A., Albors J. (2008): Innovation management techniques and tools: a review from theory and practice, R&D Management, Volume38, Issue2, Pages 113-127
	Paul Trott (2017): Innovation Management and New Product Development, Pearson
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**4**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**						
Course title: **Innovative business models (innowacyjne modele biznesowe) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_65S**	
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: 3 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**	**including e-learning**	**Type of credit**	**ECTS**
2	3	konwersatorium	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**The main course objective is to raise awareness on the current trends in business modeling, as well as methods of designing innovative business models**
Prerequisites	**Basic knowledge on management, marketing and finance.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student understands the concept of business model**	**K_W01 K_W02 K_W05 K_W06 K_W10**
	2	**EP2**	**student knows the components of business model**	**K_W06 K_W07 K_W10**
skills	**1**	**EP3**	**the student is able to analyze business models with relevant understanding**	**K_U01 K_U02**
	2	**EP4**	**student is able to design innovative business models**	**K_U02 K_U03 K_U07 K_U08 K_U09**
social competences	**1**	**EP5**	**the student is ready to critically assess the innovativeness of a business model in a business context**	**K_K01 K_K02 K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Innovative business models (innowacyjne modele biznesowe)**			
Format of instruction: **konwersatorium**			
1. **Understanding of business models**	3	4	0
2. **Business models components**	3	2	0
3. **Innovative business models and business model innovation - analiza studiów przypadków**	3	8	0
4. **Designing innovative business models: understanding a business**	3	2	0

5. **Designing innovatinve business models: creating a value**	3	2	0
6. **Designing innovative business models: capturing value**	3	2	0
7. **Designing innovative business models: delivering value**	3	2	0
8. **Designing innovative business models: refining ideas**	3	2	0
9. **Designing innovative business models: concepting final business strategies**	3	2	0
10. **Designing innovative business models: discussing and understanding innovative business models ideas**	3	4	0

Modes of delivery	**The course uses students engagement methods based on discussion and individual and group project-style exercises**	
	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	**EP1,EP2,EP3**
	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	**To complete the course it is required to elaborate and demonstrate analytical presentation and deliver a group project results.**	
	Grade calculation principles	
	The grade for the course assignment is determined on the basis of: **- level of the analytical presentation (50%)** **- the results of the group project (60%)** **The final grade for the course is a grade received at final course assignment.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Innovative business models (innowacyjne modele biznesowe)		Nieobliczana	
	3	Innovative business models (innowacyjne modele biznesowe) [konwersatorium]	zaliczenie z oceną		

Basic reading	Paul Trott (2017): Innovation Management and New Product Development, Pearson
	(2020): Business Models Examples, Board of Innovators
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including 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	**10**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Intelectual property protection (ochrona własności intelektualnej) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3433_28S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	1	discussion classes	8	0	pg	1
Total			**8**			**1**

Course / module coordinator	**dr JAROSŁAW POTERALSKI**
Course instructor	**dr JAROSŁAW POTERALSKI**
Course / module objectives	**The aim of the course is to familiarize students with the principles of industrial property protection and the basic regulations of copyright, useful in the practical interpretation of legal provisions in this field, and to create awareness of the constant replenishment of knowledge along with changes in regulations. In the area of social competences, the objectives are aimed at raising awareness of the importance of knowledge of issues related to intellectual property, both at the educational stage and later in the course of professional activity.**
Prerequisites	**The student has a general knowledge of the basics of law and civil law, and knows the specificity of the legal language.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic concepts and regulations of copyright**	**K_W03 K_W05 K_W08**
	2	**EP2**	**knows the basic aspects of the protection of industrial property**	**K_W03 K_W05 K_W08**
skills	**1**	**EP3**	**is able to interpret the provisions of intellectual property law in practical applications**	**K_U03 K_U04**
social competences	**1**	**EP4**	**is ready to constantly supplement his legal knowledge**	**K_K01 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Intelectual property protection (ochrona własności intelektualnej)**			
Format of instruction: **discussion classes**			
1. **Basic principles of intellectual property law.**	1	2	0
2. **Author's personal and property rights.**	1	1	0
3. **Permitted personal and public use of works and plagiarism.**	1	2	0
4. **Protection of copyright and related rights.**	1	1	0
5. **Selected aspects of industrial property law.**	1	2	0

Modes of delivery	**discussions, analysis of legal acts, multimedia 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,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 the results of a written test, checking the knowledge of the lecture as well as legal acts and recommended literature.
	Grade calculation principles
	The grade from the subject is the grade from the lecture.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Intelectual property protection (ochrona własności intelektualnej)		Ważona	
	1	Intelectual property protection (ochrona własności intelektualnej) [ćwiczenia]	zaliczenie z oceną		1,00

Basic reading	
	Akt prawny (2000): Ustawa z 30.06.2000 r. - Prawo własności przemysłowej, Akt prawny, Warszawa
	Akt prawny (1994): Ustawa z 4.02.1994 r. o prawie autorskim i prawach pokrewnych, Akt prawny, Warszawa
	Barta J., Markiewicz R. (2019): Prawo autorskie i prawa pokrewne, Wolters Kluwer, Warszawa
	Gołat R. (2018): Prawo autorskie i prawa pokrewne, C.H. Beck, Warszawa
	Nowińska E., Promińska U., du Vall M. (2011): Prawo własności przemysłowej, LexisNexis, Warszawa

Supplementary reading	
	Michniewicz G. (2016): Ochrona własności intelektualnej, C.H. Beck, Warszawa
	Nowikowska M., Rutkowska-Sowa M., Sieńczyło-Chlabicz J., Zawadzka Z. (2018): Prawo własności intelektualnej, Wolters Kluwer, Warszawa

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**8**	**0**
Participation in test / exam	**1**	**0**
Preparation for contact hours	**4**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**2**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**25**	
ECTS credits	**1**	

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-24/25Z**	
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

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-24/25Z**		
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	including 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	including 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**
	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,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 (2021): Business Valuation: An Integrated Theory, 3rd edition, John Wiley & Sons, Hoboken, New Jersey
	Kroll Cost of Capital Navigator : https://www.kroll.com/en/cost-of-capital, Kroll, online
	R.T. Slee (2011): Private capital markets: valuation, capitalization, and transfer of private business interests, John Wiley & Sons, Hoboken
	Business Valuation Update, Business Valuation Resources
Supplementary reading	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
	(2013): Cost of Capital. Yearbook 2012, Ibbotson Associates, Chicago, Ill

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	**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-24/25Z**	
Course title: **IT tools in management (narzędzia IT w zarządzaniu) (PODSTAWOWE)**	Course code: **EFZ214AIJ3433_4S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr inż. ANNA BORAWSKA**
Course instructor	**dr inż. ANNA BORAWSKA**
Course / module objectives	**Researching the relationship between computer information systems, management and organizations. Review of management and organization concepts in the context of information technology. Understanding the basic issues related to the management, development and operation of computer information systems.**
Prerequisites	**Knowledge: the student has a general knowledge of the functioning of economic units. Competences: the student knows how to work in a group, has embedded habits of lifelong learning and consciously benefits from information technology. Skills: the student is able to use a computer and work in the Microsoft Windows environment**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student understands how modern information technologies are important for management and decision making.**	**K_W01**
	2	**EP2**	**The student understands how information technologies influence business strategies and management practice.**	**K_W01**
skills	**1**	**EP3**	**The student is able to use the database in practice in managerial applications**	**K_U02**
	2	**EP4**	**The student knows how to analyze data.**	**K_U02**
social competences	**1**	**EP5**	**The student acquires the competence to independently expand and supplement knowledge based on the available sources.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **IT tools in management (narzędzia IT w zarządzaniu)**			
Format of instruction: **lecture**			
1. **Tools and information systems in management**	1	1	0
2. **Requirement analysis of information system**	1	1	0

3. **Relational databases**	1	3	0
4. **Structured Query Language**	1	2	0
5. **Data Mining**	1	5	0
6. **Cloud-based IT tools in management**	1	3	0
Format of instruction: **laboratory**			
1. **Relational databases - data model and entity-relationships diagrams**	1	2	0
2. **Relational databases - relational model**	1	2	0
3. **Relational databases - normalization**	1	4	0
4. **Strucured Query Language**	1	4	0
5. **Data mining - Market Basket Analysis**	1	2	0
6. **Data mining - data analysis in MS Excel**	1	6	0
7. **Preparation of a project including the analysis of real data**	1	10	0

Modes of delivery	**Lecture: classes illustrated with multimedia presentations, case study method** **Practice classes: using MS Excel, MS Access software**
	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**
	PROJEKT	**EP3,EP4,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	**Passing the practice classes: points obtained for tasks performed during classes (60%) and a group project (40%).** **Passing the lecture: providing a written answer to five theoretical questions.**
	Grade calculation principles
	The final grade is calculated as the weighted average of the lecture grade and practice classes grade

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	IT tools in management (narzędzia IT w zarządzaniu)		Arytmetyczna	
	1	IT tools in management (narzędzia IT w zarządzaniu) [wykład]	zaliczenie z oceną		
	1	IT tools in management (narzędzia IT w zarządzaniu) [laboratorium]	zaliczenie z oceną		

Basic reading	David L. Olson (2018): Data Mining Models, Business Expert Press
	Jonathan Eckstein, Bonnie R Schultz (2017): Introductory relational database design for business, with Microsoft Access, Wiley
	Michael V. Mannino (2019): Database Design, Application Development, and Administration, Chicago Business Press
Supplementary reading	J. Cypryjański, A. Borawska, T. M. Komorowski (2016): Excel dla menedżera Casebook, PWN

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**45**	**0**

Participation in test / exam	**2**	**0**
Preparation for contact hours	**11**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**12**	**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-I-S-24/25Z**		
Unit: **Lecture in the humanities [moduł]**		
Course title: **Language acquisition and foreign language learning strategies (przyswajanie języka i strategie uczenia się języków obcych) (OGÓLNOUCZELNIANE)**		Course code: **EFZ214AIJ3442_2S**
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: 5 - polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	lecture	30	30	pg	3
Total			**30**			**3**

Course / module coordinator	**dr MONIKA SKORASIŃSKA**
Course instructor	**dr MONIKA SKORASIŃSKA**
Course / module objectives	**familiarizing students with the theory of language acquisition and foreign language learning strategies**
Prerequisites	**the knowledge of English language on B2 level**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows specialist terminology related to language acquisition and has structured and in-depth knowledge of language acquisition and learning strategies**	
	2	**EP2**	**understands the connections between language acquisition and other branches of science, with particular emphasis on psychology and pedagogy**	
skills	**1**	**EP3**	**is able to apply knowledge of language acquisition and foreign language learning strategies in order to complete a project using a variety of modern methods and techniques**	
	2	**EP4**	**is able to use professional terminology appropriate for language acquisition**	
social competences	**1**	**EP5**	**is ready to further, continuous development of one's own competences**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Language acquisition and foreign language learning strategies (przyswajanie języka i strategie uczenia się języków obcych)**			
Format of instruction: **lecture**			
1. **Human language and communication systems of animals**	5	2	2
2. **Theories of language acquisition**	5	4	4
3. **Children's language acquisition**	5	4	4
4. **Developmental disorders and language acquisition**	5	4	4

5. **Bilingualism and second language acquisition**	5	4	4
6. **The concept of learning strategies and their classification**	5	4	4
7. **Mnemonics**	5	4	4
8. **The concept of autonomy and its determinants**	5	4	4

Modes of delivery	**interactive presentation, lecture**
	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**
	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 positive grade for the project**
	Grade calculation principles
	The final grade for the course is the lecture grade

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Language acquisition and foreign language learning strategies (przyswajanie języka i strategie uczenia się języków obcych)		Ważona	
	5	Language acquisition and foreign language learning strategies (przyswajanie języka i strategie uczenia się języków obcych) [wykład]	zaliczenie z oceną		1,00

Basic reading	O'Malley J. M. (1995): Learning Strategies in Second Language Acquisition, Cambridge University Press, Cambridge
	Prabhu, N. S. (1987): Second language pedagogy, Oxford University Press, Oxford
Supplementary reading	Chamot, A (2001): The role of learning strategies in second language acquisition. In M. Breen (Ed.), Learner contributions to language learning (pp. 25-43), Longman, Harlow
	Komorowska H. (2001): Metodyka nauczania języków obcych, Fraszka Edukacyjna, Warszawa
	Noels, K., Pelletier, L, Clement, R., & Vallerand, R. (2000): Why are you learning a second language? Motivational orientations and self-determination theory, Language Learning 50, 57-85
	Willing, K. (1987): Learning styles and adult migrant education, National Curriculum Resource Centre, Adelaide
	Wlodkowski, R. (1986): Enhancing adult motivation to learn, Jossey-Bass, San Francisco

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**16**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**23**	**0**
Preparation for test / exam	**0**	**0**

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**						
Course title: **Law (prawo) (PODSTAWOWE)**					Course code: **EFZ214AIJ3435_6S**	
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: 1 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
1	1	lecture	30	0	pg	3
Total			**30**			**3**
Course / module coordinator	**dr hab. PASQUALE POLICASTRO**					
Course instructor	**dr hab. PASQUALE POLICASTRO**					
Course / module objectives	**Gaining knowledge in the field of fundamental institutions and disciplines of the law. The ability to use this knowledge for the purpose of understanding and use in functioning of economic institutions, particularly in relation to business.**					
Prerequisites	**none**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge of the basic branches and areas of law and understands their impact on the functioning of the business**	**K_W08 K_W09**
skills	**1**	**EP2**	**The student understands the basic legal decisions, is able to analyze basic court cases and prepare letters**	**K_U01 K_U03**
	2	**EP4**	**He can discuss using specialized legal language.**	**K_U06**
social competences	**1**	**EP3**	**The student is ready to resolve ethical dilemmas guided by the learned legal norms**	**K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Law (prawo)**			
Format of instruction: **lecture**			
1. **Definitions, law, legal environment, legal problem.**	1	2	0
2. **Legal Norms and Legal Orders**	1	3	0
3. **Law and the Biosphere, Law and the Noosphere, Law and the Economic Sphere, Law and the Semiosphere.**	1	2	0
4. **Law and Technology.**	1	3	0
5. **Common Law and Civil Law.**	1	3	0
6. **Different branches of law belonging to public law and private law, understood on the ground of case law in a comparative perspective.**	1	3	0
7. **. Legal aspects concerning European Integration.**	1	2	0
8. **Legal aspects concerning globalization.**	1	2	0
9. **The fundamental institutions of a state.**	1	2	0

10. **Public services: energy, water, transportation.**	1	3	0
11. **Foundations of commercial Law and of company law.**	1	5	0

Modes of delivery	**Explaining the legal concepts and institutions during lectures. Understanding, discussiong and summarizing legal texts. Analyzing legal texts. Discussions about important legal cases and acts.**
	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**
	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	**Lectures are assessed on the basis of written tests and active participation in discussions. The student will receive a positive grade if he or she passes all the tests.**
	Grade calculation principles
	The final grade is based on the grade of lectures.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Law (prawo)		Ważona	
	1	Law (prawo) [wykład]	zaliczenie z oceną		1,00

Basic reading	A. Skorupa-Wulczyńska (2016): Legal English. Civil and Commercial Law. A Handbook, Warszawa
	W. Dajczak, A. Szwarc, P. Wiliński (eds) (2011): Handbook of Polish Law, PWN, Warszawa - Bielsko-Biała
Supplementary reading	Policastro P. (ed.) (2013): Towards Innovation in Legal Education

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	**16**	**0**
Participation in tutorials	**12**	**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-24/25Z**	
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	including 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	including 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**
	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,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	
		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	**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-24/25Z**	
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-24/25Z**	
Course title: **Library training (szkolenie biblioteczne) (INNE DO ZALICZENIA)**	Course code: **EFZ214AIJ3381_41S**
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: 1 - polish language**

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

Course / module coordinator	**mgr DANUTA STAWIŃSKA**
Course instructor	**mgr DANUTA STAWIŃSKA**
Course / module objectives	**The main aim of the subject is to acquire by the students the knowledge about the structure and rules of operation of the Main Library and the whole US Library network, and also an ability to use a library collection, a manner of sharing them and electronic resources.**
Prerequisites	**Does not apply.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows and understands the organisational structure and rules of operation of the Main Library and of the libraries of US library network.**	
	2	EP2	**Student knows and understands a specific nature of library collections and rules of sharing.**	
	3	EP3	**Student knows and understands bibliological and bibliographic concepts.**	
skills	1	EP4	**Student can use both electronic and paper library catalogues and can locate searched publications.**	
	2	EP5	**Student can use databases available in the US Main Library and in the libraries of US library network.**	
social competences	1	EP6	**Student is ready to use library resources in a manner which does not hinder an access for other users. Student properly identifies and solves practical problems.**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Library training (szkolenie biblioteczne)**			
Format of instruction: **lecture**			
1. **An ability to use a library collection, a manner of sharing them and electronic resources.**	1	2	0

Modes of delivery	**e-learning**
	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**
	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		
	Grade calculation principles	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Library training (szkolenie biblioteczne)		Nieobliczana	
	1	Library training (szkolenie biblioteczne) [wykład]	zaliczenie		

Basic reading	Teaching materials available on the Main Library webpage and also on the webpages of the US library network.
	Terms and conditions of the US Main Library.
Supplementary reading	

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Logistics (logistyka) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_9S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	1	discussion classes	15	0	pg	3
		lecture	15	0	pg	
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 provide knowledge and skills in the field of logistics basis as well as research and analysis. Students learn about the market and service principals as well as final buyers of products and delivery systems. Market reaserch and analysis are design to provide managers with information about the current state, business goals, and problem solving paths. All those factors are tailored to support company's development.**
Prerequisites	**Knowledge of basic concepts in the field of logistics**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student know the concepts in the area of logistics**	**K_W10**
	2	**EP3**	**Student has advanced knowledge in the field of supply chain management and about the determinants of their functioning**	**K_W01 K_W02**
skills	**1**	**EP2**	**Student is able to define problems in supply chais and indicates possible solutions**	**K_U05 K_U06 K_U08**
social competences	**1**	**EP4**	**Student has knowledge of the geopolitical situation and globalization in business. Student has skills in the field of business responsibility**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Logistics (logistyka)**			
Format of instruction: **lecture**			
1. **The essence of logistics, process and system approach in logistics.**	1	3	0
2. **Supply logistics, inventory management in the enterprise.**	1	3	0
3. **Production logistics. Organization and supply of production processes. Internal transport.**	1	3	0
4. **Distribution logistics - essence, functions. Logistics and marketing management of distribution.**	1	3	0
5. **Warehouse management, transport, loading units and packaging in the functioning of the company's logistics.**	1	3	0
Format of instruction: **discussion classes**			

1. **Logistic processes of enterprises.**	1	2	0
2. **Logistics of supply, production and distribution processes.**	1	2	0
3. **Inventory management - methods and tools.**	1	4	0
4. **Logistics costs**	1	3	0
5. **Storage and transport in logistic processes.**	1	4	0

Modes of delivery	**Discussion, case studies, group work, multimedia 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	**EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,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	**Students are assesses on the tests basis (selection), which will allow to verify the learning outcomes. Students are also assessed for class involvement.**
	Grade calculation principles
	The grade for the course is the arithmetic average of the exercises and lectures

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Logistics (logistyka)		Arytmetyczna	
	1	Logistics (logistyka) [ćwiczenia]	zaliczenie z oceną		
	1	Logistics (logistyka) [wykład]	zaliczenie z oceną		

Basic reading	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management, Springer International Publishing
	Martin Christopher (2011): Logistics and Supply Chain Management, Pearson Education Limited
	Rushton, Alan, Baker, Peter, Croucher, Phil (2014): The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, Kogan Page; 5th edition
Supplementary reading	Paul R. Murphy, Jr., A. Michael Knemeyer (2018): Contemporary Logistics (Global Edition), Pearson

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	**12**	**0**
Participation in tutorials	**7**	**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-24/25Z**	
Course title: **Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_47S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	laboratory	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**mgr inż. JUSTYNA SZYDŁOWSKA-SAMSEL**
Course instructor	**mgr inż. JUSTYNA SZYDŁOWSKA-SAMSEL**
Course / module objectives	**Mastering the practical skills of using machine learning techniques in business applications using a selected high-level programming language.**
Prerequisites	**Basic knowledge of the selected high-level programming language.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the basic concepts and techniques of machine learning.**	**K_W06**
	2	**EP2**	**Knows the machine learning tools used in business in the area of design, production and research.**	**K_W07**
skills	**1**	**EP3**	**Knows how to use the documentation of machine learning tools of the selected programming language.**	**K_U09**
	2	**EP4**	**Knows how to independently design, implement and test programs that use machine learning tools in a selected programming language.**	**K_U08**
social competences	**1**	**EP5**	**Is ready to identify business problems that can be solved with machine learning methods.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)**			
Format of instruction: **laboratory**			
1. **Basic machine learning terminology.**	5	2	0
2. **Data wrangling**	5	2	0
3. **Types of machine learning**	5	2	0
4. **Predictive model - types of errors, basic measures of model quality assessment.**	5	2	0
5. **Cross-validation.**	5	2	0
6. **Data visualization.**	5	0	0
7. **Decision support tools.**	5	2	0

8. **Analysis and interpretation of results - the practical application of machine learning in business.**	5	3	0

Modes of delivery	**Work in computer laboratory, practical skill test, solving practical problems.**
	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**
	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 carried out during classes, consisting of:** **- implementation of machine learning methods using selected programming language in order to solve a selected business problem or improve a selected aspect of business,** **- analysis of the obtained results.**
	Grade calculation principles
	Course grade: laboratory grade

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)		Nieobliczana	
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) [laboratorium]	zaliczenie z oceną		

Basic reading	Stefan Jansen (2020): Machine Learning for Algorithmic Trading-Second Edition, Packt, Birmingham, UK.
	Stephen Klosterman (2021): Data Science Projects with Python- Second Edition, Packt, Birmingham, UK.
Supplementary reading	Stefanie Molin (2021): Hands-On Data Analysis with Pandas – Second Edition, Packt, Birmingham, UK.

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**7**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**7**	**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: **Macroeconomics (makroekonomia) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_1S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	1	discussion classes	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	**To acquaint the student with the basic issues and models of macroeconomics, to explain key processes and relationships in the economy, and to make students able to perceive the relationships between parts of the economy.**
Prerequisites	**Student's ability to consider phenomena in a cause and effect manner and willingness to acquire economic knowledge.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student has general knowledge about main variables and macroeconomic processes as well as the relationship between economic operators.**	**K_W04**
	2	**EP2**	**Student knows and describes the basic macroeconomic aggregates (ie production, aggregate demand, inflation, unemployment) and the processes taking place within them.**	**K_W04**
skills	**1**	**EP3**	**Student can correctly identify the macroeconomic aggregates.**	**K_U01**
	2	**EP4**	**Student can recognize the relationships that occur between parts of the economy, as well as the role that individual economic operators play in achieving the global equilibrium.**	**K_U02**
social competences	**1**	**EP5**	**The student is aware of the importance of knowledge in solving macroeconomic problems.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Macroeconomics (makroekonomia)**			
Format of instruction: **lecture**			
1. **Fundamentals of economics and functioning of the economy. The state of balance in the economy.**	1	4	0
2. **Main macroeconomic problems: global product and economic growth, labor market and unemployment, inflation.**	1	5	0
3. **The monetary system and money market.**	1	3	0
4. **Private and public aggregate demand. The multiplier process and commodity market equilibrium.**	1	3	0

Format of instruction: **discussion classes**			
1. **Introduction to economics. Circular flow of income and the equilibrium in the economy.**	1	4	0
2. **Basic macroeconomic problems: measurement of global product including GDP, unemployment, inflation.**	1	4	0
3. **Money and banking system. Fundamentals of monetary policy.**	1	2	0
4. **Private and public sector demand versus aggregate demand. International trade versus aggregate demand.**	1	3	0
5. **Repetition and summary of macroeconomic issues.**	1	2	0

Modes of delivery	**solving tasks, multimedia lectures**	
	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**
	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 classes: Students are assessed on the basis of a written colloquium. Test consist of test questions and open tasks.** **Credit for lectures: Students are assessed on the basis of the written colloquium that consists of test questions.** **Graduating: a positive grade means that the the student has scored more than half of the points possible in the colloquium and the exam.**	
	Grade calculation principles	
	The final grade is the arithmetic of grades of the classes and the exam. If the result of this arithmetic mean is ambiguous, then the exam grade prevails.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Macroeconomics (makroekonomia)		Arytmetyczna	
	1	Macroeconomics (makroekonomia) [ćwiczenia]	zaliczenie z oceną		
	1	Macroeconomics (makroekonomia) [wykład]	zaliczenie z oceną		

Basic reading	C.J. Jones. (2018): Macroeconomics, 3rd Edition., Norton & Company, Inc., New York/London
	Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York
	N.G. Mankiw (2016): Macroeconomics, 9th Edition, Worth Publishers, New York
Supplementary reading	Mankiw, N.G. (2018): Principles of Macroeconomics, 8th Edition, Cengage Learning, Inc.

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**17**	**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-BM-O-I-S-24/25Z**		
Course title: **Management in digital system (zarządzanie w cyfrowych systemach) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_64S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the digital management activities	K_W01 K_W02
	2	EP2	understands simulation with IT	K_W03 K_W10
	3	EP3	knows the IT application in business	K_W04 K_W07
skills	1	EP4	can solve management problems	K_U01 K_U02
	2	EP5	can apply IT tools in management	K_U03 K_U04
	3	EP6	can be able to reach goals with IT	K_U07 K_U08
social competences	1	EP7	is ready to solve management challenges	K_K01 K_K02
	2	EP8	is ready to initiate management activities	K_K03 K_K04
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Management in digital system (zarządzanie w cyfrowych systemach)**			
Format of instruction: **lecture**			
1. **Critical discussion on digital systems requirements**	3	2	0

2. **A practical approach to digital system in management**	3	2	0
3. **Case study on digital systems implementation**	3	1	0
4. **Presentation on digital system in management**	3	2	0
5. **Views on managing resources using digital system**	3	2	0
6. **Activity to implement a digital system in management**	3	2	0
7. **Real life business project creation for management**	3	2	0
8. **Real life business project creation for management**	3	2	0
Format of instruction: **discussion classes**			
1. **Using digital systems to transform organization**	3	2	0
2. **Understanding and interpreting information**	3	2	0
3. **Digital system is the key for managing business**	3	1	0
4. **Database management and usage**	3	2	0
5. **E-commerce for managing business**	3	2	0
6. **Different types of systems and their benefits**	3	2	0
7. **Management control of digital systems**	3	2	0
8. **Societal implications and future with digital systems**	3	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, 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	**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: COLLOQUIUM- 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
	3	Management in digital system (zarządzanie w cyfrowych systemach)		Arytmetyczna	
	3	Management in digital system (zarządzanie w cyfrowych systemach) [wykład]	zaliczenie z oceną		
	3	Management in digital system (zarządzanie w cyfrowych systemach) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Arthur. M. H. (2006): Expanding a Digital Content Management System, Routledge
	John, S. E. (2013): Application of Information Technology to Business Management
	Lucas, H. C. (2009): Information Technology for Management, Global Text
Supplementary reading	

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.	**15**	**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: **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	including e-learning	Type of credit	ECTS
3	6	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**

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	including e-learning
Subject title: **Managerial games (gry menedżerskie)**			
Format of instruction: **lecture**			
1. **Decision games in management**	6	2	0
2. **The importance of market analysis in creating an action strategy**	6	3	0
3. **Development of a business strategy**	6	4	0
4. **Developing a business plan**	6	4	0

5. **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.**	
	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**
	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 labs (50%) and lectures (50%).	

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
	Penc-Pietrzak I. (2010): Planowanie strategiczne w nowoczesnej firmie, Oficyna Wolters Kluwer
	(2024): Podręcznik uczestnika gry. Dostęp on-line., Innovative Learning
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	
		including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**1**	**0**
Preparation for contact hours	**10**	**0**

Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**6**	**0**
Preparation for test / exam	**18**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
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	including e-learning	Type of credit	ECTS
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

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	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-24/25Z**		
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) [ćwiczenia]	zaliczenie z oceną		
	2	Marketing (marketing) [wykład]	egzamin		

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-24/25Z**	
Course title: **Marketing research (badania marketingowe) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_58S**
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	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**

Course / module coordinator	**dr SANDRA MISIAK-KWIT**
Course instructor	**dr SANDRA MISIAK-KWIT**
Course / module objectives	**The aim of the course is to familiarize students with the basic issues related to the procedure of conducting marketing research, their scope and methods.**
Prerequisites	**The student has basic knowledge in the field of marketing, economics and statistics and the ability to use knowledge in various areas 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**	**Student knows and characterizes the various stages of marketing research as well as the methods of collecting and processing marketing information**	**K_W03**
skills	**1**	**EP2**	**Student is able to organize marketing research and select research methods and techniques appropriate for solving a given research problem.**	**K_U05**
	2	**EP4**	**Student is able to analyze the research results and draw conclusions**	**K_U04**
social competences	**1**	**EP3**	**The student is ready to show activity and commitment, is characterized by persistence in the implementation of individual and team tasks, and is also able to use the opinions of experts in the implementation of complex tasks.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Marketing research (badania marketingowe)**			
Format of instruction: **lecture**			
1. **Introduction to Marketing Research**	4	2	0
2. **Marketing research procedure, types of research**	4	2	0
3. **Data Collection. Secondary and Primary Data**	4	2	0
4. **Quantitative Research**	4	3	0
5. **Qualitative Research**	4	3	0

6. **presentation of research results, rules for drawing up a research report**	4	2	0
7. **Ethical aspects of marketing research**	4	1	0
Format of instruction: **laboratory**			
1. **Marketing product research**	4	5	0
2. **Price and distribution research, sales analysis**	4	5	0
3. **Research in the field of promotion**	4	5	0
4. **Research on the behavior of consumers on the market**	4	5	0
5. **Research on differences between groups of respondents**	4	5	0
6. **Marketing data analysis, preparation of a research report**	4	5	0

Modes of delivery	**work in groups, multimedia presentation, 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
	KOLOKWIUM	**EP1**
	PROJEKT	**EP1,EP2,EP4**
	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 involving the verification of knowledge, group work during classes and a 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 subject. **The grade for the subject is calculated as: grade for group work (10%), project grade (50% of points) and test (40% of points).**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing research (badania marketingowe)		Nieobliczana	
	4	Marketing research (badania marketingowe) [laboratorium]	zaliczenie z oceną		
	4	Marketing research (badania marketingowe) [wykład]	zaliczenie z oceną		

Basic reading	Bradley N. (2010): Marketing Research Tools & Techniques. (Second Edition), Marketing Research Tools & Techniques. (Second Edition), Oxford University Press, New York, United States
	Wilson A. (2012): Marketing Research An Integrated Approach. (Third Edition), Pearson Education Limited, Edinburgh Gate, Harlow, Essex
Supplementary reading	Jobber D., Ellis-Chadwick F. (2012): Principles and Practice of Marketing, McGraw-Hill Education, London
	Ketller, K.L., Kotler P. (2015): Marketing Management, Global Edition Pearson, Essex

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**7**	**0**

Participation in tutorials	**13**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Mathematical analysis (analiza matematyczna) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_2S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr BARBARA BATÓG**
Course instructor	**dr BARBARA BATÓG**
Course / module objectives	**Course deals with differential and integral calculus for one and two variable functions.**
Prerequisites	**Knowledge: student knows mathematics on the high school level** **Skills: student is able to solve mathematical problems on the high school level** **Social competencies: student is able to study systematically**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student is able to explain the concept of monotonicity, extrema, concavity, inflection points and asymptotes for single variable function**	**K_W03 K_W07**
	2	**EP2**	**student is able to explain the concept of indefinite and definite integral for single variable function**	**K_W03 K_W07**
	3	**EP3**	**student knows necessary and sufficient conditions of existing of extrema of two variable functions**	**K_W03 K_W07**
skills	**1**	**EP4**	**student is able to analyze the properties of one variable functions by means of derivatives**	**K_U05**
	2	**EP5**	**student is able to compute basic types of indefinite and definite integrals**	**K_U05**
	3	**EP6**	**student is able to compute local extrema of two variable functions**	**K_U05**
social competences	**1**	**EP7**	**student is ready to apply mathematical analysis to analyze dependencies of economic variables**	**K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Mathematical analysis (analiza matematyczna)**			
Format of instruction: **lecture**			
1. **Elementary functions and their basic properties**	1	2	0
2. **Definition and properties of derivative of one variable function and its applications**	1	6	0

3. **Basis of indefinite and definite integrals**	1	3	0
4. **Local extrema of two variable functions**	1	4	0
Format of instruction: **discussion classes**			
1. **Elementary functions and their basic properties**	1	2	0
2. **Definition of derivative, its properties and applications**	1	6	0
3. **Basis of indefinite and definite integrals**	1	3	0
4. **Local extrema of two variable functions**	1	4	0

Modes of delivery	**Lecture, exercises, solving problems**
	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**
	KOLOKWIUM	**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	**Min. 50% points from colloquium and min. 50% points from exam**
	Grade calculation principles
	The final grade is calculated as an average of grades of exercises and exam

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Mathematical analysis (analiza matematyczna)		Arytmetyczna	
	1	Mathematical analysis (analiza matematyczna) [ćwiczenia]	zaliczenie z oceną		
	1	Mathematical analysis (analiza matematyczna) [wykład]	egzamin		

Basic reading	Batóg B., Bieszk-Stolorz B., Forys I., Guzowska M., Heberlein K. (2021): Mathematics for Students of Economics, Finance and Management, Difin, Warszawa
	Bittinger M.J., Ellenbogen D.J., Surgent S.A. (2012): Calculus and its Applications, Addison-Wesley, Pearson Education, Boston
Supplementary reading	Ciałowicz B. (2017): Workouts in Calculus and Linear Algebra with Applications in Economics, Cracow University of Economics Press, Kraków

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**23**	**0**

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Occupational safety and health training (szkolenie BHP) (INNE DO ZALICZENIA)**	Course code: **EFZ214AIJ3434_2S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	1	lecture	5	5	p	0
Total			**5**			**0**

Course / module coordinator	**mgr APOLONIUSZ KURYLCZYK**
Course instructor	**mgr APOLONIUSZ KURYLCZYK**
Course / module objectives	**Acquire knowledge and skills in health and safety, fire safety, emergency first aid and the rights and responsibilities of a university student.**
Prerequisites	**No requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows and understands the legal, organisational and ethical considerations of performing professional activities during higher education**	
skills	**1**	**EP2**	**Can identify mistakes and omissions in practice**	
	2	**EP3**	**Be able to perform basic resuscitation, recognise hazards and take appropriate action.**	
social competences	**1**	**EP4**	**carries out tasks in a way that ensures the safety of himself and the environment, including observing the safety rules**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Occupational safety and health training (szkolenie BHP)**			
Format of instruction: **lecture**			
1. **Legal regulations - the legal regulation of occupational safety and health in Polish and European Union legislation, the duties of universities, supervisors in ensuring safe and hygienic learning and practice conditions, ergonomic factors in shaping conditions during education at the university, including hygienic standards for permanent work premises.**	1	1	1
2. **Physical, biological and chemical hazardous factors during laboratory classes, laboratories and field classes**	1	2	2
3. **Emergency first aid, recognition of medical emergencies, cardiopulmonary resuscitation including operation of AED defibrillator, operation of first aid kit.**	1	1	1
4. **Legal basis in the field of fire protection, fire detection systems, flammable and explosive substances, prevention of fire hazards, conduct during fire and other local hazards, handheld firefighting equipment, evacuation**	1	1	1

Modes of delivery	**E-learning course**	
	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**
	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	**Completing an e-learning course in the field of occupational health and safety - obtaining at least 60% correct answers from the test**	
	Grade calculation principles	
	Obtaining at least 60% correct answers from the test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Occupational safety and health training (szkolenie BHP)		Nieobliczana	
	1	Occupational safety and health training (szkolenie BHP) [wykład]	zaliczenie		

Basic reading	M. Goniewicz (2022): Pierwsza pomoc. Podręcznik dla studentów, PZWL Wydawnictwo Lekarskie, Warszawa
	(2022): Kodeks pracy – tekst jednolity, Dziennik Ustaw RP, Warszawa
	Zarządzenie Rektora US w sprawie organizowania szkoleń w zakresie BHP dla studentów i doktorantów US, Szczecin
Supplementary reading	S. Wieczorek (2014): Ergonomia. Poradnik BHP, Wydawnictwo Tarbonus, Tarnobrzeg
	(2022): ustawa o Państwowym Ratownictwie Medycznym – tekst jednolity, Dziennik Ustaw RP, Warszawa

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Organizational behaviour (zachowania organizacyjne) (KIERUNKOWE)**	Course code: **EFZ214AIJ3362_35S**
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	including e-learning	Type of credit	ECTS
3	6	discussion classes	15	0	pg	3
		lecture	15	15	pg	
Total			**30**			**3**

Course / module coordinator	**dr HANNA SOROKA-POTRZEBNA**
Course instructor	**dr HANNA SOROKA-POTRZEBNA**
Course / module objectives	**Familiarize students with aspects that affect the behavior of individuals, communities and the entire organization.**
Prerequisites	**No requirements.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows the aspects that affect the behavior of individuals, communities and the entire organization.**	**K_W01**
	2	EP2	**Student knows the differences between the determinants of individual and group behavior.**	**K_W01 K_W09 K_W11**
skills	1	EP3	**Student is able to analyze problems and propose adequate solutions.**	**K_U01 K_U02 K_U03 K_U06**
	2	EP4	**Student is able to work together as part of team work.**	**K_U08**
social competences	1	EP5	**Student is ready to recognize the importance of knowledge about the determinants of behavior in solving organizational problems.**	**K_K02**
	2	EP6	**Student is ready to be guided by the principles of ethics in resolving dilemmas related to organizational behavior.**	**K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Organizational behaviour (zachowania organizacyjne)**			
Format of instruction: **lecture**			
1. **Organizational behavior as science.**	6	1	1
2. **Determinants of individual behavior.**	6	2	2
3. **Group and its influence on behavior.**	6	2	2

4. **Shaping organizational behavior through motivation.**	6	2	2
5. **Influence of communication on group behavior.**	6	2	2
6. **Conflicts and their impact on the behavior of people in the organization.**	6	1	1
7. **Change as an element of organizational behavior.**	6	2	2
8. **Determinants of inter-organizational behavior.**	6	1	1
9. **Dilemmas and challenges in shaping organizational behavior.**	6	2	2
Format of instruction: **discussion classes**			
1. **Determinants of individual behavior.**	6	2	0
2. **Determinants of group behavior.**	6	2	0
3. **Change as an element of organizational behavior.**	6	2	0
4. **Shaping organizational behavior through motivation.**	6	2	0
5. **Conflicts and their impact on people's behavior in organizations.**	6	2	0
6. **Organizational culture in the age of multiculturalism.**	6	2	0
7. **Ethics of organizational behavior.**	6	2	0
8. **Determinants of inter-organizational behavior.**	6	1	0

Modes of delivery	**Multimedia presentation, group work, case study 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**
	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	**Passing the exercises: written test consisting of tasks.** **Passing the lecture: written test.**
	Grade calculation principles
	Final grade: average of the grades obtained from the exercises and the lecture.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Organizational behaviour (zachowania organizacyjne)		Arytmetyczna	
	6	Organizational behaviour (zachowania organizacyjne) [ćwiczenia]	zaliczenie z oceną		
	6	Organizational behaviour (zachowania organizacyjne) [wykład]	zaliczenie z oceną		

Basic reading	Kmiotek K. (2012): Zachowania organizacyjne : teoria i przykłady, Difin, Warszawa
	Kuc B.R. (2009): Zachowania organizacyjne : podręcznik akademicki, Difin, Warszawa
Supplementary reading	red. Bednarska-Wnuk I., Michalak J., Świątek-Barylska I. (2015): Zachowania organizacyjne : organizacja jako przestrzeń kształtowania zachowań pracowników, Wydawnictwo Uniwersytetu Łódzkiego, Łódź
	red. Czajkowska M., Januszkiewicz K., Kołodziejczak M., Zalewska-Turzyńska M. (2015): Zachowania organizacyjne : relacje społeczne w przestrzeni zmian , Wydawnictwo Uniwersytetu Łódzkiego, Łódź

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**12**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
Course title: **Physical Education (wychowanie fizyczne) (OGÓLNOUCZELNIANE)**		Course code: **EFZ214AIJ3458_26S**
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: 3 - english language polish language, semester: 4 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	zajęcia z wychowania fizycznego	30	0	p	0
	4	zajęcia z wychowania fizycznego	30	0	p	0
Total			**60**			**0**

Course / module coordinator	**mgr CEZARY JANISZYN**
Course instructor	**mgr CEZARY JANISZYN**
Course / module objectives	**Students master selected movement skills from basic physical education departments, develop general physical development of general physical fitness. To acquaint participants with different organizational forms within physical culture, to convey knowledge about the influence of physical exercise on the harmonious development and healthy lifestyle to learn about the influence of physical exercise on the harmonious development and healthy lifestyle of an adult person in different age groups.**
Prerequisites	**No health contraindications to exercise. Basic knowledge of physical culture from primary schools, junior high school and high school.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**It has knowledge about the influence of exercise on the the human body, ways of maintaining health and physical fitness and the principles of organisation of physical activity.**	
	2	**EP2**	**Identifies relationships between age, health, physical activity, motor skills of women and men.**	
skills	**1**	**EP3**	**The student has mastered movement skills in the field of team games, individual sports, tourism and useful for the organisation of and participation in to organise and participate in physical, sport and outdoor games field games.**	
	2	**EP4**	**Can apply the acquired motor potential to implement particular technical and tactical tasks in tactical tasks in individual sports disciplines and tourist-recreational activities.**	
	3	**EP5**	**Has the ability to engage in a pro-healthy lifestyle lifestyle and to shape attitudes favourable to physical activity for life.**	

social competences	**1**	**EP6**	**Promotes the social, cultural importance of sport and physical activity and develops own tastes in physical culture.**	
	2	**EP7**	**Undertakes the organisation of all forms of physical activity physical activity, sports competition in their place of residence, workplace or region.**	
	3	**EP8**	**He takes care of his leisure time through various forms of physical activity.**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Physical Education (wychowanie fizyczne)**			
Format of instruction: **zajęcia z wychowania fizycznego**			
1. **Team games: - ways of moving around the pitch, - perfecting the basic elements The aim of the course is to improve the skills of players in team sports and to develop their skills and knowledge of the game, - organising tournaments in team games, - participation in sport competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships)**	3	9	0
2. **Aerobics, Dance: - improving general physical fitness, - ability to perform correctly strengthening postural muscles and other muscle groups increasing respiratory and circulatory efficiency of the body, - body awareness, knowledge of individual muscle groups and appropriate exercises for them.**	3	7	0
3. **Individual sports (tennis, table tennis, squash, karate, self-defence, Nordic walking, swimming, cycling, skiing, rowing, skating): - improving general physical fitness, - learning and perfecting techniques in individual sports disciplines, - introduction to independent physical exercise implementing self-reliant physical exercise, - strengthening postural muscles and other muscle groups ability to perform exercises and techniques specific to a given sport discipline correctly, - games specific to a given sport discipline games and plays specific to a particular sport, - organisation of tournaments and competitions first aid and learning cardiopulmonary resuscitation, - participation in sports competitions (Polish participation in sports competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships).**	3	7	0
4. **Qualified tourism (ski camp, bike and canoe camp) - learning and improving basic elements of skiing and cycling techniques - improving general physical fitness and improving general physical fitness and increasing respiratory and circulatory capacity learning to use tourist equipment (skis, bike, canoe) - observing social norms of behaviour on a trail and in tourist sites elements of survivalism - learning to organise canoeing rallies, cycle learning how to organise canoeing rallies, cycling rallies and skiing competitions - administering first aid and learning cardiopulmonary resuscitation.**	3	7	0
5. **Team games: - ways of moving around the pitch, - perfecting the basic elements the basic elements of technique and tactics, - fragments of the game and school play, - games and plays used in team games, - rules of the game and organising tournaments in team games, - participation in sport competitions participation in sport competitions (Academic Championships of Poland, Interschool League, Universiade, European Academic Championships).**	4	9	0
6. **Aerobics, Dance: - improving general physical fitness, - ability to perform correctly strengthening postural muscles and other muscle groups, - improving physical fitness increasing awareness of the body, knowledge of individual muscle groups and appropriate exercises for them.**	4	7	0
7. **Individual sports (tennis, table tennis, squash, karate, self-defence, Nordic walking, swimming, cycling, skiing, rowing, skating): - improving general physical fitness, - learning and improving technique in individual sports disciplines, - implementing independent physical exercises implementing independent physical exercises, - strengthening postural muscles and other muscle groups, - ability of performing exercises and techniques specific to a given sport discipline correctly, - games and plays specific to a given sport discipline organising tournaments and competitions, - administering first aid and learning CPR first aid and learning cardiopulmonary resuscitation, - participation in sports competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships).**	4	7	0
8. **Qualified tourism (ski camp, bike and canoe camp) - learning and improving basic elements of skiing and cycling techniques - improving general physical fitness and increasing improving general physical fitness and increasing respiratory and circulatory fitness - learning to use tourist equipment learning to use tourist equipment (skis, bike, canoe) - observing social norms of behaviour on a trail and in tourist facilities elements of survivalism - learning to organise canoeing, cycling and ski races learning how to organise canoeing rallies, cycle rallies and skiing competitions - giving first aid and learning cardiopulmonary resuscitation.**	4	7	0

Modes of delivery	**method of teaching movement tasks: synthetic, analytical, mixed, complex;** **- methods of performing movement tasks: reproductive (restorative), proactive (independent), creative (creative);** **- methods of communicating: reproductive, proactive, creative, trial and error.**
	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	**EP7,EP8**
	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	
	Credit for the exercises on the basis of attendance, completed tests and group projects.
	Grade calculation principles
	The course ends with an ungraded pass.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Physical Education (wychowanie fizyczne)		Nieobliczana	
	3	Physical Education (wychowanie fizyczne) [zajęcia z wychowania fizycznego]	zaliczenie		
	4	Physical Education (wychowanie fizyczne)		Nieobliczana	
	4	Physical Education (wychowanie fizyczne) [zajęcia z wychowania fizycznego]	zaliczenie		

Basic reading	
	Bahrynowska - Fic J. (1987): Właściwości ćwiczeń fizycznych, ich systematyka i metodyka, Państwowy Zakład Wydawnictw lekarskich
	Bondarowicz M. (1995): Zabawy w grach sportowych, Wydawnictwa Szkolne i Pedagogiczne
	Huciński T., Lekner I. (2001): Koszykówka ? podręcznik dla trenerów, nauczycieli i studentów, BK
	K uźmińska O., Popielawska M. (1995): Taniec - Rytm - Muzyka, Skr. AWF
	Mielniczuk M., Staniszewski T. (1999): Stare i nowe gry drużynowe, TELBIT
	Talaga J. (2004): Sprawność fizyczna ogólna. Testy., Zysk i S - ka
	Trześniowski R. (1995): Zabawy i gry ruchowe, Szkolne i Pedagogiczne

Supplementary reading	
	Barankiewicz J. (1992): Poradnik nauczyciela wychowania fizycznego: zbiór podstawowych pojęć z teorii i metodyki wychowania fizycznego, sportu oraz wychowania zdrowotnego, Ośrodek Metodyczny
	Strzyżewski S (1992): Wychowanie fizyczne poza salą gimnastyczną: poradnik dla nauczycieli i studentów, Wydawnictwa Szkolne i Pedagogiczne

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**60**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**0**	**0**
Participation in tutorials	**0**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**0**	**0**

TOTAL workload	**60**
ECTS credits	**0**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_60S**
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 the knowledge and skills necessary to search for sources of financing for projects (projects) financed from EU funds and to properly prepare application documentation for their funding.**
Prerequisites	**The student has elementary knowledge about project management, as well as about EU funds and sources of financing undertakings (projects) under these funds.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows what is the procedure of searching for the possibility of financing undertakings (projects) from EU funds.**	**K_W03 K_W05 K_W07**
	2	**EP2**	**The student knows what the process of preparing application documentation for funding projects from EU funds is about.**	**K_W03 K_W05 K_W07 K_W10**
skills	**1**	**EP4**	**The student is able to look for the possibility of financing undertakings (projects) from the EU funds, as well as is able to interpret the provisions of the competition documentation.**	**K_U02 K_U03 K_U07 K_U08**
	2	**EP5**	**The student is able to prepare application documentation for co-financing of an undertaking (project) from 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**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie)**			
Format of instruction: **konwersatorium**			
1. **Program documents (operational programs)**	4	2	0
2. **Institutions involved in the implementation of EU programs**	4	2	0
3. **The specificity of projects financed from EU funds**	4	3	0
4. **Proposal documentation**	4	3	0

5. **Procedure for the preparation of competition documentation**	4	5	0

Modes of delivery	**multimedia presentation, analiza dokumentacji konkursowej**
	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,EP4,EP5,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 assessed on the basis of prepared and presented applications for co-financing of specific undertakings (projects) financed from EU funds.**
	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	Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie)		Nieobliczana	
	4	Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie) [konwersatorium]	zaliczenie z oceną		

Basic reading	Instytucje wdrażające Programy Operacyjne (2021): Dokumentacja konkursowa, Instytucje wdrażające, Szczecin- Warszawa
	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: **Product and service design (projektowanie produktów i usług) (KIERUNKOWE)**	Course code: **EFZ214AIJ3362_68S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr MONIKA KLEIN**
Course instructor	**dr MONIKA KLEIN**
Course / module objectives	**The aim of the course is to familiarize students with the innovative method of creating services and products. Familiarizing with the conditions for the development and implementation of innovative services and products on the market.**
Prerequisites	**Basic knowledge of marketing.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows and understands the basic functions performed by innovations in the economy; has knowledge of the main factors and barriers to the development of innovation on the market; knows the methods and tools of product design.**	**K_W05 K_W07 K_W08**
skills	**1**	**EP2**	**The student is able to independently solve problems related to the development of innovations, analyze and evaluate the conditions necessary to conduct innovative activities on the market.**	**K_U02 K_U03**
social competences	**1**	**EP4**	**The student is ready to act in an entrepreneurial way, creating new products and services, while maintaining good practices and the known achievements of the profession.**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Product and service design (projektowanie produktów i usług)**			
Format of instruction: **lecture**			
1. **Design management**	3	3	0
2. **Strategy and modeling in business**	3	4	0
3. **Designing services and experiences**	3	3	0
4. **Designing innovative products**	3	3	0
5. **Financial aspects - budgeting**	3	2	0

Modes of delivery	**The following methods will be used during the classes: multimedia presentations, analysis of texts and cases, simulation games.**	
	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,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	**Written credit in the form of a test covering the knowledge of lectures and recommended literature.**	
	Grade calculation principles	
	The final grade for the subject is the grade for passing the lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Product and service design (projektowanie produktów i usług)		Ważona	
	3	Product and service design (projektowanie produktów i usług) [wykład]	zaliczenie z oceną		1,00

Basic reading	M. Stickdorn, J. Schneider (2011): This id serice design thinking Stickdorn Schneider, BIS Publishers
	T. Brown, B. Katz (2019): Change By Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Inc
Supplementary reading	D. Norman (2013): Design of Everyday Things, MIT Press Ltd

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	**20**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**20**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
Course title: **Research methods in business (metody badawcze w biznesie) (KIERUNKOWE)**		Course code: **EFZ214AIJ3362_67S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr ALEKSANDRA RUDAWSKA**
Course instructor	**dr ALEKSANDRA RUDAWSKA**
Course / module objectives	**The purpose of the course is to introduce students with basic issues related to business research in general and research methods to help them to design the research projects.**
Prerequisites	**Student should be familiar with key terms and concepts of management and economics. Students should be able to discuss issues related to management.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands process and methods of business research as well as conditions of selecting specific methods**	**K_W03**
	2	**EP2**	**knows and understands ethical issues related to business research**	**K_W09**
skills	**1**	**EP3**	**is able to design business research on selected topic**	**K_U04 K_U08**
social competences	**1**	**EP4**	**is ready to respect ethical rules in the business research process**	**K_K06**
	2	**EP5**	**is ready to critically assess the research process**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Research methods in business (metody badawcze w biznesie)**			
Format of instruction: **discussion classes**			
1. **Business and management research**	3	2	0
2. **Defining a research topic and research proposal**	3	1	0
3. **Reviewing the literature**	3	1	0
4. **Formulating research design - selecting research method**	3	2	0
5. **Selecting samples**	3	1	0
6. **Collecting secondary data**	3	2	0
7. **Collecting primary data - questionnaires and interviews**	3	3	0

8. **Analysing data and writing research report**	3	3	0

Modes of delivery	**Presenting course contents with the multimedia techniques. Critical group discussion on the presented texts. Preparation of individual research proposals.**
	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,EP4,EP5**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,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	**To pass the subject students prepares smaller assignments during the course (40%) and prepares semester project - research proposal for selected topic on management (60%).**
	Grade calculation principles
	The passing grade is the course grade.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Research methods in business (metody badawcze w biznesie)		Arytmetyczna	
	3	Research methods in business (metody badawcze w biznesie) [ćwiczenia]	zaliczenie z oceną		

Basic reading	E. Babbie (2017): The Basics of Social Research, Cengage Learning
	M.N.K. Saunders, P. Lewis, A. Thornhill (2019): Research methods for business students, Pearson
Supplementary reading	C. Cassell (2015): Conducting research interviews for business and management students, Sage

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	**13**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**30**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
Course title: **Risk management in ICT business (zarządzanie ryzykiem w ICT) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_42S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	2
		lecture	15	0	e	
Total			**30**			**2**

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to enhance knowledge about the risk in ICT business, and different ways to mitigate risk with the future prediction. It will develop abilities with the needful learning about the risk assessment tools and techniques applied in different risk situations as the case study. As managers, students will be competent to protect ICT business organization, customers and society as the stake holder from various risks.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the business digital requirements	K_W04 K_W05
	2	EP2	understands e business risks	K_W03 K_W10
	3	EP3	knows the IT application in business	K_W02 K_W11
skills	1	EP4	can recognize, analyze and solve IT risk	K_U01 K_U04
	2	EP5	can apply risk management digital tools	K_U04 K_U08
	3	EP6	can be able to manage risk and people	K_U05 K_U07
social competences	1	EP7	is ready to solve problems with decision	K_K02 K_K04
	2	EP8	is ready to initiate social activities	K_K03 K_K05
	3	EP9	is ready to analyze and apply ethics	K_K01 K_K06

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Risk management in ICT business (zarządzanie ryzykiem w ICT)**			
Format of instruction: **lecture**			
1. **Risk with its different types**	5	2	0

2. **Analyzing, and categorizing risk**	5	2	0
3. **Identification, and response to risk**	5	2	0
4. **Measurement of risk**	5	1	0
5. **Tools and techniques to mitigate risk**	5	2	0
6. **Risk management process in ITC business**	5	2	0
7. **Self-assessment tool for risk management**	5	2	0
8. **Assessment and prediction of risk**	5	2	0
Format of instruction: **discussion classes**			
1. **Discussion to create a list of possible risks**	5	2	0
2. **A practical approach to analyzing risk**	5	2	0
3. **Case study to understand risk**	5	1	0
4. **Measurement of risk**	5	2	0
5. **Risk assessment tools comparison**	5	2	0
6. **Role play to take decision on risk situation**	5	2	0
7. **Game to identify and evaluate risk**	5	2	0
8. **Risk response and treatment hand on experience**	5	2	0

Modes of delivery	**analysis of text with discussion, multimedia presentation, group work, case study, Information lecture, conversation lecture**
	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	**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 exam.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT)		Arytmetyczna	
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT) [ćwiczenia]	zaliczenie z oceną		
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT) [wykład]	egzamin		

Basic reading	Culp, C. L. (2002): The Risk Management Process Business Strategy and Tactics. https://nbn-resolving.org/urn:nbn:de:101:1-2014121312162
	Green, P. E. J. (2016): Enterprise risk management: A common framework for the entire organization, Elsevier, Butterworth-Heinemann
	Sadgrove, K. (2015): The complete guide to business risk management (Third Edition), Gower
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**3**	**0**
Private reading and studying	**3**	**0**
Participation in tutorials	**5**	**0**
Preparation of project / essay / etc.	**3**	**0**
Preparation for test / exam	**4**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
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: **Stress and conflict management (zarządzanie stresem i konfliktem) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_44S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	konwersatorium	30	0	pg	2
Total			**30**			**2**

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 familiarize students with issues related to the issues of occupational stress, to present ways of dealing with the negative consequences of stress, as well as to present students with methods and strategies of coping with conflict in the workplace.**
Prerequisites	**The student is able to work in a group and understands the necessity of lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the issues of stress and conflict in the organization as well as theories and concepts of preventing these phenomena**	**K_W01**
skills	**1**	**EP2**	**The student is able to select and apply appropriate methods and tools to reduce stress and prevent conflicts.**	**K_U02**
social competences	**1**	**EP3**	**The student is ready to carry out his professional work stress-free**	**K_K02 K_K05 K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Stress and conflict management (zarządzanie stresem i konfliktem)**			
Format of instruction: **konwersatorium**			
1. **The definition of stress. Personality and stress.**	5	2	0
2. **Stress in the workplace - definition, causes, effects.**	5	2	0
3. **Workaholism - definition, typology, consequences.**	5	2	0
4. **Stress management**	5	2	0
5. **Methods of coping with stress**	5	2	0
6. **Burnout as a consequence of occupational stress**	5	2	0
7. **Life energy management**	5	2	0
8. **Colloquium on stress management**	5	2	0
9. **The concept and types of conflict**	5	2	0

10. **Conflicts in the workplace - causes and connections**	5	2	0
11. **Conflicts when introducing changes to the organization**	5	2	0
12. **Conflict analysis**	5	2	0
13. **Conflict resolution methods**	5	2	0
14. **Strategies and styles of conflict resolution**	5	4	0

Modes of delivery	**Multimedia presentation, case method, group work, 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
	KOLOKWIUM	**EP1,EP2**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**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	**Students are assessed on the basis of an essay including the verification of knowledge on the basis of a written statement of students, group work during classes and a test.** **The student receives a satisfactory grade when he is able to define and distinguish basic concepts related to the subject of the subject.**
	Grade calculation principles
	The final grade is the grade obtained from the conversations. **The grade for the course consists of:** **- completion grade for topics related to stress management (25%),** **- completion grade for issues related to conflict management (25%),** **- group work (20%),** **- essay (30%).** **The final grade is calculated based on the sum of partial points: 100-93 points grade 5; 92-85 points grade 4,5; 84-77 points grade 4; 76-69 points grade 3,5; 68-60 points grade 3; below 60 points grade 2.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Stress and conflict management (zarządzanie stresem i konfliktem)		Ważona	
	5	Stress and conflict management (zarządzanie stresem i konfliktem) [konwersatorium]	zaliczenie z oceną		1,00

Basic reading	Emily Nagoski (2019): Burnout: The Secret to Unlocking the Stress Cycle , Publisher Ballantine Books
	Morton Deutsch, Peter T. Coleman, Eric C. Marcus (2014): The Handbook of Conflict Resolution: Theory and Practice, Jossey-Bass
	Patricia ElgoibarMartin EuwemaLourdes Munduate (2016): Building Trust and Constructive Conflict Management in Organizations, Springer
	Terri Ramos (2021): Stress Management, Tomas Edwards
Supplementary reading	David Allen (2015): Getting Things Done: The Art of Stress-Free Productivity, Penguin
	Neil H. Katz, John W. Lawyer, Katherine Joanna Sosa, Marcia Sweedler, Peter Tokar (2020): Communication and Conflict Resolution Skills, Kendall Hunt Publishing
	Richard Pettinger (2002): Stress Management, John Wiley and Sons Ltd

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	**4**	**0**

Participation in tutorials	**5**	**0**
Preparation of project / essay / etc.	**3**	**0**
Preparation for test / exam	**2**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
Unit: **Lecture in the humanities [moduł]**		
Course title: **Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej) (OGÓLNOUCZELNIANE)**		Course code: **EFZ214AIJ3443_3S**
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 - polish language**	

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

Course / module coordinator	**dr hab. BEATA ZAWADKA**
Course instructor	**dr hab. BEATA ZAWADKA**
Course / module objectives	**the course offers the theoretical frames helping participants understand how space, time, characters and our receptions of these concepts function in the digital cinema**
Prerequisites	**curiosity of the world**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Participants know and name the concepts of space, time etc. present in the analogue and digital cinema, and understand the ethical imperative/s behind them**	
skills	**1**	**EP2**	**Participants are capable of recognising the dependencies between the digital and analogue cinema**	
social competences	**1**	**EP3**	**Participants are ready to discuss the questions vital for the digital cinema and use the knowledge of the medium transmedially**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej)**			
Format of instruction: **lecture**			
1. **Analogue vs digital cinema: similarities, differences, exchange**	6	4	4
2. **Digital Cinema: Space Conquest**	6	3	3
3. **Nonanthropocentric Character of Digital Cinema**	6	2	2
4. **From Temporality to Time in Digital Cinema**	6	2	2
5. **Digital Film -Viewer-World: the Montage of Attractions**	6	4	4

Modes of delivery	**Audiovisual presentation, lecture, dicussion**	
	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**
	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 awarded for the final test is the grade awarded for the course**	
	Grade calculation principles	
	The final grade for the course is the lecture grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej)		Nieobliczana	
	6	Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej) [wykład]	zaliczenie z oceną		

Basic reading	Nicholas Rombes (2017): Cinema in the Digital Age, Wallflower Press
	Thomas Elsaesser, Malte Hagener (2015): Film Theory. An Introduction Through the Senses, Routledge
Supplementary reading	Stephen Prince (2019): Digital Cinema, Rutgers UP

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**15**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**14**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**13**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

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-24/25Z**	
Course title: **Sustainable development in transport (zrównoważony rozwój w transporcie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_50S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	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	**Presentation of the essence of sustainable development, indicators of its assessment, external costs of transport, together with the estimation and strategy of their internalisation. Moreover, familiarizing students with methods of counteracting and reducing the harmfulness of transport and transport infrastructure. During the didactic process, students will gain skills in the ways of balancing transport, taking into account social, economic, and environmental aspects.**
Prerequisites	**Basic knowledge about transport and logistics.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the transport-environment interactions, and methods of shaping sustainable development, including counteracting the negative impact of transport on the environment.**	**K_W02 K_W04**
skills	**1**	**EP2**	**The student can determine and characterize the ways of balancing transport, taking into account the social, economic, and environmental aspects.**	**K_U01 K_U03 K_U04**
social competences	**1**	**EP3**	**The student is aware of the effects of excessive transport development on the natural environment and inspires others to counteract its negative effects.**	**K_K01 K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Sustainable development in transport (zrównoważony rozwój w transporcie)**			
Format of instruction: **lecture**			
1. **Methods of reducing emissions in transport**	5	2	0
2. **Usage of alternative fuels in transport**	5	3	0
3. **Transport balancing indicators broken down by its branches**	5	4	0
4. **Tools of promoting public transport**	5	2	0
5. **Development of micromobility - challenges of cities and enterprises**	5	2	0
6. **Shaping the demand for transport within the framework of traffic generators**	5	2	0

Format of instruction: **discussion classes**			
1. **The essence of sustainable transport**	5	2	0
2. **External costs in transport**	5	2	0
3. **The role of public transport in balancing transport**	5	3	0
4. **Sustainable transport assessment indicators**	5	2	0
5. **The issues of internalisation of external costs of transport**	5	2	0
6. **Legal regulations in the field of sustainable transport**	5	2	0
7. **Sustainable development of transport and eco-mobility**	5	2	0

Modes of delivery	**For the lecture: multimedia presentation, For exercises: group work, text analysis with discussion, 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
	KOLOKWIUM	**EP1,EP2**
	PROJEKT	**EP2,EP3**
	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	**Completion of exercises is based on a written test and prepared group projects. The student's activity during the classes will also be taken into account.** **Passing the lectures is based on a written test covering the knowledge of the lectures and the recommended literature.**
	Grade calculation principles
	The final grade for the subject is the arithmetic mean of the grades obtained from the exercises and the lecture.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Sustainable development in transport (zrównoważony rozwój w transporcie)		Nieobliczana	
	5	Sustainable development in transport (zrównoważony rozwój w transporcie) [ćwiczenia]	zaliczenie z oceną		
	5	Sustainable development in transport (zrównoważony rozwój w transporcie) [wykład]	zaliczenie z oceną		

Basic reading	Elżbieta Załoga (2013): Trendy w transporcie lądowym Unii Europejskiej, Wydawnictwo Naukowe US
	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2013): Polityka rozwoju transportu, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk
	Włodzimierz Rydzkowski (2017): Współczesna polityka transportowa, PWE
Supplementary reading	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2018): Infrastruktura transportu. Europa, Polska – teoria i praktyka, PWN, Warszawa
	Krystyna Wojewódzka- Król, Elżebieta Załoga (2016): Transport. Nowe wyzwania, PWN, Warszawa
	Zuzanna Kłos-Adamkiewicz, Elżbieta Załoga (2017): Miejski transport zbiorowy. Kształtowanie wartości usługi dla pasażera w świetle wyzwań nowej kultury mobilności, 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	**8**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**18**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**		
Course title: **Sustainable logistics (logistyka zrównoważona) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_51S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. BLANKA TUNDYS**
Course instructor	**dr hab. BLANKA TUNDYS**
Course / module objectives	**The aim of the course is to introduce students to sustainable logistics and sustainable supply chain strategies.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Knows and understands the issues involved in managing a sustainable business.**	**K_W06**
	2	EP2	**Student knows sustainable business models**	**K_W07**
	3	EP3	**The student knows and understands how sustainable business and processes work, with particular emphasis on logistics and supply chains**	**K_W11**
skills	1	EP4	**The student is able to characterise sustainable business and is able to describe sustainable logistic processes**	**K_U01**
	2	EP5	**The student is able to identify characteristics of sustainable logistics and design such processes in an enterprise.**	**K_U02**
	3	EP6	**The student is able to analyse, using dedicated tools, sustainable logistic processes**	**K_U04**
social competences	1	EP7	**The student is competent to disseminate good practices in sustainable logistics and sustainable supply chains**	**K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Sustainable logistics (logistyka zrównoważona)**			
Format of instruction: **lecture**			
1. **Sustainable Logistics ? sustainable supply chain management ? theory and praxis**	5	3	0
2. **SSCM 2.0 as a strategy**	5	2	0
3. **3BL in logistics and supply chain**	5	2	0

4. **Green logistics**	5	3	0
5. **IT, AI and ML in SSCM**	5	2	0
6. **Carbon and water footprint**	5	1	0
7. **Eco innovation in Logistics and Supply chain**	5	2	0
Format of instruction: **discussion classes**			
1. **Sustainable logistics ? case studies**	5	4	0
2. **Principles and practises for sustainable processes and operations**	5	4	0
3. **R-strategy, circular economy**	5	2	0
4. **Syustainable supply chain**	5	2	0
5. **Innovation and technology in sustainable logistics processes**	5	3	0

Modes of delivery	**group work, lecture, discussion, 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,EP5,EP6**
	PREZENTACJA	**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	**Assessment of the lectures on the basis of a written test on the content presented in the class. Assessment of exercises based on a presentation on the functioning of sustainable logistics.**	
	Grade calculation principles	
	The final grade is the arithmetic mean of the grades obtained from completing the exercises and lectures.	

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	5	Sustainable logistics (logistyka zrównoważona)		Arytmetyczna	
	5	Sustainable logistics (logistyka zrównoważona) [ćwiczenia]	zaliczenie z oceną		
	5	Sustainable logistics (logistyka zrównoważona) [wykład]	zaliczenie z oceną		

Basic reading	Grant, D. B., Wong, C. Y., & Trautrims, A. (2017): Sustainable logistics and supply chain management: principles and practices for sustainable operations and management. , Kogan Page Publishers., Kogan Page Publishers.
Supplementary reading	Rausch-Phan, M. T., & Siegfried, P. (2022): Sustainable Supply Chain Management, Springer, Cham., Springer, Cham.

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	**5**	**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: **The fundamentals of business success (podstawy sukcesu w biznesie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3432_69S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr hab. TOMASZ BERNAT**
Course instructor	**dr hab. TOMASZ BERNAT**
Course / module objectives	**The main goal of the course is to show how successful people are achieving it using examples of selected business successes. The aim is to show you how to think and act to achieve success in your professional and private life. The aim is to teach the specific ways of achieving success through the methods developed by N. Hill.**
Prerequisites	**Basic knowledge of the operation of business and economy, basic knowledge of the basics of decision-making in business and private life. Psychological aspects of people's decision making.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge about real actions that should be taken in order to achieve success in professional and private life.**	**K_W02 K_W05 K_W06 K_W09 K_W10**
skills	**1**	**EP2**	**The student is able to use the knowledge about the methods of achieving success in business to achieve his own goals**	**K_U03 K_U04 K_U06 K_U07 K_U08 K_U09**
social competences	**1**	**EP3**	**The student is able to work in a team The student is able to build teams and coordinate their work**	**K_K05 K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **The fundamentals of business success (podstawy sukcesu w biznesie)**			
Format of instruction: **lecture**			
1. **The objectives creation in business and life**	5	2	0
2. **The creation of the basic conditions to realize the objectives**	5	2	0
3. **The knowledge in business life**	5	2	0
4. **Success planning**	5	2	0

5. **The borders of decisions making**	5	2	0
6. **The team working**	5	2	0
7. **Creation the positive personality ? the way to business success**	5	2	0
8. **Good and bad habits in success realization**	5	1	0
Format of instruction: **discussion classes**			
1. **The objectives creation in business and life**	5	2	0
2. **The creation of the basic conditions to realize the objectives**	5	2	0
3. **The knowledge in business life**	5	2	0
4. **Success planning**	5	2	0
5. **The borders of decisions making**	5	2	0
6. **The team working**	5	2	0
7. **Creation the positive personality ? the way to business success**	5	2	0
8. **Good and bad habits in success realization**	5	1	0

Modes of delivery	**The basic method of transferring knowledge is a lecture based on the methodology proposed by N. Hill. The lecture is based on practical solutions along with showing case studies of people who have achieved success in business life, Classes will be conducted on the basis of a workshop form. In addition to the analysis of case studies, students will be required to present their own reflections on the methods of achieving success in business. Presentations of students will be prepared with considerations on the individual elements of the methods of achieving success along with practical examples.**
	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**
	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	**Obtaining a pass requires preparing a presentation and presenting it during classes.** **The exam requires a case study - answers to the questions posed.**
	Grade calculation principles
	The final grade will be a simple arithmetic mean of the final grade and exam grade

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	The fundamentals of business success (podstawy sukcesu w biznesie)		Arytmetyczna	
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [wykład]	egzamin		
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Napoleon Hill (2004): Law of Success, Highroads Media
	Napoleon Hill (1997): Napoleon Hill's Keys to Success: The 17 Principles of Personal Achievement, Penguin Publishing Group
	Napoleon Hill (2011): Think and Grow Rich, Wilder Publications
	Patrick H. Perrine (2024): Be A Unicorn: The New Entrepreneur's Ultimate Guide To Success (10 book series), Kindle Edition, on-line

Supplementary reading	Charles-Albert Poissant (1994): How to Think Like a Millionaire: Ten of the Richest Men in the World and the Secrets of Their Success, HarperCollins Publishers Ltd, London
	Brian Tracy (2022): The 10 Qualities of Influential People: How to Inspire Yourself and Others to Greatnes, G&D Media, Kindle edition
	Brian Tracy (2002): The 100 Absolutely Unbreakable Laws of Business Success, Berrett-Koehler Publishers
	Brian Tracy, Christina Tracy Stein (2002): Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time, Berrett-Koehler Publishers
	David M. Rubenstein (2020): How to Lead: Wisdom from the World's Greatest CEOs, Founders, and Game Changers, Simon & Schuster, New York

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	**8**	**0**
Preparation of project / essay / etc.	**10**	**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: **Tourism destination management (zarządzanie regionem turystycznym) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_33S**
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	including 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	**Indicating the basics of tourism destination management**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the basic concept of tourism destination management**	**K_W02**
	2	**EP2**	**Student knows the specificity of tourism destination management**	**K_W05**
skills	**1**	**EP3**	**Student is able to create a tourism destination management plan**	**K_U03 K_U04**
social competences	**1**	**EP4**	**Student is able to see the tourism impact on the social, business and environmental level.**	**K_K01 K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Tourism destination management (zarządzanie regionem turystycznym)**			
Format of instruction: **lecture**			
1. **Tourism destination product**	6	2	0
2. **The impact of tourism**	6	3	0
3. **The evolution of the tourist destination management**	6	2	0
4. **The political framework of tourism**	6	2	0
5. **Marketing tourism destinations**	6	6	0
Format of instruction: **discussion classes**			
1. **The role of NGOs in management of tourism destination**	6	2	0
2. **Measuring tourism impact on local economy**	6	3	0

3. **Tourism destination management in authoritarian countries**	6	2	0
4. **Price and promotion in tourism destination marketing**	6	2	0
5. **Placing the tourism destination product.**	6	2	0
6. **Site and region specific tourism management**	6	2	0
7. **Social media and tourism management**	6	2	0

Modes of delivery	**Lecture and discussion, Cooperative group work, 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**
	PREZENTACJA	**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	**Passing the lectures on the basis of a test (open questions).** **Completion of exercises: presentation carried out in groups, the purpose of which is to prepare a management plan for a tourist region**
	Grade calculation principles
	The final grade is the arithmetic mean of both grades (rounded up if neccessary)

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	6	Tourism destination management (zarządzanie regionem turystycznym)		Arytmetyczna	
	6	Tourism destination management (zarządzanie regionem turystycznym) [wykład]	zaliczenie z oceną		
	6	Tourism destination management (zarządzanie regionem turystycznym) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Ch. Ryan (2020): Advanced Introduction to Tourism Destination Management, Edward Elgar Publishing
Supplementary reading	ed. M. Rodríguez-Díaz, T.F. Espino-Rodríguez (2019): Tourism Destination Management, MDPI

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	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**7**	**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: **Transport company management (zarządzanie przedsiębiorstwem transportowym) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_61S**
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 AGNIESZKA GOZDEK**
Course instructor	**dr AGNIESZKA GOZDEK**
Course / module objectives	**The course aims to present the knowledge and development of students' skills related to the issues of managing a transport company.**
Prerequisites	**Knowledge of basic issues in microeconomics, business economics, and transport economics.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the terminology relating to transport companies. Characterizes the economic and legal conditions of business activity**	**K_W04 K_W06 K_W09**
skills	**1**	**EP2**	**Student analyzes the innovative processes in transport enterprises and the service potential of Polish enterprises, taking into account the existing legal and economic regulations.**	**K_U03 K_U06**
	2	**EP3**	**Student is able to cooperate, plan work and work in a team, analyzing, assessing the functioning and development directions of transport companies in the conditions of increasing competition.**	**K_U06 K_U07 K_U08**
social competences	**1**	**EP4**	**Student notices the ethical problems related to the management of a transport company.**	**K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Transport company management (zarządzanie przedsiębiorstwem transportowym)**			
Format of instruction: **lecture**			
1. **Planning, organizing and coordinating transport in the company**	4	3	0
2. **Economic and legal conditions for the functioning of transport companies**	4	3	0
3. **Resource management in a transport company**	4	2	0
4. **Carrier Liability**	4	2	0
5. **Transport taxes and charges**	4	1	0
6. **Transport costs and pricing**	4	2	0

7. **Transport innovations**	4	2	0
Format of instruction: **discussion classes**			
1. **Organization and functioning of transport companies**	4	2	0
2. **Analysis of the company's resources**	4	2	0
3. **Assessment of the vehicle fleet operation**	4	3	0
4. **Telematics in managing a transport company**	4	2	0
5. **Working time of professional drivers; tasks.**	4	3	0
6. **Insurance in road transport.**	4	1	0
7. **A vehicle's total cost of ownership (TCO).**	4	2	0

Modes of delivery	**Multimedia presentations, discussion, teamwork, 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,EP2,EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Completion of the exercises is based on a written test, taking into account the continuous assessment of the student's activity during classes. Passing the lectures at the end of the semester takes the form of a written test.**	
	Grade calculation principles	
	The final grade for the subject is a weighted grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym)		Nieobliczana	
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym) [ćwiczenia]	zaliczenie z oceną		
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym) [wykład]	zaliczenie z oceną		

Basic reading	Bąk M. (red.) (2009): Koszty i opłaty w transporcie, UG, Gdańsk
	Button K. (2010): Transport Economics, Edward Elgar Publishing, UK, USA
	Dembińska-Cyran I., Gubała M. (2003): Podstawy zarządzania transportem w przykładach, Biblioteka Logistyka, Wyd. ILIM, Poznań
	Kordel Z., Kuriata A. (2019): Logistyka i transport. Teoria oraz praktyczne zastosowania, CeDeWu, Warszawa
	Wojewódzka-Król K., Załoga E. (2022): Transport. Tendencje zmian, PWN, Warszawa
Supplementary reading	A. Gozdek (red.) (2021): Mobilność i zrównoważony transport: poszukiwanie rozwiązań., US, Szczecin
	ECMT / ITF (2001): Efficient Transport Taxes and Charges , OECD
	Rodrigue Jean-Paul (2020): The Geography of Transport Systems , Routledge, London
	Strony internetowe : www.itf-oecd.org; www.iru.org; www.acea.be; https://transport.ec.europa.eu
	Szałucki K. (2017): Równowaga w funkcjonowaniu przedsiębiorstw transportowych, Monografia texter, Warszawa
	(2022): Certyfikat Kompetencji Zawodowych Przewoźnika Drogowego, ATUT-BM Sp. z o.o., 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	**10**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**8**	**0**
Preparation for test / exam	**12**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-24/25Z**	
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-I-S-24/25Z**	
Course title: **Web technologies for business (technologie webowe w biznesie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_49S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**dr TOMASZ ZDZIEBKO**
Course instructor	**dr TOMASZ ZDZIEBKO**
Course / module objectives	**The aim of the course is to provide the basis of knowledge and skills in using Internet technologies for business purposes.**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge about internet technologies and solutions supporting management and running a business**	**K_W03 K_W06**
skills	**1**	**EP2**	**Students will be able to use internet technologies and tools to analyse economic phenomena and support business management.**	**K_U03 K_U05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Web technologies for business (technologie webowe w biznesie)**			
Format of instruction: **lecture**			
1. **Introduction to web technologies**	5	5	0
2. **Communication between information systems on the Internet**	5	2	0
3. **Introduction to web analytics**	5	2	0
4. **Introduction to artificial intelligence**	5	4	0
5. **Applications of cloud computing technologies**	5	2	0
Format of instruction: **discussion classes**			
1. **Basics of websites programing (html, css, javascript)**	5	6	0
2. **Communication between systems using Application programming interfaces**	5	4	0
3. **Introduction to web analytics**	5	2	0
4. **Introduction to cloud computing for business applications**	5	3	0

Modes of delivery	**lecture using multimedia presentations, computer labs**
	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**
	PROJEKT	**EP1,EP2**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**In order to obtain a positive mark it is necessary** **- a passing grade for the laboratory consisting of a grade for the laboratory task and a grade for the credit project** **- and getting the pass mark credit of the lectures in the written form**
	Grade calculation principles
	The course grade is calculated as the average of the pass marks in the laboratories and lectures

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Web technologies for business (technologie webowe w biznesie)		Arytmetyczna	
	5	Web technologies for business (technologie webowe w biznesie) [ćwiczenia]	zaliczenie z oceną		
	5	Web technologies for business (technologie webowe w biznesie) [wykład]	zaliczenie z oceną		

Basic reading	J. Robbins (2020): Projektowanie stron internetowych. Przewodnik dla poczatkujacych webmasterów po HTML5, CSS3 i grafice. Wydanie V,, Helion
	Martyna Zastrozna (2022): Google Analytics dla marketingowców Wydanie III,, Onepress
Supplementary reading	Mustafa Toroman (2020): Chmura Azure. Praktyczne wprowadzenie dla administratora. Implementacja, monitorowanie i zarzadzanie waznymi usługami i komponentami IaaS/PaaS, Helion

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	**15**	**0**
Participation in tutorials	**10**	**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-24/25Z**	
Course title: **Wide lecture (wykład ogólnouczelniany) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3362_27S**
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: 3 - english language polish language, semester: 4 - english language polish language**

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

Course / module coordinator	**dr hab. JAROSŁAW KORPYSA**
Course instructor	**dr SANDRA MISIAK-KWIT**
Course / module objectives	**Shaping knowledge and skills in various areas of sciences, creating the need for lifelong learning.**
Prerequisites	**None**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows and understands the terminology of the selected subject; understands the interdisciplinary nature of science.**	**K_W09**
skills	**1**	**EP2**	**The student is able to plan his own learning throughout his life, perfecting the skills needed for his own development.**	**K_U09**
social competences	**1**	**EP3**	**The student is ready for continuous improvement and personal development in various areas of study.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Wide lecture (wykład ogólnouczelniany)**			
Format of instruction: **lecture**			
1. **Presentation of specific issues within the content of the selected monographic lecture.**	3	15	0
2. **Presentation of specific issues within the content of the selected monographic lecture.**	4	15	0

Modes of delivery	**lecture**
	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**
	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	**Obtaining a positive mark in the test.**	
	Grade calculation principles	
	The grade from the subject is equal to the grade from the lectures.	

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	3	Wide lecture (wykład ogólnouczelniany)		Ważona	
	3	Wide lecture (wykład ogólnouczelniany) [wykład]	zaliczenie z oceną		1,00
	4	Wide lecture (wykład ogólnouczelniany)		Ważona	
	4	Wide lecture (wykład ogólnouczelniany) [wykład]	zaliczenie z oceną		1,00

Basic reading	Literature on the subject chosen by the student in a given academic year. :
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**2**	**0**
Private reading and studying	**6**	**0**
Participation in tutorials	**6**	**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-BM-O-I-S-23/24Z**						
Course title: **Business economics (ekonomia biznesu) (PODSTAWOWE)**					Course code: **EFZ214AIJ3432_3S**	
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: 1 - english language polish language**			

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

Course / module coordinator	**dr hab. TOMASZ BERNAT**
Course instructor	**dr hab. TOMASZ BERNAT**
Course / module objectives	**The primary purpose of the lecture is to familiarize students with the basic concepts and concepts that characterize the way managers think about the market, its institutions, the structure and the results of their decisions Use theory and economics methods (especially micro-economics) to solve problems in making optimal decisions. By embedding the issues under consideration on concrete examples, students will be able to use the knowledge gained not only in the business, but also in the public sector and in all types of organizations, as well as by anyone who is looking for the best solutions in their personal decisions of a financial, economic, etc. nature.**
Prerequisites	**The student knows the foundations of microeconomics and macroeconomics and the functioning of the market economy, and the student is aware of current economic developments. A student can solve basic maths tasks and use (correctly interpreted) graphs showing the relationship between the main categories that are the subject of economic analysis in the enterprise. The student is able to think analytically, formulate proposals correctly, based on his knowledge of the operation of the enterprises.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the basic economic concepts associated with an interest in the management economy**	**K_W02 K_W04 K_W05**
skills	**1**	**EP2**	**The student will anticipate possible scenarios resulting from current developments in different markets and assess the situation of the company in specific market structures, depending on the evolution of costs, revenues, etc.**	**K_U01 K_U02 K_U03**
social competences	**1**	**EP3**	**The student is willing to think and act in an entrepreneurial way**	**K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Business economics (ekonomia biznesu)**			
Format of instruction: **lecture**			
1. **Economics thinking**	1	2	0
2. **Proces podejmowania decyzji managerskich**	1	2	0
3. **The market and its impact on management decisions**	1	2	0
4. **Decision's optimization process - production**	1	2	0

5. **Optimize the company's profit**	1	2	0
6. **Firm performance in long run: size, diversification, and scope**	1	2	0
7. **The role of the market structure in managerial decision**	1	3	0
Format of instruction: **discussion classes**			
1. **Economics thinking**	1	2	0
2. **The process of management decision-making**	1	2	0
3. **The market and its impact on management decisions**	1	2	0
4. **Decision's optimization process**	1	2	0
5. **Optimize the company's profit**	1	2	0
6. **Firm performance in long run: size, diversification, and scope**	1	2	0
7. **The role of the market structure in managerial decision**	1	3	0

Modes of delivery	**lecture** **case studies** **graphic and algebraic tasks** **discussions** **perform tests and tasks in the e-learning system**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3**
	KOLOKWIUM	**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	**Pass the classes - based on a written colloquium. It is a test solution to a case study describing the economic elements chosen - the company. The solution to the challenge is to answer the open questions listed. The case study will be included in the e-studia system.** **The test solution provided in the e-studio system.**	
	Grade calculation principles	
	The final assessment of the subject shall be equal to the arithmetic mean of the passing and the test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Business economics (ekonomia biznesu)		Arytmetyczna	
	1	Business economics (ekonomia biznesu) [wykład]	egzamin		
	1	Business economics (ekonomia biznesu) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Christopher Thomas (2019): Managerial Economics, McGrowHill, New York
	Michael Baye, Jeff Prince (2020): Managerial Economics & Business Strategy 10th Edition, Mcgraw, New York
Supplementary reading	CNBS Business
	Forbes, Forbes
	Newsweek

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	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**13**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

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-23/24Z**	
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	w tym 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	w tym 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)**

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) [ćwiczenia]	zaliczenie z oceną		
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna) [wykład]	egzamin		

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. (2022): 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	
		W tym 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-23/24Z**	
Course title: **Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_63S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the business activities**	**K_W02 K_W04**
	2	**EP2**	**understands business promotion with IT**	**K_W03 K_W10**
	3	**EP3**	**knows the IT application in business**	**K_W02 K_W11**
skills	**1**	**EP4**	**can solve business problems with IT**	**K_U02 K_U04**
	2	**EP5**	**can apply promotion tools in business**	**K_U01 K_U05**
	3	**EP6**	**can be able to reach goals with IT**	**K_U07 K_U08**
social competences	**1**	**EP8**	**is ready to start promotional activities inspiring to act for the benefit of the local community**	**K_K04**
	2	**EP9**	**is ready to apply the principles of ethics in the area of promotional activities**	**K_K05 K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)**			
Format of instruction: **lecture**			
1. **Business promotion basics**	3	2	0
2. **Tools and Techniques of business promotion**	3	2	0

3. **Role of information technology in communication**	3	1	0
4. **Information technology tools and techniques**	3	2	0
5. **Promotional activity with information technology**	3	2	0
6. **Criteria to choose information technology tools**	3	2	0
7. **Content and media selection**	3	2	0
8. **Measuring the effect of promotional campaign**	3	2	0
Format of instruction: **discussion classes**			
1. **Discussion on business promotion requirement**	3	2	0
2. **A practical approach to business promotion**	3	2	0
3. **Business promotion using IT case study**	3	1	0
4. **Presentation on IT enabled promotions in business**	3	2	0
5. **Promotional tools using IT comparison**	3	2	0
6. **Activity to implement a promotional campaign**	3	2	0
7. **Real life business project creation for promotion**	3	2	0
8. **Real life business project creation for promotion**	3	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, group work**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP2,EP3,EP4**
	PREZENTACJA	**EP1,EP6,EP8,EP9**
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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: COLLOQUIUM- 100%,** **Exercises: PRESENTATION- 20%, PROJECT- 50%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 20%** **A student must score minimum 60% overall to pass the course.**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained from passing the lectures and exercises.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)		Arytmetyczna	
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [ćwiczenia]	zaliczenie z oceną		
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [wykład]	zaliczenie z oceną		

Basic reading	John, S. E. (2013): Application of Information Technology to Business Management
	Lucas, H. C. (2009): Information Technology for Management, Global Text
	Molenaar, C. (2012): e-Marketing Applications of Information Technology and the Internet within Marketing, Routledge
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**11**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
Course title: **Bussiness process modelling (modelowanie procesów biznesowych) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_22S**	
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: 3 - english language polish language**		

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	3	laboratory	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course instructor	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course / module objectives	**Familiarizing students with the theoretical and practical aspects of business process modeling.**
Prerequisites	**Prerequisites for:** **- knowledge: the student has a general knowledge of the functioning of economic objects;** **- skills: the student is able to use the computer in the WINDOWS operating environment;** **- competences: the student has instilled habits of lifelong learning and consciously uses computer technology.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands the principles of operation of the company's areas of activity in which business process modeling can be applied.**	**K_W01 K_W07**
skills	**1**	**EP2**	**can use advanced IT tools for modeling and analysis of business processes.**	**K_U02 K_U04**
social competences	**1**	**EP3**	**is ready to independently update the knowledge and skills related to the use of methods and tools for modeling business processes.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Bussiness process modelling (modelowanie procesów biznesowych)**			
Format of instruction: **lecture**			
1. **Process approach in a modern organization.**	3	2	0
2. **Basics of business process management in an enterprise.**	3	2	0
3. **Introduction to business process modeling.**	3	2	0
4. **Business process modeling methodology.**	3	4	0
5. **Review of IT tools for business processes modeling .**	3	2	0
6. **Business process reference models.**	3	3	0
Format of instruction: **laboratory**			
1. **Introduction to ADONIS. The functional scope and the basics of the user interface.**	3	2	0

2. **Basics of modeling in the ADONIS system - symbolism of objects and relations. Creating simple models.**	3	2	0
3. **Process maps and describing the structure of processes.**	3	2	0
4. **Creating business process models in the ADONIS system.**	3	4	0
5. **Resource modeling (document model, work environment model, IT systems model, product model). Generating documentation.**	3	2	0
6. **Model analysis in the ADONIS system - queries, accounting and time analysis.**	3	4	0
7. **Process performance management and indicators monitoring.**	3	2	0
8. **Risk and control models**	3	2	0
9. **Case studies.**	3	10	0

Modes of delivery	**multimedia presentation, Case study, Problem solving**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1**
	PROJEKT	**EP2,EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Exam- evaluation of the multiple-choice test. The test consists of 15 closed questions. For each correct answer, the student receives 1 point, for incorrect answer - minus 1 - a total of max. 22 points (for 22-21 points - 5,0 grade, 20-19 points - 4,5; 18-17 points - 4.0; 16-15 points - 3,5; 14-12 points - 3,0, below 11 points - 2,0)** **Laboratories** **1 - participation in a minimum of 75% of the classes** **2 - if the condition (1) is met, the grade is issued on the basis of the number of points received for the implementation of practical tasks and the project (max. 60 points) (for 60-56 points 5,0 grade; 55-51: 4,5; 50-46 : 4,0; 45-41: 3,5; 40-36: 3,0; 35 and less: 2,0)**	
	Grade calculation principles	
	A NECESSARY CONDITION TO OBTAIN A POSITIVE EVALUATION is to obtain a minimum of 3.0 grade in all forms of classes. **The grade for the course results from the arithmetic mean of all the lecture and laboratory grades.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Bussiness process modelling (modelowanie procesów biznesowych)		Arytmetyczna	
	3	Bussiness process modelling (modelowanie procesów biznesowych) [laboratorium]	zaliczenie z oceną		
	3	Bussiness process modelling (modelowanie procesów biznesowych) [wykład]	egzamin		

Basic reading	Manuel Laguna, Johan Marklund (2013): BUSINESS PROCESS MODELING, SIMULATION AND DESIGN, CRC Press, London, New York
	Marlon Dumas, · Marcello La Rosa, Jan Mendling ,· Hajo A. Reijers (2018): Fundamentals of Business Process Management, Springer-Verlag , Berlin
Supplementary reading	Bitkowska Agnieszka (2009): Zarzadzanie procesami biznesowymi w przedsiebiorstwie, Wizja PRESS&IT, Warszawa
	Gawin Bartłomiej, Marcinkowski Bartosz (2013): Symulacja procesów biznesowych. Standardy BPMS i BPMN w praktyce, Helion, Gliwice

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**

Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**8**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
Course title: **Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_46S**	
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: 5 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**	**w tym e-learning**	**Type of credit**	**ECTS**
3	5	laboratory	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr inż. TOMASZ WIŚNIEWSKI**
Course instructor	**dr inż. TOMASZ WIŚNIEWSKI**
Course / module objectives	**The aim is to introduce students to the theoretical fundamentals of simulation modeling and process optimization, and to use the learned skills to solve problems in practical applications in enterprises**
Prerequisites	**Basic computer skills, basic mathematics**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows solutions (including IT solutions) which can be used for simulation and process optimization**	**K_W03 K_W07**
	2	**EP2**	**Student knows definitions of model, optimization, computer simulation, distinguish elements of optimization model.**	**K_W01**
skills	**1**	**EP3**	**The student is able to model business processes with the use of dedicated IT tools.**	**K_U02**
	2	**EP4**	**Students with the use of simulations and optimization models are able to analyze the flow of business processes and interpret the results**	**K_U03 K_U05 K_U09**
social competences	**1**	**EP5**	**The student is ready to formulate an opinion on the implemented business processes on the basis of simulation modelling and the optimization process**	**K_K03 K_K04**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów)**			
Format of instruction: **laboratory**			
1. **Introduction to simulation analysis - system, model, simulation, steps in building a simulation model**	5	3	0
2. **Conduct simulation experiments using software tools such as Arena Simulation.**	5	3	0
3. **Building optimization models, implementing optimization in simulation models**	5	3	0
4. **Process optimization using Excel with the Solver add-in.**	5	3	0
5. **Construction and presentation of final projects**	5	3	0

Modes of delivery	**Multimedia presentations, case studies, project method, laboratory classes**

Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP3,EP4,EP5**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Passing the course takes place through active participation in classes, completing assigned tasks and making a project using the tools and techniques learned during the classes**	
	Grade calculation principles	
	The final grade is the lab grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów)		Nieobliczana	
	5	Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów) [laboratorium]	zaliczenie z oceną		

Basic reading	A. M. Law (2007): Simulation Modeling and Analysis, Fourth Edition, Mc Graw - Hill
	Mielczarek B. (2009): Modelowanie symulacyjne w zarządzaniu - symulacja dyskretna, Politechnika Wrocławska
Supplementary reading	J. Banks, J.S. Garson, B. L. Nelson, D.M. Nicol (2009): Discrete-event systems simulation, V edycja, Pearson Education

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**0**	**0**
Participation in tutorials	**10**	**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-23/24Z**	
Course title: **Consumer behaviour (zachowania konsumentów) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_21S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr hab. KATARZYNA WŁODARCZYK**
Course instructor	**dr hab. KATARZYNA WŁODARCZYK**
Course / module objectives	**The transfer of konowledge in the firld of the basics of making consumption decisions and economic and non-economic factors influencing these behaviors, as well as presenting models of consumer behavior, trends and the decision-making process.**
Prerequisites	**Basics of economics, management and marketing as well as elementary sociological concepts.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**The student knows the basics and the idea of market consumer behavior.**	**K_W01 K_W02**
	2	EP2	**The student knows the stages of the consumer's decision-making process.**	**K_W02 K_W06**
	3	EP3	**The student knows and defines the determinants of consumer behavior.**	**K_W02 K_W03**
skills	1	EP4	**Student can search for solutions to the issues which are discussed by using knowledge and evaluate consumer behaviour.**	**K_U01 K_U04**
	2	EP5	**The student is able to design and conduct market research related to consumer behavior on the market.**	**K_U03 K_U04**
	3	EP6	**The student is able to work in task teams and individually.**	**K_U06 K_U08**
social competences	1	EP7	**The student is ready to objectively assess his knowledge of the market behavior of consumers.**	**K_K01 K_K02**
	2	EP8	**The student is ready to deepen his knowledge and takes into account the opinions of experts.**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Consumer behaviour (zachowania konsumentów)**			
Format of instruction: **lecture**			
1. **Consumption and consumers in economics and management - basic theories and definitions**	3	4	0
2. **Needs of consumers**	3	2	0
3. **Models of consumers behaviour**	3	3	0

4. **Laws and effects in consumer behaviour**	3	2	0
5. **Consumer research**	3	4	0
Format of instruction: **laboratory**			
1. **Main determinants of consumer behavior (needs, motives)**	3	2	0
2. **Economic and non-economic factors influencing consumer behavior**	3	3	0
3. **Typology of consumption decisions**	3	2	0
4. **Customer segmentation and positioning**	3	2	0
5. **The risk of making decisions by consumers**	3	2	0
6. **Contemporary trends in consumer market behavior**	3	4	0

Modes of delivery	**Exercises, case study, discussion, lecture**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**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	**LECTURE: Written exam - 4 essay questions. In each of the questions, the student will have to use the acquired knowledge and theory and use his own examples. For a satisfactory grade, the student must correctly write 2 questions, for a good grade - 3 questions, for a very good grade - 4 questions.** **LABORATORY: Assessment obtained on the basis of a scientific article on consumer market behavior and its presentation in the group by the student.**	
	Grade calculation principles	
	The arithmetic mean of the lecture grade and the laboratory grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Consumer behaviour (zachowania konsumentów)		Arytmetyczna	
	3	Consumer behaviour (zachowania konsumentów) [wykład]	egzamin		
	3	Consumer behaviour (zachowania konsumentów) [laboratorium]	zaliczenie z oceną		

Basic reading	G. Antonides, W.F. Van Raaij, F.W. Van Raaij (2017): Consumer Behaviour: A European Perspective, John Wiley & Sons
	L.G. Schifman, J.L. Wisenblit (2015): Consumer Behaviour, Pearson
	M.R. Solomon (2019): Consumer Behaviour: Buying, having and being, Pearson Education Limited
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**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-BM-O-I-S-23/24Z**	
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	w tym e-learning	Type of credit	ECTS
1	2	konwersatorium	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	w tym e-learning
Subject title: **Creativity and innovations (kreatywność i innowacje)**			
Format of instruction: **konwersatorium**			

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**	
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)		Ważona	
	2	Creativity and innovations (kreatywność i innowacje) [konwersatorium]	zaliczenie z oceną		1,00

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	
		W tym 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: **Descriptive statistics (statystyka opisowa) (PODSTAWOWE)**					Course code: **EFZ214AIJ3432_20S**	
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: 3 - english language polish language**			

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

Course / module coordinator	**dr KRZYSZTOF DMYTRÓW**
Course instructor	**dr KRZYSZTOF DMYTRÓW**
Course / module objectives	**The aim of the course is to acquire basic knowledge on a quantitative description of economic and social phenomena as well as ability to present the results of research, based on primary or secondary data.**
Prerequisites	**- knowledge of basic economic concepts, - knowledge and abilities from the "Mathematic" module**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the parameters describing the socioeconomic characteristics, their properties, measurement scales, student knows how to describe dynamics and relationships.**	**K_W03**
	2	**EP2**	**Student knows the research methods in the social sciences and methods of measurement specific for social and economic sciences.**	**K_W03**
	3	**EP3**	**Student knows the methods of presentation of the study of primary and secondary data, taking into account characteristics of the populations and distributions.**	**K_W03**
skills	**1**	**EP4**	**Student is able to quantitatively describe the socio-economic phenomena on the basis of both primary and secondary data.**	**K_U02**
	2	**EP5**	**Student is able to estimate strength and direction of relationships.**	**K_U02**
	3	**EP6**	**Student is able to describe dynamics of economic phenomena.**	**K_U02**
social competences	**1**	**EP7**	**Student is ready to use results of surveys conducted by national statistical institutes, including acknowledging the importance and consequences of cooperation with public statistics institution.**	**K_K01**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Descriptive statistics (statystyka opisowa)**			
Format of instruction: **lecture**			

1. **Types of statistical surveys, definition of statistical unit, population and sample, statistical surveys; types of variables, measurement scales, methods of data presentation. The regularities of mass processes.**	3	2	0
2. **One-dimensional populations, empirical distributions, moments and quantiles for metric scales, measures of central tendency, dispersion, skewness, kurtosis and concentration.**	3	4	0
3. **Correlation coefficients, Chi-square, variance equality. Multidimensional analysis, partial correlations.- dimensional populations, tables, ranks, types of relationships.**	3	3	0
4. **Empirical and theoretical regressions, the method of least squares for linear regression, measures of fit.**	3	2	0
5. **Measurement of dynamics of economic and social phenomena. Time series, chronological mean. Analysis of shortterm changes, individual indexes, the average rate of change, average absolute change. Aggregate indexes. Price indices. Aggregate indices for relative values.**	3	2	0
6. **Decomposition of time series, trend and seasonality. Linear and exponential trend. Additive and multiplicative seasonality.**	3	2	0
Format of instruction: **laboratory**			
1. **Statistics, populations, data, notation, tables and charts, measurement scales. Measures of central tendency, dispersion, skewness, kurtosis and concentration.**	3	5	0
2. **Correlation and regression analysis:** **- correlation series and contingency table,** **- correlation coefficients: Tschuprow's, Spearman's rank, correlation ratios, Pearson product-moment correlation coefficient,** **- empirical and theoretical regression lines.**	3	5	0
3. **Analysis of dynamics:** **- short-term analysis: increments and indexes,** **- long-term analysis: analysis of trends and seasonality.**	3	5	0

Modes of delivery	**The course comprises lectures using (where appropriate) computer presentations and laboratories - working individually and in groups.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP5,EP6**
	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 terms of the lectures:** **A written test consisting of 7 single-choice and 3 multiple-choice test questions. It tests the knowledge of students. Students can obtain up to 10 points. There are the following thresholds for grades:** **Grade 3.0 - at least 5 points.** **Grade 3.5 - 7 points.** **Grade 4.0 - 8 points.** **Grade 4.5 - 9 points.** **Grade 5.0 - 10 points.** **The form and terms of the laboratories:** **Students are assessed on the basis of two written tests covering skills verification based on solving tasks of choosing appropriate descriptive characteristics, their determination and interpretation of detailed series and aggregated data to a series of interval and correlation tables (students during the tests can benefit from standardised statistical tables). The students' results at each test are presented as the percentage of total number of points that can be obtained. The final grade for exercises is calculated as the arithmetic mean of percentages obtained for both tests. The thresholds for grades are as follows:** **Grade 3.0 - at least 50%.** **Grade 3.5 - at least 70%.** **Grade 4.0 - at least 80%.** **Grade 4.5 - at least 90%.** **Grade 5.0 - at least 95%.** **The form and terms of the project:** **A project to achieve the learning outcomes tested on practical skills and social competences. Project is done in groups of 2-3 students. Students must perform full statistical research: specify the goal, collect statistical data, graphically present the data, apply appropriate analytical methods, interpret the results and draw conclusions. Projects are assessed with respect to their completeness and correctness. The thresholds for grades are as follows:** **Grade 3.0 - at least 50%.** **Grade 3.5 - at least 70%.** **Grade 4.0 - at least 80%.** **Grade 4.5 - at least 90%.** **Grade 5.0 - at least 95%.**	
	Grade calculation principles	
	The final grade is a simple arithmetic mean of the grades obtained from lectures, laboratories and project.	

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	3	Descriptive statistics (statystyka opisowa)		Arytmetyczna	
	3	Descriptive statistics (statystyka opisowa) [laboratorium]	zaliczenie z oceną		
	3	Descriptive statistics (statystyka opisowa) [wykład]	zaliczenie z oceną		

Basic reading	Aczel A., Sounderpandian, J. (2009): Complete Business Statistics 7th Edition, McGraw-Hill/Irwin
	Bąk I., Markowicz I., Mojsiewicz M., Wawrzyniak K. (2021): Formulas and Tables. Statistical and Econometric Methods, CeDeWu, Warszawa
	Cleff. T. (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel, Springer, Cham
Supplementary reading	Statistical yearbooks, monthly information on the economic situation of the country, monthly information on price developments in the national economy : , Publications of Central Statistical Office of Poland

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**20**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**14**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Digital documents circulation (elektoniczny obieg dokumentów) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_45S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	laboratory	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr MARTA SZAJA**
Course instructor	**dr MARTA SZAJA**
Course / module objectives	**The purpose of this course is to introduce a student to workflow support systems, to develop the ability to assess the status of and seek solutions for the maintenance and development of these systems, and to develop a related readiness to critically evaluate and update their knowledge in this area.**
Prerequisites	**Basic knowledge of computer science.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Students will learn to understand the needs for efficient document management (including electronic documents) as well as the strategies of maintenance and development of systems dedicated to electronic document circulation in organisations.**	**K_W01 K_W07**
skills	**1**	**EP2**	**Students will be able to assess the needs concerning the development of electronic document circulation management systems in an organisation and to propose solutions within this scope, taking into account their functional and economic legitimacy.**	**K_U02 K_U03**
social competences	**1**	**EP3**	**The student is prepared to recognise the importance of knowledge concerning the development of systems dedicated to electronic document circulation in organisations, to critically assess the knowledge possessed and to continuously improve in this respect.**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Digital documents circulation (elektoniczny obieg dokumentów)**			
Format of instruction: **laboratory**			
1. **Processing documentation in ERP and ECM systems.**	5	6	0
2. **Document management: check in / check out, version management, search and navigation, organize documents.**	5	9	0
3. **Workflow management (visualization of organizational processes and structures, parallel and sequential processing of procedures, reminders, deadlines, tasks, monitoring and documenting the process status).**	5	9	0
4. **Storage, preservation and distribution of documentation in ECM class systems.**	5	6	0

Modes of delivery	**Laboratory exercises, case studies, simulations.**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2**
	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	**Passing the laboratories on the basis of a skill test conducted at the end of the class and solving problem tasks, taking into account the student's activity during the course of the classes.**	
	Grade calculation principles	
	The final grade for the subject is the grade obtained from passing the laboratories.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Digital documents circulation (elektoniczny obieg dokumentów)		Ważona	
	5	Digital documents circulation (elektoniczny obieg dokumentów) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	Gerardus Blokdyk (2020): Document Management Systems a Complete Guide - 2020 Edition, Emereo Pty Limited
	William B. Green (2012): Introduction to Electronic Document Management Systems, Academic Press Inc., Pasadena California
Supplementary reading	Blake Richardson (2012): Records Management For Dummies, John Wiley & Sons

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**14**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**13**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Digital media management (zarządzanie mediami cyfrowymi) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_48S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The course aims to make students understand the role of digital media in business expansion for globalization. The boom of information and communication technology has transformed the media industry all around the world. The learning from the course will enhance student?s understanding about the digital media usage and the benefits all kind of business entities. Moreover, a real life observation through the course learning will add the digital media management skill as a competence for managers.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the digital media activities	K_W02 K_W03
	2	EP2	understands managing digital media	K_W03 K_W10
	3	EP3	knows the digital media applications	K_W05 K_W11
skills	1	EP4	can solve media problems	K_U01 K_U02
	2	EP5	can apply digital tools in media	K_U04 K_U07
	3	EP6	can be able to manage data and IT	K_U05 K_U08
social competences	1	EP7	is ready to solve media challenges	K_K02 K_K04
	2	EP8	is ready to initiate digital media activities	K_K01 K_K03
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Digital media management (zarządzanie mediami cyfrowymi)**			
Format of instruction: **lecture**			
1. **Introduction to digital media and industry**	5	2	0

2. **Digital media management and marketing**	5	2	0
3. **Types and tools of digital media**	5	1	0
4. **Social media and web network management**	5	2	0
5. **Online business or managing management**	5	2	0
6. **Digital media communication and management skills**	5	2	0
7. **Communication through digital media**	5	2	0
8. **Marketing and promotion with digital media**	5	2	0
Format of instruction: **discussion classes**			
1. **Critical discussion on digital media requirements**	5	2	0
2. **A practical approach to digital media**	5	2	0
3. **Case study on digital media implementation**	5	1	0
4. **Web technologies, visuals, and graphic design**	5	2	0
5. **Interactive digital media development**	5	2	0
6. **Activity to implement a digital media in business**	5	2	0
7. **Live project digital media management for business**	5	2	0
8. **Live project digital media management for business**	5	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, group work**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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: COLLOQUIUM- 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
	5	Digital media management (zarządzanie mediami cyfrowymi)		Arytmetyczna	
	5	Digital media management (zarządzanie mediami cyfrowymi) [wykład]	zaliczenie z oceną		
	5	Digital media management (zarządzanie mediami cyfrowymi) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Gershon, R. A. (2017): Digital Media and Innovation: Management and Design Strategies in Communication, SAGE Publications, Inc.
	Lucas, H. C. (2009): Information Technology for Management, Global Text
	Paige, A. (2019): A Textbook of Media Management, Tritech Digital Media
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	**19**	**0**
Participation in tutorials	**11**	**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-23/24Z**	
Course title: **Diploma seminar (seminarium dyplomowe) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_38S**
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, semester: 5 - english language polish language, semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	4	seminarium	30	0	pg	3
3	5	seminarium	30	0	pg	3
	6	seminarium	30	0	pg	5
Total			**90**			**11**

Course / module coordinator	**prof. dr hab. inż. KESRA NERMEND**
Course instructor	
Course / module objectives	**Preparing a student to independently formulate a work plan, collect the necessary data, to carry out empirical research and write a thesis on that basis.**
Prerequisites	**Prerequisites with regards to:** **- knowledge - knows the basics of economics and financial analysis of public sector, necessary to analyse public entities** **- skills - is able to apply basic methods of economics and financial analysis of public sector to empirical study with the use of IT tools** **- competences - is able to think logically and understands proposed solutions and actively adjusts them to own needs**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the main concepts of the knowledge area of his research within the thesis preparation.**	**K_W01**
	2	**EP4**	**Student knows the basics of the thesis construction methodology**	**K_W01** **K_W03**
	3	**EP5**	**Student knows main literature in the thematic area of his thesis and the methods and techniques necessary to conduct the preparation of his thesis**	**K_W03**
	4	**EP6**	**Student knows and understands the basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management.**	**K_W08**

skills	**1**	**EP2**	**Student can formulate a research task and thesis objective, identify research problems and questions and formulate hypothesis set in his research**	**K_U01**
	2	**EP3**	**Student actively participates in seminar discussions and can benefit from the suggestions proposed during those discussions**	**K_U06**
	3	**EP7**	**Student can apply known research methods and techniques in conducting his own research**	**K_U03 K_U04 K_U05**
	4	**EP8**	**Student analyses and interprets results and can draw conclusions based on them**	**K_U04**
	5	**EP9**	**Student has acquired a skill of writing a scientific text**	**K_U01 K_U03 K_U04 K_U07**
social competences	**1**	**EP10**	**Student applies the provisions on the protection of intellectual property**	**K_K06**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Diploma seminar (seminarium dyplomowe)**			
Format of instruction: **seminarium**			
1. **Basics of conducting scientific research methodology**	4	6	0
2. **Defining area and topic of thesis together with a justification of the choice**	4	4	0
3. **Basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management**	4	4	0
4. **Discussion on the research area literature and sources of data**	4	4	0
5. **Presentation of independently prepared work plan for the thesis**	4	6	0
6. **Correcting and final approval of the work plan**	4	6	0
7. **Presentation of the rules of scientific writing and requirements for the thesis**	5	4	0
8. **Preparation and presentation of essays related to the topic of the thesis**	5	8	0
9. **Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research**	5	8	0
10. **Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis**	5	6	0
11. **Presentation of the theoretical chapters of the thesis and their acceptance**	5	4	0
12. **Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis**	6	6	0
13. **Presentation of results and discussion of the conclusions of the conducted analytical research**	6	6	0
14. **Formulating and presentation of empirical part of the thesis**	6	8	0
15. **Final formulating of empirical part and overall thesis construction**	6	10	0

Modes of delivery	**Seminars based on discussions with presentations by students, regarding the thesis and presentation of results of conducted researchpresentation of results of conducted research**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP2,EP4,EP5,EP6,EP8**
	PRACA DYPLOMOWA	**EP1,EP10,EP2,EP4,EP5,EP6,EP7,EP8,EP9**
	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	**The final grade is the grade obtained in a given semester.**
	Grade calculation principles
	Student receives a pass grade, if by the end of semester he/she conducts the assigned task, that is: **semester 4 - prepares and formulates work plan and collects subject literature;** **semester 5 - prepares and presents the theoretical part of the thesis;** **semester 6 - conducts empirical study, writes and submits the final version of thesis;** **The obtained grade depends on the quality of the submitted work.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	4	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	5	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	5	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	6	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	6	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		

Basic reading	Zgodnie z tematem pracy dyplomowej (According to the topic of thesis)
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**90**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**50**	**0**
Private reading and studying	**35**	**0**
Participation in tutorials	**30**	**0**
Preparation of project / essay / etc.	**35**	**0**
Preparation for test / exam	**35**	**0**
TOTAL workload	**275**	
ECTS credits	**11**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
Course title: **Economic analysis (analiza ekonomiczna) (KIERUNKOWE)**					Course code: **EFZ214AIJ3432_23S**	
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: 3 - english language polish language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	3	laboratory	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**dr hab. MAŁGORZATA PORADA-ROCHOŃ**
Course instructor	**dr hab. MAŁGORZATA PORADA-ROCHOŃ**
Course / module objectives	**The aim of this course is to present the essence, methods and tools of economic analysis, and the use of methods and tools of economic analysis in the assessment of the economic and financial standing of a company.**
Prerequisites	**Basics of finance and accounting**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**has advanced knowledge in the area of methods and tools used to conduct economic analysis, understands its importance for business development**	**K_W01 K_W04 K_W10**
skills	**1**	**EP2**	**is able to select appropriate information to conduct an economic analysis, perform it and interpret the obtained results**	**K_U01 K_U03**
social competences	**1**	**EP4**	**is ready to recognize the importance of conducting economic analysis for business development and to benefit from expert knowledge in this area**	**K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Economic analysis (analiza ekonomiczna)**			
Format of instruction: **lecture**			
1. **The nature and role of analysis in business management.**	3	2	0
2. **Criteria for the classification of economic analysis methods and their usefulness in the current market conditions.**	3	2	0
3. **Characteristics of sources of information for economic analysis.**	3	2	0
4. **A preliminary assessment of the situation of the assets.**	3	1	0
5. **A preliminary assessment of the situation of the capital**	3	1	0
6. **Cash conversion cycle.**	3	1	0
7. **The nature and assessment of net working capital.**	3	2	0

8. **Concept and measurement of profitability and debt.**	3	4	0
Format of instruction: **laboratory**			
1. **Reading the basic financial statements of the selected companies.**	3	2	0
2. **Methods of economic analysis: logarithm and subsequent substitutions - tasks with two or three factors.**	3	2	0
3. **A preliminary assessment of the situation the investigated companys assets**	3	2	0
4. **A preliminary assessment of the situation the investigated companys capital**	3	2	0
5. **Study of short-term and long-term financial static liquidity of company X**	3	3	0
6. **Establishing and interpretation of the cash conversion cycle (operating, net).**	3	2	0
7. **Assessment of the company's profitability and turnover.**	3	6	0
8. **Corporate debt analysis**	3	3	0
9. **Analysis of a company's financial condition - case study**	3	8	0

Modes of delivery	**case studies, discussion based on financial statments, team work, PPT presentation**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP4**
	KOLOKWIUM	**EP1,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	**Lecture: Test including the question of theoretical and empirical task viewing knowledge of methods and ability to interpret the results. 51% guarantee a passing grade** **Excercise: Test tests the achievements in the field of knowledge (theoretical questions) and student skill (practical tasks together with an interpretation). 51% guarantee a passing grade**	
	Grade calculation principles	
	The final grade is a weighted mean: 50% test score and 50% written exam score.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Economic analysis (analiza ekonomiczna)		Arytmetyczna	
	3	Economic analysis (analiza ekonomiczna) [laboratorium]	zaliczenie z oceną		
	3	Economic analysis (analiza ekonomiczna) [wykład]	egzamin		

Basic reading	Steven M. Bragg (2014): Financial Analysis: Second Edition A Business Decision Guide
Supplementary reading	(2019): Journal of Business and Economic Analysis

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**12**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**13**	**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-BM-O-I-S-23/24Z**		
Course title: **Elearning trening (szkolenie e-learningowe) (INNE DO ZALICZENIA)**		Course code: **EFZ214AIJ3605_40S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	lecture	2	2	p	0
Total			**2**			**0**

Course / module coordinator	**mgr KONRAD MIELKO**
Course instructor	**mgr KONRAD MIELKO**
Course / module objectives	**To train students in the methods and techniques of distance education, including the functionality of the e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment in the mode using methods and techniques of distance education.**
Prerequisites	**Active student account in the domain stud.usz.edu.pl. Basic computer skills.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic methods of using Microsoft 365 cloud tools for communication within the university**	
	2	**EP2**	**has knowledge of the rules for passing courses conducted using distance education methods and techniques**	
	3	**EP3**	**knows how to navigate the e-learning platform**	
skills	**1**	**EP4**	**is able to log on to a distance learning platform**	
	2	**EP5**	**is able to contact lecturers and university staff electronically**	
	3	**EP6**	**is able to find the correct subject and correctly sit the online exam/assessment**	
social competences	**1**	**EP7**	**has the competence to cooperate and communicate with other students and lecturers in a remote working mode**	

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Elearning trening (szkolenie e-learningowe)**			
Format of instruction: **lecture**			
1. **Operation of the e-learning platform.**	1	1	1
2. **Electronic communication at the university.**	1	1	1

Modes of delivery	**e-learning using the Moodle platform**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	**Pass without assessment on the basis of test results**	
	Grade calculation principles	
	Obtaining at least 60% of the correct answers	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Elearning trening (szkolenie e-learningowe)		Nieobliczana	
	1	Elearning trening (szkolenie e-learningowe) [wykład]	zaliczenie		

Basic reading	
Supplementary reading	

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
Course title: **e-marketing (e-marketing) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_43S**	
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: 5 - english language polish language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr MAGDALENA KOWALSKA**
Course instructor	**dr MAGDALENA KOWALSKA**
Course / module objectives	**Familiarizing students with the possibilities and conditions for undertaking effective marketing activities in the network and developing the ability to analyze data and market information regarding various forms of organization.**
Prerequisites	**The student knows the basic issues of economics, knows the basics of management and marketing.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student describes the conditions and understands the principles of operation and management of individual areas of the company's operation**	**K_W01 K_W06**
	2	**EP5**	**The student knows and understands marketing tools and their impact on the market position of the organization**	**K_W05 K_W10**
skills	**1**	**EP2**	**the student is able to analyze data and market information regarding various forms of organization**	**K_U01 K_U03**
	2	**EP3**	**the student is able to interact and work in a group taking various roles in it**	**K_U08**
social competences	**1**	**EP4**	**The student is ready to disseminate good e-marketing practices**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **e-marketing (e-marketing)**			
Format of instruction: **lecture**			
1. **Internet - medium of communication and sales**	5	2	0
2. **Building a marketing strategy for online activities**	5	3	0
3. **E-consumer - behaviors, trends**	5	2	0
4. **Assessment of websites and their functionality**	5	2	0
5. **Online marketing research**	5	2	0
6. **Online marketing communication tools**	5	2	0

7. **New trends in e-marketing**	5	2	0
Format of instruction: **discussion classes**			
1. **Profile of a global, European and Polish internet user**	5	2	0
2. **Assessment of advantages and disadvantages of the Internet in marketing. Conditions for the effective use of the network**	5	2	0
3. **Selecting a market, company and comparing 2 competitors**	5	2	0
4. **Online survey preparation**	5	2	0
5. **E-marketing tools**	5	2	0
6. **Building an online marketing campaign**	5	2	0
7. **Presentation and evaluation of projects**	5	3	0

Modes of delivery	**Multimedia presentation, case studies, project development, discussion.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP5**
	KOLOKWIUM	**EP1,EP2**
	PREZENTACJA	**EP2,EP3,EP4,EP5**
	PROJEKT	**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	**Lecture - credit is obtained after obtaining a positive grade in the written exam.** **Classes - the final assessment of the exercises takes into account the result of the test covering the verification of knowledge and skills on the basis of a set of test questions, evaluation of the work carried out during the classes and the project.** **The method of calculating the grade for the final test (exercises) / examination (lectures):** **- A student receives a satisfactory grade when he / she obtains at least 60% of the points possible** **- A student receives a good grade if he / she receives at least 80% of the points possible** **- A student receives a very good grade if he / she receives 100% of the points possible**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained in the exam and in the exercises. When assigning the final grade for a subject, the following grading scale applies: **1) up to 3.259 - sufficient / 3.0 /** **2) 3.260-3.759 - sufficient plus / 3.5 /** **3) 3.760-4.259 - good / 4.0 /** **4) 4,260-4,509 - good plus / 4.5 /** **5) 4.510-5.0 - very good / 5.0 /**	

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

Basic reading	R. Frost, A.K. Fox, J. Strauss (2018): E-marketing , Routledge
	S. Kingsnorth (2019): Digital Marketing Strategy: An Integrated Approach to Online Marketing 2, Kogan Page
Supplementary reading	G. Mazurek (2019): transformacja cyfrowa. Perspektywa marketingu, WN PWN, Warszawa
	red. G. Mazurek (2018): E-marketing. Planowanie, narzędzia, praktyka, Poltext,, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**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	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **English language (język angielski) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3507_25S**
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: 3 - english language polish language, semester: 4 - english language polish language, semester: 5 - english language polish language, semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	lektorat	30	0	pg	2
	4	lektorat	30	0	pg	2
3	5	lektorat	30	0	pg	3
	6	lektorat	30	0	e	3
Total			**120**			**10**

Course / module coordinator	**mgr SYLWIA NUPRYJONEK**
Course instructor	**mgr SYLWIA NUPRYJONEK**
Course / module objectives	**The acquisition of communicative and social competence in the English language (listening and reading comprehension and written and oral expression, communicative interaction and mediation, including grammatical and stylistic correction) at the B2+ level of the Common European Framework.**
Prerequisites	**Recommended previous knowledge and competences: students will need a minimum B2 level of English according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**He/She knows the vocabulary regarding economy and its functioning, management and globalization.**	**K_W01**
skills	**1**	**EP4**	**Student is able to communicate freely with an Englishspeaking interlocutor on management topics, is able to analyze and present his point of view and arguments**	**K_U06 K_U07**
	2	**EP6**	**Student can carry out a written analysis of business problems in the form of an email, formal letter, report.**	**K_U01 K_U07**
	3	**EP7**	**Student works creatively within a group.**	**K_U08**
social competences	**1**	**EP8**	**He/She is ready to supplement and improve acquired knowledge and skills; has the need for lifelong learning.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **English language (język angielski)**			
Format of instruction: **lektorat**			
1. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	3	24	0

2. **Classes devoted to revising the material.**	3	6	0
3. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	4	24	0
4. **Classes devoted to revising the material.**	4	6	0
5. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	5	24	0
6. **Classes devoted to revising the material.**	5	6	0
7. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	6	24	0
8. **Classes devoted to revising the material.**	6	6	0

Modes of delivery	**lexical and grammar exercises, conversation, listening, writing (e-mails, business letters), reading, text analysis**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP4,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	**To get a positive grade the student must have positive grades from both the test and classwork.**	
	Grade calculation principles	
	test (75%); 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst **classwork (25%) 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	English language (język angielski)		Nieobliczana	
	3	English language (język angielski) [lektorat]	zaliczenie z oceną		
	4	English language (język angielski)		Nieobliczana	
	4	English language (język angielski) [lektorat]	zaliczenie z oceną		
	5	English language (język angielski)		Nieobliczana	
	5	English language (język angielski) [lektorat]	zaliczenie z oceną		
	6	English language (język angielski)		Nieobliczana	
	6	English language (język angielski) [lektorat]	egzamin		

Basic reading	According to the lecturer :
Supplementary reading	According to the lecturer :

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**120**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**25**	**0**
Private reading and studying	**25**	**0**
Participation in tutorials	**30**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**26**	**0**

TOTAL workload	**250**
ECTS credits	**10**

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-23/24Z**	
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	w tym 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.**
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	w tym 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**	
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	
		W tym 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-23/24Z**	
Course title: **Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) (KIERUNKOWE)**	Course code: **EFZ214AIJ3362_36S**
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 inż. IRENEUSZ MICIUŁA**
Course instructor	**dr inż. IRENEUSZ MICIUŁA**
Course / module objectives	**To acquaint students with the essence of risk in running a business. To acquaint students with the basic methods and tools of risk management in the enterprise.**
Prerequisites	**Knowledge of the subject: fundamentals of finance and macroeconomics. Ability to perform basic financial calculations.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	The student has basic knowledge of the impact of risk on the company's operations, and in particular knows the basic tools and methods of risk management in the enterprise	K_W01 K_W02 K_W04
	2	EP2	He knows the basic methods and tools for obtaining and analyzing information for the purposes of measuring financial risk	K_W04 K_W05
skills	1	EP3	The student assesses the company's exposure to risk using basic quantitative and qualitative methods	K_U01 K_U02
	2	EP4	The student is able to apply and evaluate the effectiveness of selected methods and instruments of risk management	K_U03 K_U04
social competences	1	EP5	The student is able to critically assess the environment and understands the role of continuous replenishment of knowledge	K_K05 K_K06
	2	EP6	Is willing to think and act in an entrepreneurial manner, taking into account all types of financial risk in business	K_K01 K_K03

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)**			
Format of instruction: **lecture**			
1. **Basic issues related to risk management: the essence and types of risk.**	6	2	0
2. **Risk exposure research, risk management processes in the company.**	6	2	0

3. **Basics of risk measurement: volatility measures, sensitivity measures, risk measures.**	6	2	0
4. **Basic methods and tools of risk management in the current activity of the enterprise.**	6	2	0
5. **Basic methods and tools of credit risk management**	6	3	0
6. **Basic methods and tools for managing the risk of property, intangible and legal and capital investments**	6	2	0
7. **The role of derivatives in reducing the risk of enterprises' operations.**	6	2	0
Format of instruction: **discussion classes**			
1. **Risk exposure testing and risk management processes in the company - tasks**	6	2	0
2. **Determining measures of variability, sensitivity and threat - tasks**	6	3	0
3. **Determining risk measures - using statistical and financial functions of a spreadsheet**	6	2	0
4. **Analysis and valuation of derivatives - tasks**	6	4	0
5. **Methods and tools of risk management in the current activity of the enterprise - tasks**	6	4	0

Modes of delivery	**Project method, Situational method, Brainstorming, Conventional lecture, Conversational lecture, Lecture with multimedia presentation, Discussion, Case analysis, Problem solving**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP5**
	KOLOKWIUM	**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	**The condition for obtaining a credit is to obtain positive grades from both forms of verification of knowledge and skills - a test on the tasks (exercises) and a final test (lecture). In order to obtain credit (in both forms), the student must achieve at least 60% of the points.**	
	Grade calculation principles	
	The grade for the subject is the arithmetic mean of both grades obtained for the test for the tasks and the final test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)		Arytmetyczna	
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [wykład]	zaliczenie z oceną		
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Jajuga K. (2019): Zarządzanie ryzykiem, PWN, Warszawa
	Kaczmarek T.T. (2010): Zarządzanie ryzykiem. Ujęcie interdyscyplinarne, Difin, Warszawa
	Krawczyk T. (2018): Analiza i zarzadzanie ryzykiem w finansach korporacyjnych z zastosowaniem arkusza kalkulacyjnego Excel, CeDeWu, Warszawa
	Tarczyński W., Mojsiewicz M. (2001): Zarządzanie ryzykiem, PWE, Warszawa
Supplementary reading	Damodaran A. (2009): Ryzyko strategiczne. Podstawy zarządzania ryzykiem, Wydawnictwa Akademickie i Profesjonalne, Warszawa
	Miciuła I. (red.) (2015): Wycena przedsiębiorstw, Texter, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym 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-23/24Z**						
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**		**Type of credit**	**ECTS**
				w tym e-learning		
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	
			w tym 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, group work**	
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	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**5**	**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-23/24Z**	
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	w tym e-learning	Type of credit	ECTS
1	2	konwersatorium	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	w tym e-learning
Subject title: **Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne)**			
Format of instruction: **konwersatorium**			
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**	
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	
		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	**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-23/24Z**	
Course title: **Fundamentals od finances (podstawy finansów) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_7S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr DOROTA SKAŁA**
Course instructor	**dr DOROTA SKAŁA**
Course / module objectives	**The goal of this course is to introduce and describe the main institutions, markets and processes in the financial system, both on a national and international level.**
Prerequisites	**The student has basic knowledge of the social and political framework, as well as a basic understanding of the business environment; is capable of solving basic mathematical problems; is able to use academic sources from both the internet and the literature.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**The student has knowledge of the position of finance within the general economic environment and of its links to other disciplines (such as sociology and law), while understanding the main processes, categories and instruments within finance.**	**K_W01 K_W05**
	2	EP2	**The student has knowledge of the basic rules of financial system functioning, mainly with respect to financial and non-financial institutions (of the private and public sector) and its relations with the real economy.**	**K_W02 K_W09**
	3	EP3	**The student understands the role of money in the economy and the money creation mechanism.**	**K_W02**
skills	1	EP4	**The student is able to correctly interpret the money creation process in the modern economy, including its sources and link this to macroeconomic outcomes.**	**K_U01**
	2	EP5	**The student is able to identify the perspectives and challenges related to changes within modern financial processes, including changes of institutions and markets.**	**K_U01**
	3	EP6	**The student has basic skills of analysing the role of financial instruments usage by financial and non-financial institutions.**	**K_U04 K_U05**
	4	EP8	**The student is prepared to communicate and present basic knowledge on the rules of functioning of the modern financial system.**	**K_U05 K_U06 K_U07**

social competences	**1**	**EP7**	**The student is capable to identify basic ethical dilemma relating to using financial instruments in the private and public sector, in the context of the moral hazard problem.**	**K_K05 K_K06**
	2	**EP9**	**The student is interested in further studies and perfecting skills in the field of finance.**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Fundamentals od finances (podstawy finansów)**			
Format of instruction: **lecture**			
1. **The field and functions of finance. Money as building block of financial phenomena.**	1	2	0
2. **Financial system: structure, functions and the main markets.**	1	2	0
3. **Monetary and non-monetary financial institutions.**	1	3	0
4. **Central bank and its role in stabilising monetary conditions. Basic monetary policy tools.**	1	2	0
5. **Interest rates and exchange rate as determinants of the finanicial market outcomes.**	1	2	0
6. **The stock market, the efficient market theory, stock valuation.**	1	2	0
7. **Financial crises: origins, development and consequences.**	1	2	0
Format of instruction: **discussion classes**			
1. **The time value of money. Present and future values and the concept of discounting.**	1	4	0
2. **Public finance and economic growth. Public spending and income, public finance deficit and public debt.**	1	3	0
3. **Evolution of money forms, functions of money. Inflation - forms and sources, measures.**	1	3	0
4. **The framework of commercial banking. Main bank types and banking operations. Central banks.**	1	3	0
5. **The euro as the common currency: challenges and advantages.**	1	2	0

Modes of delivery	**Lecture with powerpoint presentations, analysis of data and information sources, basic financial calculations, discussion, case-study.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP4,EP5,EP6,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	**Assessment of lectures: written test, in the form of a multiple-choice test (80% of points), with additional 2-4 short questions (20% of points). Exam grade: 50% pass, 75% grade 4.0. Assessment of exercises: Written test (30% of points) and participation of students in exercises (70%). Written test - multiple choice test. Grade from the written test: 50% pass, 75% grade 4.0. The condition for passing the exercises is passing a written test. Student participation in exercises: assessed written homework (80%) and active participation in discussions and presentations during classes (20%).**	
	Grade calculation principles	
	The final grade will be calculated as a weighted mean of the final lecture grade (60%) and tutorial grade (40%).	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Fundamentals od finances (podstawy finansów)		Ważona	
	1	Fundamentals od finances (podstawy finansów) [wykład]	zaliczenie z oceną		0,60
	1	Fundamentals od finances (podstawy finansów) [ćwiczenia]	zaliczenie z oceną		0,40

Basic reading	Howells, D., Bain, K. (2008): The Economics of Money, Banking and Finance - a European text., Prentice Hall
	Melicher, R., Norton, E (2013): Introduction to Finance: Markets, Investment and Financial Management, Wiley
	Mishkin, F (2012): Economics of Money, Banking and Financial Markets. The European Edition., Pearson
Supplementary reading	Bodie, Z., Merton, R, Cleeton, D. (2008): Financial Economics, 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	**5**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**8**	**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-23/24Z**	
Course title: **Fundamentals of accounting (podstawy rachunkowości) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_19S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr MAGDALENA JANOWICZ**
Course instructor	**dr MAGDALENA JANOWICZ**
Course / module objectives	**The aim of the course is to provide students with the knowledge about the role that accounting serves as the informational system of an enterprise, with the focus on data gathering and processing as well as the presentation of information.**
Prerequisites	**The knowledge of basic economic terms and corporate law.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**students knows main regal regulations related to accounting**	**K_W05**
	2	**EP2**	**student knows rules of recording business transactions and the scope of the main elements of a financial statement**	**K_W02 K_W04**
skills	**1**	**EP3**	**student is able to classify resources and claims in the balance sheet and the elements affecting the financial result as well as determine the result of simple business transactions**	**K_U01 K_U07**
	2	**EP4**	**student is able to record simple business transactions and assess their effect on elements of a financial statement**	**K_U01 K_U07**
	3	**EP5**	**student is able to further and improve their knowledge and skills related to accounting**	**K_U09**
social competences	**1**	**EP6**	**student is ready to appreciate and understand the importance of accounting in decision making**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Fundamentals of accounting (podstawy rachunkowości)**			
Format of instruction: **lecture**			
1. **Accounting - the essence, functions, main concepts. Legal regulations of accounting. The informational process of accounting.**	3	1	0
2. **The scope of a financial statement.**	3	1	0
3. **The classification of assets, equity and liabilities. Balance sheet.**	3	2	0
4. **Business transactions and their effect on the balance sheet. The accounts - the structure, elements, types, rules of functioning. Documentations of business transactions.**	3	2	0

5. **Rules of recording business transactions. Double-entry bookkeeping. Trial balance sheet.**	3	2	0
6. **Correcting errors on book entries.**	3	1	0
7. **Income, expenses, gains and loses. Rules of recording transactions on loss and profit accounts.**	3	2	0
8. **Income statement. Methods of preparation of income statement and calculating the financial result.**	3	2	0
9. **Preparing a simplified balance sheet and profit and loss account for the basis of the trial balance.**	3	2	0
Format of instruction: **discussion classes**			
1. **Introduction to accounting - legal regulations, accounting principles, functions of accounting. Users of financial information.**	3	2	0
2. **The classification of assets, equity and liabilities. Balance sheet.**	3	2	0
3. **Business transactions and their effect on the balance sheet. The account, rules of its functioning.**	3	2	0
4. **Recording business transactions. Double-entry bookkeeping. Trial balance sheet.**	3	2	0
5. **Correcting errors on book entries.**	3	1	0
6. **Financial results. Loss and profit accounts and rules of their functioning.**	3	3	0
7. **Calculating financial result and preparing the income statement.**	3	3	0

Modes of delivery	**Powerpoint presentations, quizzes, case study, discussion, group work.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5,EP6**
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP5,EP6**
	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	**The form and terms getting credit for the class:** **Students are assessed on the basis of written assignments (one for each part of the course - lectures and discussion classes) statements.** **Forms of the assignments for each part of the course:** **- for the lectures - a written exam composed of the following parts: a test (multiple choice test with one correct answer, fill-in-the-gaps) testing students' theoretical knowledge of the subject and short assignments related to more practical aspects of the course;** **- for the discussion class - a written assignment focused on solving practical tasks (up to 6 short exercises).** **Grading:** **The student receives a passing grade assuming, they achieved the minimal required percentage of points from the assignment (i.e. circa 60%).** **Every student has the right to have their grade from the discussion class increased by 0.5 grade point provided that they have been active during the classes, answering the teacher's questions and proposing solutions to the discussed problems.**	
	Grade calculation principles	
	Final grade is equal to the weighted average of the discussion classes grade (30% weighted) and lecture grade (70% weighted) - upon condition that both grades are at least satisfactory (3,0). The calculation takes into consideration all grades achieved by students, also make-up tests and exams.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Fundamentals of accounting (podstawy rachunkowości)		Ważona	
	3	Fundamentals of accounting (podstawy rachunkowości) [wykład]	egzamin		0,70
	3	Fundamentals of accounting (podstawy rachunkowości) [ćwiczenia]	zaliczenie z oceną		0,30

Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, 18 edition, Pearson, Harlow
	(2019): Principles of Accounting. Volume 1 Financial accounting., Openstax, https://openstax.org/details/books/principles-financial-accounting

Supplementary reading	Waldemar Gos (red.) (2021): Podstawy rachunkowości: część I-wykład, część II-zbiór zadań, część III-historie i quizy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**6**	**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: **Fundamentals of management (podstawy zarządzania) (PODSTAWOWE)**		Course code: **EFZ214AIJ3362_5S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr hab. DARIUSZ MILEWSKI**
Course instructor	**dr hab. DARIUSZ MILEWSKI**
Course / module objectives	**The subject covers issues related to the functioning of organizations and their management in relation to economic practice. The issues are discussed in relation to the classic management functions, i.e. planning, organizing, leading and controlling. The aim of the course is to familiarize students with the basic terminology and theories of management. In addition, developing students' skills in the use of basic management tools and in the analysis of the organization's situation, identification of problems and discussion skills. Particular attention of students will be focused on the impact of actions taken by managers on the behavior of employees in organizations.**
Prerequisites	**The student understands the necessity of lifelong learning, has the ability to independently explore knowledge and uses basic economic and social categories.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Defines the basic concepts, theories and models related to the management process and functioning of the organization**	**K_W01 K_W04**
	2	EP2	**He knows and understands the processes and mechanisms related to the management of organizations and describes their conditions.**	**K_W02 K_W06**
skills	1	EP3	**Describes and identifies the elements of the organization, environment, organizational structure, organizational position and control.**	**K_U01**
	2	EP4	**Is able to solve management problems and draw conclusions based on case studies, acting in a group.**	**K_U03 K_U04 K_U08**
social competences	1	EP5	**Is ready to critically evaluate management content.**	**K_K01**
	2	EP6	**Is ready to follow the rules of ethics, collaborating in a group and proposing solutions to problems in case studies.**	**K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Fundamentals of management (podstawy zarządzania)**			
Format of instruction: **lecture**			
1. **Traditional and contemporary management challenges**	1	2	0
2. **Management and manager tasks**	1	2	0

3. **Planning process and the essence of the strategy**	1	3	0
4. **Basic elements of organizing and designing an organizational structure**	1	2	0
5. **Motivating and influencing employees**	1	2	0
6. **Controlling process**	1	2	0
7. **Change management**	1	2	0
Format of instruction: **discussion classes**			
1. **The essence of creating and functioning of an organization**	1	1	0
2. **Organization components - internal environment**	1	1	0
3. **The role and components of the organization's environment**	1	1	0
4. **Management as decision making and problem solving**	1	2	0
5. **Group decision making**	1	1	0
6. **Planning and defining goals**	1	1	0
7. **Organizational structures and influence on employee behavior**	1	2	0
8. **Different faces of employee motivation**	1	2	0
9. **Leadership in the organization**	1	2	0
10. **Organizational change and resistance to change**	1	2	0

Modes of delivery	**Practical exercises in the form of assignments, case studies, team re-enactments and simulations in order to deepen the understanding and to match the discussed issues and theoretical models with practical situations., Group and forum discussions - to develop a common understanding of concepts and to develop the ability to express one's own opinion with respect for others., Lecture using multimedia presentation, on-line quizzes and videos**

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3**
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP3,EP4,EP5**
	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	**Passing the practice part on the basis of two tests (open and closed questions) and reports on tasks carried out during the semester in small groups.** **The exam is written in writing with mixed questions (open and closed). The person who passed the practice part can take the exam.** **Assessment:** **A student receives a satisfactory grade when he / she obtains 60% of the points in each form of classes.**
	Grade calculation principles
	The grade for the subject is the weighted average of the grades for completing the exercises (60%) and the exam (40%), provided that a positive grade for each part is obtained.

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

Basic reading	Slack N. at al. (2012): Operations and Process Management with EText: Principles and Practice for Strategic Impact, Pearson
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating i a competitive world, McGraw Hill, Nowy Jork
Supplementary reading	A.K. Koźmiński, W. Piotrowski (red.) (2022): Zarządzanie. Teoria i praktyka, PWN, Warszawa
	R.W. Griffin (2022): Podstawy zarządzania organizacjami, PWN, Warszawa

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**3**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**8**	**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: **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	w tym 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	w tym 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 the gamification system**	4	2	0
6. **The process of designing a gamification system**	4	2	0
7. **Implementation of the gamification system**	4	3	0

Modes of delivery	**The subject includes a lecture with the use of multimedia presentations, exercises and design tasks**	
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.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	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
	Gorączka, Anna; Protasiuk, Michał (2020): Gamification, Wydawnictwo Naukowe PWN
Supplementary reading	Tkaczyk, Paweł (2017): Grywalizacja. Jak zastosować mechanizmy gier w działaniach marketingowych, Onepress
	Zichermann, Gabe, Cunningham, Christopher (2012): Grywalizacja. Mechanika gry na stronach WWW i w aplikacjach mobilnych, Helion

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	**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-23/24Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **German language (język niemiecki) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3508_24S**
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: 3 - język niemiecki polish language, semester: 4 - język niemiecki polish language, semester: 5 - język niemiecki polish language, semester: 6 - język niemiecki polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	lektorat	30	0	pg	2
	4	lektorat	30	0	pg	2
3	5	lektorat	30	0	pg	3
	6	lektorat	30	0	e	3
Total			**120**			**10**

Course / module coordinator	**mgr KAJETANA GUTT-JAKUBIAK**
Course instructor	**mgr KAJETANA GUTT-JAKUBIAK**
Course / module objectives	**To improve language skills and bring students to B2+ level by improving their language skills and broadening of specialist knowledge.**
Prerequisites	**Grammar and vocabulary at B2 level; according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows and understands the vocabulary related to selected issues in the fields of: business functioning in the national and international environment**	**K_W01**
skills	**1**	**EP2**	**is able to communicate in German at the B2 fluency level, and can draft documents in this language**	**K_U06 K_U07**
social competences	**1**	**EP3**	**is ready to critically assess their knowledge and received content in the field of management sciences.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **German language (język niemiecki)**			
Format of instruction: **lektorat**			
1. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	3	24	0
2. **Consolidation of grammar issues at B2 level**	3	6	0
3. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	4	24	0
4. **Consolidation of grammar issues at B2 level**	4	6	0

5. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	5	24	0
6. **Consolidation of grammar issues at B2 level**	5	6	0
7. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	6	24	0
8. **Consolidation of grammar issues at B2 level**	6	6	0

Modes of delivery	**- reading, analysis and translation of texts** **- lexical exercises** **- writing texts, summaries, articles** **- listening to dialogues, texts and messages** **- presentations of self-prepared topics**

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**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	**- written examination in the form of a test**
	Grade calculation principles
	Examination marks

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	German language (język niemiecki)		Nieobliczana	
	3	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
	4	German language (język niemiecki)		Nieobliczana	
	4	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
	5	German language (język niemiecki)		Nieobliczana	
	5	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
	6	German language (język niemiecki)		Nieobliczana	
	6	German language (język niemiecki) [lektorat]	egzamin		

Basic reading	Helena Baberadova (2010): Język niemiecki w ekonomii, LektorKlett, Poznań
Supplementary reading	Milena Angioni, Ines Halbig (2017): Einfach besser!, Telck, Frankfurt am Main

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**120**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**30**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**30**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**30**	**0**
TOTAL workload	**250**	
ECTS credits	**10**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
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	w tym 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 able to accept criticism**	**K_K05 K_K06**

CONTENT	Semester	No. of hours	w tym 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**	2	2	0

3. **Building a competitive advantage on a global scale**	2	2	0
4. **Determinants of the location choice**	2	2	0
5. **E-business in the global dimension**	2	2	0
6. **Global perspectives and directions of enterprise development**	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	5	0
3. **CSR in a global enterprise**	2	4	0
4. **Building a brand on the global market**	2	4	0

Modes of delivery	**seminar lecture, informative lecture, Auditorium exercises, Project metod, case study**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**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	**To pass the lectures, a positive grade for a written work is required. To pass the exercises, it is necessary to obtain a positive assessment of the project work (70%) and activity during classes (30%).**	
	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) [wykład]	zaliczenie z oceną		
	2	Global dimensions of business (globalne wymiary biznesu) [ćwiczenia]	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	
		W tym 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-23/24Z**	
Course title: **Human resources management (zarządzanie zasobami ludzkimi) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_8S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**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 make students aware of the key role that people play in organizations and to familiarize students with the approaches and tools used in the area of ??human resource management, so that they can efficiently use human capital in organizations.**
Prerequisites	**The student has general knowledge of economics and management science.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Explains the essence and understands the mechanisms of selecting the HRM model in organizations.**	**K_W06**
	2	EP2	**Has knowledge of HRM processes and instruments used in these processes.**	**K_W07**
skills	1	EP3	**Can recognize, diagnose and propose solutions to problems in the field of HRM.**	**K_U01 K_U02**
	2	EP4	**Uses HRM instruments.**	**K_U04 K_U05**
social competences	1	EP5	**He recognizes problems in the area of human resource management and is ready to take into account ethical and social standards in solving them.**	**K_K01**
	2	EP6	**An attitude of willingness to engage in analyzing and solving HRM problems (single-person and team-based).**	**K_K02 K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Human resources management (zarządzanie zasobami ludzkimi)**			
Format of instruction: **lecture**			
1. **The conception of Humane Resource Management**	1	2	0
2. **Staff planning**	1	2	0
3. **The employee selection**	1	2	0
4. **The employee evaluation**	1	2	0

5. **Personnel reward**	1	2	0
6. **Personnel development**	1	2	0
7. **Personnel process organization**	1	2	0
8. **Humane resource management challenges**	1	1	0
Format of instruction: **discussion classes**			
1. **Basic definitions of HRM Policy**	1	1	0
2. **Personnel policy models**	1	1	0
3. **Manpower planning**	1	1	0
4. **Work analysis and its use to recruit employees**	1	1	0
5. **Employee staffing - recruitment**	1	1	0
6. **Employee staffing - selection**	1	1	0
7. **Employee staffing - adaptation**	1	1	0
8. **Staff evaluation**	1	1	0
9. **Work valuation**	1	1	0
10. **Employee reward**	1	1	0
11. **Development of human resources of the organization**	1	1	0
12. **Staff training**	1	1	0
13. **Shaping careers in the organization**	1	1	0
14. **Organization of HRM**	1	1	0
15. **New ways of implementing HRM**	1	1	0

Modes of delivery	**Providing theoretical knowledge supported by examples, a lecture using multimedia presentations, case studies, practical exercises, training scenarios, group discussion on a selected topic in the field of HRM.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP3,EP4,EP5,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3,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 form and conditions for passing the exercises:** **- tests (S) 50% of points** **- written reports (R) on practical exercises including observation of students' work by the teacher 50% of the points** **- satisfactory grade at least 60% of points (S + R = 100% of points)**	
	Grade calculation principles	
	The final grade for the course is the exam grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Human resources management (zarządzanie zasobami ludzkimi)		Nieobliczana	
	1	Human resources management (zarządzanie zasobami ludzkimi) [ćwiczenia]	zaliczenie z oceną		
	1	Human resources management (zarządzanie zasobami ludzkimi) [wykład]	egzamin		

Basic reading	A. M. Raymond, J. R. Hollenbeck, B. Gerhardt, P. M. Wright (2018): Fundamentals of Human Resource Management, Mc Graw Hill Education
	A. Pocztowski (2018): Zarządzanie zasobami ludzkimi, PWE, Warszawa
	Dennis Briscoe, Randall Schuler, Ibraiz Tarique (2011): International Human Resource Management Policies and Practices for Multinational Enterprises, Routledge, New York
	H. Król, A. Ludwiczyński (2019): Zarządzanie zasobami ludzkimi. Tworzenie kapitału ludzkiego organizacji, PWN, Warszawa
	M. Armstrong (2011): Zarządzanie zasobami ludzkimi, Oficyna Ekonomiczna Grupa Wolters Kluwer, Kraków
	Richard Regis (2008): Strategic Human Resource Management and Development, Excel Books
	S Snell, GW Bohlander, G Bohlander (2010): Principles of human resource management, South-Western
Supplementary reading	H. Witczak (2018): Strategiczne zarządzanie zasobami ludzkimi. Studium systemu, PWN, Warszawa
	M. Juchnowicz (2014): Zarządzanie kapitałem ludzkim. Procesy- narzędzia- aplikacje, PWE, Warszawa
	T. Listwan (2009): Zarządzanie kadrami, C. H. Beck, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**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-23/24Z**	
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	w tym 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	w tym 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.**	
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	
		W tym 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-23/24Z**	
Course title: **Innovation management methods and tools (metody i narzędzia zarządzania innowacjami) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_70S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**The aim of the course is to learn the methods and tools of innovation management in the enterprise in the context of the process and the possibility of their practical use in business practice**
Prerequisites	**Basic knowledge of management, marketing and finance**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**the student knows the concept of innovation in the business context as well as the methods and tools of innovation management in the enterprise**	**K_W01 K_W05 K_W06**
skills	**1**	**EP2**	**the student is able to apply the methods and tools of innovation management in specific business situations**	**K_U05**
	2	**EP3**	**the student is able to obtain information and share this information in a group for the purpose of carrying out specific tasks**	**K_U03 K_U08**
social competences	**1**	**EP4**	**the student is ready to develop innovative ideas in the enterprise**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Innovation management methods and tools (metody i narzędzia zarządzania innowacjami)**			
Format of instruction: **laboratory**			
1. **Understanding innovation in a business context**	3	4	0
2. **Identifying and recognizing opportunities for innovation**	3	4	0
3. **Creation of ideas for innovation and idea management**	3	4	0
4. **Developing innovative concepts**	3	4	0
5. **Developing innovative products / services**	3	4	0
6. **Building a business concept for innovation**	3	6	0
7. **Testing and communicating innovative solutions**	3	4	0

Modes of delivery	**The course is conducted with the use of engaging methods based on the methodology of problem-based teaching**

Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,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	**In order to obtain a credit in the course, it is necessary to complete a group project and prepare a reflective final essay.**	
	Grade calculation principles	
	The grade for the course is determined on the basis of: **- the results of the group project (60%)** **- level of the final essay (40%)** **The final grade for the course is a credit grade.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Innovation management methods and tools (metody i narzędzia zarządzania innowacjami)		Ważona	
	3	Innovation management methods and tools (metody i narzędzia zarządzania innowacjami) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	Edited by Jin Chen, Alexander Brem, Eric Viardot and Poh Kam Wong (2019): THE ROUTLEDGE COMPANION TO INNOVATION MANAGEMENT, Routledg
	Hidalgo A., Albors J. (2008): Innovation management techniques and tools: a review from theory and practice, R&D Management, Volume38, Issue2, Pages 113-127
	Paul Trott (2017): Innovation Management and New Product Development, Pearson
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	**4**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**	
Course title: **Innovative business models (innowacyjne modele biznesowe) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_65S**
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: 3 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	konwersatorium	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**The main course objective is to raise awareness on the current trends in business modeling, as well as methods of designing innovative business models**
Prerequisites	**Basic knowledge on management, marketing and finance.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student understands the concept of business model**	**K_W01 K_W02 K_W05 K_W06 K_W10**
	2	**EP2**	**student knows the components of business model**	**K_W06 K_W07 K_W10**
skills	**1**	**EP3**	**the student is able to analyze business models with relevant understanding**	**K_U01 K_U02**
	2	**EP4**	**student is able to design innovative business models**	**K_U02 K_U03 K_U07 K_U08 K_U09**
social competences	**1**	**EP5**	**the student is ready to critically assess the innovativeness of a business model in a business context**	**K_K01 K_K02 K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Innovative business models (innowacyjne modele biznesowe)**			
Format of instruction: **konwersatorium**			
1. **Understanding of business models**	3	4	0
2. **Business models components**	3	2	0
3. **Innovative business models and business model innovation - analiza studiów przypadków**	3	8	0
4. **Designing innovative business models: understanding a business**	3	2	0

5. **Designing innovatinve business models: creating a value**	3	2	0
6. **Designing innovative business models: capturing value**	3	2	0
7. **Designing innovative business models: delivering value**	3	2	0
8. **Designing innovative business models: refining ideas**	3	2	0
9. **Designing innovative business models: concepting final business strategies**	3	2	0
10. **Designing innovative business models: discussing and understanding innovative business models ideas**	3	4	0

Modes of delivery	**The course uses students engagement methods based on discussion and individual and group project-style exercises**	
Assessment methods		No. of learning outcome from the syllabus
	PREZENTACJA	**EP1,EP2,EP3**
	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	**To complete the course it is required to elaborate and demonstrate analytical presentation and deliver a group project results.**	
	Grade calculation principles	
	The grade for the course assignment is determined on the basis of: **- level of the analytical presentation (50%)** **- the results of the group project (60%)** **The final grade for the course is a grade received at final course assignment.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Innovative business models (innowacyjne modele biznesowe)		Nieobliczana	
	3	Innovative business models (innowacyjne modele biznesowe) [konwersatorium]	zaliczenie z oceną		

Basic reading	Paul Trott (2017): Innovation Management and New Product Development, Pearson
	(2020): Business Models Examples, Board of Innovators
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	**10**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Intelectual property protection (ochrona własności intelektualnej) (OGÓLNOUCZELNIANE)**		Course code: **EFZ214AIJ3433_28S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	8	0	pg	1
Total			**8**			**1**

Course / module coordinator	**dr JAROSŁAW POTERALSKI**
Course instructor	**dr JAROSŁAW POTERALSKI**
Course / module objectives	**The aim of the course is to familiarize students with the principles of industrial property protection and the basic regulations of copyright, useful in the practical interpretation of legal provisions in this field, and to create awareness of the constant replenishment of knowledge along with changes in regulations.**
Prerequisites	**The student has a general knowledge of the basics of law and civil law, and knows the specificity of the legal language.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic concepts and regulations of copyright**	**K_W03 K_W05 K_W08**
	2	**EP2**	**knows the basic aspects of the protection of industrial property**	**K_W03 K_W05 K_W08**
skills	**1**	**EP3**	**is able to interpret the provisions of intellectual property law in practical applications**	**K_U03 K_U04**
social competences	**1**	**EP4**	**is ready to constantly supplement his legal knowledge**	**K_K01 K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Intelectual property protection (ochrona własności intelektualnej)**			
Format of instruction: **discussion classes**			
1. **Basic principles of intellectual property law.**	1	2	0
2. **Author's personal and property rights.**	1	1	0
3. **Permitted personal and public use of works and plagiarism.**	1	2	0
4. **Protection of copyright and related rights.**	1	1	0
5. **Selected aspects of industrial property law.**	1	2	0

Modes of delivery	**discussions, analysis of legal acts, multimedia presentation**

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	**Students are assessed on the basis of the results of a written test, checking the knowledge of the lecture as well as legal acts and recommended literature.**	
	Grade calculation principles	
	The grade from the subject is the grade from the lecture.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Intelectual property protection (ochrona własności intelektualnej)		Ważona	
	1	Intelectual property protection (ochrona własności intelektualnej) [ćwiczenia]	zaliczenie z oceną		1,00

Basic reading	Akt prawny (2000): Ustawa z 30.06.2000 r. - Prawo własności przemysłowej, Akt prawny, Warszawa
	Akt prawny (1994): Ustawa z 4.02.1994 r. o prawie autorskim i prawach pokrewnych, Akt prawny, Warszawa
	Barta J., Markiewicz R. (2019): Prawo autorskie i prawa pokrewne, Wolters Kluwer, Warszawa
	Gołat R. (2018): Prawo autorskie i prawa pokrewne, C.H. Beck, Warszawa
	Nowińska E., Promińska U., du Vall M. (2011): Prawo własności przemysłowej, LexisNexis, Warszawa
Supplementary reading	Michniewicz G. (2016): Ochrona własności intelektualnej, C.H. Beck, Warszawa
	Nowikowska M., Rutkowska-Sowa M., Sieńczyło-Chlabicz J., Zawadzka Z. (2018): Prawo własności intelektualnej, Wolters Kluwer, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**8**	**0**
Participation in test / exam	**1**	**0**
Preparation for contact hours	**4**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**2**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**25**	
ECTS credits	**1**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
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		Type of credit	ECTS
				w tym e-learning		
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	w tym 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**	
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) [wykład]	egzamin		
	4	International finance (finanse międzynarodowe) [ćwiczenia]	zaliczenie z oceną		

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	
		W tym 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-23/24Z**	
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	w tym 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	w tym 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. **Direct versus indirect modes of export and import, intermediaries in international trade**	2	2	0
2. **Exchange rate**	2	3	0
3. **Formal market**	2	2	0
4. **Trends in international trade of goods and services**	2	2	0
5. **Trends in Poland's foreign trade**	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**	
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) [wykład]	egzamin		
	2	International trade (handel międzynarodowy) [ćwiczenia]	zaliczenie z oceną		

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

STUDENT WORKLOAD

	No. of hours	
		W tym 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: **IT tools in management (narzędzia IT w zarządzaniu) (PODSTAWOWE)**	Course code: **EFZ214AIJ3433_4S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**

Course / module coordinator	**dr inż. ANNA BORAWSKA**
Course instructor	**dr inż. ANNA BORAWSKA**
Course / module objectives	**Researching the relationship between computer information systems, management and organizations. Review of management and organization concepts in the context of information technology. Understanding the basic issues related to the management, development and operation of computer information systems.**
Prerequisites	**Knowledge: the student has a general knowledge of the functioning of economic units. Competences: the student knows how to work in a group, has embedded habits of lifelong learning and consciously benefits from information technology. Skills: the student is able to use a computer and work in the Microsoft Windows environment**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student understands how modern information technologies are important for management and decision making.**	**K_W01**
	2	**EP2**	**The student understands how information technologies influence business strategies and management practice.**	**K_W01**
skills	**1**	**EP3**	**The student is able to use the database in practice in managerial applications**	**K_U02**
	2	**EP4**	**The student knows how to analyze data.**	**K_U02**
social competences	**1**	**EP5**	**The student acquires the competence to independently expand and supplement knowledge based on the available sources.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **IT tools in management (narzędzia IT w zarządzaniu)**			
Format of instruction: **lecture**			
1. **Tools and information systems in management**	1	1	0
2. **Requirement analysis of information system**	1	1	0

3. **Relational databases**	1	3	0
4. **Structured Query Language**	1	2	0
5. **Data Mining**	1	5	0
6. **Cloud-based IT tools in management**	1	3	0
Format of instruction: **laboratory**			
1. **Relational databases - data model and entity-relationships diagrams**	1	2	0
2. **Relational databases - relational model**	1	2	0
3. **Relational databases - normalization**	1	4	0
4. **Strucured Query Language**	1	4	0
5. **Data mining - Market Basket Analysis**	1	2	0
6. **Data mining - data analysis in MS Excel**	1	6	0
7. **Preparation of a project including the analysis of real data**	1	10	0

Modes of delivery	**Lecture: classes illustrated with multimedia presentations, case study method** **Practice classes: using MS Excel, MS Access software**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PROJEKT	**EP3,EP4,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	**Passing the practice classes: points obtained for tasks performed during classes (60%) and a group project (40%).** **Passing the lecture: providing a written answer to five theoretical questions.**	
	Grade calculation principles	
	The final grade is calculated as the weighted average of the lecture grade and practice classes grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	IT tools in management (narzędzia IT w zarządzaniu)		Arytmetyczna	
	1	IT tools in management (narzędzia IT w zarządzaniu) [wykład]	zaliczenie z oceną		
	1	IT tools in management (narzędzia IT w zarządzaniu) [laboratorium]	zaliczenie z oceną		

Basic reading	David L. Olson (2018): Data Mining Models, Business Expert Press
	Jonathan Eckstein, Bonnie R Schultz (2017): Introductory relational database design for business, with Microsoft Access, Wiley
	Michael V. Mannino (2019): Database Design, Application Development, and Administration, Chicago Business Press
Supplementary reading	J. Cypryjański, A. Borawska, T. M. Komorowski (2016): Excel dla menedżera Casebook, PWN

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**11**	**0**
Private reading and studying	**5**	**0**

Participation in tutorials	**12**	**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-I-S-23/24Z**		
Course title: **Law (prawo) (PODSTAWOWE)**		Course code: **EFZ214AIJ3435_6S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	lecture	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr hab. PASQUALE POLICASTRO**
Course instructor	**dr hab. PASQUALE POLICASTRO**
Course / module objectives	**Gaining knowledge in the field of fundamental institutions and disciplines of the law. The ability to use this knowledge for the purpose of understanding and use in functioning of economic institutions, particularly in relation to business.**
Prerequisites	**none**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge of the basic branches and areas of law and understands their impact on the functioning of the business**	**K_W08 K_W09**
skills	**1**	**EP2**	**The student understands the basic legal decisions, is able to analyze basic court cases and prepare letters**	**K_U01 K_U03**
	2	**EP4**	**He can discuss using specialized legal language.**	**K_U06**
social competences	**1**	**EP3**	**The student is ready to resolve ethical dilemmas guided by the learned legal norms**	**K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Law (prawo)**			
Format of instruction: **lecture**			
1. **Definitions, law, legal environment, legal problem.**	1	2	0
2. **Legal Norms and Legal Orders**	1	3	0
3. **Law and the Biosphere, Law and the Noosphere, Law and the Economic Sphere, Law and the Semiosphere.**	1	2	0
4. **Law and Technology.**	1	3	0
5. **Common Law and Civil Law.**	1	3	0
6. **Different branches of law belonging to public law and private law, understood on the ground of case law in a comparative perspective.**	1	3	0
7. **. Legal aspects concerning European Integration.**	1	2	0
8. **Legal aspects concerning globalization.**	1	2	0
9. **The fundamental institutions of a state.**	1	2	0

10. **Public services: energy, water, transportation.**	1	3	0
11. **Foundations of commercial Law and of company law.**	1	5	0

Modes of delivery	**Explaining the legal concepts and institutions during lectures. Understanding, discussiong and summarizing legal texts. Analyzing legal texts. Discussions about important legal cases and acts.**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2**
	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	**Lectures are assessed on the basis of written tests and active participation in discussions. The student will receive a positive grade if he or she passes all the tests.**	
	Grade calculation principles	
	The final grade is based on the grade of lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Law (prawo)		Ważona	
	1	Law (prawo) [wykład]	zaliczenie z oceną		1,00

Basic reading	A. Skorupa-Wulczyńska (2016): Legal English. Civil and Commercial Law. A Handbook, Warszawa
	W. Dajczak, A. Szwarc, P. Wiliński (eds) (2011): Handbook of Polish Law, PWN, Warszawa - Bielsko-Biała
Supplementary reading	Policastro P. (ed.) (2013): Towards Innovation in Legal Education

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**16**	**0**
Participation in tutorials	**12**	**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: **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-23/24Z**	
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	w tym 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	w tym 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**	
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	
		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.	**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: **Library training (szkolenie biblioteczne) (INNE DO ZALICZENIA)**		Course code: **EFZ214AIJ3381_41S**
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: 1 - polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	lecture	2	0	p	0
Total			**2**			**0**

Course / module coordinator	**mgr DANUTA STAWIŃSKA**
Course instructor	**mgr DANUTA STAWIŃSKA**
Course / module objectives	**The main aim of the subject is to acquire by the students the knowledge about the structure and rules of operation of the Main Library and the whole US Library network, and also an ability to use a library collection, a manner of sharing them and electronic resources.**
Prerequisites	**Does not sauce.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows and understands the organisational structure and rules of operation of the Main Library and of the libraries of US library network.**	
	2	**EP2**	**Student knows and understands a specific nature of library collections and rules of sharing.**	
	3	**EP3**	**Student knows and understands bibliological and bibliographic concepts.**	
skills	**1**	**EP4**	**Student can use both electronic and paper library catalogues and can locate searched publications.**	
	2	**EP5**	**Student can use databases available in the US Main Library and in the libraries of US library network.**	
social competences	**1**	**EP6**	**Student is ready to use library resources in a manner which does not hinder an access for other users. Student properly identifies and solves practical problems.**	

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Library training (szkolenie biblioteczne)**			
Format of instruction: **lecture**			
1. **An ability to use a library collection, a manner of sharing them and electronic resources.**	1	2	0

Modes of delivery	**e-learning**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	
	Grade calculation principles

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Library training (szkolenie biblioteczne)		Nieobliczana	
	1	Library training (szkolenie biblioteczne) [wykład]	zaliczenie		

Basic reading	Teaching materials available on the Main Library webpage and also on the webpages of the US library network.
	Terms and conditions of the US Main Library.
Supplementary reading	

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**	
Course title: **Logistics (logistyka) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_9S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	15	0	pg	3
		lecture	15	0	pg	
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 provide knowledge and skills in the field of logistics basis as well as research and analysis. Students learn about the market and service principals as well as final buyers of products and delivery systems. Market reaserch and analysis are design to provide managers with information about the current state, business goals, and problem solving paths. All those factors are tailored to support company's development.**
Prerequisites	**Knowledge of basic concepts in the field of logistics**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student know the concepts in the area of logistics**	**K_W10**
	2	**EP3**	**Student has advanced knowledge in the field of supply chain management and about the determinants of their functioning**	**K_W01 K_W02**
skills	**1**	**EP2**	**Student is able to define problems in supply chais and indicates possible solutions**	**K_U05 K_U06 K_U08**
social competences	**1**	**EP4**	**Student has knowledge of the geopolitical situation and globalization in business. Student has skills in the field of business responsibility**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Logistics (logistyka)**			
Format of instruction: **lecture**			
1. **The essence of logistics, process and system approach in logistics.**	1	3	0
2. **Supply logistics, inventory management in the enterprise.**	1	3	0
3. **Production logistics. Organization and supply of production processes. Internal transport.**	1	3	0
4. **Distribution logistics - essence, functions. Logistics and marketing management of distribution.**	1	3	0
5. **Warehouse management, transport, loading units and packaging in the functioning of the company's logistics.**	1	3	0
Format of instruction: **discussion classes**			

1. **Logistic processes of enterprises.**	1	2	0
2. **Logistics of supply, production and distribution processes.**	1	2	0
3. **Inventory management - methods and tools.**	1	4	0
4. **Logistics costs**	1	3	0
5. **Storage and transport in logistic processes.**	1	4	0

Modes of delivery	**Discussion, case studies, group work, multimedia presentation**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,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	**Students are assesses on the tests basis (selection), which will allow to verify the learning outcomes. Students are also assessed for class involvement.**	
	Grade calculation principles	
	The grade for the course is the arithmetic average of the exercises and lectures	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Logistics (logistyka)		Arytmetyczna	
	1	Logistics (logistyka) [wykład]	zaliczenie z oceną		
	1	Logistics (logistyka) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management, Springer International Publishing
	Martin Christopher (2011): Logistics and Supply Chain Management, Pearson Education Limited
	Rushton, Alan, Baker, Peter, Croucher, Phil (2014): The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, Kogan Page; 5th edition
Supplementary reading	Paul R. Murphy, Jr., A. Michael Knemeyer (2018): Contemporary Logistics (Global Edition), Pearson

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**9**	**0**
Private reading and studying	**12**	**0**
Participation in tutorials	**7**	**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: **Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_47S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	laboratory	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**mgr inż. JUSTYNA SZYDŁOWSKA**
Course instructor	**mgr inż. JUSTYNA SZYDŁOWSKA**
Course / module objectives	**Mastering the practical skills of using machine learning techniques in business applications using a selected high-level programming language.**
Prerequisites	**Basic knowledge of the selected high-level programming language.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the basic concepts and techniques of machine learning.**	**K_W06**
	2	**EP2**	**Knows the machine learning tools used in business in the area of design, production and research.**	**K_W07**
skills	**1**	**EP3**	**Knows how to use the documentation of machine learning tools of the selected programming language.**	**K_U09**
	2	**EP4**	**Knows how to independently design, implement and test programs that use machine learning tools in a selected programming language.**	**K_U08**
social competences	**1**	**EP5**	**Is ready to identify business problems that can be solved with machine learning methods.**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)**			
Format of instruction: **laboratory**			
1. **Basic machine learning terminology.**	5	2	0
2. **Data wrangling**	5	2	0
3. **Types of machine learning**	5	2	0
4. **Predictive model - types of errors, basic measures of model quality assessment.**	5	2	0
5. **Cross-validation.**	5	2	0
6. **Data visualization.**	5	0	0
7. **Decision support tools.**	5	2	0

8. **Analysis and interpretation of results - the practical application of machine learning in business.**	5	3	0

Modes of delivery	**Work in computer laboratory, practical skill test, solving practical problems.**	
Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**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	**Students are assessed on the basis of the project carried out during classes, consisting of: - implementation of machine learning methods using selected programming language in order to solve a selected business problem or improve a selected aspect of business, - analysis of the obtained results.**	
	Grade calculation principles	
	Course grade: laboratory grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)		Nieobliczana	
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) [laboratorium]	zaliczenie z oceną		

Basic reading	Stefan Jansen (2020): Machine Learning for Algorithmic Trading-Second Edition, Packt, Birmingham, UK.
	Stephen Klosterman (2021): Data Science Projects with Python- Second Edition, Packt, Birmingham, UK.
Supplementary reading	Stefanie Molin (2021): Hands-On Data Analysis with Pandas – Second Edition, Packt, Birmingham, UK.

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**8**	**0**
Preparation of project / essay / etc.	**7**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Macroeconomics (makroekonomia) (PODSTAWOWE)**		Course code: **EFZ214AIJ3432_1S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	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	**To acquaint the student with the basic issues and models of macroeconomics, to explain key processes and relationships in the economy, and to make students able to perceive the relationships between parts of the economy.**
Prerequisites	**Student's ability to consider phenomena in a cause and effect manner and willingness to acquire economic knowledge.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student has general knowledge about main variables and macroeconomic processes as well as the relationship between economic operators.**	**K_W04**
	2	**EP2**	**Student knows and describes the basic macroeconomic aggregates (ie production, aggregate demand, inflation, unemployment) and the processes taking place within them.**	**K_W04**
skills	**1**	**EP3**	**Student can correctly identify the macroeconomic aggregates.**	**K_U01**
	2	**EP4**	**Student can recognize the relationships that occur between parts of the economy, as well as the role that individual economic operators play in achieving the global equilibrium.**	**K_U02**
social competences	**1**	**EP5**	**The student is aware of the importance of knowledge in solving macroeconomic problems.**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Macroeconomics (makroekonomia)**			
Format of instruction: **lecture**			
1. **Fundamentals of economics and functioning of the economy. The state of balance in the economy.**	1	4	0
2. **Main macroeconomic problems: global product and economic growth, labor market and unemployment, inflation.**	1	5	0
3. **The monetary system and money market.**	1	3	0
4. **Private and public aggregate demand. The multiplier process and commodity market equilibrium.**	1	3	0

Format of instruction: **discussion classes**			
1. **Introduction to economics. Circular flow of income and the equilibrium in the economy.**	1	4	0
2. **Basic macroeconomic problems: measurement of global product including GDP, unemployment, inflation.**	1	4	0
3. **Money and banking system. Fundamentals of monetary policy.**	1	2	0
4. **Private and public sector demand versus aggregate demand. International trade versus aggregate demand.**	1	3	0
5. **Repetition and summary of macroeconomic issues.**	1	2	0

Modes of delivery	**solving tasks, multimedia lectures**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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 classes: Students are assessed on the basis of a written colloquium. Test consist of test questions and open tasks.** **Credit for lectures: Students are assessed on the basis of the written colloquium that consists of test questions.** **Graduating: a positive grade means that the the student has scored more than half of the points possible in the colloquium and the exam.**	
	Grade calculation principles	
	The final grade is the arithmetic of grades of the classes and the exam. If the result of this arithmetic mean is ambiguous, then the exam grade prevails.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Macroeconomics (makroekonomia)		Arytmetyczna	
	1	Macroeconomics (makroekonomia) [ćwiczenia]	zaliczenie z oceną		
	1	Macroeconomics (makroekonomia) [wykład]	zaliczenie z oceną		

Basic reading	C.J. Jones. (2018): Macroeconomics, 3rd Edition., Norton & Company, Inc., New York/London
	Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York
	N.G. Mankiw (2016): Macroeconomics, 9th Edition, Worth Publishers, New York
Supplementary reading	Mankiw, N.G. (2018): Principles of Macroeconomics, 8th Edition, Cengage Learning, Inc.

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**17**	**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-BM-O-I-S-23/24Z**		
Course title: **Management in digital system (zarządzanie w cyfrowych systemach) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_64S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the digital management activities	K_W01 K_W02
	2	EP2	understands simulation with IT	K_W03 K_W10
	3	EP3	knows the IT application in business	K_W04 K_W07
skills	1	EP4	can solve management problems	K_U01 K_U02
	2	EP5	can apply IT tools in management	K_U03 K_U04
	3	EP6	can be able to reach goals with IT	K_U07 K_U08
social competences	1	EP7	is ready to solve management challenges	K_K01 K_K02
	2	EP8	is ready to initiate management activities	K_K03 K_K04
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Management in digital system (zarządzanie w cyfrowych systemach)**			
Format of instruction: **lecture**			
1. **Critical discussion on digital systems requirements**	3	2	0

2. **A practical approach to digital system in management**	3	2	0
3. **Case study on digital systems implementation**	3	1	0
4. **Presentation on digital system in management**	3	2	0
5. **Views on managing resources using digital system**	3	2	0
6. **Activity to implement a digital system in management**	3	2	0
7. **Real life business project creation for management**	3	2	0
8. **Real life business project creation for management**	3	2	0
Format of instruction: **discussion classes**			
1. **Using digital systems to transform organization**	3	2	0
2. **Understanding and interpreting information**	3	2	0
3. **Digital system is the key for managing business**	3	1	0
4. **Database management and usage**	3	2	0
5. **E-commerce for managing business**	3	2	0
6. **Different types of systems and their benefits**	3	2	0
7. **Management control of digital systems**	3	2	0
8. **Societal implications and future with digital systems**	3	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, group work**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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: COLLOQUIUM- 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
	3	Management in digital system (zarządzanie w cyfrowych systemach)		Arytmetyczna	
	3	Management in digital system (zarządzanie w cyfrowych systemach) [wykład]	zaliczenie z oceną		
	3	Management in digital system (zarządzanie w cyfrowych systemach) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Arthur. M. H. (2006): Expanding a Digital Content Management System, Routledge
	John, S. E. (2013): Application of Information Technology to Business Management
	Lucas, H. C. (2009): Information Technology for Management, Global Text
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		W tym 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.	**15**	**0**
Preparation for test / exam	**5**	**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-23/24Z**	
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	w tym 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	w tym 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**	
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%).**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	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	
		W tym 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-23/24Z**						
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**
				w tym 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	
			w tym 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	1	0
4. **null**	4	6	0

5. **null**	4	2	0
6. **null**	4	2	0
Format of instruction: **discussion classes**			
1. **Analysis of case studies of communication activities of various market players**	4	4	0
2. **Analysis of target groups for communication messages**	4	2	0
3. **Analysis of previous communication activities of selected offline entities**	4	4	0
4. **Analysis of existing communication activities of selected on-line entities**	4	4	0
5. **Designing communication activities within particular promotion tools**	4	4	0
6. **Planning of marketing budget**	4	2	0
7. **Planning research activities in the field of marketing communication**	4	4	0
8. **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**	
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	**Project including analysis and proposals for marketing communication activities for a selected entity** **Project presentation of proposed solutions obtained on the basis of the analyses**	
	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	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**7**	**0**

Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**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-I-S-23/24Z**						
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**		**Type of credit**	**ECTS**
				w tym e-learning		
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	
			w tym 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**	
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) [ćwiczenia]	zaliczenie z oceną		
	2	Marketing (marketing) [wykład]	egzamin		

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	
		W tym 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-23/24Z**						
Course title: **Marketing research (badania marketingowe) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_58S**	
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**
				w tym e-learning		
2	4	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**
Course / module coordinator	**dr SANDRA MISIAK-KWIT**					
Course instructor	**dr SANDRA MISIAK-KWIT**					
Course / module objectives	**The aim of the course is to familiarize students with the basic issues related to the procedure of conducting marketing research, their scope and methods.**					
Prerequisites	**The student has basic knowledge in the field of marketing, economics and statistics and the ability to use knowledge in various areas 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**	**Student knows and characterizes the various stages of marketing research as well as the methods of collecting and processing marketing information**	**K_W03**
skills	**1**	**EP2**	**Student is able to organize marketing research and select research methods and techniques appropriate for solving a given research problem.**	**K_U05**
	2	**EP4**	**Student is able to analyze the research results and draw conclusions**	**K_U04**
social competences	**1**	**EP3**	**The student is ready to show activity and commitment, is characterized by persistence in the implementation of individual and team tasks, and is also able to use the opinions of experts in the implementation of complex tasks.**	**K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Marketing research (badania marketingowe)**			
Format of instruction: **lecture**			
1. **Introduction to Marketing Research**	4	2	0
2. **Marketing research procedure, types of research**	4	2	0
3. **Data Collection. Secondary and Primary Data**	4	2	0
4. **Quantitative Research**	4	3	0
5. **Qualitative Research**	4	3	0

6. **presentation of research results, rules for drawing up a research report**	4	2	0
7. **Ethical aspects of marketing research**	4	1	0
Format of instruction: **laboratory**			
1. **Marketing product research**	4	5	0
2. **Price and distribution research, sales analysis**	4	5	0
3. **Research in the field of promotion**	4	5	0
4. **Research on the behavior of consumers on the market**	4	5	0
5. **Research on differences between groups of respondents**	4	5	0
6. **Marketing data analysis, preparation of a research report**	4	5	0

Modes of delivery	**work in groups, multimedia presentation, solving tasks**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1**
	PROJEKT	**EP1,EP2,EP4**
	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 involving the verification of knowledge, group work during classes and a 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 subject. **The grade for the subject is calculated as: grade for group work (10%), project grade (50% of points) and test (40% of points).**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing research (badania marketingowe)		Nieobliczana	
	4	Marketing research (badania marketingowe) [laboratorium]	zaliczenie z oceną		
	4	Marketing research (badania marketingowe) [wykład]	zaliczenie z oceną		

Basic reading	Bradley N. (2010): Marketing Research Tools & Techniques. (Second Edition), Marketing Research Tools & Techniques. (Second Edition), Oxford University Press, New York, United States
	Wilson A. (2012): Marketing Research An Integrated Approach. (Third Edition), Pearson Education Limited, Edinburgh Gate, Harlow, Essex
Supplementary reading	Jobber D., Ellis-Chadwick F. (2012): Principles and Practice of Marketing, McGraw-Hill Education, London
	Ketller, K.L., Kotler P. (2015): Marketing Management, Global Edition Pearson, Essex

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**7**	**0**
Participation in tutorials	**13**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**5**	**0**

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Mathematical analysis (analiza matematyczna) (PODSTAWOWE)**		Course code: **EFZ214AIJ3432_2S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr BARBARA BATÓG**
Course instructor	**dr BARBARA BATÓG**
Course / module objectives	**Course deals with differential and integral calculus for one and two variable functions.**
Prerequisites	**Knowledge: student knows mathematics on the high school level** **Skills: student is able to solve mathematical problems on the high school level** **Social competencies: student is able to study systematically**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student is able to explain the concept of monotonicity, extrema, concavity, inflection points and asymptotes for single variable function**	**K_W03 K_W07**
	2	**EP2**	**student is able to explain the concept of indefinite and definite integral for single variable function**	**K_W03 K_W07**
	3	**EP3**	**student knows necessary and sufficient conditions of existing of extrema of two variable functions**	**K_W03 K_W07**
skills	**1**	**EP4**	**student is able to analyze the properties of one variable functions by means of derivatives**	**K_U05**
	2	**EP5**	**student is able to compute basic types of indefinite and definite integrals**	**K_U05**
	3	**EP6**	**student is able to compute local extrema of two variable functions**	**K_U05**
social competences	**1**	**EP7**	**student is ready to apply mathematical analysis to analyze dependencies of economic variables**	**K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Mathematical analysis (analiza matematyczna)**			
Format of instruction: **lecture**			
1. **Elementary functions and their basic properties**	1	2	0
2. **Definition and properties of derivative of one variable function and its applications**	1	6	0
3. **Basis of indefinite and definite integrals**	1	3	0

4. **Local extrema of two variable functions**	1	4	0
Format of instruction: **discussion classes**			
1. **Elementary functions and their basic properties**	1	2	0
2. **Definition of derivative, its properties and applications**	1	6	0
3. **Basis of indefinite and definite integrals**	1	3	0
4. **Local extrema of two variable functions**	1	4	0

Modes of delivery	**Lecture, exercises, solving problems**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5,EP6,EP7**
	KOLOKWIUM	**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	**Min. 50% points from colloquim and min. 50% points from exam**	
	Grade calculation principles	
	The final grade is calculated as an average of grades of exercises and lectures	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Mathematical analysis (analiza matematyczna)		Arytmetyczna	
	1	Mathematical analysis (analiza matematyczna) [ćwiczenia]	zaliczenie z oceną		
	1	Mathematical analysis (analiza matematyczna) [wykład]	egzamin		

Basic reading	Batóg B., Bieszk-Stolorz B., Forys I., Guzowska M., Heberlein K. (2021): Mathematics for Students of Economics, Finance and Management, Difin, Warszawa
	Bittinger M.J., Ellenbogen D.J., Surgent S.A. (2012): Calculus and its Applications, Addison-Wesley, Pearson Education, Boston
Supplementary reading	Ciałowicz B. (2017): Workouts in Calculus and Linear Algebra with Applications in Economics, Cracow University of Economics Press, Kraków

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**23**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Occupational safety and health training (szkolenie BHP) (INNE DO ZALICZENIA)**		Course code: **EFZ214AIJ3434_2S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	lecture	5	5	p	0
Total			**5**			**0**

Course / module coordinator	**mgr APOLONIUSZ KURYLCZYK**
Course instructor	**mgr APOLONIUSZ KURYLCZYK**
Course / module objectives	**Acquire knowledge and skills in health and safety, fire safety, emergency first aid and the rights and responsibilities of a university student.**
Prerequisites	**No requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows and understands the legal, organisational and ethical considerations of performing professional activities during higher education**	
skills	**1**	**EP2**	**Can identify mistakes and omissions in practice**	
	2	**EP3**	**Be able to perform basic resuscitation, recognise hazards and take appropriate action.**	
social competences	**1**	**EP4**	**carries out tasks in a way that ensures the safety of himself and the environment, including observing the safety rules**	

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Occupational safety and health training (szkolenie BHP)**			
Format of instruction: **lecture**			
1. **Legal regulations - the legal regulation of occupational safety and health in Polish and European Union legislation, the duties of universities, supervisors in ensuring safe and hygienic learning and practice conditions, ergonomic factors in shaping conditions during education at the university, including hygienic standards for permanent work premises.**	1	1	1
2. **Physical, biological and chemical hazardous factors during laboratory classes, laboratories and field classes**	1	2	2
3. **Emergency first aid, recognition of medical emergencies, cardiopulmonary resuscitation including operation of AED defibrillator, operation of first aid kit.**	1	1	1
4. **Legal basis in the field of fire protection, fire detection systems, flammable and explosive substances, prevention of fire hazards, conduct during fire and other local hazards, handheld firefighting equipment, evacuation**	1	1	1

Modes of delivery	**E-learning course**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	**Completing an e-learning course in the field of occupational health and safety - obtaining at least 60% correct answers from the test**	
	Grade calculation principles	
	Obtaining at least 60% correct answers from the test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Occupational safety and health training (szkolenie BHP)		Nieobliczana	
	1	Occupational safety and health training (szkolenie BHP) [wykład]	zaliczenie		

Basic reading	M. Goniewicz (2022): Pierwsza pomoc. Podręcznik dla studentów, PZWL Wydawnictwo Lekarskie, Warszawa
	(2022): Kodeks pracy – tekst jednolity, Dziennik Ustaw RP, Warszawa
	Zarządzenie Rektora US w sprawie organizowania szkoleń w zakresie BHP dla studentów i doktorantów US, Szczecin
Supplementary reading	S. Wieczorek (2014): Ergonomia. Poradnik BHP, Wydawnictwo Tarbonus, Tarnobrzeg
	(2022): ustawa o Państwowym Ratownictwie Medycznym – tekst jednolity, Dziennik Ustaw RP, Warszawa

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**	
Course title: **Organizational behaviour (zachowania organizacyjne) (KIERUNKOWE)**	Course code: **EFZ214AIJ3362_35S**
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 HANNA SOROKA-POTRZEBNA**
Course instructor	**dr HANNA SOROKA-POTRZEBNA**
Course / module objectives	**Familiarize students with aspects that affect the behavior of individuals, communities and the entire organization.**
Prerequisites	**No requirements.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows the aspects that affect the behavior of individuals, communities and the entire organization.**	**K_W01**
	2	EP2	**Student knows the differences between the determinants of individual and group behavior.**	**K_W01 K_W09 K_W11**
skills	1	EP3	**Student is able to analyze problems and propose adequate solutions.**	**K_U01 K_U02 K_U03 K_U06**
	2	EP4	**Student is able to work together as part of team work.**	**K_U08**
social competences	1	EP5	**Student is ready to recognize the importance of knowledge about the determinants of behavior in solving organizational problems.**	**K_K02**
	2	EP6	**Student is ready to be guided by the principles of ethics in resolving dilemmas related to organizational behavior.**	**K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Organizational behaviour (zachowania organizacyjne)**			
Format of instruction: **lecture**			
1. **Organizational behavior as science.**	6	1	0
2. **Determinants of individual behavior.**	6	2	0
3. **Group and its influence on behavior.**	6	2	0

4. **Shaping organizational behavior through motivation.**	6	2	0
5. **Influence of communication on group behavior.**	6	2	0
6. **Conflicts and their impact on the behavior of people in the organization.**	6	1	0
7. **Change as an element of organizational behavior.**	6	2	0
8. **Determinants of inter-organizational behavior.**	6	1	0
9. **Dilemmas and challenges in shaping organizational behavior.**	6	2	0
Format of instruction: **discussion classes**			
1. **Determinants of individual behavior.**	6	2	0
2. **Determinants of group behavior.**	6	2	0
3. **Change as an element of organizational behavior.**	6	2	0
4. **Shaping organizational behavior through motivation.**	6	2	0
5. **Conflicts and their impact on people's behavior in organizations.**	6	2	0
6. **Organizational culture in the age of multiculturalism.**	6	2	0
7. **Ethics of organizational behavior.**	6	2	0
8. **Determinants of inter-organizational behavior.**	6	1	0

Modes of delivery	**Multimedia presentation, group work, case study solving.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	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	**Passing the exercises: written test consisting of tasks.** **Passing the lecture: written test.**	
	Grade calculation principles	
	Final grade: average of the grades obtained from the exercises and the lecture.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Organizational behaviour (zachowania organizacyjne)		Arytmetyczna	
	6	Organizational behaviour (zachowania organizacyjne) [wykład]	zaliczenie z oceną		
	6	Organizational behaviour (zachowania organizacyjne) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Kmiotek K. (2012): Zachowania organizacyjne : teoria i przykłady, Difin, Warszawa
	Kuc B.R. (2009): Zachowania organizacyjne : podręcznik akademicki, Difin, Warszawa
Supplementary reading	red. Bednarska-Wnuk I., Michalak J., Świątek-Barylska I. (2015): Zachowania organizacyjne : organizacja jako przestrzeń kształtowania zachowań pracowników, Wydawnictwo Uniwersytetu Łódzkiego, Łódź
	red. Czajkowska M., Januszkiewicz K., Kołodziejczak M., Zalewska-Turzyńska M. (2015): Zachowania organizacyjne : relacje społeczne w przestrzeni zmian , Wydawnictwo Uniwersytetu Łódzkiego, Łódź

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**12**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Physical Education (wychowanie fizyczne) (OGÓLNOUCZELNIANE)**		Course code: **EFZ214AIJ3458_26S**
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: 3 - english language polish language, semester: 4 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	zajęcia z wychowania fizycznego	30	0	p	0
	4	zajęcia z wychowania fizycznego	30	0	p	0
Total			**60**			**0**

Course / module coordinator	**mgr CEZARY JANISZYN**
Course instructor	**mgr CEZARY JANISZYN**
Course / module objectives	**Students master selected movement skills from basic physical education departments, develop general physical development of general physical fitness. To acquaint participants with different organizational forms within physical culture, to convey knowledge about the influence of physical exercise on the harmonious development and healthy lifestyle to learn about the influence of physical exercise on the harmonious development and healthy lifestyle of an adult person in different age groups.**
Prerequisites	**No health contraindications to exercise. Basic knowledge of physical culture from primary schools, junior high school and high school.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**It has knowledge about the influence of exercise on the the human body, ways of maintaining health and physical fitness and the principles of organisation of physical activity.**	
	2	**EP2**	**Identifies relationships between age, health, physical activity, motor skills of women and men.**	
skills	**1**	**EP3**	**The student has mastered movement skills in the field of team games, individual sports, tourism and useful for the organisation of and participation in to organise and participate in physical, sport and outdoor games field games.**	
	2	**EP4**	**Can apply the acquired motor potential to implement particular technical and tactical tasks in tactical tasks in individual sports disciplines and tourist-recreational activities.**	
	3	**EP5**	**Has the ability to engage in a pro-healthy lifestyle lifestyle and to shape attitudes favourable to physical activity for life.**	

social competences	1	EP6	**Promotes the social, cultural importance of sport and physical activity and develops own tastes in physical culture.**	
	2	EP7	**Undertakes the organisation of all forms of physical activity physical activity, sports competition in their place of residence, workplace or region.**	
	3	EP8	**He takes care of his leisure time through various forms of physical activity.**	

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Physical Education (wychowanie fizyczne)**			
Format of instruction: **zajęcia z wychowania fizycznego**			
1. **Team games: - ways of moving around the pitch, - perfecting the basic elements The aim of the course is to improve the skills of players in team sports and to develop their skills and knowledge of the game, - organising tournaments in team games, - participation in sport competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships)**	3	9	0
2. **Aerobics, Dance: - improving general physical fitness, - ability to perform correctly strengthening postural muscles and other muscle groups increasing respiratory and circulatory efficiency of the body, - body awareness, knowledge of individual muscle groups and appropriate exercises for them.**	3	7	0
3. **Individual sports (tennis, table tennis, squash, karate, self-defence, Nordic walking, swimming, cycling, skiing, rowing, skating): - improving general physical fitness, - learning and perfecting techniques in individual sports disciplines, - introduction to independent physical exercise implementing self-reliant physical exercise, - strengthening postural muscles and other muscle groups ability to perform exercises and techniques specific to a given sport discipline correctly, - games specific to a given sport discipline games and plays specific to a particular sport, - organisation of tournaments and competitions first aid and learning cardiopulmonary resuscitation, - participation in sports competitions (Polish participation in sports competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships).**	3	7	0
4. **Qualified tourism (ski camp, bike and canoe camp) - learning and improving basic elements of skiing and cycling techniques - improving general physical fitness and improving general physical fitness and increasing respiratory and circulatory capacity learning to use tourist equipment (skis, bike, canoe) - observing social norms of behaviour on a trail and in tourist sites elements of survivalism - learning to organise canoeing rallies, cycle learning how to organise canoeing rallies, cycling rallies and skiing competitions - administering first aid and learning cardiopulmonary resuscitation.**	3	7	0
5. **Team games: - ways of moving around the pitch, - perfecting the basic elements the basic elements of technique and tactics, - fragments of the game and school play, - games and plays used in team games, - rules of the game and organising tournaments in team games, - participation in sport competitions participation in sport competitions (Academic Championships of Poland, Interschool League, Universiade, European Academic Championships).**	4	9	0
6. **Aerobics, Dance: - improving general physical fitness, - ability to perform correctly strengthening postural muscles and other muscle groups, - improving physical fitness increasing awareness of the body, knowledge of individual muscle groups and appropriate exercises for them.**	4	7	0
7. **Individual sports (tennis, table tennis, squash, karate, self-defence, Nordic walking, swimming, cycling, skiing, rowing, skating): - improving general physical fitness, - learning and improving technique in individual sports disciplines, - implementing independent physical exercises implementing independent physical exercises, - strengthening postural muscles and other muscle groups, - ability of performing exercises and techniques specific to a given sport discipline correctly, - games and plays specific to a given sport discipline organising tournaments and competitions, - administering first aid and learning CPR first aid and learning cardiopulmonary resuscitation, - participation in sports competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships).**	4	7	0
8. **Qualified tourism (ski camp, bike and canoe camp) - learning and improving basic elements of skiing and cycling techniques - improving general physical fitness and increasing improving general physical fitness and increasing respiratory and circulatory fitness - learning to use tourist equipment learning to use tourist equipment (skis, bike, canoe) - observing social norms of behaviour on a trail and in tourist facilities elements of survivalism - learning to organise canoeing, cycling and ski races learning how to organise canoeing rallies, cycle rallies and skiing competitions - giving first aid and learning cardiopulmonary resuscitation.**	4	7	0

Modes of delivery	**method of teaching movement tasks: synthetic, analytical, mixed, complex; - methods of performing movement tasks: reproductive (restorative), proactive (independent), creative (creative); - methods of communicating: reproductive, proactive, creative, trial and error.**	
Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP7,EP8**
	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	**Credit for the exercises on the basis of attendance, completed tests and group projects.**	
	Grade calculation principles	
	The course ends with an ungraded pass.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Physical Education (wychowanie fizyczne)		Nieobliczana	
	3	Physical Education (wychowanie fizyczne) [zajęcia z wychowania fizycznego]	zaliczenie		
	4	Physical Education (wychowanie fizyczne)		Nieobliczana	
	4	Physical Education (wychowanie fizyczne) [zajęcia z wychowania fizycznego]	zaliczenie		

Basic reading	Bahrynowska - Fic J. (1987): Właściwości ćwiczeń fizycznych, ich systematyka i metodyka, Państwowy Zakład Wydawnictw lekarskich
	Bondarowicz M. (1995): Zabawy w grach sportowych, Wydawnictwa Szkolne i Pedagogiczne
	Huciński T., Lekner I. (2001): Koszykówka ? podręcznik dla trenerów, nauczycieli i studentów, BK
	K uźmińska O., Popielawska M. (1995): Taniec - Rytm - Muzyka, Skr. AWF
	Mielniczuk M., Staniszewski T. (1999): Stare i nowe gry drużynowe, TELBIT
	Talaga J. (2004): Sprawność fizyczna ogólna. Testy., Zysk i S - ka
	Trześniowski R. (1995): Zabawy i gry ruchowe, Szkolne i Pedagogiczne
Supplementary reading	Barankiewicz J. (1992): Poradnik nauczyciela wychowania fizycznego: zbiór podstawowych pojęć z teorii i metodyki wychowania fizycznego, sportu oraz wychowania zdrowotnego, Ośrodek Metodyczny
	Strzyżewski S (1992): Wychowanie fizyczne poza salą gimnastyczną: poradnik dla nauczycieli i studentów, Wydawnictwa Szkolne i Pedagogiczne

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**60**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**0**	**0**
Participation in tutorials	**0**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**60**	
ECTS credits	**0**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
Course title: **Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_60S**	
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**
				w tym e-learning		
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 the knowledge and skills necessary to search for sources of financing for projects (projects) financed from EU funds and to properly prepare application documentation for their funding.**					
Prerequisites	**The student has elementary knowledge about project management, as well as about EU funds and sources of financing undertakings (projects) under these funds.**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows what is the procedure of searching for the possibility of financing undertakings (projects) from EU funds.**	**K_W03 K_W05 K_W07**
	2	**EP2**	**The student knows what the process of preparing application documentation for funding projects from EU funds is about.**	**K_W03 K_W05 K_W07 K_W10**
skills	**1**	**EP4**	**The student is able to look for the possibility of financing undertakings (projects) from the EU funds, as well as is able to interpret the provisions of the competition documentation.**	**K_U02 K_U03 K_U07 K_U08**
	2	**EP5**	**The student is able to prepare application documentation for co-financing of an undertaking (project) from 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**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie)**			
Format of instruction: **konwersatorium**			
1. **Program documents (operational programs)**	4	2	0
2. **Institutions involved in the implementation of EU programs**	4	2	0
3. **The specificity of projects financed from EU funds**	4	3	0
4. **Proposal documentation**	4	3	0

5. **Procedure for the preparation of competition documentation**	4	5	0

Modes of delivery	**analiza dokumentacji konkursowej, multimedia presentation**

Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP4,EP5,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 assessed on the basis of prepared and presented applications for co-financing of specific undertakings (projects) financed from EU funds.**
	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	Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie)		Nieobliczana	
	4	Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie) [konwersatorium]	zaliczenie z oceną		

Basic reading	Instytucje wdrażające Programy Operacyjne (2021): Dokumentacja konkursowa, Instytucje wdrażające, Szczecin- Warszawa
	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	
		W tym 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-23/24Z**		
Course title: **Product and service design (projektowanie produktów i usług) (KIERUNKOWE)**		Course code: **EFZ214AIJ3362_68S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr MONIKA KLEIN**
Course instructor	**dr MONIKA KLEIN**
Course / module objectives	**The aim of the course is to familiarize students with the innovative method of creating services and products. Familiarizing with the conditions for the development and implementation of innovative services and products on the market.**
Prerequisites	**Basic knowledge of marketing.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows and understands the basic functions performed by innovations in the economy; has knowledge of the main factors and barriers to the development of innovation on the market; knows the methods and tools of product design.**	**K_W05 K_W07 K_W08**
skills	**1**	**EP2**	**The student is able to independently solve problems related to the development of innovations, analyze and evaluate the conditions necessary to conduct innovative activities on the market.**	**K_U02 K_U03**
social competences	**1**	**EP4**	**The student is ready to act in an entrepreneurial way, creating new products and services, while maintaining good practices and the known achievements of the profession.**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Product and service design (projektowanie produktów i usług)**			
Format of instruction: **lecture**			
1. **Design management**	3	3	0
2. **Strategy and modeling in business**	3	4	0
3. **Designing services and experiences**	3	3	0
4. **Designing innovative products**	3	3	0
5. **Financial aspects - budgeting**	3	2	0

Modes of delivery	**The following methods will be used during the classes: multimedia presentations, analysis of texts and cases, simulation games.**

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,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	**Written credit in the form of a test covering the knowledge of lectures and recommended literature.**	
	Grade calculation principles	
	The final grade for the subject is the grade for passing the lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Product and service design (projektowanie produktów i usług)		Ważona	
	3	Product and service design (projektowanie produktów i usług) [wykład]	zaliczenie z oceną		1,00

Basic reading	M. Stickdorn, J. Schneider (2011): This id serice design thinking Stickdorn Schneider, BIS Publishers
	T. Brown, B. Katz (2019): Change By Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Inc
Supplementary reading	D. Norman (2013): Design of Everyday Things, MIT Press Ltd

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**20**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**	
Course title: **Research methods in business (metody badawcze w biznesie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3362_67S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr ALEKSANDRA RUDAWSKA**
Course instructor	**dr ALEKSANDRA RUDAWSKA**
Course / module objectives	**The purpose of the course is to introduce students with basic issues related to business research in general and research methods to help them to design the research projects.**
Prerequisites	**Student should be familiar with key terms and concepts of management and economics. Students should be able to discuss issues related to management.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands process and methods of business research as well as conditions of selecting specific methods**	**K_W03**
	2	**EP2**	**knows and understands ethical issues related to business research**	**K_W09**
skills	**1**	**EP3**	**is able to design business research on selected topic**	**K_U04 K_U08**
social competences	**1**	**EP4**	**is ready to respect ethical rules in the business research process**	**K_K06**
	2	**EP5**	**is ready to critically assess the research process**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Research methods in business (metody badawcze w biznesie)**			
Format of instruction: **discussion classes**			
1. **Business and management research**	3	2	0
2. **Defining a research topic and research proposal**	3	1	0
3. **Reviewing the literature**	3	1	0
4. **Formulating research design - selecting research method**	3	2	0
5. **Selecting samples**	3	1	0
6. **Collecting secondary data**	3	2	0
7. **Collecting primary data - questionnaires and interviews**	3	3	0
8. **Analysing data and writing research report**	3	3	0

Modes of delivery	**Presenting course contents with the multimedia techniques. Critical group discussion on the presented texts. Preparation of individual research proposals.**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3,EP4,EP5**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,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	**To pass the subject students prepares smaller assignments during the course (40%) and prepares semester project - research proposal for selected topic on management (60%).**	
	Grade calculation principles	
	The passing grade is the course grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Research methods in business (metody badawcze w biznesie)		Arytmetyczna	
	3	Research methods in business (metody badawcze w biznesie) [ćwiczenia]	zaliczenie z oceną		

Basic reading	E. Babbie (2017): The Basics of Social Research, Cengage Learning
	M.N.K. Saunders, P. Lewis, A. Thornhill (2019): Research methods for business students, Pearson
Supplementary reading	C. Cassell (2015): Conducting research interviews for business and management students, Sage

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**30**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Risk management in ICT business (zarządzanie ryzykiem w ICT) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_42S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to enhance knowledge about the risk in ICT business, and different ways to mitigate risk with the future prediction. It will develop abilities with the needful learning about the risk assessment tools and techniques applied in different risk situations as the case study. As managers, students will be competent to protect ICT business organization, customers and society as the stake holder from various risks.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the business digital requirements	K_W04 K_W05
	2	EP2	understands e business risks	K_W03 K_W10
	3	EP3	knows the IT application in business	K_W02 K_W11
skills	1	EP4	can recognize, analyze and solve IT risk	K_U01 K_U04
	2	EP5	can apply risk management digital tools	K_U04 K_U08
	3	EP6	can be able to manage risk and people	K_U05 K_U07
social competences	1	EP7	is ready to solve problems with decision	K_K02 K_K04
	2	EP8	is ready to initiate social activities	K_K03 K_K05
	3	EP9	is ready to analyze and apply ethics	K_K01 K_K06

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Risk management in ICT business (zarządzanie ryzykiem w ICT)**			
Format of instruction: **lecture**			
1. **Risk with its different types**	5	2	0
2. **Analyzing, and categorizing risk**	5	2	0

3. **Identification, and response to risk**	5	2	0
4. **Measurement of risk**	5	1	0
5. **Tools and techniques to mitigate risk**	5	2	0
6. **Risk management process in ITC business**	5	2	0
7. **Self-assessment tool for risk management**	5	2	0
8. **Assessment and prediction of risk**	5	2	0
Format of instruction: **discussion classes**			
1. **Discussion to create a list of possible risks**	5	2	0
2. **A practical approach to analyzing risk**	5	2	0
3. **Case study to understand risk**	5	1	0
4. **Measurement of risk**	5	2	0
5. **Risk assessment tools comparison**	5	2	0
6. **Role play to take decision on risk situation**	5	2	0
7. **Game to identify and evaluate risk**	5	2	0
8. **Risk response and treatment hand on experience**	5	2	0

Modes of delivery	**analysis of text with discussion, multimedia presentation, group work, case study, Information lecture, conversation lecture**	
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 exam.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT)		Arytmetyczna	
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT) [ćwiczenia]	zaliczenie z oceną		
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT) [wykład]	egzamin		

Basic reading	Culp, C. L. (2002): The Risk Management Process Business Strategy and Tactics. https://nbn-resolving.org/urn:nbn:de:101:1-2014121312162
	Green, P. E. J. (2016): Enterprise risk management: A common framework for the entire organization, Elsevier, Butterworth-Heinemann
	Sadgrove, K. (2015): The complete guide to business risk management (Third Edition), Gower
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**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-23/24Z**	
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	w tym 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	w tym 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	**Academic lecture with handwriting display. Multimedia presentation. Educational film, Work and discussion in groups. Implementation of the project. Project presentation**	
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) [wykład]	zaliczenie z oceną		0,40
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) [ćwiczenia]	zaliczenie z oceną		0,60

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	
		W tym 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-23/24Z**						
Course title: **Stress and conflict management (zarządzanie stresem i konfliktem) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_44S**	
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: 5 - english language polish language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	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 of the course is to familiarize students with issues related to the issues of occupational stress, to present ways of dealing with the negative consequences of stress, as well as to present students with methods and strategies of coping with conflict in the workplace.**
Prerequisites	**The student is able to work in a group and understands the necessity of lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the issues of stress and conflict in the organization as well as theories and concepts of preventing these phenomena**	**K_W01**
skills	**1**	**EP2**	**The student is able to select and apply appropriate methods and tools to reduce stress and prevent conflicts.**	**K_U02**
social competences	**1**	**EP3**	**The student is ready to carry out his professional work stress-free**	**K_K02 K_K05 K_K06**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Stress and conflict management (zarządzanie stresem i konfliktem)**			
Format of instruction: **konwersatorium**			
1. **The definition of stress. Personality and stress.**	5	2	0
2. **Stress in the workplace - definition, causes, effects.**	5	2	0
3. **Workaholism - definition, typology, consequences.**	5	2	0
4. **Stress management**	5	2	0
5. **Methods of coping with stress**	5	2	0
6. **Burnout as a consequence of occupational stress**	5	2	0
7. **Life energy management**	5	2	0
8. **Colloquium on stress management**	5	2	0
9. **The concept and types of conflict**	5	2	0

10. **Conflicts in the workplace - causes and connections**	5	2	0
11. **Conflicts when introducing changes to the organization**	5	2	0
12. **Conflict analysis**	5	2	0
13. **Conflict resolution methods**	5	2	0
14. **Strategies and styles of conflict resolution**	5	4	0

Modes of delivery	**Multimedia presentation, case method, group work, discussion**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**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	**Students are assessed on the basis of an essay including the verification of knowledge on the basis of a written statement of students, group work during classes and a test. The student receives a satisfactory grade when he is able to define and distinguish basic concepts related to the subject of the subject.**	
	Grade calculation principles	
	The grade for the course consists of: - completion grade for topics related to stress management (25%), - completion grade for issues related to conflict management (25%), - group work (20%), - essay (30%).	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Stress and conflict management (zarządzanie stresem i konfliktem)		Nieobliczana	
	5	Stress and conflict management (zarządzanie stresem i konfliktem) [konwersatorium]	zaliczenie z oceną		

Basic reading	Emily Nagoski (2019): Burnout: The Secret to Unlocking the Stress Cycle , Publisher Ballantine Books
	Morton Deutsch, Peter T. Coleman, Eric C. Marcus (2014): The Handbook of Conflict Resolution: Theory and Practice, Jossey-Bass
	Patricia ElgoibarMartin EuwemaLourdes Munduate (2016): Building Trust and Constructive Conflict Management in Organizations, Springer
	Terri Ramos (2021): Stress Management, Tomas Edwards
Supplementary reading	David Allen (2015): Getting Things Done: The Art of Stress-Free Productivity, Penguin
	Neil H. Katz, John W. Lawyer, Katherine Joanna Sosa, Marcia Sweedler, Peter Tokar (2020): Communication and Conflict Resolution Skills, Kendall Hunt Publishing
	Richard Pettinger (2002): Stress Management, John Wiley and Sons Ltd

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**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-23/24Z**	
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	w tym 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	w tym 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**	
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) [ćwiczenia]	zaliczenie z oceną		
	4	Supply chain management (zarządzanie łańcuchem dostaw) [wykład]	egzamin		

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	
		W tym 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-23/24Z**	
Course title: **Sustainable development in transport (zrównoważony rozwój w transporcie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_50S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	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	**Presentation of the essence of sustainable development, indicators of its assessment, external costs of transport, together with the estimation and strategy of their internalisation. Moreover, familiarizing students with methods of counteracting and reducing the harmfulness of transport and transport infrastructure. During the didactic process, students will gain skills in the ways of balancing transport, taking into account social, economic, and environmental aspects.**
Prerequisites	**Basic knowledge about transport and logistics.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the transport-environment interactions, and methods of shaping sustainable development, including counteracting the negative impact of transport on the environment.**	**K_W02 K_W04**
skills	**1**	**EP2**	**The student can determine and characterize the ways of balancing transport, taking into account the social, economic, and environmental aspects.**	**K_U01 K_U03 K_U04**
social competences	**1**	**EP3**	**The student is aware of the effects of excessive transport development on the natural environment and inspires others to counteract its negative effects.**	**K_K01 K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Sustainable development in transport (zrównoważony rozwój w transporcie)**			
Format of instruction: **lecture**			
1. **Methods of reducing emissions in transport**	5	2	0
2. **Usage of alternative fuels in transport**	5	3	0
3. **Transport balancing indicators broken down by its branches**	5	4	0
4. **Tools of promoting public transport**	5	2	0
5. **Development of micromobility - challenges of cities and enterprises**	5	2	0
6. **Shaping the demand for transport within the framework of traffic generators**	5	2	0

Format of instruction: **discussion classes**			
1. **The essence of sustainable transport**	5	2	0
2. **External costs in transport**	5	2	0
3. **The role of public transport in balancing transport**	5	3	0
4. **Sustainable transport assessment indicators**	5	2	0
5. **The issues of internalisation of external costs of transport**	5	2	0
6. **Legal regulations in the field of sustainable transport**	5	2	0
7. **Sustainable development of transport and eco-mobility**	5	2	0

Modes of delivery	**For the lecture: multimedia presentation, For exercises: group work, text analysis with discussion, project**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PROJEKT	**EP2,EP3**
	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	**Completion of exercises is based on a written test and prepared group projects. The student's activity during the classes will also be taken into account.** **Passing the lectures is based on a written test covering the knowledge of the lectures and the recommended literature.**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained from the exercises and the lecture.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Sustainable development in transport (zrównoważony rozwój w transporcie)		Nieobliczana	
	5	Sustainable development in transport (zrównoważony rozwój w transporcie) [ćwiczenia]	zaliczenie z oceną		
	5	Sustainable development in transport (zrównoważony rozwój w transporcie) [wykład]	zaliczenie z oceną		

Basic reading	Elżbieta Załoga (2013): Trendy w transporcie lądowym Unii Europejskiej, Wydawnictwo Naukowe US
	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2013): Polityka rozwoju transportu, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk
	Włodzimierz Rydzkowski (2017): Współczesna polityka transportowa, PWE
Supplementary reading	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2018): Infrastruktura transportu. Europa, Polska – teoria i praktyka, PWN, Warszawa
	Krystyna Wojewódzka- Król, Elżebieta Załoga (2016): Transport. Nowe wyzwania, PWN, Warszawa
	Zuzanna Kłos-Adamkiewicz, Elżbieta Załoga (2017): Miejski transport zbiorowy. Kształtowanie wartości usługi dla pasażera w świetle wyzwań nowej kultury mobilności, Bel Studio, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**7**	**0**

Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**18**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Sustainable logistics (logistyka zrównoważona) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_51S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. BLANKA TUNDYS**
Course instructor	**dr hab. BLANKA TUNDYS**
Course / module objectives	**The aim of the course is to introduce students to sustainable logistics and sustainable supply chain strategies.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows and understands the issues involved in managing a sustainable business.**	**K_W06**
	2	**EP2**	**Student knows sustainable business models**	**K_W07**
	3	**EP3**	**The student knows and understands how sustainable business and processes work, with particular emphasis on logistics and supply chains**	**K_W11**
skills	**1**	**EP4**	**The student is able to characterise sustainable business and is able to describe sustainable logistic processes**	**K_U01**
	2	**EP5**	**The student is able to identify characteristics of sustainable logistics and design such processes in an enterprise.**	**K_U02**
	3	**EP6**	**The student is able to analyse, using dedicated tools, sustainable logistic processes**	**K_U04**
social competences	**1**	**EP7**	**The student is competent to disseminate good practices in sustainable logistics and sustainable supply chains**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Sustainable logistics (logistyka zrównoważona)**			
Format of instruction: **lecture**			
1. **Sustainable Logistics ? sustainable supply chain management ? theory and praxis**	5	3	0
2. **SSSCM as a strategy**	5	2	0
3. **3BL in logistics and supply chain**	5	2	0

4. **Green logistics**	5	3	0
5. **IT, AI and ML in SSCM**	5	2	0
6. **Carbon and water footprint**	5	1	0
7. **Eco innovation in Logistics and Supply chain**	5	2	0
Format of instruction: **discussion classes**			
1. **Sustainable logistics ? case studies**	5	4	0
2. **Principles and practises for sustainable processes and operations**	5	4	0
3. **Principles and practises for sustainable processes and operations**	5	2	0
4. **Environmental balance sheet**	5	2	0
5. **Innovation and technology in sustainable logistics processes**	5	3	0

Modes of delivery	**group work, lecture, discussion, case study**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP5,EP6**
	PREZENTACJA	**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	**Assessment of the lectures on the basis of a written test on the content presented in the class. Assessment of exercises based on a presentation on the functioning of sustainable logistics.**	
	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
	5	Sustainable logistics (logistyka zrównoważona)		Arytmetyczna	
	5	Sustainable logistics (logistyka zrównoważona) [ćwiczenia]	zaliczenie z oceną		
	5	Sustainable logistics (logistyka zrównoważona) [wykład]	zaliczenie z oceną		

Basic reading	Grant, D. B., Wong, C. Y., & Trautrims, A. (2017): Sustainable logistics and supply chain management: principles and practices for sustainable operations and management. , Kogan Page Publishers., Kogan Page Publishers.
Supplementary reading	Rausch-Phan, M. T., & Siegfried, P. (2022): Sustainable Supply Chain Management, Springer, Cham., Springer, Cham.

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**5**	**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: **The fundamentals of business success (podstawy sukcesu w biznesie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3432_69S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr hab. TOMASZ BERNAT**
Course instructor	**dr hab. TOMASZ BERNAT**
Course / module objectives	**The main goal of the course is to show how successful people are achieving it using examples of selected business successes. The aim is to show you how to think and act to achieve success in your professional and private life. The aim is to teach the specific ways of achieving success through the methods developed by N. Hill.**
Prerequisites	**Basic knowledge of the operation of business and economy, basic knowledge of the basics of decision-making in business and private life. Psychological aspects of people's decision making.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge about real actions that should be taken in order to achieve success in professional and private life.**	**K_W02 K_W05 K_W06 K_W09 K_W10**
skills	**1**	**EP2**	**The student is able to use the knowledge about the methods of achieving success in business to achieve his own goals**	**K_U03 K_U04 K_U06 K_U07 K_U08 K_U09**
social competences	**1**	**EP3**	**The student is able to work in a team The student is able to build teams and coordinate their work**	**K_K05 K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **The fundamentals of business success (podstawy sukcesu w biznesie)**			
Format of instruction: **lecture**			
1. **The objectives creation in business and life**	5	2	0
2. **The creation of the basic conditions to realize the objectives**	5	2	0
3. **The knowledge in business life**	5	2	0
4. **Success planning**	5	2	0

5. **The borders of decisions making**	5	2	0
6. **The team working**	5	2	0
7. **Creation the positive personality ? the way to business success**	5	2	0
8. **Good and bad habits in success realization**	5	1	0
Format of instruction: **discussion classes**			
1. **The objectives creation in business and life**	5	2	0
2. **The creation of the basic conditions to realize the objectives**	5	2	0
3. **The knowledge in business life**	5	2	0
4. **Success planning**	5	2	0
5. **The borders of decisions making**	5	2	0
6. **The team working**	5	2	0
7. **Creation the positive personality ? the way to business success**	5	2	0
8. **Good and bad habits in success realization**	5	1	0

Modes of delivery	**The basic method of transferring knowledge is a lecture based on the methodology proposed by N. Hill. The lecture is based on practical solutions along with showing case studies of people who have achieved success in business life, Classes will be conducted on the basis of a workshop form. In addition to the analysis of case studies, students will be required to present their own reflections on the methods of achieving success in business. Presentations of students will be prepared with considerations on the individual elements of the methods of achieving success along with practical examples.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3**
	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	**Obtaining a pass requires preparing a presentation and presenting it during classes. The exam requires a case study - answers to the questions posed.**	
	Grade calculation principles	
	The final grade will be a simple arithmetic mean of the final grade and exam grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	The fundamentals of business success (podstawy sukcesu w biznesie)		Arytmetyczna	
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [ćwiczenia]	zaliczenie z oceną		
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [wykład]	egzamin		

Basic reading	Napoleon Hill (2004): Law of Success, Highroads Media
	Napoleon Hill (1997): Napoleon Hill's Keys to Success: The 17 Principles of Personal Achievement, Penguin Publishing Group
	Napoleon Hill (2011): Think and Grow Rich, Wilder Publications
Supplementary reading	Charles-Albert Poissant (1994): How to Think Like a Millionaire: Ten of the Richest Men in the World and the Secrets of Their Success, HarperCollins Publishers Ltd, London
	Brian Tracy (2022): The 10 Qualities of Influential People: How to Inspire Yourself and Others to Greatnes, G&D Media, Kindle edition
	Brian Tracy (2002): The 100 Absolutely Unbreakable Laws of Business Success, Berrett-Koehler Publishers
	Brian Tracy, Christina Tracy Stein (2002): Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time, Berrett-Koehler Publishers
	David M. Rubenstein (2020): How to Lead: Wisdom from the World's Greatest CEOs, Founders, and Game Changers, Simon & Schuster, New York

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.	**10**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Tourism destination management (zarządzanie regionem turystycznym) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_33S**
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	**Indicating the basics of tourism destination management**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the basic concept of tourism destination management**	**K_W02**
	2	**EP2**	**Student knows the specificity of tourism destination management**	**K_W05**
skills	**1**	**EP3**	**Student is able to create a tourism destination management plan**	**K_U03 K_U04**
social competences	**1**	**EP4**	**Student is able to see the tourism impact on the social, business and environmental level.**	**K_K01 K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Tourism destination management (zarządzanie regionem turystycznym)**			
Format of instruction: **lecture**			
1. **Tourism destination product**	6	2	0
2. **The impact of tourism**	6	3	0
3. **The evolution of the tourist destination management**	6	2	0
4. **The political framework of tourism**	6	2	0
5. **Marketing tourism destinations**	6	6	0
Format of instruction: **discussion classes**			
1. **The role of NGOs in management of tourism destination**	6	2	0
2. **Measuring tourism impact on local economy**	6	3	0
3. **Tourism destination management in authoritarian countries**	6	2	0

4. **Price and promotion in tourism destination marketing**	6	2	0
5. **Placing the tourism destination product.**	6	2	0
6. **Site and region specific tourism management**	6	2	0
7. **Social media and tourism management**	6	2	0

Modes of delivery	**Lecture and discussion, Cooperative group work, Presentations**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PREZENTACJA	**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	**Passing the lectures on the basis of a test (open questions).** **Completion of exercises: presentation carried out in groups, the purpose of which is to prepare a management plan for a tourist region**	
	Grade calculation principles	
	The final grade is the arithmetic mean of both grades (rounded up if neccessary)	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Tourism destination management (zarządzanie regionem turystycznym)		Arytmetyczna	
	6	Tourism destination management (zarządzanie regionem turystycznym) [ćwiczenia]	zaliczenie z oceną		
	6	Tourism destination management (zarządzanie regionem turystycznym) [wykład]	zaliczenie z oceną		

Basic reading	Ch. Ryan (2020): Advanced Introduction to Tourism Destination Management, Edward Elgar Publishing
Supplementary reading	ed. M. Rodríguez-Díaz, T.F. Espino-Rodríguez (2019): Tourism Destination Management, MDPI

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	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**7**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**		
Course title: **Transport company management (zarządzanie przedsiębiorstwem transportowym) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_61S**
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	w tym 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 AGNIESZKA GOZDEK**
Course instructor	**dr AGNIESZKA GOZDEK**
Course / module objectives	**The course aims to present the knowledge and development of students' skills related to the issues of managing a transport company.**
Prerequisites	**Knowledge of basic issues in microeconomics, business economics, and transport economics.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the terminology relating to transport companies. Characterizes the economic and legal conditions of business activity**	**K_W04 K_W06 K_W09**
skills	**1**	**EP2**	**Student analyzes the innovative processes in transport enterprises and the service potential of Polish enterprises, taking into account the existing legal and economic regulations.**	**K_U03 K_U06**
	2	**EP3**	**Student is able to cooperate, plan work and work in a team, analyzing, assessing the functioning and development directions of transport companies in the conditions of increasing competition.**	**K_U06 K_U07 K_U08**
social competences	**1**	**EP4**	**Student notices the ethical problems related to the management of a transport company.**	**K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Transport company management (zarządzanie przedsiębiorstwem transportowym)**			
Format of instruction: **lecture**			
1. **Planning, organizing and coordinating transport in the company**	4	3	0
2. **Economic and legal conditions for the functioning of transport companies**	4	3	0
3. **Resource management in a transport company**	4	2	0
4. **Carrier Liability**	4	2	0
5. **Transport taxes and charges**	4	1	0
6. **Transport costs and pricing**	4	2	0

7. **Transport innovations**	4	2	0
Format of instruction: **discussion classes**			
1. **Organization and functioning of transport companies**	4	2	0
2. **Analysis of the company's resources**	4	2	0
3. **Assessment of the vehicle fleet operation**	4	3	0
4. **Telematics in managing a transport company**	4	2	0
5. **Working time of professional drivers; tasks.**	4	3	0
6. **Insurance in road transport.**	4	1	0
7. **A vehicle's total cost of ownership (TCO).**	4	2	0

Modes of delivery	**Multimedia presentations, discussion, teamwork, tasks**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Completion of the exercises is based on a written test, taking into account the continuous assessment of the student's activity during classes. Passing the lectures at the end of the semester takes the form of a written test.**	
	Grade calculation principles	
	The final grade for the subject is a weighted grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym)		Nieobliczana	
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym) [ćwiczenia]	zaliczenie z oceną		
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym) [wykład]	zaliczenie z oceną		

Basic reading	Bąk M. (red.) (2009): Koszty i opłaty w transporcie, UG, Gdańsk
	Button K. (2010): Transport Economics, Edward Elgar Publishing, UK, USA
	Dembińska-Cyran I., Gubała M. (2003): Podstawy zarządzania transportem w przykładach, Biblioteka Logistyka, Wyd. ILIM, Poznań
	Kordel Z., Kuriata A. (2019): Logistyka i transport. Teoria oraz praktyczne zastosowania, CeDeWu, Warszawa
	Wojewódzka-Król K., Załoga E. (2022): Transport. Tendencje zmian, PWN, Warszawa
Supplementary reading	A. Gozdek (red.) (2021): Mobilność i zrównoważony transport: poszukiwanie rozwiązań., US, Szczecin
	ECMT / ITF (2001): Efficient Transport Taxes and Charges , OECD
	Rodrigue Jean-Paul (2020): The Geography of Transport Systems , Routledge, London
	Strony internetowe : www.itf-oecd.org; www.iru.org; www.acea.be; https://transport.ec.europa.eu
	Szałucki K. (2017): Równowaga w funkcjonowaniu przedsiębiorstw transportowych, Monografia texter, Warszawa
	(2022): Certyfikat Kompetencji Zawodowych Przewoźnika Drogowego, ATUT-BM Sp. z o.o., Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning

Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**8**	**0**
Preparation for test / exam	**12**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-23/24Z**						
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		Type of credit	ECTS
				w tym e-learning		
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	w tym 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.**	
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	
		W tym 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-23/24Z**		
Course title: **Web technologies for business (technologie webowe w biznesie) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_49S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**dr TOMASZ ZDZIEBKO**
Course instructor	**dr TOMASZ ZDZIEBKO**
Course / module objectives	**The aim of the course is to provide the basis of knowledge and skills in using Internet technologies for business purposes.**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge about internet technologies and solutions supporting management and running a business**	**K_W03 K_W06**
skills	**1**	**EP2**	**Students will be able to use internet technologies and tools to analyse economic phenomena and support business management.**	**K_U03 K_U05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Web technologies for business (technologie webowe w biznesie)**			
Format of instruction: **lecture**			
1. **Introduction to web technologies**	5	5	0
2. **Communication between information systems on the Internet**	5	2	0
3. **Introduction to web analytics**	5	3	0
4. **Website usability testing and A/B testing**	5	2	0
5. **Applications of cloud computing technologies**	5	3	0
Format of instruction: **discussion classes**			
1. **Basics of websites programing (html, css, javascript)**	5	4	0
2. **Communication between systems using Application programming interfaces**	5	4	0
3. **Implementation of data collection and web analytics**	5	4	0
4. **Use of cloud computing for the implementation of web technologies**	5	3	0

Modes of delivery	**lecture using multimedia presentations, computer labs**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1**
	PROJEKT	**EP1,EP2**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**In order to obtain a positive mark it is necessary** **- a passing grade for the laboratory consisting of a grade for the laboratory task and a grade for the credit project** **- and getting the pass mark credit of the lectures in the written form**	
	Grade calculation principles	
	The course grade is calculated as the average of the pass marks in the laboratories and lectures	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Web technologies for business (technologie webowe w biznesie)		Nieobliczana	
	5	Web technologies for business (technologie webowe w biznesie) [wykład]	zaliczenie z oceną		
	5	Web technologies for business (technologie webowe w biznesie) [ćwiczenia]	zaliczenie z oceną		

Basic reading	J. Robbins (2020): Projektowanie stron internetowych. Przewodnik dla poczatkujacych webmasterów po HTML5, CSS3 i grafice. Wydanie V,, Helion
	Martyna Zastrozna (2022): Google Analytics dla marketingowców Wydanie III,, Onepress
Supplementary reading	Mustafa Toroman (2020): Chmura Azure. Praktyczne wprowadzenie dla administratora. Implementacja, monitorowanie i zarzadzanie waznymi usługami i komponentami IaaS/PaaS, Helion

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	**15**	**0**
Participation in tutorials	**10**	**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-23/24Z**						
Course title: **Wide lecture (wykład ogólnouczelniany) (OGÓLNOUCZELNIANE)**					Course code: **EFZ214AIJ3362_27S**	
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: 3 - english language polish language, semester: 4 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				w tym e-learning		
2	3	lecture	15	0	pg	1
	4	lecture	15	0	pg	1
Total			**30**			**2**
Course / module coordinator	**dr hab. JAROSŁAW KORPYSA**					
Course instructor	**dr SANDRA MISIAK-KWIT**					
Course / module objectives	**Shaping knowledge and skills in various areas of sciences, creating the need for lifelong learning.**					
Prerequisites	**None**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows and understands the terminology of the selected subject; understands the interdisciplinary nature of science.**	**K_W09**
skills	**1**	**EP2**	**The student is able to plan his own learning throughout his life, perfecting the skills needed for his own development.**	**K_U09**
social competences	**1**	**EP3**	**The student is ready for continuous improvement and personal development in various areas of study.**	**K_K01**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Wide lecture (wykład ogólnouczelniany)**			
Format of instruction: **lecture**			
1. **Presentation of specific issues within the content of the selected monographic lecture.**	3	15	0
2. **Presentation of specific issues within the content of the selected monographic lecture.**	4	15	0

Modes of delivery	**lecture**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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	**Obtaining a positive mark in the test.**				
	Grade calculation principles				
	The grade from the subject is equal to the grade from the lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Wide lecture (wykład ogólnouczelniany)		Ważona	
	3	Wide lecture (wykład ogólnouczelniany) [wykład]	zaliczenie z oceną		1,00
	4	Wide lecture (wykład ogólnouczelniany)		Ważona	
	4	Wide lecture (wykład ogólnouczelniany) [wykład]	zaliczenie z oceną		1,00
Basic reading	Literature on the subject chosen by the student in a given academic year. :				
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	**2**	**0**
Private reading and studying	**6**	**0**
Participation in tutorials	**6**	**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-BM-O-I-S-22/23Z**	
Course title: **Business economics (ekonomia biznesu) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_3S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr hab. TOMASZ BERNAT**
Course instructor	**dr hab. TOMASZ BERNAT**
Course / module objectives	**The primary purpose of the lecture is to familiarize students with the basic concepts and concepts that characterize the way managers think about the market, its institutions, the structure and the results of their decisions Use theory and economics methods (especially micro-economics) to solve problems in making optimal decisions. By embedding the issues under consideration on concrete examples, students will be able to use the knowledge gained not only in the business, but also in the public sector and in all types of organizations, as well as by anyone who is looking for the best solutions in their personal decisions of a financial, economic, etc. nature.**
Prerequisites	**The student knows the foundations of microeconomics and macroeconomics and the functioning of the market economy, and the student is aware of current economic developments. A student can solve basic maths tasks and use (correctly interpreted) graphs showing the relationship between the main categories that are the subject of economic analysis in the enterprise. The student is able to think analytically, formulate proposals correctly, based on his knowledge of the operation of the enterprises.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the basic economic concepts associated with an interest in the management economy**	**K_W02 K_W04 K_W05**
skills	**1**	**EP2**	**The student will anticipate possible scenarios resulting from current developments in different markets and assess the situation of the company in specific market structures, depending on the evolution of costs, revenues, etc.**	**K_U01 K_U02 K_U03**
social competences	**1**	**EP3**	**The student is willing to think and act in an entrepreneurial way**	**K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Business economics (ekonomia biznesu)**			
Format of instruction: **lecture**			
1. **Economics thinking**	1	2	0
2. **Proces podejmowania decyzji managerskich**	1	2	0
3. **The market and its impact on management decisions**	1	2	0
4. **Decision's optimization process - production**	1	2	0

5. **Optimize the company's profit**	1	2	0
6. **Firm performance in long run: size, diversification, and scope**	1	2	0
7. **The role of the market structure in managerial decision**	1	3	0
Format of instruction: **discussion classes**			
1. **Economics thinking**	1	2	0
2. **The process of management decision-making**	1	2	0
3. **The market and its impact on management decisions**	1	2	0
4. **Decision's optimization process**	1	2	0
5. **Optimize the company's profit**	1	2	0
6. **Firm performance in long run: size, diversification, and scope**	1	2	0
7. **The role of the market structure in managerial decision**	1	3	0

Modes of delivery	**lecture** **case studies** **graphic and algebraic tasks** **discussions** **perform tests and tasks in the e-learning system**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3**
	KOLOKWIUM	**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	**Pass the classes - based on a written colloquium. It is a test solution to a case study describing the economic elements chosen - the company. The solution to the challenge is to answer the open questions listed. The case study will be included in the e-studia system.** **The test solution provided in the e-studio system.**	
	Grade calculation principles	
	The final assessment of the subject shall be equal to the arithmetic mean of the passing and the test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Business economics (ekonomia biznesu)		Arytmetyczna	
	1	Business economics (ekonomia biznesu) [wykład]	egzamin		
	1	Business economics (ekonomia biznesu) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Christopher Thomas (2019): Managerial Economics, McGrowHill, New York
	Michael Baye, Jeff Prince (2020): Managerial Economics & Business Strategy 10th Edition, Mcgraw, New York
Supplementary reading	CNBS Business
	Forbes, Forbes
	Newsweek

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	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**13**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
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-22/23Z**	
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	w tym 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	w tym 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)**

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) [ćwiczenia]	zaliczenie z oceną		
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna) [wykład]	egzamin		

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. (2022): 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	
		W tym 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-22/23Z**		
Course title: **Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_63S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the business activities**	**K_W02 K_W04**
	2	**EP2**	**understands business promotion with IT**	**K_W03 K_W10**
	3	**EP3**	**knows the IT application in business**	**K_W02 K_W11**
skills	**1**	**EP4**	**can solve business problems with IT**	**K_U02 K_U04**
	2	**EP5**	**can apply promotion tools in business**	**K_U01 K_U05**
	3	**EP6**	**can be able to reach goals with IT**	**K_U07 K_U08**
social competences	**1**	**EP8**	**is ready to start promotional activities inspiring to act for the benefit of the local community**	**K_K04**
	2	**EP9**	**is ready to apply the principles of ethics in the area of promotional activities**	**K_K05 K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)**			
Format of instruction: **lecture**			
1. **Business promotion basics**	3	2	0
2. **Tools and Techniques of business promotion**	3	2	0

3. **Role of information technology in communication**	3	1	0
4. **Information technology tools and techniques**	3	2	0
5. **Promotional activity with information technology**	3	2	0
6. **Criteria to choose information technology tools**	3	2	0
7. **Content and media selection**	3	2	0
8. **Measuring the effect of promotional campaign**	3	2	0
Format of instruction: **discussion classes**			
1. **Discussion on business promotion requirement**	3	2	0
2. **A practical approach to business promotion**	3	2	0
3. **Business promotion using IT case study**	3	1	0
4. **Presentation on IT enabled promotions in business**	3	2	0
5. **Promotional tools using IT comparison**	3	2	0
6. **Activity to implement a promotional campaign**	3	2	0
7. **Real life business project creation for promotion**	3	2	0
8. **Real life business project creation for promotion**	3	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, group work**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP2,EP3,EP4**
	PREZENTACJA	**EP1,EP6,EP8,EP9**
	PROJEKT	**EP1,EP2,EP3,EP4,EP5,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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: COLLOQUIUM- 100%,** **Exercises: PRESENTATION- 20%, PROJECT- 50%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 20%** **A student must score minimum 60% overall to pass the course.**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained from passing the lectures and exercises.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)		Arytmetyczna	
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [ćwiczenia]	zaliczenie z oceną		
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [wykład]	zaliczenie z oceną		

Basic reading	John, S. E. (2013): Application of Information Technology to Business Management
	Lucas, H. C. (2009): Information Technology for Management, Global Text
	Molenaar, C. (2012): e-Marketing Applications of Information Technology and the Internet within Marketing, Routledge
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**11**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Bussiness process modelling (modelowanie procesów biznesowych) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_22S**
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: 3 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	laboratory	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course instructor	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course / module objectives	**Familiarizing students with the theoretical and practical aspects of business process modeling.**
Prerequisites	**Prerequisites for:** **- knowledge: the student has a general knowledge of the functioning of economic objects;** **- skills: the student is able to use the computer in the WINDOWS operating environment;** **- competences: the student has instilled habits of lifelong learning and consciously uses computer technology.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands the principles of operation of the company's areas of activity in which business process modeling can be applied.**	**K_W01 K_W07**
skills	**1**	**EP2**	**can use advanced IT tools for modeling and analysis of business processes.**	**K_U02 K_U04**
social competences	**1**	**EP3**	**is ready to independently update the knowledge and skills related to the use of methods and tools for modeling business processes.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Bussiness process modelling (modelowanie procesów biznesowych)**			
Format of instruction: **lecture**			
1. **Process approach in a modern organization.**	3	2	0
2. **Basics of business process management in an enterprise.**	3	2	0
3. **Introduction to business process modeling.**	3	2	0
4. **Business process modeling methodology.**	3	4	0
5. **Review of IT tools for business processes modeling .**	3	2	0
6. **Business process reference models.**	3	3	0
Format of instruction: **laboratory**			
1. **Introduction to ADONIS. The functional scope and the basics of the user interface.**	3	2	0

2. **Basics of modeling in the ADONIS system - symbolism of objects and relations. Creating simple models.**	3	2	0
3. **Process maps and describing the structure of processes.**	3	2	0
4. **Creating business process models in the ADONIS system.**	3	4	0
5. **Resource modeling (document model, work environment model, IT systems model, product model). Generating documentation.**	3	2	0
6. **Model analysis in the ADONIS system - queries, accounting and time analysis.**	3	4	0
7. **Process performance management and indicators monitoring.**	3	2	0
8. **Risk and control models**	3	2	0
9. **Case studies.**	3	10	0

Modes of delivery	**multimedia presentation, Case study, Problem solving**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1**
	PROJEKT	**EP2,EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Exam- evaluation of the multiple-choice test. The test consists of 15 closed questions. For each correct answer, the student receives 1 point, for incorrect answer - minus 1 - a total of max. 22 points (for 22-21 points - 5,0 grade, 20-19 points - 4,5; 18-17 points - 4.0; 16-15 points - 3,5; 14-12 points - 3,0, below 11 points - 2,0)** **Laboratories** **1 - participation in a minimum of 75% of the classes** **2 - if the condition (1) is met, the grade is issued on the basis of the number of points received for the implementation of practical tasks and the project (max. 60 points) (for 60-56 points 5,0 grade; 55-51: 4,5; 50-46 : 4,0; 45-41: 3,5; 40-36: 3,0; 35 and less: 2,0)**	
	Grade calculation principles	
	A NECESSARY CONDITION TO OBTAIN A POSITIVE EVALUATION is to obtain a minimum of 3.0 grade in all forms of classes. **The grade for the course results from the arithmetic mean of all the lecture and laboratory grades.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Bussiness process modelling (modelowanie procesów biznesowych)		Arytmetyczna	
	3	Bussiness process modelling (modelowanie procesów biznesowych) [wykład]	egzamin		
	3	Bussiness process modelling (modelowanie procesów biznesowych) [laboratorium]	zaliczenie z oceną		

Basic reading	Manuel Laguna, Johan Marklund (2013): BUSINESS PROCESS MODELING, SIMULATION AND DESIGN, CRC Press, London, New York
	Marlon Dumas, · Marcello La Rosa, Jan Mendling ,· Hajo A. Reijers (2018): Fundamentals of Business Process Management, Springer-Verlag , Berlin
Supplementary reading	Bitkowska Agnieszka (2009): Zarzadzanie procesami biznesowymi w przedsiebiorstwie, Wizja PRESS&IT, Warszawa
	Gawin Bartłomiej, Marcinkowski Bartosz (2013): Symulacja procesów biznesowych. Standardy BPMS i BPMN w praktyce, Helion, Gliwice

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**

Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**8**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_46S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	laboratory	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**dr inż. TOMASZ WIŚNIEWSKI**
Course instructor	**dr inż. TOMASZ WIŚNIEWSKI**
Course / module objectives	**The aim is to introduce students to the theoretical fundamentals of simulation modeling and process optimization, and to use the learned skills to solve problems in practical applications in enterprises**
Prerequisites	**Basic computer skills, basic mathematics**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows solutions (including IT solutions) which can be used for simulation and process optimization**	**K_W03 K_W07**
	2	**EP2**	**Student knows definitions of model, optimization, computer simulation, distinguish elements of optimization model.**	**K_W01**
skills	**1**	**EP3**	**The student is able to model business processes with the use of dedicated IT tools.**	**K_U02**
	2	**EP4**	**Students with the use of simulations and optimization models are able to analyze the flow of business processes and interpret the results**	**K_U03 K_U05 K_U09**
social competences	**1**	**EP5**	**The student is ready to formulate an opinion on the implemented business processes on the basis of simulation modelling and the optimization process**	**K_K03 K_K04**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów)**			
Format of instruction: **laboratory**			
1. **Introduction to simulation analysis - system, model, simulation, steps in building a simulation model**	5	3	0
2. **Conduct simulation experiments using software tools such as Arena Simulation.**	5	3	0
3. **Building optimization models, implementing optimization in simulation models**	5	3	0
4. **Process optimization using Excel with the Solver add-in.**	5	3	0
5. **Construction and presentation of final projects**	5	3	0

Modes of delivery	**Multimedia presentations, case studies, project method, laboratory classes**

Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP3,EP4,EP5**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Passing the course takes place through active participation in classes, completing assigned tasks and making a project using the tools and techniques learned during the classes**	
	Grade calculation principles	
	The final grade is the lab grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów)		Nieobliczana	
	5	Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów) [laboratorium]	zaliczenie z oceną		

Basic reading	A. M. Law (2007): Simulation Modeling and Analysis, Fourth Edition, Mc Graw - Hill
	Mielczarek B. (2009): Modelowanie symulacyjne w zarządzaniu - symulacja dyskretna, Politechnika Wrocławska
Supplementary reading	J. Banks, J.S. Garson, B. L. Nelson, D.M. Nicol (2009): Discrete-event systems simulation, V edycja, Pearson Education

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**0**	**0**
Participation in tutorials	**10**	**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-22/23Z**						
Course title: **Consumer behaviour (zachowania konsumentów) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_21S**	
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: 3 - english language polish language**			

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

Course / module coordinator	**dr hab. KATARZYNA WŁODARCZYK**
Course instructor	**dr hab. KATARZYNA WŁODARCZYK**
Course / module objectives	**The transfer of konowledge in the firld of the basics of making consumption decisions and economic and non-economic factors influencing these behaviors, as well as presenting models of consumer behavior, trends and the decision-making process.**
Prerequisites	**Basics of economics, management and marketing as well as elementary sociological concepts.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the basics and the idea of market consumer behavior.**	**K_W01 K_W02**
	2	**EP2**	**The student knows the stages of the consumer's decision-making process.**	**K_W02 K_W06**
	3	**EP3**	**The student knows and defines the determinants of consumer behavior.**	**K_W02 K_W03**
skills	**1**	**EP4**	**Student can search for solutions to the issues which are discussed by using knowledge and evaluate consumer behaviour.**	**K_U01 K_U04**
	2	**EP5**	**The student is able to design and conduct market research related to consumer behavior on the market.**	**K_U03 K_U04**
	3	**EP6**	**The student is able to work in task teams and individually.**	**K_U06 K_U08**
social competences	**1**	**EP7**	**The student is ready to objectively assess his knowledge of the market behavior of consumers.**	**K_K01 K_K02**
	2	**EP8**	**The student is ready to deepen his knowledge and takes into account the opinions of experts.**	**K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Consumer behaviour (zachowania konsumentów)**			
Format of instruction: **lecture**			
1. **Consumption and consumers in economics and management - basic theories and definitions**	3	4	0
2. **Needs of consumers**	3	2	0
3. **Models of consumers behaviour**	3	3	0

4. **Laws and effects in consumer behaviour**	3	2	0
5. **Consumer research**	3	4	0
Format of instruction: **laboratory**			
1. **Main determinants of consumer behavior (needs, motives)**	3	2	0
2. **Economic and non-economic factors influencing consumer behavior**	3	3	0
3. **Typology of consumption decisions**	3	2	0
4. **Customer segmentation and positioning**	3	2	0
5. **The risk of making decisions by consumers**	3	2	0
6. **Contemporary trends in consumer market behavior**	3	4	0

Modes of delivery	**Exercises, case study, discussion, lecture**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**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	**LECTURE: Written exam - 4 essay questions. In each of the questions, the student will have to use the acquired knowledge and theory and use his own examples. For a satisfactory grade, the student must correctly write 2 questions, for a good grade - 3 questions, for a very good grade - 4 questions.** **LABORATORY: Assessment obtained on the basis of a scientific article on consumer market behavior and its presentation in the group by the student.**	
	Grade calculation principles	
	The arithmetic mean of the lecture grade and the laboratory grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Consumer behaviour (zachowania konsumentów)		Arytmetyczna	
	3	Consumer behaviour (zachowania konsumentów) [laboratorium]	zaliczenie z oceną		
	3	Consumer behaviour (zachowania konsumentów) [wykład]	egzamin		

Basic reading	G. Antonides, W.F. Van Raaij, F.W. Van Raaij (2017): Consumer Behaviour: A European Perspective, John Wiley & Sons
	L.G. Schifman, J.L. Wisenblit (2015): Consumer Behaviour, Pearson
	M.R. Solomon (2019): Consumer Behaviour: Buying, having and being, Pearson Education Limited
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**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-BM-O-I-S-22/23Z**		
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		Type of credit	ECTS
				w tym e-learning		
1	2	konwersatorium	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	
			w tym e-learning
Subject title: **Creativity and innovations (kreatywność i innowacje)**			
Format of instruction: **konwersatorium**			

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**	
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)		Ważona	
	2	Creativity and innovations (kreatywność i innowacje) [konwersatorium]	zaliczenie z oceną		1,00

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	
		W tym 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-22/23Z**						
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) [ćwiczenia]	zaliczenie z oceną		
	6	Decision making methods in management (metody podejmowania decyzji w zarządzaniu) [wykład]	egzamin		

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-22/23Z**	
Course title: **Descriptive statistics (statystyka opisowa) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_20S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr KRZYSZTOF DMYTRÓW**
Course instructor	**dr KRZYSZTOF DMYTRÓW**
Course / module objectives	**The aim of the course is to acquire basic knowledge on a quantitative description of economic and social phenomena as well as ability to present the results of research, based on primary or secondary data.**
Prerequisites	**- knowledge of basic economic concepts, - knowledge and abilities from the "Mathematic" module**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows the parameters describing the socioeconomic characteristics, their properties, measurement scales, student knows how to describe dynamics and relationships.**	K_W03
	2	EP2	**Student knows the research methods in the social sciences and methods of measurement specific for social and economic sciences.**	K_W03
	3	EP3	**Student knows the methods of presentation of the study of primary and secondary data, taking into account characteristics of the populations and distributions.**	K_W03
skills	1	EP4	**Student is able to quantitatively describe the socio-economic phenomena on the basis of both primary and secondary data.**	K_U02
	2	EP5	**Student is able to estimate strength and direction of relationships.**	K_U02
	3	EP6	**Student is able to describe dynamics of economic phenomena.**	K_U02
social competences	1	EP7	**Student is ready to use results of surveys conducted by national statistical institutes, including acknowledging the importance and consequences of cooperation with public statistics institution.**	K_K01

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Descriptive statistics (statystyka opisowa)**			
Format of instruction: **lecture**			

1. **Types of statistical surveys, definition of statistical unit, population and sample, statistical surveys; types of variables, measurement scales, methods of data presentation. The regularities of mass processes.**	3	2	0
2. **One-dimensional populations, empirical distributions, moments and quantiles for metric scales, measures of central tendency, dispersion, skewness, kurtosis and concentration.**	3	4	0
3. **Correlation coefficients, Chi-square, variance equality. Multidimensional analysis, partial correlations.- dimensional populations, tables, ranks, types of relationships.**	3	3	0
4. **Empirical and theoretical regressions, the method of least squares for linear regression, measures of fit.**	3	2	0
5. **Measurement of dynamics of economic and social phenomena. Time series, chronological mean. Analysis of shortterm changes, individual indexes, the average rate of change, average absolute change. Aggregate indexes. Price indices. Aggregate indices for relative values.**	3	2	0
6. **Decomposition of time series, trend and seasonality. Linear and exponential trend. Additive and multiplicative seasonality.**	3	2	0
Format of instruction: **laboratory**			
1. **Statistics, populations, data, notation, tables and charts, measurement scales. Measures of central tendency, dispersion, skewness, kurtosis and concentration.**	3	5	0
2. **Correlation and regression analysis:** **- correlation series and contingency table,** **- correlation coefficients: Tschuprow's, Spearman's rank, correlation ratios, Pearson product-moment correlation coefficient,** **- empirical and theoretical regression lines.**	3	5	0
3. **Analysis of dynamics:** **- short-term analysis: increments and indexes,** **- long-term analysis: analysis of trends and seasonality.**	3	5	0

Modes of delivery	**The course comprises lectures using (where appropriate) computer presentations and laboratories - working individually and in groups.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP5,EP6**
	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 terms of the lectures:** **A written test consisting of 7 single-choice and 3 multiple-choice test questions. It tests the knowledge of students. Students can obtain up to 10 points. There are the following thresholds for grades:** **Grade 3.0 - at least 5 points.** **Grade 3.5 - 7 points.** **Grade 4.0 - 8 points.** **Grade 4.5 - 9 points.** **Grade 5.0 - 10 points.** **The form and terms of the laboratories:** **Students are assessed on the basis of two written tests covering skills verification based on solving tasks of choosing appropriate descriptive characteristics, their determination and interpretation of detailed series and aggregated data to a series of interval and correlation tables (students during the tests can benefit from standardised statistical tables). The students' results at each test are presented as the percentage of total number of points that can be obtained. The final grade for exercises is calculated as the arithmetic mean of percentages obtained for both tests. The thresholds for grades are as follows:** **Grade 3.0 - at least 50%.** **Grade 3.5 - at least 70%.** **Grade 4.0 - at least 80%.** **Grade 4.5 - at least 90%.** **Grade 5.0 - at least 95%.** **The form and terms of the project:** **A project to achieve the learning outcomes tested on practical skills and social competences. Project is done in groups of 2-3 students. Students must perform full statistical research: specify the goal, collect statistical data, graphically present the data, apply appropriate analytical methods, interpret the results and draw conclusions. Projects are assessed with respect to their completeness and correctness. The thresholds for grades are as follows:** **Grade 3.0 - at least 50%.** **Grade 3.5 - at least 70%.** **Grade 4.0 - at least 80%.** **Grade 4.5 - at least 90%.** **Grade 5.0 - at least 95%.**	
	Grade calculation principles	
	The final grade is a simple arithmetic mean of the grades obtained from lectures, laboratories and project.	

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	3	Descriptive statistics (statystyka opisowa)		Arytmetyczna	
	3	Descriptive statistics (statystyka opisowa) [wykład]	zaliczenie z oceną		
	3	Descriptive statistics (statystyka opisowa) [laboratorium]	zaliczenie z oceną		

Basic reading	Aczel A., Sounderpandian, J. (2009): Complete Business Statistics 7th Edition, McGraw-Hill/Irwin
	Bąk I., Markowicz I., Mojsiewicz M., Wawrzyniak K. (2021): Formulas and Tables. Statistical and Econometric Methods, CeDeWu, Warszawa
	Cleff. T. (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel, Springer, Cham
Supplementary reading	Statistical yearbooks, monthly information on the economic situation of the country, monthly information on price developments in the national economy : , Publications of Central Statistical Office of Poland

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**20**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**14**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
Course title: **Digital documents circulation (elektoniczny obieg dokumentów) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_45S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	laboratory	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr MARTA SZAJA**
Course instructor	**dr MARTA SZAJA**
Course / module objectives	**The purpose of this course is to introduce a student to workflow support systems, to develop the ability to assess the status of and seek solutions for the maintenance and development of these systems, and to develop a related readiness to critically evaluate and update their knowledge in this area.**
Prerequisites	**Basic knowledge of computer science.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Students will learn to understand the needs for efficient document management (including electronic documents) as well as the strategies of maintenance and development of systems dedicated to electronic document circulation in organisations.**	**K_W01 K_W07**
skills	**1**	**EP2**	**Students will be able to assess the needs concerning the development of electronic document circulation management systems in an organisation and to propose solutions within this scope, taking into account their functional and economic legitimacy.**	**K_U02 K_U03**
social competences	**1**	**EP3**	**The student is prepared to recognise the importance of knowledge concerning the development of systems dedicated to electronic document circulation in organisations, to critically assess the knowledge possessed and to continuously improve in this respect.**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Digital documents circulation (elektoniczny obieg dokumentów)**			
Format of instruction: **laboratory**			
1. **Processing documentation in ERP and ECM systems.**	5	6	0
2. **Document management: check in / check out, version management, search and navigation, organize documents.**	5	9	0
3. **Workflow management (visualization of organizational processes and structures, parallel and sequential processing of procedures, reminders, deadlines, tasks, monitoring and documenting the process status).**	5	9	0
4. **Storage, preservation and distribution of documentation in ECM class systems.**	5	6	0

Modes of delivery	**Laboratory exercises, case studies, simulations.**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2**
	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	**Passing the laboratories on the basis of a skill test conducted at the end of the class and solving problem tasks, taking into account the student's activity during the course of the classes.**	
	Grade calculation principles	
	The final grade for the subject is the grade obtained from passing the laboratories.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Digital documents circulation (elektoniczny obieg dokumentów)		Ważona	
	5	Digital documents circulation (elektoniczny obieg dokumentów) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	Gerardus Blokdyk (2020): Document Management Systems a Complete Guide - 2020 Edition, Emereo Pty Limited
	William B. Green (2012): Introduction to Electronic Document Management Systems, Academic Press Inc., Pasadena California
Supplementary reading	Blake Richardson (2012): Records Management For Dummies, John Wiley & Sons

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**14**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**13**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
Course title: **Digital media management (zarządzanie mediami cyfrowymi) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_48S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The course aims to make students understand the role of digital media in business expansion for globalization. The boom of information and communication technology has transformed the media industry all around the world. The learning from the course will enhance student?s understanding about the digital media usage and the benefits all kind of business entities. Moreover, a real life observation through the course learning will add the digital media management skill as a competence for managers.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the digital media activities	K_W02 K_W03
	2	EP2	understands managing digital media	K_W03 K_W10
	3	EP3	knows the digital media applications	K_W05 K_W11
skills	1	EP4	can solve media problems	K_U01 K_U02
	2	EP5	can apply digital tools in media	K_U04 K_U07
	3	EP6	can be able to manage data and IT	K_U05 K_U08
social competences	1	EP7	is ready to solve media challenges	K_K02 K_K04
	2	EP8	is ready to initiate digital media activities	K_K01 K_K03
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Digital media management (zarządzanie mediami cyfrowymi)**			
Format of instruction: **lecture**			
1. **Introduction to digital media and industry**	5	2	0

2. **Digital media management and marketing**	5	2	0
3. **Types and tools of digital media**	5	1	0
4. **Social media and web network management**	5	2	0
5. **Online business or managing management**	5	2	0
6. **Digital media communication and management skills**	5	2	0
7. **Communication through digital media**	5	2	0
8. **Marketing and promotion with digital media**	5	2	0
Format of instruction: **discussion classes**			
1. **Critical discussion on digital media requirements**	5	2	0
2. **A practical approach to digital media**	5	2	0
3. **Case study on digital media implementation**	5	1	0
4. **Web technologies, visuals, and graphic design**	5	2	0
5. **Interactive digital media development**	5	2	0
6. **Activity to implement a digital media in business**	5	2	0
7. **Live project digital media management for business**	5	2	0
8. **Live project digital media management for business**	5	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, group work**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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: COLLOQUIUM- 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
	5	Digital media management (zarządzanie mediami cyfrowymi)		Arytmetyczna	
	5	Digital media management (zarządzanie mediami cyfrowymi) [wykład]	zaliczenie z oceną		
	5	Digital media management (zarządzanie mediami cyfrowymi) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Gershon, R. A. (2017): Digital Media and Innovation: Management and Design Strategies in Communication, SAGE Publications, Inc.
	Lucas, H. C. (2009): Information Technology for Management, Global Text
	Paige, A. (2019): A Textbook of Media Management, Tritech Digital Media
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	**19**	**0**
Participation in tutorials	**11**	**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-22/23Z**	
Course title: **Diploma seminar (seminarium dyplomowe) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_38S**
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, semester: 5 - english language polish language, semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	4	seminarium	30	0	pg	3
3	5	seminarium	30	0	pg	3
	6	seminarium	30	0	pg	5
Total			**90**			**11**

Course / module coordinator	**prof. dr hab. inż. KESRA NERMEND**
Course instructor	
Course / module objectives	**Preparing a student to independently formulate a work plan, collect the necessary data, to carry out empirical research and write a thesis on that basis.**
Prerequisites	**Prerequisites with regards to:** **- knowledge - knows the basics of economics and financial analysis of public sector, necessary to analyse public entities** **- skills - is able to apply basic methods of economics and financial analysis of public sector to empirical study with the use of IT tools** **- competences - is able to think logically and understands proposed solutions and actively adjusts them to own needs**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the main concepts of the knowledge area of his research within the thesis preparation.**	**K_W01**
	2	**EP4**	**Student knows the basics of the thesis construction methodology**	**K_W01** **K_W03**
	3	**EP5**	**Student knows main literature in the thematic area of his thesis and the methods and techniques necessary to conduct the preparation of his thesis**	**K_W03**
	4	**EP6**	**Student knows and understands the basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management.**	**K_W08**

skills	**1**	**EP2**	**Student can formulate a research task and thesis objective, identify research problems and questions and formulate hypothesis set in his research**	**K_U01**
	2	**EP3**	**Student actively participates in seminar discussions and can benefit from the suggestions proposed during those discussions**	**K_U06**
	3	**EP7**	**Student can apply known research methods and techniques in conducting his own research**	**K_U03 K_U04 K_U05**
	4	**EP8**	**Student analyses and interprets results and can draw conclusions based on them**	**K_U04**
	5	**EP9**	**Student has acquired a skill of writing a scientific text**	**K_U01 K_U03 K_U04 K_U07**
social competences	**1**	**EP10**	**Student applies the provisions on the protection of intellectual property**	**K_K06**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Diploma seminar (seminarium dyplomowe)**			
Format of instruction: **seminarium**			
1. **Basics of conducting scientific research methodology**	4	6	0
2. **Defining area and topic of thesis together with a justification of the choice**	4	4	0
3. **Basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management**	4	4	0
4. **Discussion on the research area literature and sources of data**	4	4	0
5. **Presentation of independently prepared work plan for the thesis**	4	6	0
6. **Correcting and final approval of the work plan**	4	6	0
7. **Presentation of the rules of scientific writing and requirements for the thesis**	5	4	0
8. **Preparation and presentation of essays related to the topic of the thesis**	5	8	0
9. **Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research**	5	8	0
10. **Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis**	5	6	0
11. **Presentation of the theoretical chapters of the thesis and their acceptance**	5	4	0
12. **Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis**	6	6	0
13. **Presentation of results and discussion of the conclusions of the conducted analytical research**	6	6	0
14. **Formulating and presentation of empirical part of the thesis**	6	8	0
15. **Final formulating of empirical part and overall thesis construction**	6	10	0

Modes of delivery	**Seminars based on discussions with presentations by students, regarding the thesis and presentation of results of conducted researchpresentation of results of conducted research**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP2,EP4,EP5,EP6,EP8**
	PRACA DYPLOMOWA	**EP1,EP10,EP2,EP4,EP5,EP6,EP7,EP8,EP9**
	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	**The final grade is the grade obtained in a given semester.**
	Grade calculation principles
	Student receives a pass grade, if by the end of semester he/she conducts the assigned task, that is: **semester 4 - prepares and formulates work plan and collects subject literature;** **semester 5 - prepares and presents the theoretical part of the thesis;** **semester 6 - conducts empirical study, writes and submits the final version of thesis;** **The obtained grade depends on the quality of the submitted work.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	4	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	5	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	5	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	6	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	6	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		

Basic reading	Zgodnie z tematem pracy dyplomowej (According to the topic of thesis)
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**90**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**50**	**0**
Private reading and studying	**35**	**0**
Participation in tutorials	**30**	**0**
Preparation of project / essay / etc.	**35**	**0**
Preparation for test / exam	**35**	**0**
TOTAL workload	**275**	
ECTS credits	**11**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**						
Course title: **Economic analysis (analiza ekonomiczna) (KIERUNKOWE)**					Course code: **EFZ214AIJ3432_23S**	
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: 3 - english language polish language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	3	laboratory	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**dr hab. MAŁGORZATA PORADA-ROCHOŃ**
Course instructor	**dr hab. MAŁGORZATA PORADA-ROCHOŃ**
Course / module objectives	**The aim of this course is to present the essence, methods and tools of economic analysis, and the use of methods and tools of economic analysis in the assessment of the economic and financial standing of a company.**
Prerequisites	**Basics of finance and accounting**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**has advanced knowledge in the area of methods and tools used to conduct economic analysis, understands its importance for business development**	**K_W01 K_W04 K_W10**
skills	**1**	**EP2**	**is able to select appropriate information to conduct an economic analysis, perform it and interpret the obtained results**	**K_U01 K_U03**
social competences	**1**	**EP4**	**is ready to recognize the importance of conducting economic analysis for business development and to benefit from expert knowledge in this area**	**K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Economic analysis (analiza ekonomiczna)**			
Format of instruction: **lecture**			
1. **The nature and role of analysis in business management.**	3	2	0
2. **Criteria for the classification of economic analysis methods and their usefulness in the current market conditions.**	3	2	0
3. **Characteristics of sources of information for economic analysis.**	3	2	0
4. **A preliminary assessment of the situation of the assets.**	3	1	0
5. **A preliminary assessment of the situation of the capital**	3	1	0
6. **Cash conversion cycle.**	3	1	0
7. **The nature and assessment of net working capital.**	3	2	0

8. **Concept and measurement of profitability and debt.**	3	4	0
Format of instruction: **laboratory**			
1. **Reading the basic financial statements of the selected companies.**	3	2	0
2. **Methods of economic analysis: logarithm and subsequent substitutions - tasks with two or three factors.**	3	2	0
3. **A preliminary assessment of the situation the investigated companys assets**	3	2	0
4. **A preliminary assessment of the situation the investigated companys capital**	3	2	0
5. **Study of short-term and long-term financial static liquidity of company X**	3	3	0
6. **Establishing and interpretation of the cash conversion cycle (operating, net).**	3	2	0
7. **Assessment of the company's profitability and turnover.**	3	6	0
8. **Corporate debt analysis**	3	3	0
9. **Analysis of a company's financial condition - case study**	3	8	0

Modes of delivery	**case studies, discussion based on financial statments, team work, PPT presentation**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP4**
	KOLOKWIUM	**EP1,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	**Lecture: Test including the question of theoretical and empirical task viewing knowledge of methods and ability to interpret the results. 51% guarantee a passing grade** **Excercise: Test tests the achievements in the field of knowledge (theoretical questions) and student skill (practical tasks together with an interpretation). 51% guarantee a passing grade**	
	Grade calculation principles	
	The final grade is a weighted mean: 50% test score and 50% written exam score.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Economic analysis (analiza ekonomiczna)		Arytmetyczna	
	3	Economic analysis (analiza ekonomiczna) [wykład]	egzamin		
	3	Economic analysis (analiza ekonomiczna) [laboratorium]	zaliczenie z oceną		

Basic reading	Steven M. Bragg (2014): Financial Analysis: Second Edition A Business Decision Guide
Supplementary reading	(2019): Journal of Business and Economic Analysis

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**12**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**13**	**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-BM-O-I-S-22/23Z**		
Course title: **Elearning trening (szkolenie e-learningowe) (INNE DO ZALICZENIA)**		Course code: **EFZ214AIJ3605_40S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	lecture	2	2	p	0
Total			**2**			**0**

Course / module coordinator	**mgr KONRAD MIELKO**
Course instructor	**mgr KONRAD MIELKO**
Course / module objectives	**To train students in the methods and techniques of distance education, including the functionality of the e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment in the mode using methods and techniques of distance education.**
Prerequisites	**Active student account in the domain stud.usz.edu.pl. Basic computer skills.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic methods of using Microsoft 365 cloud tools for communication within the university**	
	2	**EP2**	**has knowledge of the rules for passing courses conducted using distance education methods and techniques**	
	3	**EP3**	**knows how to navigate the e-learning platform**	
skills	**1**	**EP4**	**is able to log on to a distance learning platform**	
	2	**EP5**	**is able to contact lecturers and university staff electronically**	
	3	**EP6**	**is able to find the correct subject and correctly sit the online exam/assessment**	
social competences	**1**	**EP7**	**has the competence to cooperate and communicate with other students and lecturers in a remote working mode**	

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Elearning trening (szkolenie e-learningowe)**			
Format of instruction: **lecture**			
1. **Operation of the e-learning platform.**	1	1	1
2. **Electronic communication at the university.**	1	1	1

Modes of delivery	**e-learning using the Moodle platform**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	**Pass without assessment on the basis of test results**	
	Grade calculation principles	
	Obtaining at least 60% of the correct answers	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Elearning trening (szkolenie e-learningowe)		Nieobliczana	
	1	Elearning trening (szkolenie e-learningowe) [wykład]	zaliczenie		

Basic reading	
Supplementary reading	

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **e-marketing (e-marketing) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_43S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr MAGDALENA KOWALSKA**
Course instructor	**dr MAGDALENA KOWALSKA**
Course / module objectives	**Familiarizing students with the possibilities and conditions for undertaking effective marketing activities in the network and developing the ability to analyze data and market information regarding various forms of organization.**
Prerequisites	**The student knows the basic issues of economics, knows the basics of management and marketing.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student describes the conditions and understands the principles of operation and management of individual areas of the company's operation**	**K_W01 K_W06**
	2	**EP5**	**The student knows and understands marketing tools and their impact on the market position of the organization**	**K_W05 K_W10**
skills	**1**	**EP2**	**the student is able to analyze data and market information regarding various forms of organization**	**K_U01 K_U03**
	2	**EP3**	**the student is able to interact and work in a group taking various roles in it**	**K_U08**
social competences	**1**	**EP4**	**The student is ready to disseminate good e-marketing practices**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **e-marketing (e-marketing)**			
Format of instruction: **lecture**			
1. **Internet - medium of communication and sales**	5	2	0
2. **Building a marketing strategy for online activities**	5	3	0
3. **E-consumer - behaviors, trends**	5	2	0
4. **Assessment of websites and their functionality**	5	2	0
5. **Online marketing research**	5	2	0
6. **Online marketing communication tools**	5	2	0

7. **New trends in e-marketing**	5	2	0
Format of instruction: **discussion classes**			
1. **Profile of a global, European and Polish internet user**	5	2	0
2. **Assessment of advantages and disadvantages of the Internet in marketing. Conditions for the effective use of the network**	5	2	0
3. **Selecting a market, company and comparing 2 competitors**	5	2	0
4. **Online survey preparation**	5	2	0
5. **E-marketing tools**	5	2	0
6. **Building an online marketing campaign**	5	2	0
7. **Presentation and evaluation of projects**	5	3	0

Modes of delivery	**Multimedia presentation, case studies, project development, discussion.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP5**
	KOLOKWIUM	**EP1,EP2**
	PREZENTACJA	**EP2,EP3,EP4,EP5**
	PROJEKT	**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	**Lecture - credit is obtained after obtaining a positive grade in the written exam. Classes - the final assessment of the exercises takes into account the result of the test covering the verification of knowledge and skills on the basis of a set of test questions, evaluation of the work carried out during the classes and the project. The method of calculating the grade for the final test (exercises) / examination (lectures): - A student receives a satisfactory grade when he / she obtains at least 60% of the points possible - A student receives a good grade if he / she receives at least 80% of the points possible - A student receives a very good grade if he / she receives 100% of the points possible**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained in the exam and in the exercises. When assigning the final grade for a subject, the following grading scale applies: 1) up to 3.259 - sufficient / 3.0 / 2) 3.260-3.759 - sufficient plus / 3.5 / 3) 3.760-4.259 - good / 4.0 / 4) 4,260-4,509 - good plus / 4.5 / 5) 4.510-5.0 - very good / 5.0 /	

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

Basic reading	R. Frost, A.K. Fox, J. Strauss (2018): E-marketing , Routledge
	S. Kingsnorth (2019): Digital Marketing Strategy: An Integrated Approach to Online Marketing 2, Kogan Page
Supplementary reading	G. Mazurek (2019): transformacja cyfrowa. Perspektywa marketingu, WN PWN, Warszawa
	red. G. Mazurek (2018): E-marketing. Planowanie, narzędzia, praktyka, Poltext,, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**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	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **English language (język angielski) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3507_25S**
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: 3 - english language polish language, semester: 4 - english language polish language, semester: 5 - english language polish language, semester: 6 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	lektorat	30	0	pg	2
	4	lektorat	30	0	pg	2
3	5	lektorat	30	0	pg	3
	6	lektorat	30	0	e	3
Total			**120**			**10**

Course / module coordinator	**mgr SYLWIA NUPRYJONEK**
Course instructor	**mgr SYLWIA NUPRYJONEK**
Course / module objectives	**The acquisition of communicative and social competence in the English language (listening and reading comprehension and written and oral expression, communicative interaction and mediation, including grammatical and stylistic correction) at the B2+ level of the Common European Framework.**
Prerequisites	**Recommended previous knowledge and competences: students will need a minimum B2 level of English according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**He/She knows the vocabulary regarding economy and its functioning, management and globalization.**	**K_W01**
skills	**1**	**EP4**	**Student is able to communicate freely with an Englishspeaking interlocutor on management topics, is able to analyze and present his point of view and arguments**	**K_U06 K_U07**
	2	**EP6**	**Student can carry out a written analysis of business problems in the form of an email, formal letter, report.**	**K_U01 K_U07**
	3	**EP7**	**Student works creatively within a group.**	**K_U08**
social competences	**1**	**EP8**	**He/She is ready to supplement and improve acquired knowledge and skills; has the need for lifelong learning.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **English language (język angielski)**			
Format of instruction: **lektorat**			
1. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	3	24	0

2. **Classes devoted to revising the material.**	3	6	0
3. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	4	24	0
4. **Classes devoted to revising the material.**	4	6	0
5. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	5	24	0
6. **Classes devoted to revising the material.**	5	6	0
7. **Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.**	6	24	0
8. **Classes devoted to revising the material.**	6	6	0

Modes of delivery	**lexical and grammar exercises, conversation, listening, writing (e-mails, business letters), reading, text analysis**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP4,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	**To get a positive grade the student must have positive grades from both the test and classwork.**	
	Grade calculation principles	
	test (75%); 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst **classwork (25%) 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	English language (język angielski)		Nieobliczana	
	3	English language (język angielski) [lektorat]	zaliczenie z oceną		
	4	English language (język angielski)		Nieobliczana	
	4	English language (język angielski) [lektorat]	zaliczenie z oceną		
	5	English language (język angielski)		Nieobliczana	
	5	English language (język angielski) [lektorat]	zaliczenie z oceną		
	6	English language (język angielski)		Nieobliczana	
	6	English language (język angielski) [lektorat]	egzamin		

Basic reading	According to the lecturer :
Supplementary reading	According to the lecturer :

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**120**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**25**	**0**
Private reading and studying	**25**	**0**
Participation in tutorials	**30**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**26**	**0**

TOTAL workload	**250**
ECTS credits	**10**

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
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	including 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	including 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**	
	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	**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	
		including 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-22/23Z**	
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		Type of credit	ECTS
				w tym e-learning		
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.**
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	w tym 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**	
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	
		W tym 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-22/23Z**		
Course title: **Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) (KIERUNKOWE)**		Course code: **EFZ214AIJ3362_36S**
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 inż. IRENEUSZ MICIUŁA**
Course instructor	**dr inż. IRENEUSZ MICIUŁA**
Course / module objectives	**To acquaint students with the essence of risk in running a business. To acquaint students with the basic methods and tools of risk management in the enterprise.**
Prerequisites	**Knowledge of the subject: fundamentals of finance and macroeconomics. Ability to perform basic financial calculations.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	The student has basic knowledge of the impact of risk on the company's operations, and in particular knows the basic tools and methods of risk management in the enterprise	K_W01 K_W02 K_W04
	2	EP2	He knows the basic methods and tools for obtaining and analyzing information for the purposes of measuring financial risk	K_W04 K_W05
skills	1	EP3	The student assesses the company's exposure to risk using basic quantitative and qualitative methods	K_U01 K_U02
	2	EP4	The student is able to apply and evaluate the effectiveness of selected methods and instruments of risk management	K_U03 K_U04
social competences	1	EP5	The student is able to critically assess the environment and understands the role of continuous replenishment of knowledge	K_K05 K_K06
	2	EP6	Is willing to think and act in an entrepreneurial manner, taking into account all types of financial risk in business	K_K01 K_K03

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)**			
Format of instruction: **lecture**			
1. **Basic issues related to risk management: the essence and types of risk.**	6	2	0
2. **Risk exposure research, risk management processes in the company.**	6	2	0

3. **Basics of risk measurement: volatility measures, sensitivity measures, risk measures.**	6	2	0
4. **Basic methods and tools of risk management in the current activity of the enterprise.**	6	2	0
5. **Basic methods and tools of credit risk management**	6	3	0
6. **Basic methods and tools for managing the risk of property, intangible and legal and capital investments**	6	2	0
7. **The role of derivatives in reducing the risk of enterprises' operations.**	6	2	0
Format of instruction: **discussion classes**			
1. **Risk exposure testing and risk management processes in the company - tasks**	6	2	0
2. **Determining measures of variability, sensitivity and threat - tasks**	6	3	0
3. **Determining risk measures - using statistical and financial functions of a spreadsheet**	6	2	0
4. **Analysis and valuation of derivatives - tasks**	6	4	0
5. **Methods and tools of risk management in the current activity of the enterprise - tasks**	6	4	0

Modes of delivery	**Project method, Situational method, Brainstorming, Conventional lecture, Conversational lecture, Lecture with multimedia presentation, Discussion, Case analysis, Problem solving**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP5**
	KOLOKWIUM	**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	**The condition for obtaining a credit is to obtain positive grades from both forms of verification of knowledge and skills - a test on the tasks (exercises) and a final test (lecture). In order to obtain credit (in both forms), the student must achieve at least 60% of the points.**	
	Grade calculation principles	
	The grade for the subject is the arithmetic mean of both grades obtained for the test for the tasks and the final test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)		Arytmetyczna	
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [ćwiczenia]	zaliczenie z oceną		
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [wykład]	zaliczenie z oceną		

Basic reading	Jajuga K. (2019): Zarządzanie ryzykiem, PWN, Warszawa
	Kaczmarek T.T. (2010): Zarządzanie ryzykiem. Ujęcie interdyscyplinarne, Difin, Warszawa
	Krawczyk T. (2018): Analiza i zarzadzanie ryzykiem w finansach korporacyjnych z zastosowaniem arkusza kalkulacyjnego Excel, CeDeWu, Warszawa
	Tarczyński W., Mojsiewicz M. (2001): Zarządzanie ryzykiem, PWE, Warszawa
Supplementary reading	Damodaran A. (2009): Ryzyko strategiczne. Podstawy zarządzania ryzykiem, Wydawnictwa Akademickie i Profesjonalne, Warszawa
	Miciuła I. (red.) (2015): Wycena przedsiębiorstw, Texter, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym 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-22/23Z**						
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**	**w tym 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	w tym 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, group work**	
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	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**5**	**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-22/23Z**	
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	w tym e-learning	Type of credit	ECTS
1	2	konwersatorium	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	w tym e-learning
Subject title: **Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne)**			
Format of instruction: **konwersatorium**			
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**	
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	
		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	**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-22/23Z**		
Course title: **Fundamentals od finances (podstawy finansów) (PODSTAWOWE)**		Course code: **EFZ214AIJ3432_7S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr DOROTA SKAŁA**
Course instructor	**dr DOROTA SKAŁA**
Course / module objectives	**The goal of this course is to introduce and describe the main institutions, markets and processes in the financial system, both on a national and international level.**
Prerequisites	**The student has basic knowledge of the social and political framework, as well as a basic understanding of the business environment; is capable of solving basic mathematical problems; is able to use academic sources from both the internet and the literature.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**The student has knowledge of the position of finance within the general economic environment and of its links to other disciplines (such as sociology and law), while understanding the main processes, categories and instruments within finance.**	**K_W01 K_W05**
	2	EP2	**The student has knowledge of the basic rules of financial system functioning, mainly with respect to financial and non-financial institutions (of the private and public sector) and its relations with the real economy.**	**K_W02 K_W09**
	3	EP3	**The student understands the role of money in the economy and the money creation mechanism.**	**K_W02**
skills	1	EP4	**The student is able to correctly interpret the money creation process in the modern economy, including its sources and link this to macroeconomic outcomes.**	**K_U01**
	2	EP5	**The student is able to identify the perspectives and challenges related to changes within modern financial processes, including changes of institutions and markets.**	**K_U01**
	3	EP6	**The student has basic skills of analysing the role of financial instruments usage by financial and non-financial institutions.**	**K_U04 K_U05**
	4	EP8	**The student is prepared to communicate and present basic knowledge on the rules of functioning of the modern financial system.**	**K_U05 K_U06 K_U07**

social competences	**1**	**EP7**	**The student is capable to identify basic ethical dilemma relating to using financial instruments in the private and public sector, in the context of the moral hazard problem.**	**K_K05 K_K06**
	2	**EP9**	**The student is interested in further studies and perfecting skills in the field of finance.**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Fundamentals od finances (podstawy finansów)**			
Format of instruction: **lecture**			
1. **The field and functions of finance. Money as building block of financial phenomena.**	1	2	0
2. **Financial system: structure, functions and the main markets.**	1	2	0
3. **Monetary and non-monetary financial institutions.**	1	3	0
4. **Central bank and its role in stabilising monetary conditions. Basic monetary policy tools.**	1	2	0
5. **Interest rates and exchange rate as determinants of the finanicial market outcomes.**	1	2	0
6. **The stock market, the efficient market theory, stock valuation.**	1	2	0
7. **Financial crises: origins, development and consequences.**	1	2	0
Format of instruction: **discussion classes**			
1. **The time value of money. Present and future values and the concept of discounting.**	1	4	0
2. **Public finance and economic growth. Public spending and income, public finance deficit and public debt.**	1	3	0
3. **Evolution of money forms, functions of money. Inflation - forms and sources, measures.**	1	3	0
4. **The framework of commercial banking. Main bank types and banking operations. Central banks.**	1	3	0
5. **The euro as the common currency: challenges and advantages.**	1	2	0

Modes of delivery	**Lecture with powerpoint presentations, analysis of data and information sources, basic financial calculations, discussion, case-study.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP4,EP5,EP6,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	**Assessment of lectures: written test, in the form of a multiple-choice test (80% of points), with additional 2-4 short questions (20% of points). Exam grade: 50% pass, 75% grade 4.0. Assessment of exercises: Written test (30% of points) and participation of students in exercises (70%). Written test - multiple choice test. Grade from the written test: 50% pass, 75% grade 4.0. The condition for passing the exercises is passing a written test. Student participation in exercises: assessed written homework (80%) and active participation in discussions and presentations during classes (20%).**	
	Grade calculation principles	
	The final grade will be calculated as a weighted mean of the final lecture grade (60%) and tutorial grade (40%).	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Fundamentals od finances (podstawy finansów)		Ważona	
	1	Fundamentals od finances (podstawy finansów) [wykład]	zaliczenie z oceną		0,60
	1	Fundamentals od finances (podstawy finansów) [ćwiczenia]	zaliczenie z oceną		0,40

Basic reading	Howells, D., Bain, K. (2008): The Economics of Money, Banking and Finance - a European text., Prentice Hall
	Melicher, R., Norton, E (2013): Introduction to Finance: Markets, Investment and Financial Management, Wiley
	Mishkin, F (2012): Economics of Money, Banking and Financial Markets. The European Edition., Pearson
Supplementary reading	Bodie, Z., Merton, R, Cleeton, D. (2008): Financial Economics, 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	**5**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**8**	**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-22/23Z**	
Course title: **Fundamentals of accounting (podstawy rachunkowości) (PODSTAWOWE)**	Course code: **EFZ214AIJ3432_19S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr MAGDALENA JANOWICZ**
Course instructor	**dr MAGDALENA JANOWICZ**
Course / module objectives	**The aim of the course is to provide students with the knowledge about the role that accounting serves as the informational system of an enterprise, with the focus on data gathering and processing as well as the presentation of information.**
Prerequisites	**The knowledge of basic economic terms and corporate law.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**students knows main regal regulations related to accounting**	**K_W05**
	2	**EP2**	**student knows rules of recording business transactions and the scope of the main elements of a financial statement**	**K_W02 K_W04**
skills	**1**	**EP3**	**student is able to classify resources and claims in the balance sheet and the elements affecting the financial result as well as determine the result of simple business transactions**	**K_U01 K_U07**
	2	**EP4**	**student is able to record simple business transactions and assess their effect on elements of a financial statement**	**K_U01 K_U07**
	3	**EP5**	**student is able to further and improve their knowledge and skills related to accounting**	**K_U09**
social competences	**1**	**EP6**	**student is ready to appreciate and understand the importance of accounting in decision making**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Fundamentals of accounting (podstawy rachunkowości)**			
Format of instruction: **lecture**			
1. **Accounting - the essence, functions, main concepts. Legal regulations of accounting. The informational process of accounting.**	3	1	0
2. **The scope of a financial statement.**	3	1	0
3. **The classification of assets, equity and liabilities. Balance sheet.**	3	2	0
4. **Business transactions and their effect on the balance sheet. The accounts - the structure, elements, types, rules of functioning. Documentations of business transactions.**	3	2	0

5. **Rules of recording business transactions. Double-entry bookkeeping. Trial balance sheet.**	3	2	0
6. **Correcting errors on book entries.**	3	1	0
7. **Income, expenses, gains and loses. Rules of recording transactions on loss and profit accounts.**	3	2	0
8. **Income statement. Methods of preparation of income statement and calculating the financial result.**	3	2	0
9. **Preparing a simplified balance sheet and profit and loss account for the basis of the trial balance.**	3	2	0
Format of instruction: **discussion classes**			
1. **Introduction to accounting - legal regulations, accounting principles, functions of accounting. Users of financial information.**	3	2	0
2. **The classification of assets, equity and liabilities. Balance sheet.**	3	2	0
3. **Business transactions and their effect on the balance sheet. The account, rules of its functioning.**	3	2	0
4. **Recording business transactions. Double-entry bookkeeping. Trial balance sheet.**	3	2	0
5. **Correcting errors on book entries.**	3	1	0
6. **Financial results. Loss and profit accounts and rules of their functioning.**	3	3	0
7. **Calculating financial result and preparing the income statement.**	3	3	0

Modes of delivery	**Powerpoint presentations, quizzes, case study, discussion, group work.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5,EP6**
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP5,EP6**
	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	**The form and terms getting credit for the class:** **Students are assessed on the basis of written assignments (one for each part of the course - lectures and discussion classes) statements.** **Forms of the assignments for each part of the course:** **- for the lectures - a written exam composed of the following parts: a test (multiple choice test with one correct answer, fill-in-the-gaps) testing students' theoretical knowledge of the subject and short assignments related to more practical aspects of the course;** **- for the discussion class - a written assignment focused on solving practical tasks (up to 6 short exercises).** **Grading:** **The student receives a passing grade assuming, they achieved the minimal required percentage of points from the assignment (i.e. circa 60%).** **Every student has the right to have their grade from the discussion class increased by 0.5 grade point provided that they have been active during the classes, answering the teacher's questions and proposing solutions to the discussed problems.**	
	Grade calculation principles	
	Final grade is equal to the weighted average of the discussion classes grade (30% weighted) and lecture grade (70% weighted) - upon condition that both grades are at least satisfactory (3,0). The calculation takes into consideration all grades achieved by students, also make-up tests and exams.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Fundamentals of accounting (podstawy rachunkowości)		Ważona	
	3	Fundamentals of accounting (podstawy rachunkowości) [wykład]	egzamin		0,70
	3	Fundamentals of accounting (podstawy rachunkowości) [ćwiczenia]	zaliczenie z oceną		0,30

Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, 18 edition, Pearson, Harlow
	(2019): Principles of Accounting. Volume 1 Financial accounting., Openstax, https://openstax.org/details/books/principles-financial-accounting

Supplementary reading	Waldemar Gos (red.) (2021): Podstawy rachunkowości: część I-wykład, część II-zbiór zadań, część III-historie i quizy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**6**	**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-22/23Z**		
Course title: **Fundamentals of management (podstawy zarządzania) (PODSTAWOWE)**		Course code: **EFZ214AIJ3362_5S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr hab. DARIUSZ MILEWSKI**
Course instructor	**dr hab. DARIUSZ MILEWSKI**
Course / module objectives	**The subject covers issues related to the functioning of organizations and their management in relation to economic practice. The issues are discussed in relation to the classic management functions, i.e. planning, organizing, leading and controlling. The aim of the course is to familiarize students with the basic terminology and theories of management. In addition, developing students' skills in the use of basic management tools and in the analysis of the organization's situation, identification of problems and discussion skills. Particular attention of students will be focused on the impact of actions taken by managers on the behavior of employees in organizations.**
Prerequisites	**The student understands the necessity of lifelong learning, has the ability to independently explore knowledge and uses basic economic and social categories.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Defines the basic concepts, theories and models related to the management process and functioning of the organization**	**K_W01 K_W04**
	2	EP2	**He knows and understands the processes and mechanisms related to the management of organizations and describes their conditions.**	**K_W02 K_W06**
skills	1	EP3	**Describes and identifies the elements of the organization, environment, organizational structure, organizational position and control.**	**K_U01**
	2	EP4	**Is able to solve management problems and draw conclusions based on case studies, acting in a group.**	**K_U03 K_U04 K_U08**
social competences	1	EP5	**Is ready to critically evaluate management content.**	**K_K01**
	2	EP6	**Is ready to follow the rules of ethics, collaborating in a group and proposing solutions to problems in case studies.**	**K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Fundamentals of management (podstawy zarządzania)**			
Format of instruction: **lecture**			
1. **Traditional and contemporary management challenges**	1	2	0
2. **Management and manager tasks**	1	2	0

3. **Planning process and the essence of the strategy**	1	3	0
4. **Basic elements of organizing and designing an organizational structure**	1	2	0
5. **Motivating and influencing employees**	1	2	0
6. **Controlling process**	1	2	0
7. **Change management**	1	2	0
Format of instruction: **discussion classes**			
1. **The essence of creating and functioning of an organization**	1	1	0
2. **Organization components - internal environment**	1	1	0
3. **The role and components of the organization's environment**	1	1	0
4. **Management as decision making and problem solving**	1	2	0
5. **Group decision making**	1	1	0
6. **Planning and defining goals**	1	1	0
7. **Organizational structures and influence on employee behavior**	1	2	0
8. **Different faces of employee motivation**	1	2	0
9. **Leadership in the organization**	1	2	0
10. **Organizational change and resistance to change**	1	2	0

Modes of delivery	**Practical exercises in the form of assignments, case studies, team re-enactments and simulations in order to deepen the understanding and to match the discussed issues and theoretical models with practical situations., Group and forum discussions - to develop a common understanding of concepts and to develop the ability to express one's own opinion with respect for others., Lecture using multimedia presentation, on-line quizzes and videos**

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3**
	KOLOKWIUM	**EP1,EP2,EP3,EP4**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP3,EP4,EP5**
	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	
	Passing the practice part on the basis of two tests (open and closed questions) and reports on tasks carried out during the semester in small groups. **The exam is written in writing with mixed questions (open and closed). The person who passed the practice part can take the exam.** **Assessment:** **A student receives a satisfactory grade when he / she obtains 60% of the points in each form of classes.**
	Grade calculation principles
	The grade for the subject is the weighted average of the grades for completing the exercises (60%) and the exam (40%), provided that a positive grade for each part is obtained.

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

Basic reading	Slack N. at al. (2012): Operations and Process Management with EText: Principles and Practice for Strategic Impact, Pearson
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating i a competitive world, McGraw Hill, Nowy Jork
Supplementary reading	A.K. Koźmiński, W. Piotrowski (red.) (2022): Zarządzanie. Teoria i praktyka, PWN, Warszawa
	R.W. Griffin (2022): Podstawy zarządzania organizacjami, PWN, Warszawa

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**3**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**12**	**0**
Preparation of project / essay / etc.	**8**	**0**
Preparation for test / exam	**10**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**						
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**	**w tym 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	w tym 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 the gamification system**	4	2	0
6. **The process of designing a gamification system**	4	2	0
7. **Implementation of the gamification system**	4	3	0

Modes of delivery	**The subject includes a lecture with the use of multimedia presentations, exercises and design tasks**	
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.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	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
	Gorączka, Anna; Protasiuk, Michał (2020): Gamification, Wydawnictwo Naukowe PWN
Supplementary reading	Tkaczyk, Paweł (2017): Grywalizacja. Jak zastosować mechanizmy gier w działaniach marketingowych, Onepress
	Zichermann, Gabe, Cunningham, Christopher (2012): Grywalizacja. Mechanika gry na stronach WWW i w aplikacjach mobilnych, Helion

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	**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-22/23Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **German language (język niemiecki) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIJ3508_24S**
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: 3 - język niemiecki polish language, semester: 4 - język niemiecki polish language, semester: 5 - język niemiecki polish language, semester: 6 - język niemiecki polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	lektorat	30	0	pg	2
	4	lektorat	30	0	pg	2
3	5	lektorat	30	0	pg	3
	6	lektorat	30	0	e	3
Total			**120**			**10**

Course / module coordinator	**mgr KAJETANA GUTT-JAKUBIAK**
Course instructor	**mgr KAJETANA GUTT-JAKUBIAK**
Course / module objectives	**To improve language skills and bring students to B2+ level by improving their language skills and broadening of specialist knowledge.**
Prerequisites	**Grammar and vocabulary at B2 level; according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows and understands the vocabulary related to selected issues in the fields of: business functioning in the national and international environment**	**K_W01**
skills	**1**	**EP2**	**is able to communicate in German at the B2 fluency level, and can draft documents in this language**	**K_U06 K_U07**
social competences	**1**	**EP3**	**is ready to critically assess their knowledge and received content in the field of management sciences.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **German language (język niemiecki)**			
Format of instruction: **lektorat**			
1. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	3	24	0
2. **Consolidation of grammar issues at B2 level**	3	6	0
3. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	4	24	0
4. **Consolidation of grammar issues at B2 level**	4	6	0

5. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	5	24	0
6. **Consolidation of grammar issues at B2 level**	5	6	0
7. **Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management**	6	24	0
8. **Consolidation of grammar issues at B2 level**	6	6	0

Modes of delivery	**- reading, analysis and translation of texts** **- lexical exercises** **- writing texts, summaries, articles** **- listening to dialogues, texts and messages** **- presentations of self-prepared topics**

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**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	**- written examination in the form of a test**
	Grade calculation principles
	Examination marks

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	German language (język niemiecki)		Nieobliczana	
	3	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
	4	German language (język niemiecki)		Nieobliczana	
	4	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
	5	German language (język niemiecki)		Nieobliczana	
	5	German language (język niemiecki) [lektorat]	zaliczenie z oceną		
	6	German language (język niemiecki)		Nieobliczana	
	6	German language (język niemiecki) [lektorat]	egzamin		

Basic reading	Helena Baberadova (2010): Język niemiecki w ekonomii, LektorKlett, Poznań
Supplementary reading	Milena Angioni, Ines Halbig (2017): Einfach besser!, Telck, Frankfurt am Main

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**120**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**30**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**30**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**30**	**0**
TOTAL workload	**250**	
ECTS credits	**10**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
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	w tym 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 able to accept criticism	K_K05 K_K06

CONTENT	Semester	No. of hours	w tym 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**	2	2	0

3. **Building a competitive advantage on a global scale**	2	2	0
4. **Determinants of the location choice**	2	2	0
5. **E-business in the global dimension**	2	2	0
6. **Global perspectives and directions of enterprise development**	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	5	0
3. **CSR in a global enterprise**	2	4	0
4. **Building a brand on the global market**	2	4	0

Modes of delivery	**seminar lecture, informative lecture, Auditorium exercises, Project metod, case study**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**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	**To pass the lectures, a positive grade for a written work is required. To pass the exercises, it is necessary to obtain a positive assessment of the project work (70%) and activity during classes (30%).**	
	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	
		W tym 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-22/23Z**	
Course title: **Human resources management (zarządzanie zasobami ludzkimi) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_8S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**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 make students aware of the key role that people play in organizations and to familiarize students with the approaches and tools used in the area of ??human resource management, so that they can efficiently use human capital in organizations.**
Prerequisites	**The student has general knowledge of economics and management science.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Explains the essence and understands the mechanisms of selecting the HRM model in organizations.**	**K_W06**
	2	EP2	**Has knowledge of HRM processes and instruments used in these processes.**	**K_W07**
skills	1	EP3	**Can recognize, diagnose and propose solutions to problems in the field of HRM.**	**K_U01 K_U02**
	2	EP4	**Uses HRM instruments.**	**K_U04 K_U05**
social competences	1	EP5	**He recognizes problems in the area of human resource management and is ready to take into account ethical and social standards in solving them.**	**K_K01**
	2	EP6	**An attitude of willingness to engage in analyzing and solving HRM problems (single-person and team-based).**	**K_K02 K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Human resources management (zarządzanie zasobami ludzkimi)**			
Format of instruction: **lecture**			
1. **The conception of Humane Resource Management**	1	2	0
2. **Staff planning**	1	2	0
3. **The employee selection**	1	2	0
4. **The employee evaluation**	1	2	0

5. **Personnel reward**	1	2	0
6. **Personnel development**	1	2	0
7. **Personnel process organization**	1	2	0
8. **Humane resource management challenges**	1	1	0
Format of instruction: **discussion classes**			
1. **Basic definitions of HRM Policy**	1	1	0
2. **Personnel policy models**	1	1	0
3. **Manpower planning**	1	1	0
4. **Work analysis and its use to recruit employees**	1	1	0
5. **Employee staffing - recruitment**	1	1	0
6. **Employee staffing - selection**	1	1	0
7. **Employee staffing - adaptation**	1	1	0
8. **Staff evaluation**	1	1	0
9. **Work valuation**	1	1	0
10. **Employee reward**	1	1	0
11. **Development of human resources of the organization**	1	1	0
12. **Staff training**	1	1	0
13. **Shaping careers in the organization**	1	1	0
14. **Organization of HRM**	1	1	0
15. **New ways of implementing HRM**	1	1	0

Modes of delivery	**Providing theoretical knowledge supported by examples, a lecture using multimedia presentations, case studies, practical exercises, training scenarios, group discussion on a selected topic in the field of HRM.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP3,EP4,EP5,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3,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 form and conditions for passing the exercises:** **- tests (S) 50% of points** **- written reports (R) on practical exercises including observation of students' work by the teacher 50% of the points** **- satisfactory grade at least 60% of points (S + R = 100% of points)**	
	Grade calculation principles	
	The final grade for the course is the exam grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Human resources management (zarządzanie zasobami ludzkimi)		Nieobliczana	
	1	Human resources management (zarządzanie zasobami ludzkimi) [ćwiczenia]	zaliczenie z oceną		
	1	Human resources management (zarządzanie zasobami ludzkimi) [wykład]	egzamin		

Basic reading	A. M. Raymond, J. R. Hollenbeck, B. Gerhardt, P. M. Wright (2018): Fundamentals of Human Resource Management, Mc Graw Hill Education
	A. Pocztowski (2018): Zarządzanie zasobami ludzkimi, PWE, Warszawa
	Dennis Briscoe, Randall Schuler, Ibraiz Tarique (2011): International Human Resource Management Policies and Practices for Multinational Enterprises, Routledge, New York
	H. Król, A. Ludwiczyński (2019): Zarządzanie zasobami ludzkimi. Tworzenie kapitału ludzkiego organizacji, PWN, Warszawa
	M. Armstrong (2011): Zarządzanie zasobami ludzkimi, Oficyna Ekonomiczna Grupa Wolters Kluwer, Kraków
	Richard Regis (2008): Strategic Human Resource Management and Development, Excel Books
	S Snell, GW Bohlander, G Bohlander (2010): Principles of human resource management, South-Western
Supplementary reading	H. Witczak (2018): Strategiczne zarządzanie zasobami ludzkimi. Studium systemu, PWN, Warszawa
	M. Juchnowicz (2014): Zarządzanie kapitałem ludzkim. Procesy- narzędzia- aplikacje, PWE, Warszawa
	T. Listwan (2009): Zarządzanie kadrami, C. H. Beck, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**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-22/23Z**		
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	w tym 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	w tym 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.**	
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	
		W tym 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-22/23Z**	
Course title: **Innovation management methods and tools (metody i narzędzia zarządzania innowacjami) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_70S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**The aim of the course is to learn the methods and tools of innovation management in the enterprise in the context of the process and the possibility of their practical use in business practice**
Prerequisites	**Basic knowledge of management, marketing and finance**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**the student knows the concept of innovation in the business context as well as the methods and tools of innovation management in the enterprise**	**K_W01 K_W05 K_W06**
skills	**1**	**EP2**	**the student is able to apply the methods and tools of innovation management in specific business situations**	**K_U05**
	2	**EP3**	**the student is able to obtain information and share this information in a group for the purpose of carrying out specific tasks**	**K_U03 K_U08**
social competences	**1**	**EP4**	**the student is ready to develop innovative ideas in the enterprise**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Innovation management methods and tools (metody i narzędzia zarządzania innowacjami)**			
Format of instruction: **laboratory**			
1. **Understanding innovation in a business context**	3	4	0
2. **Identifying and recognizing opportunities for innovation**	3	4	0
3. **Creation of ideas for innovation and idea management**	3	4	0
4. **Developing innovative concepts**	3	4	0
5. **Developing innovative products / services**	3	4	0
6. **Building a business concept for innovation**	3	6	0
7. **Testing and communicating innovative solutions**	3	4	0

Modes of delivery	**The course is conducted with the use of engaging methods based on the methodology of problem-based teaching**

Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,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	**In order to obtain a credit in the course, it is necessary to complete a group project and prepare a reflective final essay.**	
	Grade calculation principles	
	The grade for the course is determined on the basis of: **- the results of the group project (60%)** **- level of the final essay (40%)** **The final grade for the course is a credit grade.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Innovation management methods and tools (metody i narzędzia zarządzania innowacjami)		Ważona	
	3	Innovation management methods and tools (metody i narzędzia zarządzania innowacjami) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	Edited by Jin Chen, Alexander Brem, Eric Viardot and Poh Kam Wong (2019): THE ROUTLEDGE COMPANION TO INNOVATION MANAGEMENT, Routledg
	Hidalgo A., Albors J. (2008): Innovation management techniques and tools: a review from theory and practice, R&D Management, Volume38, Issue2, Pages 113-127
	Paul Trott (2017): Innovation Management and New Product Development, Pearson
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	**4**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**						
Course title: **Innovative business models (innowacyjne modele biznesowe) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_65S**	
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: 3 - english language polish language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	3	konwersatorium	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**The main course objective is to raise awareness on the current trends in business modeling, as well as methods of designing innovative business models**
Prerequisites	**Basic knowledge on management, marketing and finance.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student understands the concept of business model**	**K_W01 K_W02 K_W05 K_W06 K_W10**
	2	**EP2**	**student knows the components of business model**	**K_W06 K_W07 K_W10**
skills	**1**	**EP3**	**the student is able to analyze business models with relevant understanding**	**K_U01 K_U02**
	2	**EP4**	**student is able to design innovative business models**	**K_U02 K_U03 K_U07 K_U08 K_U09**
social competences	**1**	**EP5**	**the student is ready to critically assess the innovativeness of a business model in a business context**	**K_K01 K_K02 K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Innovative business models (innowacyjne modele biznesowe)**			
Format of instruction: **konwersatorium**			
1. **Understanding of business models**	3	4	0
2. **Business models components**	3	2	0
3. **Innovative business models and business model innovation - analiza studiów przypadków**	3	8	0
4. **Designing innovative business models: understanding a business**	3	2	0

5. **Designing innovatinve business models: creating a value**	3	2	0
6. **Designing innovative business models: capturing value**	3	2	0
7. **Designing innovative business models: delivering value**	3	2	0
8. **Designing innovative business models: refining ideas**	3	2	0
9. **Designing innovative business models: concepting final business strategies**	3	2	0
10. **Designing innovative business models: discussing and understanding innovative business models ideas**	3	4	0

Modes of delivery	**The course uses students engagement methods based on discussion and individual and group project-style exercises**	
Assessment methods		No. of learning outcome from the syllabus
	PREZENTACJA	**EP1,EP2,EP3**
	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	**To complete the course it is required to elaborate and demonstrate analytical presentation and deliver a group project results.**	
	Grade calculation principles	
	The grade for the course assignment is determined on the basis of: **- level of the analytical presentation (50%)** **- the results of the group project (60%)** **The final grade for the course is a grade received at final course assignment.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Innovative business models (innowacyjne modele biznesowe)		Nieobliczana	
	3	Innovative business models (innowacyjne modele biznesowe) [konwersatorium]	zaliczenie z oceną		

Basic reading	Paul Trott (2017): Innovation Management and New Product Development, Pearson
	(2020): Business Models Examples, Board of Innovators
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	**10**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
Course title: **Intelectual property protection (ochrona własności intelektualnej) (OGÓLNOUCZELNIANE)**		Course code: **EFZ214AIJ3433_28S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	8	0	pg	1
Total			**8**			**1**

Course / module coordinator	**dr JAROSŁAW POTERALSKI**
Course instructor	**dr JAROSŁAW POTERALSKI**
Course / module objectives	**The aim of the course is to familiarize students with the principles of industrial property protection and the basic regulations of copyright, useful in the practical interpretation of legal provisions in this field, and to create awareness of the constant replenishment of knowledge along with changes in regulations.**
Prerequisites	**The student has a general knowledge of the basics of law and civil law, and knows the specificity of the legal language.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic concepts and regulations of copyright**	**K_W03 K_W05 K_W08**
	2	**EP2**	**knows the basic aspects of the protection of industrial property**	**K_W03 K_W05 K_W08**
skills	**1**	**EP3**	**is able to interpret the provisions of intellectual property law in practical applications**	**K_U03 K_U04**
social competences	**1**	**EP4**	**is ready to constantly supplement his legal knowledge**	**K_K01 K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Intelectual property protection (ochrona własności intelektualnej)**			
Format of instruction: **discussion classes**			
1. **Basic principles of intellectual property law.**	1	2	0
2. **Author's personal and property rights.**	1	1	0
3. **Permitted personal and public use of works and plagiarism.**	1	2	0
4. **Protection of copyright and related rights.**	1	1	0
5. **Selected aspects of industrial property law.**	1	2	0

Modes of delivery	**discussions, analysis of legal acts, multimedia presentation**

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	**Students are assessed on the basis of the results of a written test, checking the knowledge of the lecture as well as legal acts and recommended literature.**	
	Grade calculation principles	
	The grade from the subject is the grade from the lecture.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Intelectual property protection (ochrona własności intelektualnej)		Ważona	
	1	Intelectual property protection (ochrona własności intelektualnej) [ćwiczenia]	zaliczenie z oceną		1,00

Basic reading	Akt prawny (2000): Ustawa z 30.06.2000 r. - Prawo własności przemysłowej, Akt prawny, Warszawa
	Akt prawny (1994): Ustawa z 4.02.1994 r. o prawie autorskim i prawach pokrewnych, Akt prawny, Warszawa
	Barta J., Markiewicz R. (2019): Prawo autorskie i prawa pokrewne, Wolters Kluwer, Warszawa
	Gołat R. (2018): Prawo autorskie i prawa pokrewne, C.H. Beck, Warszawa
	Nowińska E., Promińska U., du Vall M. (2011): Prawo własności przemysłowej, LexisNexis, Warszawa
Supplementary reading	Michniewicz G. (2016): Ochrona własności intelektualnej, C.H. Beck, Warszawa
	Nowikowska M., Rutkowska-Sowa M., Sieńczyło-Chlabicz J., Zawadzka Z. (2018): Prawo własności intelektualnej, Wolters Kluwer, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**8**	**0**
Participation in test / exam	**1**	**0**
Preparation for contact hours	**4**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**2**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**25**	
ECTS credits	**1**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
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	w tym 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	w tym 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**	
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) [wykład]	egzamin		
	4	International finance (finanse międzynarodowe) [ćwiczenia]	zaliczenie z oceną		

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	
		W tym 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-22/23Z**	
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	w tym 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	w tym 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. **Direct versus indirect modes of export and import, intermediaries in international trade**	2	2	0
2. **Exchange rate**	2	3	0
3. **Formal market**	2	2	0
4. **Trends in international trade of goods and services**	2	2	0
5. **Trends in Poland's foreign trade**	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**	
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) [wykład]	egzamin		
	2	International trade (handel międzynarodowy) [ćwiczenia]	zaliczenie z oceną		

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

STUDENT WORKLOAD

	No. of hours	
		W tym 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-22/23Z**		
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) [wykład]	zaliczenie z oceną		
	6	Introduction to Business Valuation (wprowadzenie do wyceny przedsiębiorstw) [ćwiczenia]	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-22/23Z**	
Course title: **IT tools in management (narzędzia IT w zarządzaniu) (PODSTAWOWE)**	Course code: **EFZ214AIJ3433_4S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**

Course / module coordinator	**dr inż. ANNA BORAWSKA**
Course instructor	**dr inż. ANNA BORAWSKA**
Course / module objectives	**Researching the relationship between computer information systems, management and organizations. Review of management and organization concepts in the context of information technology. Understanding the basic issues related to the management, development and operation of computer information systems.**
Prerequisites	**Knowledge: the student has a general knowledge of the functioning of economic units. Competences: the student knows how to work in a group, has embedded habits of lifelong learning and consciously benefits from information technology. Skills: the student is able to use a computer and work in the Microsoft Windows environment**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student rozumie, w jaki sposób nowoczesne technologie informacyjne są istotne dla zarządzania i podejmowania decyzji.**	**K_W01**
	2	**EP2**	**Student rozumie, jak technologie informacyjne wpływają na strategie biznesowe oraz praktykę zarządzania.**	**K_W01**
skills	**1**	**EP3**	**Student umie wykorzystać w praktyce bazę danych w zastosowaniach menedżerskich**	**K_U02**
	2	**EP4**	**Student umie przeprowadzić analizę danych.**	**K_U02**
social competences	**1**	**EP5**	**Student nabywa kompetencji do samodzielnego poszerzania i uzupełniania wiedzy w oparciu o dostępne źródła.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **IT tools in management (narzędzia IT w zarządzaniu)**			
Format of instruction: **lecture**			
1. **Tools and information systems in management**	1	1	0
2. **Requirement analysis of information system**	1	1	0
3. **Relational databases**	1	3	0
4. **Structured Query Language**	1	2	0

5. **Data Mining**	1	5	0
6. **Cloud-based IT tools in management**	1	3	0
Format of instruction: **laboratory**			
1. **Relational databases - data model and entity-relationships diagrams**	1	2	0
2. **Relational databases - relational model**	1	2	0
3. **Relational databases - normalization**	1	4	0
4. **Strucured Query Language**	1	4	0
5. **Data mining - Market Basket Analysis**	1	2	0
6. **Data mining - data analysis in MS Excel**	1	6	0
7. **Preparation of a project including the analysis of real data**	1	10	0

Modes of delivery	**Lecture: classes illustrated with multimedia presentations, case study method** **Practice classes: using MS Excel, MS Access software**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PROJEKT	**EP3,EP4,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	**Passing the practice classes: points obtained for tasks performed during classes (60%) and a group project (40%).** **Passing the lecture: providing a written answer to five theoretical questions.**	
	Grade calculation principles	
	The final grade is calculated as the weighted average of the lecture grade and practice classes grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	IT tools in management (narzędzia IT w zarządzaniu)		Arytmetyczna	
	1	IT tools in management (narzędzia IT w zarządzaniu) [laboratorium]	zaliczenie z oceną		
	1	IT tools in management (narzędzia IT w zarządzaniu) [wykład]	zaliczenie z oceną		

Basic reading	David L. Olson (2018): Data Mining Models, Business Expert Press
	Jonathan Eckstein, Bonnie R Schultz (2017): Introductory relational database design for business, with Microsoft Access, Wiley
	Michael V. Mannino (2019): Database Design, Application Development, and Administration, Chicago Business Press
Supplementary reading	J. Cypryjański, A. Borawska, T. M. Komorowski (2016): Excel dla menedżera Casebook, PWN

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**11**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**12**	**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-I-S-22/23Z**		
Course title: **Law (prawo) (PODSTAWOWE)**		Course code: **EFZ214AIJ3435_6S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	lecture	30	0	pg	3
Total			**30**			**3**

Course / module coordinator	**dr hab. PASQUALE POLICASTRO**
Course instructor	**dr hab. PASQUALE POLICASTRO**
Course / module objectives	**Gaining knowledge in the field of fundamental institutions and disciplines of the law. The ability to use this knowledge for the purpose of understanding and use in functioning of economic institutions, particularly in relation to business.**
Prerequisites	**none**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge of the basic branches and areas of law and understands their impact on the functioning of the business**	**K_W08 K_W09**
skills	**1**	**EP2**	**The student understands the basic legal decisions, is able to analyze basic court cases and prepare letters**	**K_U01 K_U03**
	2	**EP4**	**He can discuss using specialized legal language.**	**K_U06**
social competences	**1**	**EP3**	**The student is ready to resolve ethical dilemmas guided by the learned legal norms**	**K_K06**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Law (prawo)**			
Format of instruction: **lecture**			
1. **Definitions, law, legal environment, legal problem.**	1	2	0
2. **Legal Norms and Legal Orders**	1	3	0
3. **Law and the Biosphere, Law and the Noosphere, Law and the Economic Sphere, Law and the Semiosphere.**	1	2	0
4. **Law and Technology.**	1	3	0
5. **Common Law and Civil Law.**	1	3	0
6. **Different branches of law belonging to public law and private law, understood on the ground of case law in a comparative perspective.**	1	3	0
7. **. Legal aspects concerning European Integration.**	1	2	0
8. **Legal aspects concerning globalization.**	1	2	0
9. **The fundamental institutions of a state.**	1	2	0

10. **Public services: energy, water, transportation.**	1	3	0
11. **Foundations of commercial Law and of company law.**	1	5	0

Modes of delivery	**Explaining the legal concepts and institutions during lectures. Understanding, discussiong and summarizing legal texts. Analyzing legal texts. Discussions about important legal cases and acts.**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2**
	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	**Lectures are assessed on the basis of written tests and active participation in discussions. The student will receive a positive grade if he or she passes all the tests.**	
	Grade calculation principles	
	The final grade is based on the grade of lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Law (prawo)		Ważona	
	1	Law (prawo) [wykład]	zaliczenie z oceną		1,00

Basic reading	A. Skorupa-Wulczyńska (2016): Legal English. Civil and Commercial Law. A Handbook, Warszawa
	W. Dajczak, A. Szwarc, P. Wiliński (eds) (2011): Handbook of Polish Law, PWN, Warszawa - Bielsko-Biała
Supplementary reading	Policastro P. (ed.) (2013): Towards Innovation in Legal Education

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**16**	**0**
Participation in tutorials	**12**	**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-22/23Z**	
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-22/23Z**	
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	w tym 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	w tym 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**	
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) [wykład]	egzamin		
	2	Lean management (sprawne zarządzanie) [ćwiczenia]	zaliczenie z oceną		

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	
		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.	**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-22/23Z**		
Course title: **Library training (szkolenie biblioteczne) (INNE DO ZALICZENIA)**		Course code: **EFZ214AIJ3381_41S**
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: 1 - polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	lecture	2	0	p	0
Total			**2**			**0**

Course / module coordinator	**mgr DANUTA STAWIŃSKA**
Course instructor	**mgr DANUTA STAWIŃSKA**
Course / module objectives	**The main aim of the subject is to acquire by the students the knowledge about the structure and rules of operation of the Main Library and the whole US Library network, and also an ability to use a library collection, a manner of sharing them and electronic resources.**
Prerequisites	**Does not sauce.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows and understands the organisational structure and rules of operation of the Main Library and of the libraries of US library network.**	
	2	**EP2**	**Student knows and understands a specific nature of library collections and rules of sharing.**	
	3	**EP3**	**Student knows and understands bibliological and bibliographic concepts.**	
skills	**1**	**EP4**	**Student can use both electronic and paper library catalogues and can locate searched publications.**	
	2	**EP5**	**Student can use databases available in the US Main Library and in the libraries of US library network.**	
social competences	**1**	**EP6**	**Student is ready to use library resources in a manner which does not hinder an access for other users. Student properly identifies and solves practical problems.**	

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Library training (szkolenie biblioteczne)**			
Format of instruction: **lecture**			
1. **An ability to use a library collection, a manner of sharing them and electronic resources.**	1	2	0

Modes of delivery	**e-learning**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	
	Grade calculation principles

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Library training (szkolenie biblioteczne)		Nieobliczana	
	1	Library training (szkolenie biblioteczne) [wykład]	zaliczenie		

Basic reading	Teaching materials available on the Main Library webpage and also on the webpages of the US library network.
	Terms and conditions of the US Main Library.
Supplementary reading	

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Logistics (logistyka) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_9S**
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: 1 - english language polish language**

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

Course / module coordinator	**mgr JAKUB DOWEJKO**
Course instructor	**dr JOANNA DROBIAZGIEWICZ , mgr JAKUB DOWEJKO**
Course / module objectives	**The aim of the course is to provide knowledge and skills in the field of logistics basis as well as research and analysis. Students learn about the market and service principals as well as final buyers of products and delivery systems. Market reaserch and analysis are design to provide managers with information about the current state, business goals, and problem solving paths. All those factors are tailored to support company's development.**
Prerequisites	**Knowledge of basic concepts in the field of logistics**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student know the concepts in the area of logistics**	**K_W10**
	2	**EP3**	**Student has advanced knowledge in the field of supply chain management and about the determinants of their functioning**	**K_W01 K_W02**
skills	**1**	**EP2**	**Student is able to define problems in supply chais and indicates possible solutions**	**K_U05 K_U06 K_U08**
social competences	**1**	**EP4**	**Student has knowledge of the geopolitical situation and globalization in business. Student has skills in the field of business responsibility**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Logistics (logistyka)**			
Format of instruction: **lecture**			
1. **The essence of logistics, process and system approach in logistics.**	1	3	0
2. **Supply logistics, inventory management in the enterprise.**	1	3	0
3. **Production logistics. Organization and supply of production processes. Internal transport.**	1	3	0
4. **Distribution logistics - essence, functions. Logistics and marketing management of distribution.**	1	3	0
5. **Warehouse management, transport, loading units and packaging in the functioning of the company's logistics.**	1	3	0
Format of instruction: **discussion classes**			

1. **Logistic processes of enterprises.**	1	2	0
2. **Logistics of supply, production and distribution processes.**	1	2	0
3. **Inventory management - methods and tools.**	1	4	0
4. **Logistics costs**	1	3	0
5. **Storage and transport in logistic processes.**	1	4	0

Modes of delivery	**Discussion, case studies, group work, multimedia presentation**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,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	**Students are assesses on the tests basis (selection), which will allow to verify the learning outcomes. Students are also assessed for class involvement.**	
	Grade calculation principles	
	The grade for the course is the arithmetic average of the exercises and lectures	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Logistics (logistyka)		Arytmetyczna	
	1	Logistics (logistyka) [ćwiczenia]	zaliczenie z oceną		
	1	Logistics (logistyka) [wykład]	zaliczenie z oceną		

Basic reading	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management, Springer International Publishing
	Martin Christopher (2011): Logistics and Supply Chain Management, Pearson Education Limited
	Rushton, Alan, Baker, Peter, Croucher, Phil (2014): The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, Kogan Page; 5th edition
Supplementary reading	Paul R. Murphy, Jr., A. Michael Knemeyer (2018): Contemporary Logistics (Global Edition), Pearson

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**9**	**0**
Private reading and studying	**12**	**0**
Participation in tutorials	**7**	**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-22/23Z**	
Course title: **Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_47S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	laboratory	15	0	pg	2
Total			**15**			**2**

Course / module coordinator	**mgr inż. JUSTYNA SZYDŁOWSKA**
Course instructor	**mgr inż. JUSTYNA SZYDŁOWSKA**
Course / module objectives	**Mastering the practical skills of using machine learning techniques in business applications using a selected high-level programming language.**
Prerequisites	**Basic knowledge of the selected high-level programming language.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows the basic concepts and techniques of machine learning.**	**K_W06**
	2	**EP2**	**Knows the machine learning tools used in business in the area of design, production and research.**	**K_W07**
skills	**1**	**EP3**	**Knows how to use the documentation of machine learning tools of the selected programming language.**	**K_U09**
	2	**EP4**	**Knows how to independently design, implement and test programs that use machine learning tools in a selected programming language.**	**K_U08**
social competences	**1**	**EP5**	**Is ready to identify business problems that can be solved with machine learning methods.**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)**			
Format of instruction: **laboratory**			
1. **Basic machine learning terminology.**	5	2	0
2. **Data wrangling**	5	2	0
3. **Types of machine learning**	5	2	0
4. **Predictive model - types of errors, basic measures of model quality assessment.**	5	2	0
5. **Cross-validation.**	5	2	0
6. **Data visualization.**	5	0	0
7. **Decision support tools.**	5	2	0

8. **Analysis and interpretation of results - the practical application of machine learning in business.**	5	3	0

Modes of delivery	**Work in computer laboratory, practical skill test, solving practical problems.**	
Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**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	**Students are assessed on the basis of the project carried out during classes, consisting of: - implementation of machine learning methods using selected programming language in order to solve a selected business problem or improve a selected aspect of business, - analysis of the obtained results.**	
	Grade calculation principles	
	Course grade: laboratory grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)		Nieobliczana	
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) [laboratorium]	zaliczenie z oceną		

Basic reading	Stefan Jansen (2020): Machine Learning for Algorithmic Trading-Second Edition, Packt, Birmingham, UK.
	Stephen Klosterman (2021): Data Science Projects with Python- Second Edition, Packt, Birmingham, UK.
Supplementary reading	Stefanie Molin (2021): Hands-On Data Analysis with Pandas – Second Edition, Packt, Birmingham, UK.

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**8**	**0**
Preparation of project / essay / etc.	**7**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
Course title: **Macroeconomics (makroekonomia) (PODSTAWOWE)**		Course code: **EFZ214AIJ3432_1S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	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	**To acquaint the student with the basic issues and models of macroeconomics, to explain key processes and relationships in the economy, and to make students able to perceive the relationships between parts of the economy.**
Prerequisites	**Student's ability to consider phenomena in a cause and effect manner and willingness to acquire economic knowledge.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student has general knowledge about main variables and macroeconomic processes as well as the relationship between economic operators.**	**K_W04**
	2	**EP2**	**Student knows and describes the basic macroeconomic aggregates (ie production, aggregate demand, inflation, unemployment) and the processes taking place within them.**	**K_W04**
skills	**1**	**EP3**	**Student can correctly identify the macroeconomic aggregates.**	**K_U01**
	2	**EP4**	**Student can recognize the relationships that occur between parts of the economy, as well as the role that individual economic operators play in achieving the global equilibrium.**	**K_U02**
social competences	**1**	**EP5**	**The student is aware of the importance of knowledge in solving macroeconomic problems.**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Macroeconomics (makroekonomia)**			
Format of instruction: **lecture**			
1. **Fundamentals of economics and functioning of the economy. The state of balance in the economy.**	1	4	0
2. **Main macroeconomic problems: global product and economic growth, labor market and unemployment, inflation.**	1	5	0
3. **The monetary system and money market.**	1	3	0
4. **Private and public aggregate demand. The multiplier process and commodity market equilibrium.**	1	3	0

Format of instruction: **discussion classes**			
1. **Introduction to economics. Circular flow of income and the equilibrium in the economy.**	1	4	0
2. **Basic macroeconomic problems: measurement of global product including GDP, unemployment, inflation.**	1	4	0
3. **Money and banking system. Fundamentals of monetary policy.**	1	2	0
4. **Private and public sector demand versus aggregate demand. International trade versus aggregate demand.**	1	3	0
5. **Repetition and summary of macroeconomic issues.**	1	2	0

Modes of delivery	**solving tasks, multimedia lectures**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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 classes: Students are assessed on the basis of a written colloquium. Test consist of test questions and open tasks.** **Credit for lectures: Students are assessed on the basis of the written colloquium that consists of test questions.** **Graduating: a positive grade means that the the student has scored more than half of the points possible in the colloquium and the exam.**	
	Grade calculation principles	
	The final grade is the arithmetic of grades of the classes and the exam. If the result of this arithmetic mean is ambiguous, then the exam grade prevails.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Macroeconomics (makroekonomia)		Arytmetyczna	
	1	Macroeconomics (makroekonomia) [ćwiczenia]	zaliczenie z oceną		
	1	Macroeconomics (makroekonomia) [wykład]	zaliczenie z oceną		

Basic reading	C.J. Jones. (2018): Macroeconomics, 3rd Edition., Norton & Company, Inc., New York/London
	Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York
	N.G. Mankiw (2016): Macroeconomics, 9th Edition, Worth Publishers, New York
Supplementary reading	Mankiw, N.G. (2018): Principles of Macroeconomics, 8th Edition, Cengage Learning, Inc.

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**17**	**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-BM-O-I-S-22/23Z**		
Course title: **Management in digital system (zarządzanie w cyfrowych systemach) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_64S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the digital management activities	K_W01 K_W02
	2	EP2	understands simulation with IT	K_W03 K_W10
	3	EP3	knows the IT application in business	K_W04 K_W07
skills	1	EP4	can solve management problems	K_U01 K_U02
	2	EP5	can apply IT tools in management	K_U03 K_U04
	3	EP6	can be able to reach goals with IT	K_U07 K_U08
social competences	1	EP7	is ready to solve management challenges	K_K01 K_K02
	2	EP8	is ready to initiate management activities	K_K03 K_K04
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Management in digital system (zarządzanie w cyfrowych systemach)**			
Format of instruction: **lecture**			
1. **Critical discussion on digital systems requirements**	3	2	0

2. **A practical approach to digital system in management**	3	2	0
3. **Case study on digital systems implementation**	3	1	0
4. **Presentation on digital system in management**	3	2	0
5. **Views on managing resources using digital system**	3	2	0
6. **Activity to implement a digital system in management**	3	2	0
7. **Real life business project creation for management**	3	2	0
8. **Real life business project creation for management**	3	2	0
Format of instruction: **discussion classes**			
1. **Using digital systems to transform organization**	3	2	0
2. **Understanding and interpreting information**	3	2	0
3. **Digital system is the key for managing business**	3	1	0
4. **Database management and usage**	3	2	0
5. **E-commerce for managing business**	3	2	0
6. **Different types of systems and their benefits**	3	2	0
7. **Management control of digital systems**	3	2	0
8. **Societal implications and future with digital systems**	3	2	0

Modes of delivery	**Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, group work**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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: COLLOQUIUM- 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
	3	Management in digital system (zarządzanie w cyfrowych systemach)		Arytmetyczna	
	3	Management in digital system (zarządzanie w cyfrowych systemach) [ćwiczenia]	zaliczenie z oceną		
	3	Management in digital system (zarządzanie w cyfrowych systemach) [wykład]	zaliczenie z oceną		

Basic reading	Arthur. M. H. (2006): Expanding a Digital Content Management System, Routledge
	John, S. E. (2013): Application of Information Technology to Business Management
	Lucas, H. C. (2009): Information Technology for Management, Global Text
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		W tym 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.	**15**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**						
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-22/23Z**	
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	w tym 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	w tym 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**	
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%).**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	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	
		W tym 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-22/23Z**						
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**
				w tym 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	
			w tym 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	1	0
4. **null**	4	6	0

5. **null**	4	2	0
6. **null**	4	2	0
Format of instruction: **discussion classes**			
1. **Analysis of case studies of communication activities of various market players**	4	4	0
2. **Analysis of target groups for communication messages**	4	2	0
3. **Analysis of previous communication activities of selected offline entities**	4	4	0
4. **Analysis of existing communication activities of selected on-line entities**	4	4	0
5. **Designing communication activities within particular promotion tools**	4	4	0
6. **Planning of marketing budget**	4	2	0
7. **Planning research activities in the field of marketing communication**	4	4	0
8. **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**	
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	**Project including analysis and proposals for marketing communication activities for a selected entity** **Project presentation of proposed solutions obtained on the basis of the analyses**	
	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	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**7**	**0**

Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**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-I-S-22/23Z**	
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	w tym 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	w tym 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**	
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) [ćwiczenia]	zaliczenie z oceną		
	2	Marketing (marketing) [wykład]	egzamin		

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	
		W tym 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-22/23Z**						
Course title: **Marketing research (badania marketingowe) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_58S**	
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**
				w tym e-learning		
2	4	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			**45**			**4**
Course / module coordinator	**dr SANDRA MISIAK-KWIT**					
Course instructor	**dr SANDRA MISIAK-KWIT**					
Course / module objectives	**The aim of the course is to familiarize students with the basic issues related to the procedure of conducting marketing research, their scope and methods.**					
Prerequisites	**The student has basic knowledge in the field of marketing, economics and statistics and the ability to use knowledge in various areas 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**	**Student knows and characterizes the various stages of marketing research as well as the methods of collecting and processing marketing information**	**K_W03**
skills	**1**	**EP2**	**Student is able to organize marketing research and select research methods and techniques appropriate for solving a given research problem.**	**K_U05**
	2	**EP4**	**Student is able to analyze the research results and draw conclusions**	**K_U04**
social competences	**1**	**EP3**	**The student is ready to show activity and commitment, is characterized by persistence in the implementation of individual and team tasks, and is also able to use the opinions of experts in the implementation of complex tasks.**	**K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Marketing research (badania marketingowe)**			
Format of instruction: **lecture**			
1. **Introduction to Marketing Research**	4	2	0
2. **Marketing research procedure, types of research**	4	2	0
3. **Data Collection. Secondary and Primary Data**	4	2	0
4. **Quantitative Research**	4	3	0
5. **Qualitative Research**	4	3	0

6. **presentation of research results, rules for drawing up a research report**	4	2	0
7. **Ethical aspects of marketing research**	4	1	0
Format of instruction: **laboratory**			
1. **Marketing product research**	4	5	0
2. **Price and distribution research, sales analysis**	4	5	0
3. **Research in the field of promotion**	4	5	0
4. **Research on the behavior of consumers on the market**	4	5	0
5. **Research on differences between groups of respondents**	4	5	0
6. **Marketing data analysis, preparation of a research report**	4	5	0

Modes of delivery	**work in groups, multimedia presentation, solving tasks**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1**
	PROJEKT	**EP1,EP2,EP4**
	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 involving the verification of knowledge, group work during classes and a 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 subject. **The grade for the subject is calculated as: grade for group work (10%), project grade (50% of points) and test (40% of points).**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing research (badania marketingowe)		Nieobliczana	
	4	Marketing research (badania marketingowe) [laboratorium]	zaliczenie z oceną		
	4	Marketing research (badania marketingowe) [wykład]	zaliczenie z oceną		

Basic reading	Bradley N. (2010): Marketing Research Tools & Techniques. (Second Edition), Marketing Research Tools & Techniques. (Second Edition), Oxford University Press, New York, United States
	Wilson A. (2012): Marketing Research An Integrated Approach. (Third Edition), Pearson Education Limited, Edinburgh Gate, Harlow, Essex
Supplementary reading	Jobber D., Ellis-Chadwick F. (2012): Principles and Practice of Marketing, McGraw-Hill Education, London
	Ketller, K.L., Kotler P. (2015): Marketing Management, Global Edition Pearson, Essex

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**7**	**0**
Participation in tutorials	**13**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**5**	**0**

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
Course title: **Mathematical analysis (analiza matematyczna) (PODSTAWOWE)**		Course code: **EFZ214AIJ3432_2S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr BARBARA BATÓG**
Course instructor	**dr BARBARA BATÓG**
Course / module objectives	**Course deals with differential and integral calculus for one and two variable functions.**
Prerequisites	**Knowledge: student knows mathematics on the high school level** **Skills: student is able to solve mathematical problems on the high school level** **Social competencies: student is able to study systematically**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student is able to explain the concept of monotonicity, extrema, concavity, inflection points and asymptotes for single variable function**	**K_W03 K_W07**
	2	**EP2**	**student is able to explain the concept of indefinite and definite integral for single variable function**	**K_W03 K_W07**
	3	**EP3**	**student knows necessary and sufficient conditions of existing of extrema of two variable functions**	**K_W03 K_W07**
skills	**1**	**EP4**	**student is able to analyze the properties of one variable functions by means of derivatives**	**K_U05**
	2	**EP5**	**student is able to compute basic types of indefinite and definite integrals**	**K_U05**
	3	**EP6**	**student is able to compute local extrema of two variable functions**	**K_U05**
social competences	**1**	**EP7**	**student is ready to apply mathematical analysis to analyze dependencies of economic variables**	**K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Mathematical analysis (analiza matematyczna)**			
Format of instruction: **lecture**			
1. **Elementary functions and their basic properties**	1	2	0
2. **Definition and properties of derivative of one variable function and its applications**	1	6	0
3. **Basis of indefinite and definite integrals**	1	3	0

4. **Local extrema of two variable functions**	1	4	0
Format of instruction: **discussion classes**			
1. **Elementary functions and their basic properties**	1	2	0
2. **Definition of derivative, its properties and applications**	1	6	0
3. **Basis of indefinite and definite integrals**	1	3	0
4. **Local extrema of two variable functions**	1	4	0

Modes of delivery	**Lecture, exercises, solving problems**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4,EP5,EP6,EP7**
	KOLOKWIUM	**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	**Min. 50% points from colloquim and min. 50% points from exam**	
	Grade calculation principles	
	The final grade is calculated as an average of grades of exercises and lectures	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Mathematical analysis (analiza matematyczna)		Arytmetyczna	
	1	Mathematical analysis (analiza matematyczna) [ćwiczenia]	zaliczenie z oceną		
	1	Mathematical analysis (analiza matematyczna) [wykład]	egzamin		

Basic reading	Batóg B., Bieszk-Stolorz B., Forys I., Guzowska M., Heberlein K. (2021): Mathematics for Students of Economics, Finance and Management, Difin, Warszawa
	Bittinger M.J., Ellenbogen D.J., Surgent S.A. (2012): Calculus and its Applications, Addison-Wesley, Pearson Education, Boston
Supplementary reading	Ciałowicz B. (2017): Workouts in Calculus and Linear Algebra with Applications in Economics, Cracow University of Economics Press, Kraków

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**15**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**23**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Occupational safety and health training (szkolenie BHP) (INNE DO ZALICZENIA)**	Course code: **EFZ214AIJ3434_39S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	1	0	p	0
		lecture	4	4	p	
Total			**5**			**0**

Course / module coordinator	**mgr APOLONIUSZ KURYLCZYK**
Course instructor	**mgr APOLONIUSZ KURYLCZYK**
Course / module objectives	**Acquiring knowledge and skills in the field of occupational health and safety, fire protection, first aid in emergencies as well as student rights and obligations**
Prerequisites	**Basic knowledge of the environment, the ability to learn, the ability to work in a team**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the legal, organizational and ethical conditions of professional activity within the studied field of study**	
skills	**1**	**EP2**	**can identify mistakes and omissions in practice**	
	2	**EP3**	**can conduct basic life support procedures**	
social competences	**1**	**EP4**	**carries out tasks in a way that ensures the safety of himself and the environment, including observing the safety rules**	

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Occupational safety and health training (szkolenie BHP)**			
Format of instruction: **lecture**			
1. **Legal regulations**	1	1	1
2. **Physical, biological and chemical hazardous factors during laboratory classes, laboratories and field classes**	1	1	1
3. **Providing pre-medical first aid in emergencies, accidents, first aid kit operation**	1	1	1
4. **Legal basis in the field of fire protection, fire detection systems, flammable and explosive substances, prevention of fire hazards, conduct during fire and other local hazards, handheld firefighting equipment, evacuation**	1	1	1
Format of instruction: **discussion classes**			
1. **Basic Life Support - performing cardiopulmonary resuscitation (CPR)**	1	1	0

Modes of delivery	**E-learning course, practical training**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	**Completing an e-learning course in the field of occupational health and safety - obtaining at least 75% correct answers from the test** **Completing practical training in CPR**	
	Grade calculation principles	
	Obtaining at least 75% correct answers from the test **Completed practical training in CPR**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Occupational safety and health training (szkolenie BHP)		Nieobliczana	
	1	Occupational safety and health training (szkolenie BHP) [wykład]	zaliczenie		
	1	Occupational safety and health training (szkolenie BHP) [ćwiczenia]	zaliczenie		

Basic reading	B. Rączkowski (2010): BHP w praktyce, Wydawnictwo ODDK, Gdańsk
	(2016): Kodeks pracy – tekst jednolity, Dziennik Ustaw RP, Warszawa
	(2011): Zarządzenie Rektora US dotyczące BHU i Ppoż, Szczecin
Supplementary reading	D. Koradecka (1999): Bezpieczeństwo pracy i ergonomia, Wydawnictwo CIOP, Warszawa

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Organizational behaviour (zachowania organizacyjne) (KIERUNKOWE)**	Course code: **EFZ214AIJ3362_35S**
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 HANNA SOROKA-POTRZEBNA**
Course instructor	**dr HANNA SOROKA-POTRZEBNA**
Course / module objectives	**Familiarize students with aspects that affect the behavior of individuals, communities and the entire organization.**
Prerequisites	**No requirements.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student knows the aspects that affect the behavior of individuals, communities and the entire organization.**	**K_W01**
	2	EP2	**Student knows the differences between the determinants of individual and group behavior.**	**K_W01 K_W09 K_W11**
skills	1	EP3	**Student is able to analyze problems and propose adequate solutions.**	**K_U01 K_U02 K_U03 K_U06**
	2	EP4	**Student is able to work together as part of team work.**	**K_U08**
social competences	1	EP5	**Student is ready to recognize the importance of knowledge about the determinants of behavior in solving organizational problems.**	**K_K02**
	2	EP6	**Student is ready to be guided by the principles of ethics in resolving dilemmas related to organizational behavior.**	**K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Organizational behaviour (zachowania organizacyjne)**			
Format of instruction: **lecture**			
1. **Organizational behavior as science.**	6	1	0
2. **Determinants of individual behavior.**	6	2	0
3. **Group and its influence on behavior.**	6	2	0

4. **Shaping organizational behavior through motivation.**	6	2	0
5. **Influence of communication on group behavior.**	6	2	0
6. **Conflicts and their impact on the behavior of people in the organization.**	6	1	0
7. **Change as an element of organizational behavior.**	6	2	0
8. **Determinants of inter-organizational behavior.**	6	1	0
9. **Dilemmas and challenges in shaping organizational behavior.**	6	2	0
Format of instruction: **discussion classes**			
1. **Determinants of individual behavior.**	6	2	0
2. **Determinants of group behavior.**	6	2	0
3. **Change as an element of organizational behavior.**	6	2	0
4. **Shaping organizational behavior through motivation.**	6	2	0
5. **Conflicts and their impact on people's behavior in organizations.**	6	2	0
6. **Organizational culture in the age of multiculturalism.**	6	2	0
7. **Ethics of organizational behavior.**	6	2	0
8. **Determinants of inter-organizational behavior.**	6	1	0

Modes of delivery	**Multimedia presentation, group work, case study solving.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	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	**Passing the exercises: written test consisting of tasks.** **Passing the lecture: written test.**	
	Grade calculation principles	
	Final grade: average of the grades obtained from the exercises and the lecture.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Organizational behaviour (zachowania organizacyjne)		Arytmetyczna	
	6	Organizational behaviour (zachowania organizacyjne) [ćwiczenia]	zaliczenie z oceną		
	6	Organizational behaviour (zachowania organizacyjne) [wykład]	zaliczenie z oceną		

Basic reading	Kmiotek K. (2012): Zachowania organizacyjne : teoria i przykłady, Difin, Warszawa
	Kuc B.R. (2009): Zachowania organizacyjne : podręcznik akademicki, Difin, Warszawa
Supplementary reading	red. Bednarska-Wnuk I., Michalak J., Świątek-Barylska I. (2015): Zachowania organizacyjne : organizacja jako przestrzeń kształtowania zachowań pracowników, Wydawnictwo Uniwersytetu Łódzkiego, Łódź
	red. Czajkowska M., Januszkiewicz K., Kołodziejczak M., Zalewska-Turzyńska M. (2015): Zachowania organizacyjne : relacje społeczne w przestrzeni zmian , Wydawnictwo Uniwersytetu Łódzkiego, Łódź

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**12**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
Course title: **Physical Education (wychowanie fizyczne) (OGÓLNOUCZELNIANE)**		Course code: **EFZ214AIJ3458_26S**
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: 3 - english language polish language, semester: 4 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	zajęcia z wychowania fizycznego	30	0	p	0
	4	zajęcia z wychowania fizycznego	30	0	p	0
Total			**60**			**0**

Course / module coordinator	**mgr CEZARY JANISZYN**
Course instructor	**mgr CEZARY JANISZYN**
Course / module objectives	**Students master selected movement skills from basic physical education departments, develop general physical development of general physical fitness. To acquaint participants with different organizational forms within physical culture, to convey knowledge about the influence of physical exercise on the harmonious development and healthy lifestyle to learn about the influence of physical exercise on the harmonious development and healthy lifestyle of an adult person in different age groups.**
Prerequisites	**No health contraindications to exercise. Basic knowledge of physical culture from primary schools, junior high school and high school.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**It has knowledge about the influence of exercise on the the human body, ways of maintaining health and physical fitness and the principles of organisation of physical activity.**	
	2	**EP2**	**Identifies relationships between age, health, physical activity, motor skills of women and men.**	
skills	**1**	**EP3**	**The student has mastered movement skills in the field of team games, individual sports, tourism and useful for the organisation of and participation in to organise and participate in physical, sport and outdoor games field games.**	
	2	**EP4**	**Can apply the acquired motor potential to implement particular technical and tactical tasks in tactical tasks in individual sports disciplines and tourist-recreational activities.**	
	3	**EP5**	**Has the ability to engage in a pro-healthy lifestyle lifestyle and to shape attitudes favourable to physical activity for life.**	

social competences	1	EP6	**Promotes the social, cultural importance of sport and physical activity and develops own tastes in physical culture.**	
	2	EP7	**Undertakes the organisation of all forms of physical activity physical activity, sports competition in their place of residence, workplace or region.**	
	3	EP8	**He takes care of his leisure time through various forms of physical activity.**	

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Physical Education (wychowanie fizyczne)**			
Format of instruction: **zajęcia z wychowania fizycznego**			
1. **Team games: - ways of moving around the pitch, - perfecting the basic elements The aim of the course is to improve the skills of players in team sports and to develop their skills and knowledge of the game, - organising tournaments in team games, - participation in sport competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships)**	3	9	0
2. **Aerobics, Dance: - improving general physical fitness, - ability to perform correctly strengthening postural muscles and other muscle groups increasing respiratory and circulatory efficiency of the body, - body awareness, knowledge of individual muscle groups and appropriate exercises for them.**	3	7	0
3. **Individual sports (tennis, table tennis, squash, karate, self-defence, Nordic walking, swimming, cycling, skiing, rowing, skating): - improving general physical fitness, - learning and perfecting techniques in individual sports disciplines, - introduction to independent physical exercise implementing self-reliant physical exercise, - strengthening postural muscles and other muscle groups ability to perform exercises and techniques specific to a given sport discipline correctly, - games specific to a given sport discipline games and plays specific to a particular sport, - organisation of tournaments and competitions first aid and learning cardiopulmonary resuscitation, - participation in sports competitions (Polish participation in sports competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships).**	3	7	0
4. **Qualified tourism (ski camp, bike and canoe camp) - learning and improving basic elements of skiing and cycling techniques - improving general physical fitness and improving general physical fitness and increasing respiratory and circulatory capacity learning to use tourist equipment (skis, bike, canoe) - observing social norms of behaviour on a trail and in tourist sites elements of survivalism - learning to organise canoeing rallies, cycle learning how to organise canoeing rallies, cycling rallies and skiing competitions - administering first aid and learning cardiopulmonary resuscitation.**	3	7	0
5. **Team games: - ways of moving around the pitch, - perfecting the basic elements the basic elements of technique and tactics, - fragments of the game and school play, - games and plays used in team games, - rules of the game and organising tournaments in team games, - participation in sport competitions participation in sport competitions (Academic Championships of Poland, Interschool League, Universiade, European Academic Championships).**	4	9	0
6. **Aerobics, Dance: - improving general physical fitness, - ability to perform correctly strengthening postural muscles and other muscle groups, - improving physical fitness increasing awareness of the body, knowledge of individual muscle groups and appropriate exercises for them.**	4	7	0
7. **Individual sports (tennis, table tennis, squash, karate, self-defence, Nordic walking, swimming, cycling, skiing, rowing, skating): - improving general physical fitness, - learning and improving technique in individual sports disciplines, - implementing independent physical exercises implementing independent physical exercises, - strengthening postural muscles and other muscle groups, - ability of performing exercises and techniques specific to a given sport discipline correctly, - games and plays specific to a given sport discipline organising tournaments and competitions, - administering first aid and learning CPR first aid and learning cardiopulmonary resuscitation, - participation in sports competitions (Polish Academic Championships, Inter-University League, Universiade, European Academic Championships).**	4	7	0
8. **Qualified tourism (ski camp, bike and canoe camp) - learning and improving basic elements of skiing and cycling techniques - improving general physical fitness and increasing improving general physical fitness and increasing respiratory and circulatory fitness - learning to use tourist equipment learning to use tourist equipment (skis, bike, canoe) - observing social norms of behaviour on a trail and in tourist facilities elements of survivalism - learning to organise canoeing, cycling and ski races learning how to organise canoeing rallies, cycle rallies and skiing competitions - giving first aid and learning cardiopulmonary resuscitation.**	4	7	0

Modes of delivery	**method of teaching movement tasks: synthetic, analytical, mixed, complex; - methods of performing movement tasks: reproductive (restorative), proactive (independent), creative (creative); - methods of communicating: reproductive, proactive, creative, trial and error.**	
Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP7,EP8**
	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	**Credit for the exercises on the basis of attendance, completed tests and group projects.**	
	Grade calculation principles	
	The course ends with an ungraded pass.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Physical Education (wychowanie fizyczne)		Nieobliczana	
	3	Physical Education (wychowanie fizyczne) [zajęcia z wychowania fizycznego]	zaliczenie		
	4	Physical Education (wychowanie fizyczne)		Nieobliczana	
	4	Physical Education (wychowanie fizyczne) [zajęcia z wychowania fizycznego]	zaliczenie		

Basic reading	Bahrynowska - Fic J. (1987): Właściwości ćwiczeń fizycznych, ich systematyka i metodyka, Państwowy Zakład Wydawnictw lekarskich
	Bondarowicz M. (1995): Zabawy w grach sportowych, Wydawnictwa Szkolne i Pedagogiczne
	Huciński T., Lekner I. (2001): Koszykówka ? podręcznik dla trenerów, nauczycieli i studentów, BK
	K uźmińska O., Popielawska M. (1995): Taniec - Rytm - Muzyka, Skr. AWF
	Mielniczuk M., Staniszewski T. (1999): Stare i nowe gry drużynowe, TELBIT
	Talaga J. (2004): Sprawność fizyczna ogólna. Testy., Zysk i S - ka
	Trześniowski R. (1995): Zabawy i gry ruchowe, Szkolne i Pedagogiczne
Supplementary reading	Barankiewicz J. (1992): Poradnik nauczyciela wychowania fizycznego: zbiór podstawowych pojęć z teorii i metodyki wychowania fizycznego, sportu oraz wychowania zdrowotnego, Ośrodek Metodyczny
	Strzyżewski S (1992): Wychowanie fizyczne poza salą gimnastyczną: poradnik dla nauczycieli i studentów, Wydawnictwa Szkolne i Pedagogiczne

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**60**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**0**	**0**
Participation in tutorials	**0**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**60**	
ECTS credits	**0**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_60S**
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	w tym 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 the knowledge and skills necessary to search for sources of financing for projects (projects) financed from EU funds and to properly prepare application documentation for their funding.**
Prerequisites	**The student has elementary knowledge about project management, as well as about EU funds and sources of financing undertakings (projects) under these funds.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows what is the procedure of searching for the possibility of financing undertakings (projects) from EU funds.**	**K_W03 K_W05 K_W07**
	2	**EP2**	**The student knows what the process of preparing application documentation for funding projects from EU funds is about.**	**K_W03 K_W05 K_W07 K_W10**
skills	**1**	**EP4**	**The student is able to look for the possibility of financing undertakings (projects) from the EU funds, as well as is able to interpret the provisions of the competition documentation.**	**K_U02 K_U03 K_U07 K_U08**
	2	**EP5**	**The student is able to prepare application documentation for co-financing of an undertaking (project) from 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**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie)**			
Format of instruction: **konwersatorium**			
1. **Program documents (operational programs)**	4	2	0
2. **Institutions involved in the implementation of EU programs**	4	2	0
3. **The specificity of projects financed from EU funds**	4	3	0
4. **Proposal documentation**	4	3	0

5. **Procedure for the preparation of competition documentation**	4	5	0

Modes of delivery	**analiza dokumentacji konkursowej, multimedia presentation**

Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP4,EP5,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 assessed on the basis of prepared and presented applications for co-financing of specific undertakings (projects) financed from EU funds.**
	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	Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie)		Nieobliczana	
	4	Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie) [konwersatorium]	zaliczenie z oceną		

Basic reading	Instytucje wdrażające Programy Operacyjne (2021): Dokumentacja konkursowa, Instytucje wdrażające, Szczecin- Warszawa
	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	
		W tym 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-22/23Z**		
Course title: **Product and service design (projektowanie produktów i usług) (KIERUNKOWE)**		Course code: **EFZ214AIJ3362_68S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr MONIKA KLEIN**
Course instructor	**dr MONIKA KLEIN**
Course / module objectives	**The aim of the course is to familiarize students with the innovative method of creating services and products. Familiarizing with the conditions for the development and implementation of innovative services and products on the market.**
Prerequisites	**Basic knowledge of marketing.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows and understands the basic functions performed by innovations in the economy; has knowledge of the main factors and barriers to the development of innovation on the market; knows the methods and tools of product design.**	**K_W05 K_W07 K_W08**
skills	**1**	**EP2**	**The student is able to independently solve problems related to the development of innovations, analyze and evaluate the conditions necessary to conduct innovative activities on the market.**	**K_U02 K_U03**
social competences	**1**	**EP4**	**The student is ready to act in an entrepreneurial way, creating new products and services, while maintaining good practices and the known achievements of the profession.**	**K_K03 K_K05**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Product and service design (projektowanie produktów i usług)**			
Format of instruction: **lecture**			
1. **Design management**	3	3	0
2. **Strategy and modeling in business**	3	4	0
3. **Designing services and experiences**	3	3	0
4. **Designing innovative products**	3	3	0
5. **Financial aspects - budgeting**	3	2	0

Modes of delivery	**The following methods will be used during the classes: multimedia presentations, analysis of texts and cases, simulation games.**

Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,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	**Written credit in the form of a test covering the knowledge of lectures and recommended literature.**	
	Grade calculation principles	
	The final grade for the subject is the grade for passing the lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Product and service design (projektowanie produktów i usług)		Ważona	
	3	Product and service design (projektowanie produktów i usług) [wykład]	zaliczenie z oceną		1,00

Basic reading	M. Stickdorn, J. Schneider (2011): This id serice design thinking Stickdorn Schneider, BIS Publishers
	T. Brown, B. Katz (2019): Change By Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Inc
Supplementary reading	D. Norman (2013): Design of Everyday Things, MIT Press Ltd

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**20**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Research methods in business (metody badawcze w biznesie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3362_67S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr ALEKSANDRA RUDAWSKA**
Course instructor	**dr ALEKSANDRA RUDAWSKA**
Course / module objectives	**The purpose of the course is to introduce students with basic issues related to business research in general and research methods to help them to design the research projects.**
Prerequisites	**Student should be familiar with key terms and concepts of management and economics. Students should be able to discuss issues related to management.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands process and methods of business research as well as conditions of selecting specific methods**	**K_W03**
	2	**EP2**	**knows and understands ethical issues related to business research**	**K_W09**
skills	**1**	**EP3**	**is able to design business research on selected topic**	**K_U04 K_U08**
social competences	**1**	**EP4**	**is ready to respect ethical rules in the business research process**	**K_K06**
	2	**EP5**	**is ready to critically assess the research process**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Research methods in business (metody badawcze w biznesie)**			
Format of instruction: **discussion classes**			
1. **Business and management research**	3	2	0
2. **Defining a research topic and research proposal**	3	1	0
3. **Reviewing the literature**	3	1	0
4. **Formulating research design - selecting research method**	3	2	0
5. **Selecting samples**	3	1	0
6. **Collecting secondary data**	3	2	0
7. **Collecting primary data - questionnaires and interviews**	3	3	0
8. **Analysing data and writing research report**	3	3	0

Modes of delivery	**Presenting course contents with the multimedia techniques. Critical group discussion on the presented texts. Preparation of individual research proposals.**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3,EP4,EP5**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP1,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	**To pass the subject students prepares smaller assignments during the course (40%) and prepares semester project - research proposal for selected topic on management (60%).**	
	Grade calculation principles	
	The passing grade is the course grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Research methods in business (metody badawcze w biznesie)		Arytmetyczna	
	3	Research methods in business (metody badawcze w biznesie) [ćwiczenia]	zaliczenie z oceną		

Basic reading	E. Babbie (2017): The Basics of Social Research, Cengage Learning
	M.N.K. Saunders, P. Lewis, A. Thornhill (2019): Research methods for business students, Pearson
Supplementary reading	C. Cassell (2015): Conducting research interviews for business and management students, Sage

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**7**	**0**
Preparation of project / essay / etc.	**30**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Risk management in ICT business (zarządzanie ryzykiem w ICT) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_42S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The aim of this course is to enhance knowledge about the risk in ICT business, and different ways to mitigate risk with the future prediction. It will develop abilities with the needful learning about the risk assessment tools and techniques applied in different risk situations as the case study. As managers, students will be competent to protect ICT business organization, customers and society as the stake holder from various risks.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the business digital requirements	K_W04 K_W05
	2	EP2	understands e business risks	K_W03 K_W10
	3	EP3	knows the IT application in business	K_W02 K_W11
skills	1	EP4	can recognize, analyze and solve IT risk	K_U01 K_U04
	2	EP5	can apply risk management digital tools	K_U04 K_U08
	3	EP6	can be able to manage risk and people	K_U05 K_U07
social competences	1	EP7	is ready to solve problems with decision	K_K02 K_K04
	2	EP8	is ready to initiate social activities	K_K03 K_K05
	3	EP9	is ready to analyze and apply ethics	K_K01 K_K06

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Risk management in ICT business (zarządzanie ryzykiem w ICT)**			
Format of instruction: **lecture**			
1. **Risk with its different types**	5	2	0
2. **Analyzing, and categorizing risk**	5	2	0

3. **Identification, and response to risk**	5	2	0
4. **Measurement of risk**	5	1	0
5. **Tools and techniques to mitigate risk**	5	2	0
6. **Risk management process in ITC business**	5	2	0
7. **Self-assessment tool for risk management**	5	2	0
8. **Assessment and prediction of risk**	5	2	0
Format of instruction: **discussion classes**			
1. **Discussion to create a list of possible risks**	5	2	0
2. **A practical approach to analyzing risk**	5	2	0
3. **Case study to understand risk**	5	1	0
4. **Measurement of risk**	5	2	0
5. **Risk assessment tools comparison**	5	2	0
6. **Role play to take decision on risk situation**	5	2	0
7. **Game to identify and evaluate risk**	5	2	0
8. **Risk response and treatment hand on experience**	5	2	0

Modes of delivery	**analysis of text with discussion, multimedia presentation, group work, case study, Information lecture, conversation lecture**	
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 exam.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT)		Arytmetyczna	
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT) [ćwiczenia]	zaliczenie z oceną		
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT) [wykład]	egzamin		

Basic reading	Culp, C. L. (2002): The Risk Management Process Business Strategy and Tactics. https://nbn-resolving.org/urn:nbn:de:101:1-2014121312162
	Green, P. E. J. (2016): Enterprise risk management: A common framework for the entire organization, Elsevier, Butterworth-Heinemann
	Sadgrove, K. (2015): The complete guide to business risk management (Third Edition), Gower
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**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-22/23Z**	
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	w tym 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	w tym 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	**Academic lecture with handwriting display. Multimedia presentation. Educational film, Work and discussion in groups. Implementation of the project. Project presentation**	
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	
		W tym 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-22/23Z**						
Course title: **Stress and conflict management (zarządzanie stresem i konfliktem) (KIERUNKOWE)**					Course code: **EFZ214AIJ3433_44S**	
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: 5 - english language polish language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	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 of the course is to familiarize students with issues related to the issues of occupational stress, to present ways of dealing with the negative consequences of stress, as well as to present students with methods and strategies of coping with conflict in the workplace.**
Prerequisites	**The student is able to work in a group and understands the necessity of lifelong learning.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the issues of stress and conflict in the organization as well as theories and concepts of preventing these phenomena**	**K_W01**
skills	**1**	**EP2**	**The student is able to select and apply appropriate methods and tools to reduce stress and prevent conflicts.**	**K_U02**
social competences	**1**	**EP3**	**The student is ready to carry out his professional work stress-free**	**K_K02 K_K05 K_K06**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Stress and conflict management (zarządzanie stresem i konfliktem)**			
Format of instruction: **konwersatorium**			
1. **The definition of stress. Personality and stress.**	5	2	0
2. **Stress in the workplace - definition, causes, effects.**	5	2	0
3. **Workaholism - definition, typology, consequences.**	5	2	0
4. **Stress management**	5	2	0
5. **Methods of coping with stress**	5	2	0
6. **Burnout as a consequence of occupational stress**	5	2	0
7. **Life energy management**	5	2	0
8. **Colloquium on stress management**	5	2	0
9. **The concept and types of conflict**	5	2	0

10. **Conflicts in the workplace - causes and connections**	5	2	0
11. **Conflicts when introducing changes to the organization**	5	2	0
12. **Conflict analysis**	5	2	0
13. **Conflict resolution methods**	5	2	0
14. **Strategies and styles of conflict resolution**	5	4	0

Modes of delivery	**Multimedia presentation, case method, group work, discussion**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**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	**Students are assessed on the basis of an essay including the verification of knowledge on the basis of a written statement of students, group work during classes and a test. The student receives a satisfactory grade when he is able to define and distinguish basic concepts related to the subject of the subject.**	
	Grade calculation principles	
	The grade for the course consists of: - completion grade for topics related to stress management (25%), - completion grade for issues related to conflict management (25%), - group work (20%), - essay (30%).	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Stress and conflict management (zarządzanie stresem i konfliktem)		Nieobliczana	
	5	Stress and conflict management (zarządzanie stresem i konfliktem) [konwersatorium]	zaliczenie z oceną		

Basic reading	Emily Nagoski (2019): Burnout: The Secret to Unlocking the Stress Cycle , Publisher Ballantine Books
	Morton Deutsch, Peter T. Coleman, Eric C. Marcus (2014): The Handbook of Conflict Resolution: Theory and Practice, Jossey-Bass
	Patricia ElgoibarMartin EuwemaLourdes Munduate (2016): Building Trust and Constructive Conflict Management in Organizations, Springer
	Terri Ramos (2021): Stress Management, Tomas Edwards
Supplementary reading	David Allen (2015): Getting Things Done: The Art of Stress-Free Productivity, Penguin
	Neil H. Katz, John W. Lawyer, Katherine Joanna Sosa, Marcia Sweedler, Peter Tokar (2020): Communication and Conflict Resolution Skills, Kendall Hunt Publishing
	Richard Pettinger (2002): Stress Management, John Wiley and Sons Ltd

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**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-22/23Z**	
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	w tym e-learning	Type of credit	ECTS
2	4	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**

Course / module coordinator	**mgr JAKUB DOWEJKO**
Course instructor	**dr JOANNA DROBIAZGIEWICZ , mgr 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	w tym 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**	
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	
		W tym 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-22/23Z**	
Course title: **Sustainable development in transport (zrównoważony rozwój w transporcie) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_50S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	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	**Presentation of the essence of sustainable development, indicators of its assessment, external costs of transport, together with the estimation and strategy of their internalisation. Moreover, familiarizing students with methods of counteracting and reducing the harmfulness of transport and transport infrastructure. During the didactic process, students will gain skills in the ways of balancing transport, taking into account social, economic, and environmental aspects.**
Prerequisites	**Basic knowledge about transport and logistics.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows the transport-environment interactions, and methods of shaping sustainable development, including counteracting the negative impact of transport on the environment.**	**K_W02 K_W04**
skills	**1**	**EP2**	**The student can determine and characterize the ways of balancing transport, taking into account the social, economic, and environmental aspects.**	**K_U01 K_U03 K_U04**
social competences	**1**	**EP3**	**The student is aware of the effects of excessive transport development on the natural environment and inspires others to counteract its negative effects.**	**K_K01 K_K03**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Sustainable development in transport (zrównoważony rozwój w transporcie)**			
Format of instruction: **lecture**			
1. **Methods of reducing emissions in transport**	5	2	0
2. **Usage of alternative fuels in transport**	5	3	0
3. **Transport balancing indicators broken down by its branches**	5	4	0
4. **Tools of promoting public transport**	5	2	0
5. **Development of micromobility - challenges of cities and enterprises**	5	2	0
6. **Shaping the demand for transport within the framework of traffic generators**	5	2	0

Format of instruction: **discussion classes**			
1. **The essence of sustainable transport**	5	2	0
2. **External costs in transport**	5	2	0
3. **The role of public transport in balancing transport**	5	3	0
4. **Sustainable transport assessment indicators**	5	2	0
5. **The issues of internalisation of external costs of transport**	5	2	0
6. **Legal regulations in the field of sustainable transport**	5	2	0
7. **Sustainable development of transport and eco-mobility**	5	2	0

Modes of delivery	**For the lecture: multimedia presentation, For exercises: group work, text analysis with discussion, project**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PROJEKT	**EP2,EP3**
	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	**Completion of exercises is based on a written test and prepared group projects. The student's activity during the classes will also be taken into account.** **Passing the lectures is based on a written test covering the knowledge of the lectures and the recommended literature.**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained from the exercises and the lecture.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Sustainable development in transport (zrównoważony rozwój w transporcie)		Nieobliczana	
	5	Sustainable development in transport (zrównoważony rozwój w transporcie) [ćwiczenia]	zaliczenie z oceną		
	5	Sustainable development in transport (zrównoważony rozwój w transporcie) [wykład]	zaliczenie z oceną		

Basic reading	Elżbieta Załoga (2013): Trendy w transporcie lądowym Unii Europejskiej, Wydawnictwo Naukowe US
	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2013): Polityka rozwoju transportu, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk
	Włodzimierz Rydzkowski (2017): Współczesna polityka transportowa, PWE
Supplementary reading	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2018): Infrastruktura transportu. Europa, Polska – teoria i praktyka, PWN, Warszawa
	Krystyna Wojewódzka- Król, Elżebieta Załoga (2016): Transport. Nowe wyzwania, PWN, Warszawa
	Zuzanna Kłos-Adamkiewicz, Elżbieta Załoga (2017): Miejski transport zbiorowy. Kształtowanie wartości usługi dla pasażera w świetle wyzwań nowej kultury mobilności, Bel Studio, Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**7**	**0**

Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**18**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**	
Course title: **Sustainable logistics (logistyka zrównoważona) (KIERUNKOWE)**	Course code: **EFZ214AIJ3433_51S**
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: 5 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			**30**			**3**

Course / module coordinator	**dr hab. BLANKA TUNDYS**
Course instructor	**dr hab. BLANKA TUNDYS**
Course / module objectives	**The aim of the course is to introduce students to sustainable logistics and sustainable supply chain strategies.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Knows and understands the issues involved in managing a sustainable business.**	**K_W06**
	2	EP2	**Student knows sustainable business models**	**K_W07**
	3	EP3	**The student knows and understands how sustainable business and processes work, with particular emphasis on logistics and supply chains**	**K_W11**
skills	1	EP4	**The student is able to characterise sustainable business and is able to describe sustainable logistic processes**	**K_U01**
	2	EP5	**The student is able to identify characteristics of sustainable logistics and design such processes in an enterprise.**	**K_U02**
	3	EP6	**The student is able to analyse, using dedicated tools, sustainable logistic processes**	**K_U04**
social competences	1	EP7	**The student is competent to disseminate good practices in sustainable logistics and sustainable supply chains**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Sustainable logistics (logistyka zrównoważona)**			
Format of instruction: **lecture**			
1. **Sustainable Logistics ? sustainable supply chain management ? theory and praxis**	5	3	0
2. **SSSCM as a strategy**	5	2	0
3. **3BL in logistics and supply chain**	5	2	0

4. **Green logistics**	5	3	0
5. **IT, AI and ML in SSCM**	5	2	0
6. **Carbon and water footprint**	5	1	0
7. **Eco innovation in Logistics and Supply chain**	5	2	0
Format of instruction: **discussion classes**			
1. **Sustainable logistics ? case studies**	5	4	0
2. **Principles and practises for sustainable processes and operations**	5	4	0
3. **Principles and practises for sustainable processes and operations**	5	2	0
4. **Environmental balance sheet**	5	2	0
5. **Innovation and technology in sustainable logistics processes**	5	3	0

Modes of delivery	**group work, lecture, discussion, case study**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3,EP4,EP5,EP6**
	PREZENTACJA	**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	**Assessment of the lectures on the basis of a written test on the content presented in the class. Assessment of exercises based on a presentation on the functioning of sustainable logistics.**	
	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
	5	Sustainable logistics (logistyka zrównoważona)		Arytmetyczna	
	5	Sustainable logistics (logistyka zrównoważona) [ćwiczenia]	zaliczenie z oceną		
	5	Sustainable logistics (logistyka zrównoważona) [wykład]	zaliczenie z oceną		

Basic reading	Grant, D. B., Wong, C. Y., & Trautrims, A. (2017): Sustainable logistics and supply chain management: principles and practices for sustainable operations and management. , Kogan Page Publishers., Kogan Page Publishers.
Supplementary reading	Rausch-Phan, M. T., & Siegfried, P. (2022): Sustainable Supply Chain Management, Springer, Cham., Springer, Cham.

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**5**	**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-22/23Z**						
Course title: **The fundamentals of business success (podstawy sukcesu w biznesie) (KIERUNKOWE)**					Course code: **EFZ214AIJ3432_69S**	
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: 5 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**	**w tym e-learning**	**Type of credit**	**ECTS**
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			**30**			**3**
Course / module coordinator	**dr hab. TOMASZ BERNAT**					
Course instructor	**dr hab. TOMASZ BERNAT**					
Course / module objectives	**The main goal of the course is to show how successful people are achieving it using examples of selected business successes. The aim is to show you how to think and act to achieve success in your professional and private life. The aim is to teach the specific ways of achieving success through the methods developed by N. Hill.**					
Prerequisites	**Basic knowledge of the operation of business and economy, basic knowledge of the basics of decision-making in business and private life. Psychological aspects of people's decision making.**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge about real actions that should be taken in order to achieve success in professional and private life.**	**K_W02 K_W05 K_W06 K_W09 K_W10**
skills	**1**	**EP2**	**The student is able to use the knowledge about the methods of achieving success in business to achieve his own goals**	**K_U03 K_U04 K_U06 K_U07 K_U08 K_U09**
social competences	**1**	**EP3**	**The student is able to work in a team The student is able to build teams and coordinate their work**	**K_K05 K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **The fundamentals of business success (podstawy sukcesu w biznesie)**			
Format of instruction: **lecture**			
1. **The objectives creation in business and life**	5	2	0
2. **The creation of the basic conditions to realize the objectives**	5	2	0
3. **The knowledge in business life**	5	2	0
4. **Success planning**	5	2	0

5. **The borders of decisions making**	5	2	0
6. **The team working**	5	2	0
7. **Creation the positive personality ? the way to business success**	5	2	0
8. **Good and bad habits in success realization**	5	1	0
Format of instruction: **discussion classes**			
1. **The objectives creation in business and life**	5	2	0
2. **The creation of the basic conditions to realize the objectives**	5	2	0
3. **The knowledge in business life**	5	2	0
4. **Success planning**	5	2	0
5. **The borders of decisions making**	5	2	0
6. **The team working**	5	2	0
7. **Creation the positive personality ? the way to business success**	5	2	0
8. **Good and bad habits in success realization**	5	1	0

Modes of delivery	**The basic method of transferring knowledge is a lecture based on the methodology proposed by N. Hill. The lecture is based on practical solutions along with showing case studies of people who have achieved success in business life, Classes will be conducted on the basis of a workshop form. In addition to the analysis of case studies, students will be required to present their own reflections on the methods of achieving success in business. Presentations of students will be prepared with considerations on the individual elements of the methods of achieving success along with practical examples.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3**
	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	**Obtaining a pass requires preparing a presentation and presenting it during classes. The exam requires a case study - answers to the questions posed.**	
	Grade calculation principles	
	The final grade will be a simple arithmetic mean of the final grade and exam grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	The fundamentals of business success (podstawy sukcesu w biznesie)		Arytmetyczna	
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [ćwiczenia]	zaliczenie z oceną		
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [wykład]	egzamin		

Basic reading	Napoleon Hill (2004): Law of Success, Highroads Media
	Napoleon Hill (1997): Napoleon Hill's Keys to Success: The 17 Principles of Personal Achievement, Penguin Publishing Group
	Napoleon Hill (2011): Think and Grow Rich, Wilder Publications
Supplementary reading	Charles-Albert Poissant (1994): How to Think Like a Millionaire: Ten of the Richest Men in the World and the Secrets of Their Success, HarperCollins Publishers Ltd, London
	Brian Tracy (2022): The 10 Qualities of Influential People: How to Inspire Yourself and Others to Greatnes, G&D Media, Kindle edition
	Brian Tracy (2002): The 100 Absolutely Unbreakable Laws of Business Success, Berrett-Koehler Publishers
	Brian Tracy, Christina Tracy Stein (2002): Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time, Berrett-Koehler Publishers
	David M. Rubenstein (2020): How to Lead: Wisdom from the World's Greatest CEOs, Founders, and Game Changers, Simon & Schuster, New York

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.	**10**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
Course title: **Tourism destination management (zarządzanie regionem turystycznym) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_33S**
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	including 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	**Indicating the basics of tourism destination management**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the basic concept of tourism destination management**	**K_W02**
	2	**EP2**	**Student knows the specificity of tourism destination management**	**K_W05**
skills	**1**	**EP3**	**Student is able to create a tourism destination management plan**	**K_U03 K_U04**
social competences	**1**	**EP4**	**Student is able to see the tourism impact on the social, business and environmental level.**	**K_K01 K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Tourism destination management (zarządzanie regionem turystycznym)**			
Format of instruction: **lecture**			
1. **Tourism destination product**	6	2	0
2. **The impact of tourism**	6	3	0
3. **The evolution of the tourist destination management**	6	2	0
4. **The political framework of tourism**	6	2	0
5. **Marketing tourism destinations**	6	6	0
Format of instruction: **discussion classes**			
1. **The role of NGOs in management of tourism destination**	6	2	0
2. **Measuring tourism impact on local economy**	6	3	0

3. **Tourism destination management in authoritarian countries**	6	2	0
4. **Price and promotion in tourism destination marketing**	6	2	0
5. **Placing the tourism destination product.**	6	2	0
6. **Site and region specific tourism management**	6	2	0
7. **Social media and tourism management**	6	2	0

Modes of delivery	**Lecture and discussion, Cooperative group work, 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**
	PREZENTACJA	**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	**Passing the lectures on the basis of a test (open questions).** **Completion of exercises: presentation carried out in groups, the purpose of which is to prepare a management plan for a tourist region**
	Grade calculation principles
	The final grade is the arithmetic mean of both grades (rounded up if neccessary)

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	6	Tourism destination management (zarządzanie regionem turystycznym)		Arytmetyczna	
	6	Tourism destination management (zarządzanie regionem turystycznym) [wykład]	zaliczenie z oceną		
	6	Tourism destination management (zarządzanie regionem turystycznym) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Ch. Ryan (2020): Advanced Introduction to Tourism Destination Management, Edward Elgar Publishing
Supplementary reading	ed. M. Rodríguez-Díaz, T.F. Espino-Rodríguez (2019): Tourism Destination Management, MDPI

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	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**7**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**		
Course title: **Transport company management (zarządzanie przedsiębiorstwem transportowym) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_61S**
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	w tym 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 AGNIESZKA GOZDEK**
Course instructor	**dr AGNIESZKA GOZDEK**
Course / module objectives	**The course aims to present the knowledge and development of students' skills related to the issues of managing a transport company.**
Prerequisites	**Knowledge of basic issues in microeconomics, business economics, and transport economics.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the terminology relating to transport companies. Characterizes the economic and legal conditions of business activity**	**K_W04 K_W06 K_W09**
skills	**1**	**EP2**	**Student analyzes the innovative processes in transport enterprises and the service potential of Polish enterprises, taking into account the existing legal and economic regulations.**	**K_U03 K_U06**
	2	**EP3**	**Student is able to cooperate, plan work and work in a team, analyzing, assessing the functioning and development directions of transport companies in the conditions of increasing competition.**	**K_U06 K_U07 K_U08**
social competences	**1**	**EP4**	**Student notices the ethical problems related to the management of a transport company.**	**K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Transport company management (zarządzanie przedsiębiorstwem transportowym)**			
Format of instruction: **lecture**			
1. **Planning, organizing and coordinating transport in the company**	4	3	0
2. **Economic and legal conditions for the functioning of transport companies**	4	3	0
3. **Resource management in a transport company**	4	2	0
4. **Carrier Liability**	4	2	0
5. **Transport taxes and charges**	4	1	0
6. **Transport costs and pricing**	4	2	0

7. **Transport innovations**	4	2	0
Format of instruction: **discussion classes**			
1. **Organization and functioning of transport companies**	4	2	0
2. **Analysis of the company's resources**	4	2	0
3. **Assessment of the vehicle fleet operation**	4	3	0
4. **Telematics in managing a transport company**	4	2	0
5. **Working time of professional drivers; tasks.**	4	3	0
6. **Insurance in road transport.**	4	1	0
7. **A vehicle's total cost of ownership (TCO).**	4	2	0

Modes of delivery	**Multimedia presentations, discussion, teamwork, tasks**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Completion of the exercises is based on a written test, taking into account the continuous assessment of the student's activity during classes. Passing the lectures at the end of the semester takes the form of a written test.**	
	Grade calculation principles	
	The final grade for the subject is a weighted grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym)		Nieobliczana	
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym) [ćwiczenia]	zaliczenie z oceną		
	4	Transport company management (zarządzanie przedsiębiorstwem transportowym) [wykład]	zaliczenie z oceną		

Basic reading	Bąk M. (red.) (2009): Koszty i opłaty w transporcie, UG, Gdańsk
	Button K. (2010): Transport Economics, Edward Elgar Publishing, UK, USA
	Dembińska-Cyran I., Gubała M. (2003): Podstawy zarządzania transportem w przykładach, Biblioteka Logistyka, Wyd. ILIM, Poznań
	Kordel Z., Kuriata A. (2019): Logistyka i transport. Teoria oraz praktyczne zastosowania, CeDeWu, Warszawa
	Wojewódzka-Król K., Załoga E. (2022): Transport. Tendencje zmian, PWN, Warszawa
Supplementary reading	A. Gozdek (red.) (2021): Mobilność i zrównoważony transport: poszukiwanie rozwiązań., US, Szczecin
	ECMT / ITF (2001): Efficient Transport Taxes and Charges , OECD
	Rodrigue Jean-Paul (2020): The Geography of Transport Systems , Routledge, London
	Strony internetowe : www.itf-oecd.org; www.iru.org; www.acea.be; https://transport.ec.europa.eu
	Szałucki K. (2017): Równowaga w funkcjonowaniu przedsiębiorstw transportowych, Monografia texter, Warszawa
	(2022): Certyfikat Kompetencji Zawodowych Przewoźnika Drogowego, ATUT-BM Sp. z o.o., Warszawa

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning

Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**8**	**0**
Preparation for test / exam	**12**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-I-S-22/23Z**						
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		Type of credit	ECTS
				w tym e-learning		
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	w tym 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.**	
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	
		W tym 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-22/23Z**		
Course title: **Web technologies for business (technologie webowe w biznesie) (KIERUNKOWE)**		Course code: **EFZ214AIJ3433_49S**
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: 5 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
3	5	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**dr TOMASZ ZDZIEBKO**
Course instructor	**dr TOMASZ ZDZIEBKO**
Course / module objectives	**The aim of the course is to provide the basis of knowledge and skills in using Internet technologies for business purposes.**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge about internet technologies and solutions supporting management and running a business**	**K_W03 K_W06**
skills	**1**	**EP2**	**Students will be able to use internet technologies and tools to analyse economic phenomena and support business management.**	**K_U03 K_U05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Web technologies for business (technologie webowe w biznesie)**			
Format of instruction: **lecture**			
1. **Introduction to web technologies**	5	5	0
2. **Communication between information systems on the Internet**	5	2	0
3. **Introduction to web analytics**	5	3	0
4. **Website usability testing and A/B testing**	5	2	0
5. **Applications of cloud computing technologies**	5	3	0
Format of instruction: **discussion classes**			
1. **Basics of websites programing (html, css, javascript)**	5	4	0
2. **Communication between systems using Application programming interfaces**	5	4	0
3. **Implementation of data collection and web analytics**	5	4	0
4. **Use of cloud computing for the implementation of web technologies**	5	3	0

Modes of delivery	**lecture using multimedia presentations, computer labs**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1**
	PROJEKT	**EP1,EP2**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**In order to obtain a positive mark it is necessary** **- a passing grade for the laboratory consisting of a grade for the laboratory task and a grade for the credit project** **- and getting the pass mark credit of the lectures in the written form**	
	Grade calculation principles	
	The course grade is calculated as the average of the pass marks in the laboratories and lectures	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Web technologies for business (technologie webowe w biznesie)		Nieobliczana	
	5	Web technologies for business (technologie webowe w biznesie) [wykład]	zaliczenie z oceną		
	5	Web technologies for business (technologie webowe w biznesie) [ćwiczenia]	zaliczenie z oceną		

Basic reading	J. Robbins (2020): Projektowanie stron internetowych. Przewodnik dla poczatkujacych webmasterów po HTML5, CSS3 i grafice. Wydanie V,, Helion
	Martyna Zastrozna (2022): Google Analytics dla marketingowców Wydanie III,, Onepress
Supplementary reading	Mustafa Toroman (2020): Chmura Azure. Praktyczne wprowadzenie dla administratora. Implementacja, monitorowanie i zarzadzanie waznymi usługami i komponentami IaaS/PaaS, Helion

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	**15**	**0**
Participation in tutorials	**10**	**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-22/23Z**						
Course title: **Wide lecture (wykład ogólnouczelniany) (OGÓLNOUCZELNIANE)**					Course code: **EFZ214AIJ3362_27S**	
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: 3 - english language polish language, semester: 4 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				w tym e-learning		
2	3	lecture	15	0	pg	1
	4	lecture	15	0	pg	1
Total			**30**			**2**
Course / module coordinator	**dr hab. JAROSŁAW KORPYSA**					
Course instructor	**dr SANDRA MISIAK-KWIT**					
Course / module objectives	**Shaping knowledge and skills in various areas of sciences, creating the need for lifelong learning.**					
Prerequisites	**None**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student knows and understands the terminology of the selected subject; understands the interdisciplinary nature of science.**	**K_W09**
skills	**1**	**EP2**	**The student is able to plan his own learning throughout his life, perfecting the skills needed for his own development.**	**K_U09**
social competences	**1**	**EP3**	**The student is ready for continuous improvement and personal development in various areas of study.**	**K_K01**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Wide lecture (wykład ogólnouczelniany)**			
Format of instruction: **lecture**			
1. **Presentation of specific issues within the content of the selected monographic lecture.**	3	15	0
2. **Presentation of specific issues within the content of the selected monographic lecture.**	4	15	0

Modes of delivery	**lecture**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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	**Obtaining a positive mark in the test.**				
	Grade calculation principles				
	The grade from the subject is equal to the grade from the lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Wide lecture (wykład ogólnouczelniany)		Ważona	
	3	Wide lecture (wykład ogólnouczelniany) [wykład]	zaliczenie z oceną		1,00
	4	Wide lecture (wykład ogólnouczelniany)		Ważona	
	4	Wide lecture (wykład ogólnouczelniany) [wykład]	zaliczenie z oceną		1,00
Basic reading	Literature on the subject chosen by the student in a given academic year. :				
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	**2**	**0**
Private reading and studying	**6**	**0**
Participation in tutorials	**6**	**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-BM-O-II-S-24/25Z**		
Course title: **Branding (zarządzanie marką) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_25S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr MAŁGORZATA WIŚCICKA-FERNANDO**
Course instructor	**dr MAŁGORZATA WIŚCICKA-FERNANDO**
Course / module objectives	**Transfer of knowledge in the field of brand management, its importance in the company's operations and familiarization with brand building tools. Showing the role of strong, valuable brands in the modern market. Shaping the attitude of a person capable of working in a group and individually, and aware of the need for continuous development and searching for knowledge.**
Prerequisites	**Knowledge of marketing and management basics**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**He knows the basic principles of building a brand and creating a brand strategy.**	**K_W01 K_W11**
skills	**1**	**EP2**	**The student is able to determine the meaning of the brand and the rules of its creation for market purposes and is able to take appropriate actions related to brand management in various environments.**	**K_U02 K_U03**
	2	**EP4**	**The student is able to work in a group, accepting and dividing goals into its members**	**K_U08**
social competences	**1**	**EP3**	**The student is ready to look for solutions to the discussed issues by using his knowledge. Is ready take a critical look at unfair brand management practices.**	**K_K01 K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Branding (zarządzanie marką)**			
Format of instruction: **lecture**			
1. **Do brands have the same importance in the modern market?**	3	2	0
2. **Developing the brand strategy**	3	4	0
3. **Measuring and interpreting Brand Performance**	3	3	0
4. **Brand design process**	3	3	0
5. **Brand research**	3	3	0

Format of instruction: **discussion classes**			
1. **The brand concepts**	3	2	0
2. **The brand Brief**	3	2	0
3. **The Branding steps**	3	3	0
4. **Measuring and interpreting brand performance**	3	4	0
5. **The brand design**	3	4	0

Modes of delivery	**multimedia presentations, case study, 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**
	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	**Lecture: test with 5 open questions** **Exercises: preparation of the project and its presentation**	
	Grade calculation principles	
	Student, in order to obtain a satisfactory grade in the lecture, should achieve 60% of the possible points **Student, in order to obtain a satisfactory grade in the exercises, should achieve 60% of possible points from: presentation, project.** **The grade for the subject is the arithmetic mean of the exercises and lectures**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Branding (zarządzanie marką)		Arytmetyczna	
	3	Branding (zarządzanie marką) [wykład]	zaliczenie z oceną		
	3	Branding (zarządzanie marką) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Kevin Keller, Vanitha Swaminathan (2019): Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson
	Alina Wheeler (2017): Designing Brand Identity: An Essential Guide for the Whole Branding Team, Wiley
	Catharine Slade-Brooking (2016): Creating a Brand Identity: A Guide for Designers, Laurence King Publishing
Supplementary reading	Paul Temporal (2019): Advanced Brand Management. Building and activating a powerful brand strategy, Harriman House
	Sean Duffy (2021): International Brand Strategy: A Guide to Achieving Global Brand Growth, Kogan Page

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	**21**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**14**	**0**

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**		
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	konwersatorium	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: **konwersatorium**			
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**	
Unit: **Lecture in the humanities [moduł]**	
Course title: **Cognitive Pragmatics (pragmatyka kognitywna) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIIJ3441_2S**
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 - polish language**

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

Course / module coordinator	**dr hab. MACIEJ WITEK**
Course instructor	**dr hab. MACIEJ WITEK**
Course / module objectives	**Conveying knowledge about models of communication developed by cognitive pragmatics; Conveying the skills of applying communication models to describe and explain phenomena such as indirect speech (implications and indirect speech acts), figurative language usage (metaphors, irony, humor), and linguistic manipulation (insinuation, dog whistles, backdoor speech acts); Preparing to taking responsibility for the quality of communication practice and to readiness to counteract linguistic manipulation and other forms of "bad speech."**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student lists and characterizes communicative phenomena described by pragmatics: implicatures, presuppositions, speech acts.**	
	2	**EP2**	**The student characterizes the main models of communication developed by cognitive pragmatics.**	
skills	**1**	**EP3**	**The student applies the conceptual framework of cognitive pragmatics theories to describe and explain communicative phenomena such as indirect speech, irony, metaphors, humor, linguistic manipulation.**	
social competences	**1**	**EP4**	**The student takes responsibility for the quality of communication practice and is prepared to counteract manipulation and other forms of "bad speech."**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Cognitive Pragmatics (pragmatyka kognitywna)**			
Format of instruction: **lecture**			
1. **Two models of linguistic communication: code model and inferentialism; coding and mindreading as cognitive skills.**	4	2	2
2. **Pragmatics aspects of utterance meaning: implicatures, presuppositions, linguistic underdeterminacy, indirect speech acts.**	4	3	3
3. **Inferentialist model: Relevance Theory.**	4	3	3

4. **Non-inferentialist model: Segmented Discourse Representation Theory.**	4	3	3
5. **Cognitive pragmatics on figurative uses of language: metaphor, irony, humor.**	4	2	2
6. **Cognitive pragmatics on manipulation in linguistic communication: insinuation, dog-whistles, and back-door speech acts.**	4	2	2

Modes of delivery	**interactive lecture, 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
	SPRAWDZIAN	**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	**The condition for passing the course is to pass the written test with a positive grade; the grade from the test is the passing grade.**	
	Grade calculation principles	
	The grade is the passing grade.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Cognitive Pragmatics (pragmatyka kognitywna)		Ważona	
	4	Cognitive Pragmatics (pragmatyka kognitywna) [wykład]	zaliczenie z oceną		1,00

Basic reading	Maciej Witek (2011): Spór o podstawy teorii czynności mowy, WN US, Szczecin
	Stephen C. Levinson (2010): Pragmatyka, PWN, Warszawa
Supplementary reading	Dan Sperber, Deirdre Wilson (2011): Relewancja. Komunikacja i poznanie, Tertium, Kraków
	Hans-Jorg Schmid (Ed.) (2012): Cognitive pragmatics, De Gruyter Monton, Berlin
	Marco Mazzone (2018): Cognitive pragmatics, De Gruyter Monton , Berlin

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**15**	**15**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**16**	**0**
Participation in tutorials	**6**	**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-BM-O-II-S-24/25Z**	
Course title: **Communication in the global business (komunikacja w biznesie globalnym) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3434_6S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr hab. MACIEJ CZAPLEWSKI**
Course instructor	**dr hab. MACIEJ CZAPLEWSKI**
Course / module objectives	**The students deepens knowledge related to communication in various types of global businesses. Students will be able to selects optimal modern communication tools in order to support different models of traditional as well as modern IT businesses. Students will be aware of the positive and negative aspects related to proper communication in large scale business as well as their impact on economies in internationall perspective.**
Prerequisites	**None**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Defines in-depth issues related to global business**	**K_W02 K_W04**
	2	**EP2**	**Understands the variety of communication related to global businesses**	**K_W02 K_W03**
skills	**1**	**EP3**	**Chooses modern communication tools supporting traditional and modern IT businesses**	**K_U01 K_U03**
social competences	**1**	**EP4**	**Is aware of multilateral communication aspects in global business**	**K_K02**
	2	**EP5**	**Is aware of the impact of communication on whole economies from the internationall perspective**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Communication in the global business (komunikacja w biznesie globalnym)**			
Format of instruction: **lecture**			
1. **Characteristic and development trends of globalization**	1	3	3
2. **Main areas of globalization**	1	3	3
3. **Main issues connected with communication**	1	3	3
4. **Characteristics of the different business areas**	1	3	3
5. **Modern ICT as a tool helping in conducting business on a large scale**	1	3	3
Format of instruction: **discussion classes**			

1. **Regionalisation vs globalisation trends in from international perspective**	1	3	0
2. **Different communication ways in various business models**	1	3	0
3. **Differencies and similarities of traditional and modern global companies**	1	3	0
4. **Case study of traditionall global companies**	1	3	0
5. **Case study of modern global IT companies**	1	3	0

Modes of delivery	**Oral test** **A few questions for every student in a meeting between the lecturer and a small group of 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
	SPRAWDZIAN	**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	**Passing oral test**
	Grade calculation principles
	The final grade for the subject is the arithmetic mean of the grades obtained during the classes and lectures.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Communication in the global business (komunikacja w biznesie globalnym)		Arytmetyczna	
	1	Communication in the global business (komunikacja w biznesie globalnym) [wykład]	zaliczenie z oceną		
	1	Communication in the global business (komunikacja w biznesie globalnym) [ćwiczenia]	zaliczenie z oceną		

Basic reading	J. Gołuchowski, B. Filipczyk (red.) (2020): Cyfrowa komunikacja organizacji, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, Katowice
	S. Maiti, S. Sadhukhan (2020): E-commerce & Business Communication, McGraw Hill Education, Kolkata
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**30**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem)** **(KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_20S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course instructor	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course / module objectives	**Preparing students to use computer simulation methods in business management**
Prerequisites	**In terms of:** **- knowledge: the student has knowledge of the functioning of economic objects;** **- skills: the student is able to use the computer in the Windows operating environment;** **- competences: the student is able to work in a group.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**has in-depth knowledge of the possibilities and limitations of the use of computer simulation methods in business management**	**K_W03**
skills	**1**	**EP2**	**creates computer simulation models using an IT simulation package to solve management problems**	**K_U04**
social competences	**1**	**EP3**	**is ready to use knowledge from various disciplines in creating simulation models in self-solving problems in the field of business management**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem)**			
Format of instruction: **lecture**			
1. **Introduction to computer simulation in business management. Basic definitions and concepts.**	3	3	3
2. **System Dynamics as a Continuous Simulation Technique. Essence and applications.**	3	6	6
3. **Discrete simulation techniques.**	3	4	4
4. **Languages and computer simulation tools.**	3	2	2
Format of instruction: **laboratory**			
1. **Discussion on the nature of cause-effect relationships occurring in economic objects.**	3	2	0
2. **Acquiring work skills in the computer simulation package environment.**	3	3	0

3. **Constructing and solving simulation models in a computer simulation package for specific management problems.**	3	10	0

Modes of delivery	**multimedia presentation;** **case study;** **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**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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 condition for obtaining a grade in the subject is passing the exam and laboratories with a minimum grade of 3.0. The grade for the subject results from the arithmetic mean of all grades (including those obtained within the resit period)**
	Grade calculation principles
	Exam: mark in the form of a test **laboratory:** **1) participation in a minimum of 75% of the hourly number of classes** **2) if the condition (1) is met, the grade is issued on the basis of the number of points obtained for the practical implementation of practical tasks (max. 20** **points): for 20 pts. rating 5.0; 18-19: 4.5; 16-17: 4.0; 14-15: 3.5; 12-13: 3.0; 11 and less: 2.0.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem)		Nieobliczana	
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem) [laboratorium]	zaliczenie z oceną		
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem) [wykład]	egzamin		

Basic reading	Bilash Kanti Bala, Fatimah Mohamed Arshad, Kusairi Mohd Noh (2017): System Dynamics Modelling and Simulation. , Springer Nature, Singapore
	Kirkwood Craig W. (2013): System Dynamics Methods: A Quick Introduction. , Arizona State University , https://www.public.asu.edu/~kirkwood/sysdyn/SDIntro/SDIntroduction.htm
	Sterman John (2000): Business Dynamics: Systems Thinking and Modeling for a Complex World. , McGraw-Hill/Irwin, Boston
Supplementary reading	Krupa Krzysztof (2008): Modelowanie, symulacja i prognozowanie. Systemy ciągłe., WNT, Warszawa
	Łatuszyńska Małgorzata (2008): Symulacja komputerowa dynamiki systemów., PWSZ, Gorzów Wielkopolski

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**9**	**0**
Preparation of project / essay / etc.	**8**	**0**
Preparation for test / exam	**8**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**		
Course title: **Customer relationship management (zarządzanie relacjami z klientem) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_19S**
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: 3 - english language polish language**	

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	3	discussion classes	30	0	pg	3
		lecture	15	15	e	
Total			**45**			**3**

Course / module coordinator	**prof. dr hab. EDYTA RUDAWSKA**
Course instructor	**prof. dr hab. EDYTA RUDAWSKA**
Course / module objectives	**The aim is to make the students aware of the need to change the approach to customer service; showing the need to maintain a balance between acquiring new customers and retaining existing customers. This course also focuses on showing methods of creating long-term relationships with customers and their use in practice**
Prerequisites	**In terms of knowledge, the student defines the basic economic categories, explains the marketing approach to conducting market activities and uses marketing tools** **In terms of skills, the student uses the marketing tools to create a marketing strategy in individual industries, sets the criteria for qualifying the company to the group of marketing managed** **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 basic concepts of relationship marketing**	**K_W02**
	2	**EP2**	**knows and understands the instruments of creating lasting relationships with clients**	**K_W05**
skills	**1**	**EP3**	**is able to propose and use instruments aimed at building relationships with customers on the B2B and B2C market**	**K_U06**
social competences	**1**	**EP4**	**is ready for entrepreneurial activities and solves practical problems**	**K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Customer relationship management (zarządzanie relacjami z klientem)**			
Format of instruction: **lecture**			
1. **Changes in contemporary business environment**	3	2	2
2. **New consumer as an object of marketing activities**	3	2	2
3. **New trends in marketing activities of contemporary businesses**	3	1	1
4. **Creating long-term relations - the concept of relationship marketing**	3	2	2
5. **Company policy focused on creating relations**	3	2	2
6. **Creating customer loyalty as the aim of marketing activities**	3	1	1

7. **Staged of transforming customers into loyal ones**	3	1	1
8. **The role of quality in the process of creating relations**	3	1	1
9. **Promotional programs in the process of creating relations with customers**	3	1	1
10. **The analysis of customer complaints**	3	2	2
11. **Marka Apple i Disney - jak wywołać efekt "WOW" u klientów?**	3	0	0
Format of instruction: **discussion classes**			
1. **New trends in marketing**	3	3	0
2. **Consumer - yesterday, today and tomorrow**	3	4	0
3. **Creating long-term relations with customers - the concept of relationship marketing**	3	3	0
4. **The essence of relations in marketing concept**	3	3	0
5. **Creating the product and brand image**	3	2	0
6. **Customer service in direct contact with the customer**	3	3	0
7. **Communication/assertiveness in customer relationships**	3	4	0
8. **The implementation of information system about customers**	3	2	0
9. **Creating customer loyalty**	3	3	0
10. **Promotional activities in the proces of creating relations with customers**	3	3	0
11. **Analiza skarg i reklamacji a trwałość relacji z klientami**	3	0	0
12. **Tworzenie wartości dla klientów - value proposition**	3	0	0

Modes of delivery	**Multimedia presentation, discussion, case studies, group work, project implementation in groups of two**
	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 are graded on the base of open-ended questions and grades for assignments prepared during classes** **Exam: Students are graded on the base of written test covering issues discussed during lectures.**
	Grade calculation principles
	The final grade comprises arithmetic mean of the exam and grade from practical classes

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Customer relationship management (zarządzanie relacjami z klientem)		Nieobliczana	
	3	Customer relationship management (zarządzanie relacjami z klientem) [wykład]	egzamin		
	3	Customer relationship management (zarządzanie relacjami z klientem) [ćwiczenia]	zaliczenie z oceną		

Basic reading	A. Pukas (2019): Zarządzanie relacjami z klientem w tworzeniu przewagi konkurencyjnej przedsiębiorstwa - ujęcie dynamiczne, UE we Wrocławiu, Wrocław
	E. Rudawska (2005): Lojalność klientów, PWE, Warszawa
	J. Otto (2001): Marketing relacji, C.H. Beck, Warszawa
	V. Kumar, Werner Reinartz (2018): Customer Relationship Management: Concept, Strategy, and Tools, Springer, 3rd ed.
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**45**	**15**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**0**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**6**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **Data mining (eksploracja danych) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_32S**
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	30	0	pg	4
Total			**30**			**4**

Course / module coordinator	**mgr inż. JUSTYNA SZYDŁOWSKA-SAMSEL**
Course instructor	**mgr inż. JUSTYNA SZYDŁOWSKA-SAMSEL**
Course / module objectives	**Mastering practical skills in the field of data mining using a selected high-level programming language.**
Prerequisites	**Basic knowledge of a selected high level programming language.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows basic processing methods and techniques of data mining.**	**K_W03 K_W06**
skills	**1**	**EP2**	**Can implement business decision support solutions using data mining techniques in a selected high-level programming language.**	**K_U02 K_U03 K_U04**
	2	**EP3**	**Can analyze and interpret the obtained results using data mining methods and tools in a selected high-level programming language.**	**K_U05**
social competences	**1**	**EP4**	**Is ready to identify business problems that can be solved in a computer-assisted manner.**	**K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Data mining (eksploracja danych)**			
Format of instruction: **laboratory**			
1. **Development environment configuration.**	4	2	0
2. **Basic terminology in data mining.**	4	2	0
3. **Data mining techniques.**	4	10	0
4. **Machine learning basics.**	4	6	0
5. **Data processing methods.**	4	4	0
6. **Data visualization.**	4	2	0
7. **Analysis and interpretation of results - practical application of data mining in business.**	4	4	0

Modes of delivery	**Work in a computer laboratory, practical skills tests, solving practical problems.**	
	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**
	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 carried out during the classes, consisting of: - implementation of data processing methods and techniques in the selected programming language in order to solve a selected business problem or improve a selected aspect of business, - analysis of the obtained results.**	
	Grade calculation principles	
	Course grade: laboratory grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Data mining (eksploracja danych)		Arytmetyczna	
	4	Data mining (eksploracja danych) [laboratorium]	zaliczenie z oceną		

Basic reading	Avinash Navlani, Armando Fandango, Ivan Idris (2021): Python Data Analysis - Third Edition, Packt, Birmingham, UK.
	Stefanie Molin (2021): Hands-On Data Analysis with Pandas – Second Edition, Packt, Birmingham, UK.
Supplementary reading	Stephen Klosterman (2021): Data Science Projects with Python - Second Edition, Packt, Birmingham, UK

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**14**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**0**	**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: **Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_29S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The course aims to develop networking and relationship skills among students which is a tool for communication in business. Digital network and relationships are the requirement of this web age where business and personal all relations are reciprocated through web services on social and professional platforms. The transforming mode of business communication needs the transformation in the implementation of new age networking using digital technologies. The learning of the course will enhance student?s ability for networking and relationships management for Business-Business and Business-Customer/ Consumer benefitting business entities and enhancing social connectivity.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the digital networking activities	K_W02 K_W04
	2	EP2	understands digital relationships	K_W03 K_W10
	3	EP3	knows digital networking-relationships	K_W01 K_W11
skills	1	EP4	can solve networking problems	K_U01 K_U03
	2	EP5	can apply digital tools in relationship	K_U04 K_U07
	3	EP6	can be able to manage IT	K_U05 K_U08
social competences	1	EP7	is ready to solve relationship challenges	K_K01 K_K02
	2	EP8	is ready to initiate digital activities	K_K03 K_K04
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie)**			
Format of instruction: **lecture**			

1. **Introduction to digital networking and relationships**	3	2	2
2. **Networking on digital platforms**	3	2	2
3. **Platforms of networking and relationships**	3	1	1
4. **Social networking and web management**	3	2	2
5. **Professional networking and web management**	3	2	2
6. **Digital communication and management skills**	3	2	2
7. **Efficient and effective use of networking**	3	2	2
8. **Marketing with digital networking and relationships**	3	2	2
Format of instruction: **discussion classes**			
1. **Discussion on digital networking and relationships**	3	2	2
2. **A practical approach to digital relationships**	3	2	2
3. **Case study on digital networking and relationships**	3	1	1
4. **Creating profile on digital networking platforms**	3	2	2
5. **Interaction on digital networking platforms**	3	2	2
6. **Presentation on digital networking application**	3	2	2
7. **Project digital networking management for business**	3	2	2
8. **Project digital networking management for business**	3	2	2

Modes of delivery	**analysis of text with discussion, multimedia presentation, group work, case study, Information lecture, conversation lecture**
	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	**EP2,EP3,EP4**
	PREZENTACJA	**EP1,EP6,EP7**
	PROJEKT	**EP1,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	**A student must score minimum 60% overall to pass the course.** **COLLOQUIUM - 50%, WRITTEN WORK / ESSAY / REVIEW- 10%,** **PRESENTATION- 10%, PROJECT- 10%, TEST- 10%** **PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 10%**
	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
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie)		Arytmetyczna	
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) [ćwiczenia]	zaliczenie z oceną		
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) [wykład]	zaliczenie z oceną		

Basic reading	Gershon, R. A. (2017): Digital Media and Innovation: Management and Design Strategies in Communication, SAGE Publications, Inc
	Hakansson, H., & Snehota, I. (1995): Developing Relationships in Business Networks, Routledge
	Harrison, L. (2015): Build Client Relationships and Business Networks: How to master digital networking, Lisa Harrison
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**20**	**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-II-S-24/25Z**		
Course title: **Diploma Seminar (seminarium dyplomowe) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_17S**
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: 2 - english language polish language, semester: 3 - english language polish language, semester: 4 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	seminarium	30	30	pg	3
2	3	seminarium	30	30	pg	3
	4	seminarium	30	30	pg	8
Total			**90**			**14**

Course / module coordinator	**prof. dr hab. inż. KESRA NERMEND**
Course instructor	**prof. dr hab. inż. KESRA NERMEND**
Course / module objectives	**Preparing a student to independently formulate a work plan, collect the necessary data, to carry out empirical research and write a thesis on that basis.**
Prerequisites	**Prerequisites with regards to:** **- knowledge - knows the basics of economics and financial analysis of public sector, necessary to analyse public entities** **- skills - is able to apply basic methods of economics and financial analysis of public sector to empirical study with the use of IT tools** **- competences - is able to think logically and understands proposed solutions and actively adjusts them to own needs**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the main concepts of the knowledge area of his research within the thesis preparation.**	**K_W01 K_W08**
	2	**EP4**	**Student knows the basics of the thesis construction methodology**	**K_W08**
	3	**EP5**	**Student knows main literature in the thematic area of his thesis and the methods and techniques necessary to conduct the preparation of his thesis**	**K_W04**
	4	**EP6**	**Student knows and understands the basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management.**	**K_W09**

skills	**1**	**EP2**	**Student can formulate a research task and thesis objective, identify research problems and questions and formulate hypothesis set in his research**	**K_U01**
	2	**EP3**	**Student actively participates in seminar discussions and can benefit from the suggestions proposed during those discussions**	**K_U06**
	3	**EP7**	**Student can apply known research methods and techniques in conducting his own research**	**K_U03**
	4	**EP8**	**Student analyses and interprets results and can draw conclusions based on them**	**K_U03 K_U05**
	5	**EP9**	**Student has acquired a skill of writing a scientific text**	**K_U03 K_U05 K_U06 K_U07**
social competences	**1**	**EP10**	**Student applies the provisions on the protection of intellectual property**	**K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Diploma Seminar (seminarium dyplomowe)**			
Format of instruction: **seminarium**			
1. **Basics of conducting scientific research methodology**	2	6	6
2. **Defining area and topic of thesis together with a justification of the choice**	2	4	4
3. **Basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management**	2	4	4
4. **Discussion on the research area literature and sources of data**	2	4	4
5. **Presentation of independently prepared work plan for the thesis**	2	6	6
6. **Correcting and final approval of the work plan**	2	6	6
7. **Presentation of the rules of scientific writing and requirements for the thesis**	3	4	4
8. **Preparation and presentation of essays related to the topic of the thesis**	3	8	8
9. **Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research**	3	8	8
10. **Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis**	3	6	6
11. **Presentation of the theoretical chapters of the thesis and their acceptance**	3	4	4
12. **Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis**	4	6	6
13. **Presentation of results and discussion of the conclusions of the conducted analytical research**	4	6	6
14. **Formulating and presentation of empirical part of the thesis**	4	8	8
15. **Final formulating of empirical part and overall thesis construction**	4	10	10

Modes of delivery	**Seminars based on discussions with presentations by students, regarding the thesis and presentation of results of conducted researchpresentation of results of conducted research**
	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	**EP2,EP4,EP5,EP6,EP8**
	PRACA DYPLOMOWA	**EP1,EP10,EP2,EP4,EP5,EP6,EP7,EP8,EP9**
	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	**Student receives a pass grade, if by the end of semester he/she conducts the assigned task, that is:** **semester 2 - prepares and formulates work plan and collects subject literature;** **semester 3 - prepares and presents the theoretical part of the thesis;** **semester 4 - conducts empirical study, writes and submits the final version of thesis;** **The obtained grade depends on the quality of the submitted work.**
	Grade calculation principles
	The final grade is the grade obtained in a given semester.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	2	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	3	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	3	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	4	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	4	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		

Basic reading	Zgodnie z tematem pracy dyplomowej (According to the topic of thesis)
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**90**	**90**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**50**	**0**
Private reading and studying	**50**	**0**
Participation in tutorials	**60**	**0**
Preparation of project / essay / etc.	**50**	**0**
Preparation for test / exam	**50**	**0**
TOTAL workload	**350**	
ECTS credits	**14**	

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: **Elearning trening (szkolenie e-learningowe) (INNE DO ZALICZENIA)**	Course code: **EFZ214AIIJ3605_5S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	1	discussion classes	2	2	p	0
Total			**2**			**0**

Course / module coordinator	**mgr KONRAD MIELKO**
Course instructor	**mgr KONRAD MIELKO**
Course / module objectives	**To train students in the methods and techniques of distance education, including the functionality of the e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment in the mode using methods and techniques of distance education.**
Prerequisites	**Active student account in the domain stud.usz.edu.pl. Basic computer skills**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic methods of using Microsoft 365 cloud tools for communication within the university**	
	2	**EP2**	**The student has knowledge about the rules of passing courses conducted with the use of distance education methods and techniques**	
	3	**EP3**	**knows the rules of moving on the e-learning platform**	
skills	**1**	**EP4**	**is able to log in to a distance learning platform**	
	2	**EP5**	**is able to contact a lecturer and university staff electronically**	
	3	**EP6**	**is able to find a relevant subject taught online and correctly sit an exam/assessment online**	
	4	**EP7**	**is able to cooperate and communicate with other students and lecturers via remote working**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Elearning trening (szkolenie e-learningowe)**			
Format of instruction: **discussion classes**			
1. **Operation of the e-learning platform**	1	1	1
2. **Electronic communication at the university**	1	1	1

Modes of delivery	**e-learning using the Moodle platform**	
	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,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	**Pass without assessment on the basis of test results**	
	Grade calculation principles	
	Obtaining at least 60% of the correct answers	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Elearning trening (szkolenie e-learningowe)		Ważona	
	1	Elearning trening (szkolenie e-learningowe) [ćwiczenia]	zaliczenie		1,00
Basic reading					
Supplementary reading					

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **English language (język angielski) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIIJ3507_22S**
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: 3 - english language polish language**

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

Course / module coordinator	**mgr SYLWIA NUPRYJONEK**
Course instructor	**mgr SYLWIA NUPRYJONEK**
Course / module objectives	**The acquisition of communicative and social competence in the English language (listening and reading comprehension and written and oral expression, communicative interaction and mediation, including grammatical and stylistic correction) at the B2+ level of the Common European Framework.**
Prerequisites	**Recommended previous knowledge and competences: students will need a minimum B2 level of English according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student recognises an appropriate language register in written and oral statements.**	K_W01
	2	EP2	**Student identifies and recognises the acquired grammar and lexical structures**	K_W01
	3	EP3	**Student is able to select appropriate language phrases and use them in different situation patterns.**	K_W01
skills	1	EP4	**Student is able to express opinions, make recommendations, determine the interests, which is the basis for conversation practice.**	K_U01 K_U06 K_U07
	2	EP5	**Student can summarize oral or written statements in a clear and understandable way.**	K_U06 K_U07
	3	EP6	**Student creates a consistent and logical text on the given topic in the form of a formal or informal letter, e-mail, etc.**	K_U07
	4	EP7	**Student works creatively within a group.**	K_U08
social competences	1	EP8	**Student demonstrates an active attitude towards continuous training and improvement of language skills.**	K_K01

CONTENT	Semester	No. of hours	including e-learning
Subject title: **English language (język angielski)**			
Format of instruction: **lektorat**			
1. **Condensation of previously acquired knowledge in grammar, vocabulary, phonetics.**	3	24	24

2. **Introducing the topic and vocabulary for Public Management degree program.**	3	6	6

Modes of delivery	**conversation, listening, writing (e-mails, business letters), reading, text analysis, lexical and grammar exercises**
	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,EP5,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3,EP4,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	**To get a positive grade the student must have positive grades from both the test and classwork.**
	Grade calculation principles
	test (75%); 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst **classwork (25%) 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst**

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	3	English language (język angielski)		Nieobliczana	
	3	English language (język angielski) [lektorat]	egzamin		

Basic reading	According to the lecturer :
Supplementary reading	According to the lecturer :

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	**2**	**0**
Participation in tutorials	**3**	**0**
Preparation of project / essay / etc.	**3**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**						
Course title: **Enterpreneurship (przedsiębiorczość) (PODSTAWOWE)**					Course code: **EFZ214AIIJ3433_1S**	
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: 1 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				including e-learning		
1	1	konwersatorium	30	15	pg	4
Total			**30**			**4**
Course / module coordinator	**dr BARBARA CZERNIACHOWICZ**					
Course instructor	**dr BARBARA CZERNIACHOWICZ**					
Course / module objectives	**The aim is to familiarize students with a modern and integrated approach to the problem of individual, academic and organizational entrepreneurship; making students aware of the role of entrepreneurship in economic activation, in management processes or increasing the competitiveness of the economy and society, as well as developing entrepreneurial attitudes.**					
Prerequisites	**In terms of knowledge: knows the issues of management and quality sciences, e.g. enterprise science, management basics** **In terms of competences (attitudes): ready to present innovative business ideas, creative** **In terms of skills: can start a business, work in a group**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows business management based on the idea of intrapreneurship and the concept of academic entrepreneurship**	**K_W02** **K_W11**
skills	**1**	**EP2**	**is able to prepare an implementation plan for an entrepreneurial idea within the framework of academic entrepreneurship or within the concept of intrapreneurship**	**K_U02** **K_U03**
	2	**EP4**	**is able to cooperate in a group, manage and distribute tasks while preparing a project**	**K_U08**
social competences	**1**	**EP3**	**is ready to identify own potential in the area of entrepreneurial behavior**	**K_K01** **K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Enterpreneurship (przedsiębiorczość)**			
Format of instruction: **konwersatorium**			
1. **The concept, types and meaning of entrepreneurship and entrepreneurial organizations. Entrepreneurship in socio-economic life.**	1	2	0
2. **Characteristics of the entrepreneur. Features of an entrepreneurial person and orientation towards entrepreneurship. Entrepreneurship as an attitude, behavior, process. Kinds, types and models of entrepreneurship. Determinants of entrepreneurship development.**	1	3	0
3. **The process of setting up an individual business. Legal, economic and social barriers in setting up and running an individual business.**	1	2	0
4. **The specificity of individual entrepreneurship.**	1	2	0
5. **Academic entrepreneurship, basic concepts, instruments and functioning of academic incubators, technology parks, creating academic technological and intellectual infrastructure, sources of financing, creating spin-out and spin-off organizations.**	1	6	0

6. **The essence and role of intellectual entrepreneurship and the classification of entrepreneurs in economic practice.**	1	6	6
7. **Entrepreneurship as a process. Planning projects, organizing resources and defining the rules for implementing the plan.**	1	3	3
8. **Polish entrepreneurship programs. The importance of entrepreneurship in local and regional development. The role of entrepreneurship in the development of young people.**	1	2	2
9. **Technological entrepreneurship.**	1	2	2
10. **International entrepreneurship.**	1	2	2

Modes of delivery	**multimedia presentation, case method, simulation 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**
	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	**Form and conditions of passing:** **Written examination: (50% of the grade) written examination in the form of test and / or descriptive questions. Practical classes and project implementation: (50% of the grade) students in working groups prepare projects under the idea of academic entrepreneurship. The evaluation of the project is influenced by: innovation of the idea, rationality of the plan, transparency of presentation, involvement of all members of the group in the implementation of the project.**
	Grade calculation principles
	Assessment: **The student receives a satisfactory grade: when he knows the definitions of entrepreneurship in three perspectives, knows the elements of a business plan, can define academic entrepreneurship, can identify his own entrepreneurial potential.** **The grade from the subject is equal to the grade from the seminar.**

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

Basic reading	Kim W. (2015): Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Ingram Publisher Services
	(2018): The Harvard Business Review Entrepreneur's: Everything You Need to Launch and Grow Your New Business, Harvard Business Review Press
Supplementary reading	Beyer K., Czerniachowicz B., Wieczorek-Szymańska A. (2020): Przedsiębiorczość i zarządzanie przedsiębiorstwem - wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego , Szczecin
	Katarzyna Kozioł-Nadolna, Karolina Beyer, Barbara Czerniachowicz (red.) (2018): Uwarunkowania rozwoju organizacji. Innowacyjność i przedsiębiorczość, Volumina, Szczecin
	Kozioł-Nadolna K., Leoński W., Szczepkowska M. (2020): Przedsiębiorstwo we współczesnym otoczeniu - wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin

STUDENT WORKLOAD

	No. of hours	including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**9**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**21**	**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: **Event management (zarządzanie wydarzeniami) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_21S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr hab. ADAM PAWLICZ**
Course instructor	**dr hab. ADAM PAWLICZ**
Course / module objectives	**Introducing students to the issues of managing and acquiring events**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge of the impact of events on the economy.**	**K_W10**
	2	**EP2**	**The student knows and understands the rules of acquiring international events for the region.**	**K_W11 K_W12**
skills	**1**	**EP3**	**The student is able to independently find information about the event market and pass it on to others.**	**K_U05 K_U09**
social competences	**1**	**EP4**	**The student is sensitive to the impact of events on society and the natural environment.**	**K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Event management (zarządzanie wydarzeniami)**			
Format of instruction: **lecture**			
1. **Introduction to event management**	3	2	2
2. **The brief history of events**	3	2	2
3. **Phases of event management**	3	2	2
4. **State in event management**	3	2	2
5. **Economic impact of events**	3	2	2
6. **Attracting events to destinations**	3	2	2
7. **Event pricing management**	3	3	3
Format of instruction: **discussion classes**			

1. **Sport events**	3	2	0
2. **MICE events**	3	2	0
3. **Crowd management**	3	2	0
4. **Event venues**	3	2	0
5. **Study tour in an event venue**	3	7	0

Modes of delivery	**Lecture with discussion, Case study, 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**
	PREZENTACJA	**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	**Colloquium of lectures: 5 open questions. The student receives 1 point for each question. <2.5 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 - 5.0.** **As part of completing the exercises, each student is required to prepare a presentation. The subject of the presentation will cover one stage of event management. The student chooses the topic in agreement with the teacher. Substantive and formal elements will be assessed.**
	Grade calculation principles
	Weight average (presentation 0.3, exam 0.7). The final mark is rounded up.

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	3	Event management (zarządzanie wydarzeniami)		Ważona	
	3	Event management (zarządzanie wydarzeniami) [ćwiczenia]	zaliczenie z oceną		0,30
	3	Event management (zarządzanie wydarzeniami) [wykład]	zaliczenie z oceną		0,70

Basic reading	B. Quinn (2013): Key concepts in event management, SAGE, London
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**10**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **German language (język niemiecki) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIIJ3362_23S**
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: 3 - język niemiecki polish language**

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

Course / module coordinator	**mgr DOROTA MATKOWSKA-KLATT**
Course instructor	**mgr DOROTA MATKOWSKA-KLATT**
Course / module objectives	**To improve language skills and bring students to B2+ level by improving their language skills and broadening of specialist knowledge.**
Prerequisites	**Grammar and vocabulary at B2 level; according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knowledge and understanding of vocabulary on selected topics in the areas of: functioning of business in the national and international environment**	**K_W02**
skills	**1**	**EP2**	**can predict, analyse and interpret selected phenomena and processes related to management science and quality**	**K_U01 K_U06 K_U07**
social competences	**1**	**EP3**	**is ready to critically evaluate his/her knowledge and perceived content in the field of management sciences.**	**K_K01 K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **German language (język niemiecki)**			
Format of instruction: **lektorat**			
1. **Phraseology and terminology of specialised language and problems concerning the functioning of business in terms of its management**	3	20	20
2. **Consolidation of grammar topics at B2 level**	3	10	10

Modes of delivery	**- reading, analysis and translation of texts** **- lexical exercises** **- writing texts, summaries, articles** **- listening to dialogues, texts and messages** **- presentations of self-prepared topics**
	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**
	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 examination in the form of a test**	
	Grade calculation principles	
	Examination marks	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	German language (język niemiecki)		Ważona	
	3	German language (język niemiecki) [lektorat]	egzamin		1,00

Basic reading	Helena Baberadova (2010): Język niemiecki w ekonomii, LektorKlett, Poznań
Supplementary reading	Milena Angioni, Ines Halbig (2017): Einfach besser!, Telck, Frankfurt am Main

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**3**	**0**
Private reading and studying	**3**	**0**
Participation in tutorials	**4**	**0**
Preparation of project / essay / etc.	**2**	**0**
Preparation for test / exam	**4**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**		
Course title: **Global businnes management (zarządzanie biznesem globalnym) (PODSTAWOWE)**		Course code: **EFZ214AIIJ3433_2S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr JOANNA MARKIEWICZ**
Course instructor	**dr JOANNA MARKIEWICZ**
Course / module objectives	**The aim is to provide the students with knowledge of the globalization process, global economy, functioning of global companies on the world market as well as cultural differences in international business.**
Prerequisites	**Knowledge: knows basic terms in the field of entrepreneurship (at the level of secondary school) and also has general knowledge about economics.** **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 process of globalization, its effects and the controversies it raises.**	**K_W02 K_W11**
	2	**EP2**	**Is able to identify the global economy and global corporations.**	**K_W11**
	3	**EP3**	**Understands cultural differences in global enterprises.**	**K_W02 K_W07**
skills	**1**	**EP4**	**Is able to analyze the performance of selected global companies.**	**K_U01 K_U05**
social competences	**1**	**EP5**	**Is ready to cooperate in a group and work as a team in problem-solving tasks.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Global businnes management (zarządzanie biznesem globalnym)**			
Format of instruction: **lecture**			
1. **Identify the process of globalization, the global economy.**	1	4	4
2. **Controversies surrounding globalization.**	1	3	3
3. **The characteristics of transnational corporation**	1	2	2
4. **Mergers and Acquisitions on the global market.**	1	2	2
5. **Impact of differences on functioning of global companies.**	1	4	4
Format of instruction: **discussion classes**			

1. **Identify the process of globalization, the global economy, the Triad, and controversies surrounding globalization**	1	4	0
2. **Crown virus, war, and change in the globalization process.**	1	2	0
3. **The creation of a global company, the internationalization of business.**	1	4	0
4. **Transformations in transnational corporations. International cooperation of enterprises. Mergers and Acquisitions on the global market.**	1	2	0
5. **Cultural differences in international business, identification of cultures. Impact of differences on functioning of global companies.**	1	3	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
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4**
	PROJEKT	**EP1,EP2,EP3,EP4**
	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 grade for the course is the arithmetic mean of the grades for the written examination and of the grade for the classes. The evaluation of the classes results from the points accumulated during the 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
	1	Global businnes management (zarządzanie biznesem globalnym)		Arytmetyczna	
	1	Global businnes management (zarządzanie biznesem globalnym) [wykład]	egzamin		
	1	Global businnes management (zarządzanie biznesem globalnym) [ćwiczenia]	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
	Noga M. , Stawicka M. i inni (2020): Globalizacja a konkurencyjność w gospodarce światowej, , CeDeWu Sp. z o.o., , Warszawa
Supplementary reading	Collinson S., Narula R.. Rugman A. M. (2020): International Business, Pearson Education, USA
	Daniels J. and others (2021): International Business, Global Edition, Pearson, USA

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**14**	**0**

Preparation for test / exam	**17**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **Hospitality management (zarządzanie hotelarstwem) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_37S**
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	**Presentation of the most important issues of hotel management**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student is able to indicate the specificity of the hotel services market**	**K_W08 K_W10**
	2	**EP2**	**The student has knowledge in the field of hotel facility management**	**K_W02 K_W08**
skills	**1**	**EP3**	**Student to use the available statistical data to assess the competitiveness of the hotel markets**	**K_U02 K_U03 K_U05**
	2	**EP4**	**He can indicate the specificity of outsourcing, HR, franchising and CSR in the hotel industry**	**K_U06**
social competences	**1**	**EP5**	**He is ready to follow the rules of professional ethics in the hotel industry**	**K_K06**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Hospitality management (zarządzanie hotelarstwem)**			
Format of instruction: **lecture**			
1. **Basics of hospitality**	4	2	2
2. **Brief history of hospitality**	4	2	2
3. **Supply in hospitality**	4	2	2
4. **Demand for hospitality services**	4	2	2
5. **The state on hospitality market**	4	2	2
6. **Intermediaries on hospitality market**	4	2	2

7. **Hospitality organizations in Poland and worldwide**	4	3	3
Format of instruction: **discussion classes**			
1. **Measuring hospitality market**	4	2	2
2. **HR in hospitality management**	4	2	2
3. **Outsourcing in hospitality**	4	2	2
4. **Yield management in hospitality**	4	2	2
5. **Catering in hospitality**	4	2	2
6. **Hotel chains**	4	2	2
7. **The future of hospitality managment**	4	3	3

Modes of delivery	**Lecture with discussion, Case study, 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	**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: 5 open questions. The student receives 1 point for each question. For <2.5 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 - 5.0.** **The completion of the exercises is the performance of the presentation. The topic of the presentation will cover one aspect of hotel management. The student chooses the topic in agreement with the teacher.**	
	Grade calculation principles	
	Weights: presentation - 0,3, written exam 0,7	

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

Basic reading	T. Baum (2012): Hospitality management. Vol. 2, The hospitality industry - structures, strategies and markets, SAGE, Los Angeles
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**20**	**0**
Preparation of project / essay / etc.	**10**	**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**	
Unit: **Lecture in the humanities [moduł]**	
Course title: **How do meanings emerge? (jak powstają znaczenia?) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIIJ3442_3S**
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: 3 - polish language**

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

Course / module coordinator	**dr hab. JOLANTA MAZURKIEWICZ-SOKOŁOWSKA**
Course instructor	**dr hab. JOLANTA MAZURKIEWICZ-SOKOŁOWSKA**
Course / module objectives	**Familiarizing students with the basic problems of psycholinguistics and cognitive linguistics in relation to linguistic meanings in use**
Prerequisites	**nothing**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows and understands the terminology used in psycholinguistics and cognitive linguistics and its applications.**	
	2	**EP2**	**Student knows and understands the cognitive mechanisms of creating and understanding meanings as well as psycholinguistic methods of verifying the processes of their creation and understanding.**	
skills	**1**	**EP3**	**Student can use psycholinguistic and cognitive linguistic terminology to descrive, analyze and interpret phenomena from both areas.**	
	2	**EP4**	**Student can analyze and interpret the mechanisms of creating and understanding meanings using examples**	
social competences	**1**	**EP5**	**Student is ready to be critical in expressing opinions while respecting copyrights.**	
	2	**EP6**	**Student is ready to independently and creatively solve research problems.**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **How do meanings emerge? (jak powstają znaczenia?)**			
Format of instruction: **lecture**			
1. **Concepts, conceptualizations, meanings**	3	6	6
2. **Frames, conceptual domains, mental spaces**	3	3	3

3. **Conceptual metaphor, metonymy**	3	5	5
4. **Conceptual integration**	3	5	5
5. **Word, meaning, thought, reality**	3	6	6
6. **null**	3	5	5

Modes of delivery	**lecture**
	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**
	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 passing the course is a passing grade on the basis of an oral colloquium.**
	Grade calculation principles
	The final grade is the grade obtained from the oral colloquium.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	How do meanings emerge? (jak powstają znaczenia?)		Ważona	
	3	How do meanings emerge? (jak powstają znaczenia?) [wykład]	zaliczenie z oceną		1,00

Basic reading	Lakoff, G., Johnson, M. (2003): Metaphors we live by, Chicago
	Langacker, R. (2002): Concept, image, and symbol: the cognitive basis of grammar, Berlin
	Langacker, R. (2000): Grammar and conceptualizatio, Berlin
	Dodatkowe materiały naukowe podane na zajęciach
Supplementary reading	Lakoff, G., Johnson, M. (1999): Philosophy in the flesh: the embodied mind and its challange to Western thought., New York

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**1**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**18**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **Innovative projects assessment practices (praktyki oceny projektów innowacyjnych) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_35S**
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	30	30	pg	4
Total			**30**			**4**

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**The aim of the course is to learn methods of innovative projects assesment used in business and to build understanding of the conditions of their aplication.**
Prerequisites	**Basic knowledge in management, particularily innovation project management.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student knows basic types of innovations**	**K_W01 K_W02**
	2	**EP2**	**student knows methods of innovation projects evaluation**	**K_W04 K_W06 K_W08**
skills	**1**	**EP3**	**student is able to choose evaluation method relevant for innovative projects**	**K_U02 K_U03 K_U05 K_U08**
	2	**EP4**	**the student is able to cooperate with others in the evaluation of innovative projects and to argue the own position**	**K_U06 K_U07 K_U08**
social competences	**1**	**EP5**	**student is ready to critically evaluate development projects in business**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Innovative projects assessment practices (praktyki oceny projektów innowacyjnych)**			
Format of instruction: **discussion classes**			
1. **Innovation and innovation types in business**	4	4	4
2. **Innovation process and innovation projects evaluation stages**	4	4	4
3. **Conditions of success and failure of innovation projects**	4	4	4
4. **Tools facilitating innovation process management**	4	4	4
5. **Methods of innovation projects evaluation**	4	6	6
6. **Practices of using tools and methods to manage innovation process in an business**	4	4	4

7. **Comparison of methods and practices of innovation projects evaluation**	4	4	4

Modes of delivery	**The course uses students engagement methods based on discussion and individual and group project-style exercises**
	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,EP5**
	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	**To complete the course it is necessary to deliver the results of required excercises and elaborate a reflective final essay.**
	Grade calculation principles
	The grade for the course assignment is determined on the basis of: **- the results of the required excercises (60%)** **- level of the final essay elaboration (40%)** **The final grade for the course is a grade received at final course assignment.**

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Innovative projects assessment practices (praktyki oceny projektów innowacyjnych)		Nieobliczana	
	4	Innovative projects assessment practices (praktyki oceny projektów innowacyjnych) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Edited by Jin Chen, Alexander Brem, Eric Viardot and Poh Kam Wong (2019): THE ROUTLEDGE COMPANION TO INNOVATION MANAGEMENT, Routlage, New York
	Paul Trott (2017): Innovation Management and New Product Development, Pearson
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**25**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **International economics (ekonomia międzynarodowa) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3432_4S**
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: 1 - english language polish language**

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

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 fields of economics and 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_W02 K_W10 K_W12**
skills	**1**	**EP2**	**Student is able to correctly identify and explain the economic policies of the state and predict the benefits and risks associated with the development of the world economy and globalization**	**K_U01**
	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.**	**K_U06 K_U07**
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 K_K03**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **International economics (ekonomia międzynarodowa)**			
Format of instruction: **lecture**			
1. **World economy - basic concepts**	1	1	1
2. **Evolution of the international division of labor**	1	3	3
3. **International trade statistics - selected issues**	1	3	3

4. **International technology transfer and knowledge diffusion**	1	3	3
5. **Role of transnational corporations in the global economy**	1	2	2
6. **Economy 4.0 - selected issues**	1	3	3
Format of instruction: **discussion classes**			
1. **Formal markets and their transition into electronic markets**	1	4	0
2. **International service market**	1	2	0
3. **Foreign direct investments**	1	2	0
4. **World Trade Organization and its role in the international trade**	1	2	0
5. **International labor force flows**	1	2	0
6. **New developments in the global economy**	1	3	0

Modes of delivery	**lectures, discussions, PowerPoint presentations, usage of Internet resources and electronic databases**
	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,EP3**
	PREZENTACJA	**EP1,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	**Self-prepared presentation on a topic chosen and AGREED with the tutor (max. 60 points), written exam at the end of the semester, consisting of 25 multiple-choice test questions (1 point for each question) and 1 open-ended question (5 points) (max. 30 points)), Activity in Exercise (max. 10 points).** **Resit exam - written test with multi-choice questions**
	Grade calculation principles
	The final grade is calculated as follows: **Obtaining a pass requires collecting at least 55 points out of 100 possible - 55-68 points corresponds to a mark of 3.0, 69-75 - a mark of 3.5, 76-84 - a mark of 4.0, 85-92 - a mark of 4.5, 93 or more - with a rating of 5.0**

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	1	International economics (ekonomia międzynarodowa)		Ważona	
	1	International economics (ekonomia międzynarodowa) [ćwiczenia]	zaliczenie z oceną		0,70
	1	International economics (ekonomia międzynarodowa) [wykład]	egzamin		0,30

Basic reading	Carbaugh R. (2018): International Economics, Cengage
	Feenstra R., Taylor A. (2017): International Economics, Worth Publishers
Supplementary reading	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

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**

Private reading and studying	**17**	**0**
Participation in tutorials	**21**	**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-BM-O-II-S-24/25Z**	
Course title: **International logistics (logistyka międzynarodowa) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_18S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr JAKUB DOWEJKO**
Course instructor	**dr JAKUB DOWEJKO**
Course / module objectives	**The aim of the course is to provide knowledge and skills in the field of logistic basics in a global perspective. Students learn about the determinants of the functioning of global supply chains, markets and service principals as well as final product buyers and delivery systems. In addition, the student conducts research and analysis aimed at providing information about the current state of business goals in selected economies. Students learn about dependencies in various modes of transport**
Prerequisites	**basic knowledge of logistics and the geopolitical situation in the world**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student learns the knowledge of global procurement and risk management in supply chain**	**K_W01 K_W02 K_W03 K_W10**
	2	**EP4**	**The student obtains in-depth knowledge of international politics that determines the functioning of international logistics companies**	**K_W04 K_W05 K_W07 K_W08 K_W09**
skills	**1**	**EP2**	**The student is able to identify opportunities and threats for the functioning of advanced global supply chains. Student is able to carry out a critical analysis and implement innovations in the supply chain.**	**K_U01 K_U03 K_U04 K_U06**
	2	**EP3**	**Student is able to make an estimate in the selection of forms of transport, in the event of an extraordinary situation of fluctuations in demand and supply for a transport service**	**K_U01 K_U03 K_U04 K_U05**
	3	**EP6**	**The student receives advanced skills of logistic processes (purchasing process, outsourcing, market analysis in the of products, etc.).**	**K_U02 K_U03 K_U07 K_U09**
social competences	**1**	**EP5**	**The student learns the legal conditions affecting international logistics**	**K_K02 K_K03**

CONTENT	Semester	No. of hours	including e-learning

Subject title: **International logistics (logistyka międzynarodowa)**

Format of instruction: **discussion classes**			
1. **The essence and tasks of international logistics.**	3	4	0
2. **Processes of globalization and internationalization in international logistics management.**	3	3	0
3. **Global supply chains - case study**	3	5	0
4. **Logistics infrastructure in the functioning of international logistics. LPI indicator.**	3	2	0
5. **Transport and shipping in international trade.**	3	1	0

Modes of delivery	**source data analysis, case study, literature analysis, discussion, multimedia 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,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	
	A test that allows to verify the learning outcomes (minimum 60% of positive answers)
	Grade calculation principles
	The final grade is the grade from the test

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	International logistics (logistyka międzynarodowa)		Nieobliczana	
	3	International logistics (logistyka międzynarodowa) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Alan Rushton, Steve Walker (2007): International Logistics and Supply Chain Outsourcing: From Local to Global, Kogan Page
	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management , Springer International Publishing
Supplementary reading	Behnam Fahimnia, Michael G.H. Bell, David A. Hensher, Joseph Sarkis (eds.) (2015): Green Logistics and Transportation: A Sustainable Supply Chain Perspective , Springer International Publishing
	CA. C. Rama Gopal (2006): Export Import Procedures - Documentation And Logistics , New Age International (P) Ltd

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**15**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**2**	**0**
Private reading and studying	**2**	**0**
Participation in tutorials	**2**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**2**	**0**
TOTAL workload	**25**	
ECTS credits	**1**	

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-24/25Z**	
Unit: **Lecture in the humanities [moduł]**	
Course title: **Language in Society (język w społeczeństwie) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIIJ3442_4S**
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: 3 - polish language**

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

Course / module coordinator	**dr EWA GLAPKA**
Course instructor	**dr EWA GLAPKA**
Course / module objectives	**to acquaint students with theories and methods of discourse analysis applied in research on social identity**
Prerequisites	**knowledge of English language at B2 level**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Has an advanced level of knowing and understanding relevant terminology of discourse analysis, as well of its origin and applicability in research on social identity**	
	2	**EP2**	**Knows and understands the relationship between discourse analysis and other disciplines, and knows how to approach social identity from an interdisciplinary perspective**	
skills	**1**	**EP3**	**Knows how to apply acquired knowledge to solving problems related with the relationship between discourse and identity processes**	
	2	**EP4**	**Is able to apply relevant methods of discourse analysis in one's own research on discourse and social identity**	
social competences	**1**	**EP5**	**Is ready to advocate and defend an open-minded attitude to the questions of social identities**	
	2	**EP6**	**Is ready to continue learning and appreciates the value and necessity of continuous learning and lifelong growth**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Language in Society (język w społeczeństwie)**			
Format of instruction: **lecture**			
1. **Language in society ? critical theory and methodology**	3	4	4
2. **Analytic methods in critical discourse studies**	3	6	6
3. **Discourse, consumerism and commodification**	3	5	5
4. **Discourse and gender**	3	5	5
5. **Discourse, race and racism**	3	4	4
6. **Discourse, age and ageism**	3	3	3
7. **Hate speech**	3	3	3

Modes of delivery	**discussion and 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,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	**passing of end-of-semester test or presentation**	
	Grade calculation principles	
	The final grade for the course is the lecture grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Language in Society (język w społeczeństwie)		Ważona	
	3	Language in Society (język w społeczeństwie) [wykład]	zaliczenie z oceną		1,00

Basic reading	Benwell, B. & E. Stokoe (2006): Discourse and identity, Edinburgh University Press, Edinburgh
	Coates, J. (2013): Women, men and everyday talk, Palgrave Macmillan, London
	Hoi-Yi Katy Kan (2020): Digital carnivalesque: Power discourse and counter narratives in Singapore social media, Springer , Singapore
Supplementary reading	Litosseliti L. (ed.) (2010): Research Methods in Linguistics, Continuum, London
	Machin, D. and A. Mayr (2012): How to do Critical Discourse Analysis, Sage, London

STUDENT WORKLOAD

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

Private reading and studying	**20**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**17**	**0**
TOTAL workload	**75**	
ECTS credits	**3**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **Library training (szkolenie biblioteczne) (INNE DO ZALICZENIA)**	Course code: **EFZ214AIIJ3381_10S**
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: 1 - english language polish language**

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

Course / module coordinator	**mgr DANUTA STAWIŃSKA**
Course instructor	**mgr DANUTA STAWIŃSKA**
Course / module objectives	**The main aim of the subject is to acquire by the students the knowledge about the structure and rules of operation of the Main Library and the whole US Library network, and also an ability to use a library collection, a manner of sharing them and electronic resources.**
Prerequisites	**Does not apply**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows and understands the organisational structure and rules of operation of the Main Library and of the libraries of US library network.**	
	2	**EP2**	**Student knows and understands a specific nature of library collections and rules of sharing.**	
	3	**EP3**	**Student knows and understands bibliological and bibliographic concepts.**	
	4	**EP4**	**Student knows and understands the main sources of information available in the library, traditional as well as electronic.**	
skills	**1**	**EP5**	**Student can use both electronic and paper library catalogues and can locate searched publications.**	
	2	**EP6**	**Student can use databases available in the US Main Library and in the libraries of US library network.**	
social competences	**1**	**EP7**	**Student is ready to use library resources in a manner which does not hinder an access for other users. Student properly identifies and solves practical problems.**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Library training (szkolenie biblioteczne)**			
Format of instruction: **lecture**			
1. **Library Training**	1	2	2

Modes of delivery	**e-learning**	
	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,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	**Credit without a mark on the basis of correctly completed on-line test, with minimum 50% correct answers.**	
	Grade calculation principles	
	Credit without a mark.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Library training (szkolenie biblioteczne)		Nieobliczana	
	1	Library training (szkolenie biblioteczne) [wykład]	zaliczenie		

Basic reading	Teaching materials available on the Main Library webpage and also on the webpages of the US library network.
	Terms and conditions of the US Main Library.
Supplementary reading	

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**		
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) [laboratorium]	zaliczenie z oceną		
	2	Marketing management (zarządzanie marketingowe) [wykład]	egzamin		

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-24/25Z**	
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	including e-learning	Type of credit	ECTS
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**	
Unit: **Lecture in the humanities [moduł]**	
Course title: **Neurolinguistics (neurolingwistyka) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIIJ3441_1S**
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 - polish language**

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

Course / module coordinator	**dr MARTA WĄSIK**
Course instructor	**dr MARTA WĄSIK**
Course / module objectives	**The objective of the course is to familiarize students with the neural mechanisms underlying the acquisition, use, comprehension, and production of language in the brain. The course gives also an overview of language disturbances in different types of aphasia. Neurolinguistic theories will be discussed, as well as the major experimental techniques employed to investigate them. An important goal is also to present an up-to-date overview of recent advances in the field.**
Prerequisites	**Students should possess the basic knowledge on brain functioning. It is also helpful if students have previous knowledge of any branch of linguistics, however, it is not neccessary.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has an advanced and up-to-date knowledge of neuroanatomical and neurophysiological bases of human language abilities, as well as disturbances which arise as a result of damage to specific brain areas. The student understands an interdisciplinary character of neurolinguistic research and main tendencies of its development.**	**K_W01**
	2	**EP2**	**The student understands, at the advanced level, the relationship between the function of specific neuroanatomical structures in the brain and the mechanisms of language abilities, including speech perception and production.**	**K_W07**
	3	**EP3**	**The student uses terminology in the field of neurolinguistics at the advanced level.**	**K_W03**
skills	**1**	**EP4**	**The student analyses, assesses, selects and uses information from the Internet and from written sources in order to broad their knowledge.**	**K_U01**
	2	**EP5**	**The student analyses texts related to neurolinguistics and understands the relationships between the formulated hypotheses and experimental data.**	**K_U03**
	3	**EP6**	**The student can use terminology related to the field of neurolinguistics.**	**K_U04**

social competences	**1**	**EP7**	**The student can critically evaluate their knowledge and skills, and is aware of the complex mechanisms being the basis of human language abilities.**	**K_K01**
	2	**EP8**	**The student is open to new ideas and is ready to change their opinion in the light of the current research in the field of neurolinguistics.**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Neurolinguistics (neurolingwistyka)**			
Format of instruction: **lecture**			
1. **Introduction to brain and language studies. Methods in neurolinguistics (brain imaging).**	4	2	2
2. **Neuroanatomical bases of language ability.**	4	2	2
3. **Language processing at the level of single words and whole sentences (semantic, syntactic and phonological processing). Language production and comprehension in healthy individuals and aphasic patients.**	4	3	3
4. **New models of functional language neuroanatomy.**	4	2	2
5. **Developmental neurolinguistics (language acquisition and developmental language disorders).**	4	2	2
6. **Bilingual and multilingual brain.**	4	2	2
7. **Trends in neurolinguistics.**	4	2	2

Modes of delivery	**Lecture, multimedia 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
	SPRAWDZIAN	**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	**The course grade shall be the grade obtained from the final test.**	
	Grade calculation principles	
	The grade for the subject is the grade obtained from the test.	

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

Basic reading	D. Kemmerer (2022): Cognitive Neuroscience of Language, Psychology Press
	G. deZubicaray, N. Schiller (2019): The Oxford Handbook of Neurolinguistics, Oxford University Press
	J. Kroll et al. (2012): Juggliing two languages in one mind: What bilinguals tell us about language processing and its consequences for cognition. Psychology and Learning Motivation, vol. 56, p. 229-262., Elsevier
Supplementary reading	E. Ahlsen (2006): Introduction to Neurolinguistics, John Benjamins Publishing Co
	P. Hagoort et al. (2014): The Neurobiology of Language beyond Single Words, Annual Review of Neuroscience

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	**15**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**0**	**0**
Private reading and studying	**14**	**0**
Participation in tutorials	**6**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**13**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

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-24/25Z**	
Course title: **New trends in marketing (nowe trendy w marketingu) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_24S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr MAŁGORZATA WIŚCICKA-FERNANDO**
Course instructor	**dr MAŁGORZATA WIŚCICKA-FERNANDO**
Course / module objectives	**The Main aim is to identify and discuss new trends in marketing**
Prerequisites	**The student has a general knowledge of management and is able to search for information and have own opinion about new information and implementation.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student know and understand marketing terms and changes on modern market**	**K_W01 K_W02 K_W05**
skills	**1**	**EP2**	**The student is able to search for solutions to the issues raised, using his/her knowledge. He/she is able to look critically at unfair practices.**	**K_U03 K_U05**
social competences	**1**	**EP3**	**The student is ready to communicate freely in English in an international group of people for the purpose of discussion. The student criticises unfair market practices aimed at manipulating people.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **New trends in marketing (nowe trendy w marketingu)**			
Format of instruction: **lecture**			
1. **Marketing and global market "Think globally, act locally"**	3	2	2
2. **Megatrends in marketing**	3	3	3
3. **New customer era ?customer is not only a customer?**	3	2	2
4. **Digital marketing**	3	3	3
5. **The customer satisfaction as an important part of the customer care**	3	2	2
6. **Marketing 5.0**	3	3	3
Format of instruction: **discussion classes**			

1. **The concept of marketing on the global market**	3	2	0
2. **Identification of Megatrends**	3	3	0
3. **Analyses of changing role of customer**	3	3	0
4. **The digital marketing**	3	4	0
5. **The customer satisfaction**	3	2	0
6. **Marketing 5.0**	3	1	0

Modes of delivery	**The Lecture will be conducted with the use of multimedia presentations, 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
	KOLOKWIUM	**EP1,EP2,EP3**
	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	**Lecture: students receive a satisfactory grade form the lecture test if they achieve at least 60% of available points.** **Tutorial: Students receive a satisfactory grade form the tutorial if they achieve at least 60% of available points.**
	Grade calculation principles
	The final assessment will be calculated as the arithmetic mean of the exercises and lecture.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	New trends in marketing (nowe trendy w marketingu)		Arytmetyczna	
	3	New trends in marketing (nowe trendy w marketingu) [wykład]	zaliczenie z oceną		
	3	New trends in marketing (nowe trendy w marketingu) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Ch. Burgess, M.Burgess (2020): The New Marketing. How to Win in the Digital Age, Sage
	Ph. Kotler, H. Kartajaya, I. Setiawan (2021): Marketing 5.0, , John Wiley & Sons
	red. E.Rudawska (2018): The Sustainable Marketing Concept in European SMEs: Insights from the Food & Drink Industry, , Emeralds
Supplementary reading	Ch. Barlow (2020): Social Media Marketing 2020: A Guide to Brand Building Using Instagram, YouTube, Facebook, Twitter, and Snapchat, Including Specific Advice on Personal Branding for Beginners, Independently published

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**14**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**17**	**0**
Preparation for test / exam	**8**	**0**

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **Occupational safety and health training (szkolenie BHP) (INNE DO ZALICZENIA)**	Course code: **EFZ214AIIJ3434_2S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
1	1	lecture	5	5	p	0
Total			**5**			**0**

Course / module coordinator	**mgr APOLONIUSZ KURYLCZYK**
Course instructor	**mgr APOLONIUSZ KURYLCZYK**
Course / module objectives	**Acquire knowledge and skills in health and safety, fire safety, emergency first aid and the rights and responsibilities of a university student.**
Prerequisites	**No requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows and understands the legal, organisational and ethical considerations of performing professional activities during higher education**	
skills	**1**	**EP2**	**Can identify mistakes and omissions in practice**	
	2	**EP3**	**Be able to perform basic resuscitation, recognise hazards and take appropriate action.**	
social competences	**1**	**EP4**	**carries out tasks in a way that ensures the safety of himself and the environment, including observing the safety rules**	

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Occupational safety and health training (szkolenie BHP)**			
Format of instruction: **lecture**			
1. **Legal regulations: regulation of work safety and health protection in Polish and European Union legislation, duties of HEIs, supervisors to ensure safe and hygienic learning and practice conditions, ergonomic factors in shaping conditions during education at HEIs, including hygienic standards for permanent work premises.**	1	1	1
2. **Hazardous physical, biological and chemical agents in laboratory, laboratory and field activities. Accident hazards in classes and during work placements, sports camps, field activities. Hazard avoidance with special attention to collective and individual post-accident proceedings (legal regulations, accident insurance).**	1	2	2
3. **Emergency first aid, recognition of medical emergencies, cardiopulmonary resuscitation including operation of AED defibrillator, operation of first aid kit.**	1	1	1
4. **Legal basis in the field of fire protection, fire detection systems, flammable and explosive substances, prevention of fire hazards, conduct during fire and other local hazards, handheld firefighting equipment, evacuation**	1	1	1

Modes of delivery	**E-learning course**	
	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**
	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	**Completing an e-learning course in the field of occupational health and safety - obtaining at least 60% correct answers from the test**	
	Grade calculation principles	
	Obtaining at least 60% correct answers from the test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Occupational safety and health training (szkolenie BHP)		Nieobliczana	
	1	Occupational safety and health training (szkolenie BHP) [wykład]	zaliczenie		

Basic reading	M. Goniewicz (2022): Pierwsza pomoc. Podręcznik dla studentów, PZWL Wydawnictwo Lekarskie, Warszawa
	(2022): Kodeks pracy – tekst jednolity, Dziennik Ustaw RP, Warszawa
	Zarządzenie Rektora US w sprawie organizowania szkoleń w zakresie BHP dla studentów i doktorantów US, Szczecin
Supplementary reading	S. Wieczorek (2014): Ergonomia. Poradnik BHP, Wydawnictwo Tarbonus, Tarnobrzeg
	(2022): ustawa o Państwowym Ratownictwie Medycznym – tekst jednolity, Dziennik Ustaw RP, Warszawa

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**		
Course title: **Organization and management (organizacja i zarządzanie) (PODSTAWOWE)**		Course code: **EFZ214AIIJ3433_3S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr ALEKSANDRA RUDAWSKA**
Course instructor	**dr ALEKSANDRA RUDAWSKA**
Course / module objectives	**The aim of the course is to advance students understanding in the field of organization and management basing on the selected contemporary perspectives, concepts and frameworks of management that regard hard and soft managerial components together with issues related to organization change.**
Prerequisites	**Student should be familiar with the basic concepts from the field of management and organizational behaviour.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands in advanced manner foundations, goals and elements of selected perspectives and frameworks of management**	**K_W01 K_W07**
	2	**EP5**	**knows and understands in an advanced manner relationships among approaches and management concepts**	**K_W01 K_W07**
skills	**1**	**EP2**	**is able to identify in an advanced manner the problems of the company, indicates the causes and suggests solutions.**	**K_U01 K_U03**
	2	**EP3**	**is able to prepare writing assignment on selected topic on management selecting literature and research results, and presents it to the class**	**K_U05 K_U06 K_U07 K_U08**
social competences	**1**	**EP4**	**is ready to assess critically solutions presented during group and class discussions as well as literature selected for the assignment**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Organization and management (organizacja i zarządzanie)**			
Format of instruction: **lecture**			
1. **Assumptions related to managing organizations and their changes**	1	2	2
2. **Performance management approach**	1	2	2
3. **Organizational design and architecture**	1	2	2
4. **Employee attitudes approach**	1	3	3

5. **Knowledge approach in management**	1	3	3
6. **Creating and leading change**	1	3	3
Format of instruction: **discussion classes**			
1. **Organization-environment fit and stakeholders**	1	2	0
2. **Performance management - balanced scorecard concept**	1	2	0
3. **Attitudes and person-organization fit**	1	4	0
4. **Organizational culture and climate**	1	2	0
5. **Knowledge management perspective**	1	2	0
6. **Managing change and change resistance**	1	3	0

Modes of delivery	**individual and group assignments and case studies enabling to development of understanding of the introduced concepts. Students' presentations, group and class discussions. lecture with use of the multimedia 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
	EGZAMIN PISEMNY	**EP1,EP2,EP5**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3,EP4**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Zaliczenie ćwiczeń:** **Zaliczenie jest na podstawie zadań realizowanych przez studentów podczas ćwiczeń oraz pracy pisemnej na podany temat i prezentacji przed grupą.** **Zaliczenie wykładu: Egzamin w formie pisemnej z pytaniami mieszanymi (zamknięte i otwarte).** **Student podchodzi do egzaminu po otrzymaniu pozytywnej oceny z części ćwiczeniowej.**
	Grade calculation principles
	Ocena z przedmiotu jest średnią ważoną oceny z zaliczenia części ćwiczeniowej (40%) oraz egzaminu (60%).

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	1	Organization and management (organizacja i zarządzanie)		Ważona	
	1	Organization and management (organizacja i zarządzanie) [ćwiczenia]	zaliczenie z oceną		0,40
	1	Organization and management (organizacja i zarządzanie) [wykład]	egzamin		0,60

Basic reading	D.A. Buchanan, A.A. Huczynski (2019): Organizational behaviour, Pearson
	P. Massingham (2020): Knowledge management: theory in practice, Sage
	T.A. Scandura (2022): Essentials of organizational Behavior. An Evidence-based approach, SAGE publishing
Supplementary reading	R.S. Kaplan, D.P. Norton (2008): The Execution Premium: linking strategy to operations for competitive advantage, Harvard Business School Publishing
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating in a competitive world, McGraw Hill

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**3**	**0**

Preparation for contact hours	**11**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**20**	**0**
TOTAL workload	**125**	
ECTS credits	**5**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**	
Course title: **Production management in digital system (zarządzanie podukcją w systemie cyfrowym) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_26S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr hab. DARIUSZ MILEWSKI**
Course instructor	**dr hab. DARIUSZ MILEWSKI**
Course / module objectives	**The aim of the course is to acquire practical skills to make optimal decisions based on economic calculations relating to production processes**
Prerequisites	**Basics of the English language and basic knowledge concerning managerial and economical problems**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student understand how to make optimal decisions regarding production processes in an enterprise based on an economic calculation of economic processes.**	**K_W02 K_W08**
skills	**1**	**EP2**	**The student presents his point of view and argues using specialist vocabulary. Is able to carry out economic calculations on the basis of which it is possible to assess the profitability of making decisions regarding the management of production processes in the enterprise**	**K_U03 K_U04 K_U06**
social competences	**1**	**EP3**	**He/She is aware of his skills and at the same time understands that learning is an LLL (Life-Long-Learning) process.**	**K_K01**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Production management in digital system (zarządzanie podukcją w systemie cyfrowym)**			
Format of instruction: **lecture**			
1. **Digital Production. Processes as a Business Case.**	3	2	2
2. **Project planning and project management with digital tools**	3	2	2
3. **Design for function, reliability, production, cost, etc.**	3	2	2
4. **Mechanisms and mechanical systems analysis**	3	2	2
5. **Digital configuration and architecture**	3	3	3
6. **Digital system modelling, simulation and analysis**	3	2	2

7. **Risk evaluation and analyses.**	3	2	2
Format of instruction: **discussion classes**			
1. **Basic economic problems (costs, economic efficiency, efficiency factors, economic laws)**	3	4	4
2. **Optimization of production processes of goods and services**	3	4	4
3. **Optimization of production capacity**	3	3	3
4. **Optimal production batch**	3	2	2
5. **Materials management**	3	2	2

Modes of delivery	**Lecture using multimedia presentations, case studies, 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**
	PROJEKT	**EP1,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	**The condition of passing the course is to make and present a project (classes) and pass a test (lecture).** **Rules for calculating the grade: over 50% - 3, over 60% - 3.5, over 70% - 4, over 80% - 4.5, over 90% - 5**
	Grade calculation principles
	The final grade for the subject is the arithmetic mean of the grades obtained during the classes and lectures.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Production management in digital system (zarządzanie podukcją w systemie cyfrowym)		Arytmetyczna	
	3	Production management in digital system (zarządzanie podukcją w systemie cyfrowym) [wykład]	zaliczenie z oceną		
	3	Production management in digital system (zarządzanie podukcją w systemie cyfrowym) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Dariusz Milewski (2013): Relacje procesów logistycznych jako czynnik efektywności ekonomicznej przedsiębiorstw produkcyjnych, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin
Supplementary reading	Bhowmik, Sumit (2018): Modeling and Optimization of Advanced Manufacturing Processes, Springer-Verlag GmbH

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**7**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**21**	**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: **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 MAGDALENA ŁAWICKA**
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) [wykład]	egzamin		
	2	Project management (zarządzanie projektem) [ćwiczenia]	zaliczenie z oceną		

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: **Quality management (zarządzanie jakością) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_5S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr ANNA BIELAWA**
Course instructor	**dr ANNA BIELAWA**
Course / module objectives	**The aim of the course is to familiarize students with the basic issues of quality management in an organization, to acquire the ability to effectively use classic and new quality tools, to realize how important it is in today's economic reality to ensure and improve quality.**
Prerequisites	**The student knows the basics of management in an organization, can define the basic properties of a product, can work in a group and has lifelong learning habits**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic categories and concepts of quality and the process of its shaping.**	**K_W08 K_W10**
skills	**1**	**EP2**	**is able to use the tools for the analysis of the organization and its environment, is able to implement and audit the quality management system and use the tools, techniques and methods of quality management**	**K_U01 K_U03**
	2	**EP3**	**is able to properly use the documentation and normative regulations of the quality management system at various levels of the organization**	**K_U05**
	3	**EP4**	**is able to interact and work in a group, taking various roles in it**	**K_U08**
social competences	**1**	**EP5**	**is aware of the essence of quality assurance and improvement in the enterprise**	**K_K05**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Quality management (zarządzanie jakością)**			
Format of instruction: **discussion classes**			
1. **Quality philosophy, basic definitions and aspects of quality**	1	1	0
2. **Evolution in the approach to the issue of quality assurance**	1	1	0
3. **Precursors and foundations of the concept of quality management**	1	2	0
4. **Instruments of quality management**	1	8	0
5. **Certification of quality management systems and products**	1	2	0

6. **Quality management system according to ISO 9001: 2015 and its documentation**	1	6	0
7. **Quality management in selected sectors: food and catering sector, automotive sector, aviation sector, medical devices sector and telecommunications sector**	1	4	0
8. **Systemic environmental management**	1	2	0
9. **Occupational health and safety management**	1	2	0
10. **Organization management systems - case study**	1	2	0

Modes of delivery	**Exercises with the use of case studies, based on teamwork and 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**
	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	**Completion of the course includes knowledge of the exercises and the recommended literature (multiple-choice test, passing the test with a sufficient grade requires obtaining 60% of possible points). Group work during the classes will also be considered.** **The student receives a satisfactory grade when he is able to discuss the basic issues related to shaping and improving the quality in the enterprise, which checks the learning outcomes achieved in the field of knowledge obtained during participation in the exercises.**
	Grade calculation principles
	The grade from the subject is the grade from the completion of the exercises.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Quality management (zarządzanie jakością)		Ważona	
	1	Quality management (zarządzanie jakością) [ćwiczenia]	zaliczenie z oceną		1,00

Basic reading	D.R. Kiran (2016): Total Quality Management: Key Concepts and Case Studies, Butterworth-Heinemann
	Nancy R. Tague (2020): The Quality Toolbox, Quality Press
Supplementary reading	A. Hamrol (2018): Zarządzanie i inżynieria jakości, PWN, Warszawa
	A.Matuszak- Flejszman (2021): Zarządzanie jakością , Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań

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	**19**	**0**
Participation in tutorials	**21**	**0**
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: **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	including e-learning	Type of credit	ECTS
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-24/25Z**	
Course title: **Services management in digital world (zarządzanie usługami w cyfrowym świecie) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_28S**
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: 3 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	3	discussion classes	15	15	pg	4
		lecture	15	15	pg	
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 research problems	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_K05 K_K06

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Services management in digital world (zarządzanie usługami w cyfrowym świecie)**			
Format of instruction: **lecture**			
1. **Decision making process in business**	3	2	2

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

Modes of delivery	**multimedia presentation, group work, case study, Information lecture, conversation lecture, analysis of text with 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
	KOLOKWIUM	**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: COLLOQUIUM** **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.

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie)		Arytmetyczna	
	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie) [ćwiczenia]	zaliczenie z oceną		
	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie) [wykład]	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	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**20**	**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-II-S-24/25Z**	
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	**mgr MAŁGORZATA SMOLSKA**
Course instructor	**mgr 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) [wykład]	egzamin		0,60
	2	Strategic management (zarządzanie strategiczne) [ćwiczenia]	zaliczenie z oceną		0,40

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-24/25Z**	
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) [ćwiczenia]	zaliczenie z oceną		
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) [wykład]	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-BM-O-II-S-24/25Z**	
Course title: **Teamwork management (zarządzanie pracą zespołową) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_7S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr JAROSŁAW POTERALSKI**
Course instructor	**dr JAROSŁAW POTERALSKI**
Course / module objectives	**The goal of the course is to familiarize students with the basic principles of team work management, by developing their skills and managerial competence**
Prerequisites	**Basic knowledge of human resources management, communications and strategic planning**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student explains essence, role and main features of teams and distinguishes teams from groups.**	**K_W05 K_W07 K_W10**
	2	EP2	**Student knows factors that determine effective teamwork**	**K_W01 K_W07 K_W10**
skills	1	EP3	**Student identifies problems occurring during teamwork and proposes solutions**	**K_U01 K_U03 K_U07 K_U08**
	2	EP4	**Student prepares written assignments on the topic of teamwork**	**K_U06 K_U08**
social competences	1	EP5	**Student is ready to formulate their own ideas and prepare projects.**	**K_K01 K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Teamwork management (zarządzanie pracą zespołową)**			
Format of instruction: **lecture**			
1. **The essence of teamwork**	1	2	2
2. **Key competences in teamwork**	1	4	4
3. **Team roles**	1	3	3
4. **The leader vs boss**	1	2	2
5. **Communication and conflict management in a team**	1	4	4

Format of instruction: **discussion classes**			
1. **The essence of teamwork**	1	2	0
2. **Teamwork elements**	1	2	0
3. **Development of teamwork**	1	2	0
4. **Team roles**	1	2	0
5. **Leadership in teamwork**	1	2	0
6. **Problem solving and decision making in teams**	1	2	0
7. **Communication and conflict management in a team**	1	3	0

Modes of delivery	**Lecture with presentations and group discussion., Case study analysis., Simulations - games and exercises considering communication, creativity, problem solving in smaller and bigger teams (learning by doing and observing)**	
	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**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,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 student obtains credit for the exercises on the basis of the assessment of the written work in the form of an essay on the topic of teamwork management, agreed in advance with the teacher. The lecture grade is the grade for the written exam, covering the most important issues related to work and teamwork management.**	
	Grade calculation principles	
	The final grade is the average of the arithmetic grade for exercises and exam.	

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

Basic reading	Katzenbach J.R. , Smith D.K. , (2005): The discipline of teams., Harvard Business Review July-August, pp. 162-171
	West M. A. , . Wiley-Blackwell (2012): Effective Teamwork: Practical Lessons from Organizational Research, 3rd ed., Wiley-Blackwell
Supplementary reading	Edmondson, A. C , (2012): Teamwork on the fly: How to master the new art of teaming, Harvard Business Review (April)
	J. Brett, K. Behfar, M.C. Kern (2006): Managing Multicultural Teams, Harvard Business Review, November
	L. Gratton, T.J. Ericson (2007): 8 Ways to Build Collaborative Teams, Harvard Business Review, November
	Pentland A. (2012): The new science of building great teams, Harvard Business Review (April)
	Rudawska A. '' (2017): Students' Team Project Experiences and Their Attitudes Towards Teamwork, Journal of Management and Business Administration. Central Europe" Vol. 25, No. 1/2017, p. 78–97

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**15**
Participation in test / exam	**3**	**0**

Preparation for contact hours	**14**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**17**	**0**
Preparation for test / exam	**25**	**0**
TOTAL workload	**125**	
ECTS credits	**5**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-24/25Z**		
Course title: **Toolbox in project management (narzędzia zarządzania projektem) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_27S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr HANNA SOROKA-POTRZEBNA**
Course instructor	**dr HANNA SOROKA-POTRZEBNA**
Course / module objectives	**Familiarize students with the tools used in project management.**
Prerequisites	**No requirements.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the concepts related to project management**	**K_W01 K_W07**
	2	**EP2**	**Student knows project management tools**	**K_W04 K_W06 K_W08**
skills	**1**	**EP3**	**Student is able to use project management tools**	**K_U01 K_U02 K_U03 K_U05**
	2	**EP4**	**Student is able to recognize project management tools**	**K_U02 K_U03**
social competences	**1**	**EP5**	**Student is ready to engage in teamwork**	**K_K03**
	2	**EP6**	**Student is ready to use the knowledge about the tools used in project management**	**K_K02**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Toolbox in project management (narzędzia zarządzania projektem)**			
Format of instruction: **laboratory**			
1. **Introduction to project management - basic concepts.**	3	4	4
2. **Importance of a toolbox for a project manager.**	3	2	2
3. **Tools helpful in the work of the project team.**	3	6	6
4. **Tools for suport project planning.**	3	6	6
5. **Tools for controlling and managing errors in projects.**	3	6	6
6. **Tools for presenting the effects of a project.**	3	6	6

Modes of delivery	**Multimedia presentation, group work, case study solving, project preparation**	
	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,EP6**
	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 criteria: preparation of the project and activity in the classroom.**	
	Grade calculation principles	
	Final grade: grade obtained from the completion of the course.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Toolbox in project management (narzędzia zarządzania projektem)		Ważona	
	3	Toolbox in project management (narzędzia zarządzania projektem) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	Trocki M. (2014): Nowoczesne zarządzanie projektami, PWE, Warszawa
	Wysocki R. K. (2013): Efektywne zarzadzanie projektami, Helion, Gliwice
Supplementary reading	Axelos (2013): Zarządzanie ryzykiem: przewodnik dla praktyków M_o_R , TSO, Londyn

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	**30**	**30**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**13**	**0**
Private reading and studying	**16**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
Course title: **Branding (zarządzanie marką) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_25S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr MAŁGORZATA WIŚCICKA-FERNANDO**
Course instructor	**dr MAŁGORZATA WIŚCICKA-FERNANDO**
Course / module objectives	**Transfer of knowledge in the field of brand management, its importance in the company's operations and familiarization with brand building tools. Showing the role of strong, valuable brands in the modern market. Shaping the attitude of a person capable of working in a group and individually, and aware of the need for continuous development and searching for knowledge.**
Prerequisites	**Knowledge of marketing and management basics**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**He knows the basic principles of building a brand and creating a brand strategy.**	**K_W01 K_W11**
skills	**1**	**EP2**	**The student is able to determine the meaning of the brand and the rules of its creation for market purposes and is able to take appropriate actions related to brand management in various environments.**	**K_U02 K_U03**
	2	**EP4**	**The student is able to work in a group, accepting and dividing goals into its members**	**K_U08**
social competences	**1**	**EP3**	**The student is ready to look for solutions to the discussed issues by using his knowledge. Is ready take a critical look at unfair brand management practices.**	**K_K01 K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Branding (zarządzanie marką)**			
Format of instruction: **lecture**			
1. **Do brands have the same importance in the modern market?**	3	2	0
2. **Developing the brand strategy**	3	4	0
3. **Measuring and interpreting Brand Performance**	3	3	0
4. **Brand design process**	3	3	0
5. **Brand research**	3	3	0

Format of instruction: **discussion classes**			
1. **The brand concepts**	3	2	0
2. **The brand Brief**	3	2	0
3. **The Branding steps**	3	3	0
4. **Measuring and interpreting brand performance**	3	4	0
5. **The brand design**	3	4	0

Modes of delivery	**multimedia presentations, case study, group work**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	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	**Lecture: test with 5 open questions** **Exercises: preparation of the project and its presentation**	
	Grade calculation principles	
	Student, in order to obtain a satisfactory grade in the lecture, should achieve 60% of the possible points **Student, in order to obtain a satisfactory grade in the exercises, should achieve 60% of possible points from: presentation, project.** **The grade for the subject is the arithmetic mean of the exercises and lectures**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Branding (zarządzanie marką)		Arytmetyczna	
	3	Branding (zarządzanie marką) [ćwiczenia]	zaliczenie z oceną		
	3	Branding (zarządzanie marką) [wykład]	zaliczenie z oceną		

Basic reading	Kevin Keller, Vanitha Swaminathan (2019): Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson
	Alina Wheeler (2017): Designing Brand Identity: An Essential Guide for the Whole Branding Team, Wiley
	Catharine Slade-Brooking (2016): Creating a Brand Identity: A Guide for Designers, Laurence King Publishing
Supplementary reading	Paul Temporal (2019): Advanced Brand Management. Building and activating a powerful brand strategy, Harriman House
	Sean Duffy (2021): International Brand Strategy: A Guide to Achieving Global Brand Growth, Kogan Page

STUDENT WORKLOAD

	No. of hours	
		W tym 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	**21**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**14**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
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	w tym e-learning	Type of credit	ECTS
1	2	konwersatorium	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	w tym e-learning
Subject title: **Business negotiations (negocjacje biznesowe)**			
Format of instruction: **konwersatorium**			
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**	
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	
		W tym 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-23/24Z**	
Course title: **Communication in the global business (komunikacja w biznesie globalnym) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3434_6S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr hab. MACIEJ CZAPLEWSKI**
Course instructor	**dr hab. MACIEJ CZAPLEWSKI**
Course / module objectives	**The students deepens knowledge related to communication in various types of global businesses. Students will be able to selects optimal modern communication tools in order to support different models of traditional as well as modern IT businesses. Students will be aware of the positive and negative aspects related to proper communication in large scale business as well as their impact on economies in internationall perspective.**
Prerequisites	**None**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Defines in-depth issues related to global business**	**K_W02 K_W04**
	2	**EP2**	**Understands the variety of communication related to global businesses**	**K_W02 K_W03**
skills	**1**	**EP3**	**Chooses modern communication tools supporting traditional and modern IT businesses**	**K_U01 K_U03**
social competences	**1**	**EP4**	**Is aware of multilateral communication aspects in global business**	**K_K02**
	2	**EP5**	**Is aware of the impact of communication on whole economies from the internationall perspective**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Communication in the global business (komunikacja w biznesie globalnym)**			
Format of instruction: **lecture**			
1. **Characteristic and development trends of globalization**	1	3	0
2. **Main areas of globalization**	1	3	0
3. **Main issues connected with communication**	1	3	0
4. **Characteristics of the different business areas**	1	3	0
5. **Modern ICT as a tool helping in conducting business on a large scale**	1	3	0
Format of instruction: **discussion classes**			
1. **Regionalisation vs globalisation trends in from international perspective**	1	3	0

2. **Different communication ways in various business models**	1	3	0
3. **Differencies and similarities of traditional and modern global companies**	1	3	0
4. **Case study of traditionall global companies**	1	3	0
5. **Case study of modern global IT companies**	1	3	0

Modes of delivery	**Oral test** **A few questions for every student in a meeting between the lecturer and a small group of students**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	**Passing oral test**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained during the classes and lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Communication in the global business (komunikacja w biznesie globalnym)		Arytmetyczna	
	1	Communication in the global business (komunikacja w biznesie globalnym) [ćwiczenia]	zaliczenie z oceną		
	1	Communication in the global business (komunikacja w biznesie globalnym) [wykład]	zaliczenie z oceną		

Basic reading	J. Gołuchowski, B. Filipczyk (red.) (2020): Cyfrowa komunikacja organizacji, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, Katowice
	S. Maiti, S. Sadhukhan (2020): E-commerce & Business Communication, McGraw Hill Education, Kolkata
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**8**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**30**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**						
Course title: **Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem) (KIERUNKOWE)**					Course code: **EFZ214AIIJ3433_20S**	
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: 3 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				w tym e-learning		
2	3	laboratory	15	0	pg	4
		lecture	15	0	e	
Total			**30**			**4**

Course / module coordinator	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course instructor	**dr hab. MAŁGORZATA ŁATUSZYŃSKA**
Course / module objectives	**Preparing students to use computer simulation methods in business management**
Prerequisites	**In terms of:** **- knowledge: the student has knowledge of the functioning of economic objects;** **- skills: the student is able to use the computer in the Windows operating environment;** **- competences: the student is able to work in a group.**

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**has in-depth knowledge of the possibilities and limitations of the use of computer simulation methods in business management**	**K_W03**
skills	**1**	**EP2**	**creates computer simulation models using an IT simulation package to solve management problems**	**K_U04**
social competences	**1**	**EP3**	**is ready to use knowledge from various disciplines in creating simulation models in self-solving problems in the field of business management**	**K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem)**			
Format of instruction: **lecture**			
1. **Introduction to computer simulation in business management. Basic definitions and concepts.**	3	3	0
2. **System Dynamics as a Continuous Simulation Technique. Essence and applications.**	3	6	0
3. **Discrete simulation techniques.**	3	4	0
4. **Languages and computer simulation tools.**	3	2	0
Format of instruction: **laboratory**			
1. **Discussion on the nature of cause-effect relationships occurring in economic objects.**	3	2	0
2. **Acquiring work skills in the computer simulation package environment.**	3	3	0
3. **Constructing and solving simulation models in a computer simulation package for specific management problems.**	3	10	0

Modes of delivery	**multimedia presentation;** **case study;** **solving tasks.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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 condition for obtaining a grade in the subject is passing the exam and laboratories with a minimum grade of 3.0. The grade for the subject results from the arithmetic mean of all grades.**	
	Grade calculation principles	
	Exam: mark in the form of a test **laboratory:** **1) participation in a minimum of 75% of the hourly number of classes** **2) if the condition (1) is met, the grade is issued on the basis of the number of points obtained for the practical implementation of practical tasks (max. 20** **points): for 20 pts. rating 5.0; 18-19: 4.5; 16-17: 4.0; 14-15: 3.5; 12-13: 3.0; 11 and less: 2.0.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem)		Arytmetyczna	
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem) [laboratorium]	zaliczenie z oceną		
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem) [wykład]	egzamin		

Basic reading	Bilash Kanti Bala, Fatimah Mohamed Arshad, Kusairi Mohd Noh (2017): System Dynamics Modelling and Simulation. , Springer Nature, Singapore
	Kirkwood Craig W. (2013): System Dynamics Methods: A Quick Introduction. , Arizona State University , https://www.public.asu.edu/~kirkwood/sysdyn/SDIntro/SDIntroduction.htm
	Sterman John (2000): Business Dynamics: Systems Thinking and Modeling for a Complex World. , McGraw-Hill/Irwin, Boston
Supplementary reading	Krupa Krzysztof (2008): Modelowanie, symulacja i prognozowanie. Systemy ciągłe., WNT, Warszawa
	Łatuszyńska Małgorzata (2008): Symulacja komputerowa dynamiki systemów., PWSZ, Gorzów Wielkopolski

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	**20**	**0**
Participation in tutorials	**16**	**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-BM-O-II-S-23/24Z**						
Course title: **Customer relationship management (zarządzanie relacjami z klientem) (KIERUNKOWE)**					Course code: **EFZ214AIIJ3433_19S**	
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: 3 - english language polish language**		

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	3	discussion classes	30	0	pg	4
		lecture	15	0	e	
Total			**45**			**4**

Course / module coordinator	**prof. dr hab. EDYTA RUDAWSKA**
Course instructor	**prof. dr hab. EDYTA RUDAWSKA**
Course / module objectives	**The aim is to make the students aware of the need to change the approach to customer service; showing the need to maintain a balance between acquiring new customers and retaining existing customers. This course also focuses on showing methods of creating long-term relationships with customers and their use in practice**
Prerequisites	**In terms of knowledge, the student defines the basic economic categories, explains the marketing approach to conducting market activities and uses marketing tools** **In terms of skills, the student uses the marketing tools to create a marketing strategy in individual industries, sets the criteria for qualifying the company to the group of marketing managed** **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 basic concepts of relationship marketing**	**K_W02**
	2	**EP2**	**knows and understands the instruments of creating lasting relationships with clients**	**K_W05**
skills	**1**	**EP3**	**is able to propose and use instruments aimed at building relationships with customers on the B2B and B2C market**	**K_U06**
social competences	**1**	**EP4**	**is ready for entrepreneurial activities and solves practical problems**	**K_K03**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Customer relationship management (zarządzanie relacjami z klientem)**			
Format of instruction: **lecture**			
1. **Changes in contemporary business environment**	3	2	0
2. **New consumer as an object of marketing activities**	3	2	0
3. **New trends in marketing activities of contemporary businesses**	3	1	0
4. **Creating long-term relations - the concept of relationship marketing**	3	2	0
5. **Company policy focused on creating relations**	3	2	0
6. **Creating customer loyalty as the aim of marketing activities**	3	1	0

7. **Staged of transforming customers into loyal ones**	3	1	0
8. **The role of quality in the process of creating relations**	3	1	0
9. **Promotional programs in the process of creating relations with customers**	3	1	0
10. **The analysis of customer complaints**	3	2	0
11. **Marka Apple i Disney - jak wywołać efekt "WOW" u klientów?**	3	0	0
Format of instruction: **discussion classes**			
1. **New trends in marketing**	3	3	0
2. **Consumer - yesterday, today and tomorrow**	3	4	0
3. **Creating long-term relations with customers - the concept of relationship marketing**	3	3	0
4. **The essence of relations in marketing concept**	3	3	0
5. **Creating the product and brand image**	3	2	0
6. **Customer service in direct contact with the customer**	3	3	0
7. **Communication/assertiveness in customer relationships**	3	4	0
8. **The implementation of information system about customers**	3	2	0
9. **Creating customer loyalty**	3	3	0
10. **Promotional activities in the proces of creating relations with customers**	3	3	0
11. **Analiza skarg i reklamacji a trwałość relacji z klientami**	3	0	0
12. **Tworzenie wartości dla klientów - value proposition**	3	0	0

Modes of delivery	**Multimedia presentation, discussion, case studies, group work, project implementation in groups of two**	
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 are graded on the base of open-ended questions and grades for assignments prepared during classes** **Exam: Students are graded on the base of written test covering issues discussed during lectures.**	
	Grade calculation principles	
	The final grade comprises arithmetic mean of the exam and grade from practical classes	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Customer relationship management (zarządzanie relacjami z klientem)		Arytmetyczna	
	3	Customer relationship management (zarządzanie relacjami z klientem) [ćwiczenia]	zaliczenie z oceną		
	3	Customer relationship management (zarządzanie relacjami z klientem) [wykład]	egzamin		

Basic reading	A. Pukas (2019): Zarządzanie relacjami z klientem w tworzeniu przewagi konkurencyjnej przedsiębiorstwa - ujęcie dynamiczne, UE we Wrocławiu, Wrocław
	E. Rudawska (2005): Lojalność klientów, PWE, Warszawa
	J. Otto (2001): Marketing relacji, C.H. Beck, Warszawa
	V. Kumar, Werner Reinartz (2018): Customer Relationship Management: Concept, Strategy, and Tools, Springer, 3rd ed.
Supplementary reading	

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**12**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
Course title: **Data mining (eksploracja danych) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_32S**
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	w tym e-learning	Type of credit	ECTS
2	4	laboratory	30	0	pg	4
Total			**30**			**4**

Course / module coordinator	**mgr inż. JUSTYNA SZYDŁOWSKA**
Course instructor	**mgr inż. JUSTYNA SZYDŁOWSKA**
Course / module objectives	**Mastering practical skills in the field of data mining using a selected high-level programming language.**
Prerequisites	**Basic knowledge of a selected high level programming language.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows basic processing methods and techniques of data mining.**	**K_W03 K_W06**
skills	**1**	**EP2**	**Can implement business decision support solutions using data mining techniques in a selected high-level programming language.**	**K_U02 K_U03 K_U04**
	2	**EP3**	**Can analyze and interpret the obtained results using data mining methods and tools in a selected high-level programming language.**	**K_U05**
social competences	**1**	**EP4**	**Is ready to identify business problems that can be solved in a computer-assisted manner.**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Data mining (eksploracja danych)**			
Format of instruction: **laboratory**			
1. **Development environment configuration.**	4	2	0
2. **Basic terminology in data mining.**	4	2	0
3. **Data mining techniques.**	4	10	0
4. **Machine learning basics.**	4	6	0
5. **Data processing methods.**	4	4	0
6. **Data visualization.**	4	2	0
7. **Analysis and interpretation of results - practical application of data mining in business.**	4	4	0

Modes of delivery	**Work in a computer laboratory, practical skills tests, solving practical problems.**

Assessment methods		No. of learning outcome from the syllabus
	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	**Students are assessed on the basis of the project carried out during the classes, consisting of: - implementation of data processing methods and techniques in the selected programming language in order to solve a selected business problem or improve a selected aspect of business, - analysis of the obtained results.**	
	Grade calculation principles	
	Course grade: laboratory grade	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Data mining (eksploracja danych)		Arytmetyczna	
	4	Data mining (eksploracja danych) [laboratorium]	zaliczenie z oceną		

Basic reading	Avinash Navlani, Armando Fandango, Ivan Idris (2021): Python Data Analysis - Third Edition, Packt, Birmingham, UK.
	Stefanie Molin (2021): Hands-On Data Analysis with Pandas – Second Edition, Packt, Birmingham, UK.
Supplementary reading	Stephen Klosterman (2021): Data Science Projects with Python - Second Edition, Packt, Birmingham, UK

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**14**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**15**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**		
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	w tym e-learning	Type of credit	ECTS
2	4	laboratory	15	0	pg	4
		lecture	15	0	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	w tym 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	0
2. **The process of decision-making situations modeling. Computer analysis of economic systems.**	4	2	0
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	0

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	0
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	0
6. **Corporate Performance Management systems and the use of web technologies in supporting decisions in the company.**	4	2	0
7. **Artificial intelligence and expert systems as a class of systems based on the knowledge.**	4	2	0
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	0
2. **Computer modeling of decision making problems based on qualitative and quantitative data relying on the Naylor procedure.**	4	4	0
3. **Computer modeling of qualitative multi-criteria decision-making problems based on AHP (Analytic Hierarchy Process) and ELECTRE.**	4	3	0
4. **Design and generation of decision support analysis for the different management levels.**	4	2	0
5. **Examples of the use of the data warehouses.**	4	2	0
6. **Presentation and evaluation of projects.**	4	2	0

Modes of delivery	**Lectures with multimedia presentations. Laboratories carried out with the use of appropriate software applications and e-learning system.**	
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	
		W tym e-learning
Contact hours	**30**	**0**
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-23/24Z**	
Course title: **Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_29S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr UMASHANKAR SINGH**
Course instructor	**dr UMASHANKAR SINGH**
Course / module objectives	**The course aims to develop networking and relationship skills among students which is a tool for communication in business. Digital network and relationships are the requirement of this web age where business and personal all relations are reciprocated through web services on social and professional platforms. The transforming mode of business communication needs the transformation in the implementation of new age networking using digital technologies. The learning of the course will enhance student?s ability for networking and relationships management for Business-Business and Business-Customer/ Consumer benefitting business entities and enhancing social connectivity.**
Prerequisites	**no requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	knows the digital networking activities	K_W02 K_W04
	2	EP2	understands digital relationships	K_W03 K_W10
	3	EP3	knows digital networking-relationships	K_W01 K_W11
skills	1	EP4	can solve networking problems	K_U01 K_U03
	2	EP5	can apply digital tools in relationship	K_U04 K_U07
	3	EP6	can be able to manage IT	K_U05 K_U08
social competences	1	EP7	is ready to solve relationship challenges	K_K01 K_K02
	2	EP8	is ready to initiate digital activities	K_K03 K_K04
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie)**			
Format of instruction: **lecture**			

1. **Introduction to digital networking and relationships**	3	2	0
2. **Networking on digital platforms**	3	2	0
3. **Platforms of networking and relationships**	3	1	0
4. **Social networking and web management**	3	2	0
5. **Professional networking and web management**	3	2	0
6. **Digital communication and management skills**	3	2	0
7. **Efficient and effective use of networking**	3	2	0
8. **Marketing with digital networking and relationships**	3	2	0
Format of instruction: **discussion classes**			
1. **Discussion on digital networking and relationships**	3	2	0
2. **A practical approach to digital relationships**	3	2	0
3. **Case study on digital networking and relationships**	3	1	0
4. **Creating profile on digital networking platforms**	3	2	0
5. **Interaction on digital networking platforms**	3	2	0
6. **Presentation on digital networking application**	3	2	0
7. **Project digital networking management for business**	3	2	0
8. **Project digital networking management for business**	3	2	0

Modes of delivery	**analysis of text with discussion, multimedia presentation, group work, case study, Information lecture, conversation lecture**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP2,EP3,EP4**
	PREZENTACJA	**EP1,EP6,EP7**
	PROJEKT	**EP1,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	**A student must score minimum 60% overall to pass the course.** **COLLOQUIUM - 50%, WRITTEN WORK / ESSAY / REVIEW- 10%,** **PRESENTATION- 10%, PROJECT- 10%, TEST- 10%** **PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 10%**	
	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
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie)		Arytmetyczna	
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) [ćwiczenia]	zaliczenie z oceną		
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) [wykład]	zaliczenie z oceną		

Basic reading	Gershon, R. A. (2017): Digital Media and Innovation: Management and Design Strategies in Communication, SAGE Publications, Inc
	Hakansson, H., & Snehota, I. (1995): Developing Relationships in Business Networks, Routledge
	Harrison, L. (2015): Build Client Relationships and Business Networks: How to master digital networking, Lisa Harrison
Supplementary reading	

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	**20**	**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-II-S-23/24Z**	
Course title: **Diploma seminar (seminarium dyplomowe) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_17S**
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: 2 - english language polish language, semester: 3 - english language polish language, semester: 4 - english language polish language**

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	2	seminarium	30	0	pg	3
2	3	seminarium	30	0	pg	3
	4	seminarium	30	0	pg	8
Total			**90**			**14**

Course / module coordinator	**prof. dr hab. inż. KESRA NERMEND**
Course instructor	**prof. dr hab. inż. KESRA NERMEND**
Course / module objectives	**Preparing a student to independently formulate a work plan, collect the necessary data, to carry out empirical research and write a thesis on that basis.**
Prerequisites	**Prerequisites with regards to:** **- knowledge - knows the basics of economics and financial analysis of public sector, necessary to analyse public entities** **- skills - is able to apply basic methods of economics and financial analysis of public sector to empirical study with the use of IT tools** **- competences - is able to think logically and understands proposed solutions and actively adjusts them to own needs**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the main concepts of the knowledge area of his research within the thesis preparation.**	**K_W01 K_W08**
	2	**EP4**	**Student knows the basics of the thesis construction methodology**	**K_W08**
	3	**EP5**	**Student knows main literature in the thematic area of his thesis and the methods and techniques necessary to conduct the preparation of his thesis**	**K_W04**
	4	**EP6**	**Student knows and understands the basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management.**	**K_W09**

skills	**1**	**EP2**	**Student can formulate a research task and thesis objective, identify research problems and questions and formulate hypothesis set in his research**	**K_U01**
	2	**EP3**	**Student actively participates in seminar discussions and can benefit from the suggestions proposed during those discussions**	**K_U06**
	3	**EP7**	**Student can apply known research methods and techniques in conducting his own research**	**K_U03**
	4	**EP8**	**Student analyses and interprets results and can draw conclusions based on them**	**K_U03 K_U05**
	5	**EP9**	**Student has acquired a skill of writing a scientific text**	**K_U03 K_U05 K_U06 K_U07**
social competences	**1**	**EP10**	**Student applies the provisions on the protection of intellectual property**	**K_K06**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Diploma seminar (seminarium dyplomowe)**			
Format of instruction: **seminarium**			
1. **Basics of conducting scientific research methodology**	2	6	0
2. **Defining area and topic of thesis together with a justification of the choice**	2	4	0
3. **Basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management**	2	4	0
4. **Discussion on the research area literature and sources of data**	2	4	0
5. **Presentation of independently prepared work plan for the thesis**	2	6	0
6. **Correcting and final approval of the work plan**	2	6	0
7. **Presentation of the rules of scientific writing and requirements for the thesis**	3	4	0
8. **Preparation and presentation of essays related to the topic of the thesis**	3	8	0
9. **Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research**	3	8	0
10. **Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis**	3	6	0
11. **Presentation of the theoretical chapters of the thesis and their acceptance**	3	4	0
12. **Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis**	4	6	0
13. **Presentation of results and discussion of the conclusions of the conducted analytical research**	4	6	0
14. **Formulating and presentation of empirical part of the thesis**	4	8	0
15. **Final formulating of empirical part and overall thesis construction**	4	10	0

Modes of delivery	**Seminars based on discussions with presentations by students, regarding the thesis and presentation of results of conducted researchpresentation of results of conducted research**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP2,EP4,EP5,EP6,EP8**
	PRACA DYPLOMOWA	**EP1,EP10,EP2,EP4,EP5,EP6,EP7,EP8,EP9**
	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	**Student receives a pass grade, if by the end of semester he/she conducts the assigned task, that is:** **semester 2 - prepares and formulates work plan and collects subject literature;** **semester 3 - prepares and presents the theoretical part of the thesis;** **semester 4 - conducts empirical study, writes and submits the final version of thesis;** **The obtained grade depends on the quality of the submitted work.**
	Grade calculation principles
	The final grade is the grade obtained in a given semester.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	2	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	3	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	3	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		
	4	Diploma seminar (seminarium dyplomowe)		Nieobliczana	
	4	Diploma seminar (seminarium dyplomowe) [seminarium]	zaliczenie z oceną		

Basic reading	Zgodnie z tematem pracy dyplomowej (According to the topic of thesis)
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**90**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**50**	**0**
Private reading and studying	**50**	**0**
Participation in tutorials	**60**	**0**
Preparation of project / essay / etc.	**50**	**0**
Preparation for test / exam	**50**	**0**
TOTAL workload	**350**	
ECTS credits	**14**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
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	w tym e-learning	Type of credit	ECTS
2	4	discussion classes	15	0	pg	4
		lecture	15	0	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	w tym 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	0
2. **The models of diversity management**	4	2	0
3. **the dimensions of diversity management in organizations**	4	3	0
4. **the process of implementation of diversity management in organizations**	4	4	0
5. **The pros and the cons of diversity management in organizations**	4	2	0

6. **A significance of the managers in the introduction of diversity management into organization**	4	2	0
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**	
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	
	Lecture: 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) [wykład]	zaliczenie z oceną		
	4	Diversity management (zarządzanie różnorodnością) [ćwiczenia]	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	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**12**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**21**	**0**

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-23/24Z**	
Course title: **Elearning trening (szkolenie e-learningowe) (INNE DO ZALICZENIA)**	Course code: **EFZ214AIIJ3605_9S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	lecture	2	2	p	0
Total			**2**			**0**

Course / module coordinator	**mgr KONRAD MIELKO**
Course instructor	**mgr KONRAD MIELKO**
Course / module objectives	**To train students in the methods and techniques of distance education, including the functionality of the e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment in the mode using methods and techniques of distance education.**
Prerequisites	**Active student account in the domain stud.usz.edu.pl. Basic computer skills.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic methods of using Microsoft 365 cloud tools for communication within the university**	
	2	**EP2**	**The student has knowledge about the rules of passing courses conducted with the use of distance education methods and techniques**	
	3	**EP3**	**knows the rules of moving on the e-learning platform**	
skills	**1**	**EP4**	**is able to log in to a distance learning platform**	
	2	**EP5**	**is able to contact a lecturer and university staff electronically**	
	3	**EP6**	**is able to find a relevant subject taught online and correctly sit an exam/assessment online**	
social competences	**1**	**EP7**	**is able to cooperate and communicate with other students and lecturers via remote working**	

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Elearning trening (szkolenie e-learningowe)**			
Format of instruction: **lecture**			
1. **Operation of the e-learning platform.**	1	1	1
2. **Electronic communication at the university.**	1	1	1

Modes of delivery	**e-learning using the Moodle platform**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	**Pass without assessment on the basis of test results**	
	Grade calculation principles	
	Obtaining at least 60% of the correct answers	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Elearning trening (szkolenie e-learningowe)		Nieobliczana	
	1	Elearning trening (szkolenie e-learningowe) [wykład]	zaliczenie		

Basic reading	
Supplementary reading	

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **English language (język angielski) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIIJ3507_22S**
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: 3 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	lektorat	30	0	e	2
Total			**30**			**2**

Course / module coordinator	**mgr SYLWIA NUPRYJONEK**
Course instructor	**mgr SYLWIA NUPRYJONEK**
Course / module objectives	**The acquisition of communicative and social competence in the English language (listening and reading comprehension and written and oral expression, communicative interaction and mediation, including grammatical and stylistic correction) at the B2+ level of the Common European Framework.**
Prerequisites	**Recommended previous knowledge and competences: students will need a minimum B2 level of English according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	1	EP1	**Student recognises an appropriate language register in written and oral statements.**	**K_W01**
	2	EP2	**Student identifies and recognises the acquired grammar and lexical structures**	**K_W01**
	3	EP3	**Student is able to select appropriate language phrases and use them in different situation patterns.**	**K_W01**
skills	1	EP4	**Student is able to express opinions, make recommendations, determine the interests, which is the basis for conversation practice.**	**K_U01 K_U06 K_U07**
	2	EP5	**Student can summarize oral or written statements in a clear and understandable way.**	**K_U06 K_U07**
	3	EP6	**Student creates a consistent and logical text on the given topic in the form of a formal or informal letter, e-mail, etc.**	**K_U07**
	4	EP7	**Student works creatively within a group.**	**K_U08**
social competences	1	EP8	**Student demonstrates an active attitude towards continuous training and improvement of language skills.**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **English language (język angielski)**			
Format of instruction: **lektorat**			
1. **Condensation of previously acquired knowledge in grammar, vocabulary, phonetics.**	3	24	0

2. **Introducing the topic and vocabulary for Public Management degree program.**	3	6	0

Modes of delivery	**conversation, listening, writing (e-mails, business letters), reading, text analysis, lexical and grammar exercises**	
Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**EP1,EP2,EP5,EP6**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**EP3,EP4,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	**To get a positive grade the student must have positive grades from both the test and classwork.**	
	Grade calculation principles	
	test (75%); 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst **classwork (25%) 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	English language (język angielski)		Nieobliczana	
	3	English language (język angielski) [lektorat]	egzamin		

Basic reading	According to the lecturer :
Supplementary reading	According to the lecturer :

STUDENT WORKLOAD

	No. of hours	W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**2**	**0**
Participation in tutorials	**3**	**0**
Preparation of project / essay / etc.	**3**	**0**
Preparation for test / exam	**5**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**						
Course title: **Enterpreneurship (przedsiębiorczość) (PODSTAWOWE)**					Course code: **EFZ214AIIJ3433_1S**	
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: 1 - english language polish language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	konwersatorium	30	0	pg	4
Total			**30**			**4**

Course / module coordinator	**dr BARBARA CZERNIACHOWICZ**
Course instructor	**dr BARBARA CZERNIACHOWICZ**
Course / module objectives	**The aim is to familiarize students with a modern and integrated approach to the problem of individual, academic and organizational entrepreneurship; making students aware of the role of entrepreneurship in economic activation, in management processes or increasing the competitiveness of the economy and society, as well as developing entrepreneurial attitudes.**
Prerequisites	**In terms of knowledge: knows the issues of management and quality sciences, e.g. enterprise science, management basics** **In terms of competences (attitudes): ready to present innovative business ideas, creative** **In terms of skills: can start a business, work in a group**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows business management based on the idea of intrapreneurship and the concept of academic entrepreneurship**	**K_W02 K_W11**
skills	**1**	**EP2**	**is able to prepare an implementation plan for an entrepreneurial idea within the framework of academic entrepreneurship or within the concept of intrapreneurship**	**K_U02 K_U03**
	2	**EP4**	**is able to cooperate in a group, manage and distribute tasks while preparing a project**	**K_U08**
social competences	**1**	**EP3**	**is ready to identify own potential in the area of entrepreneurial behavior**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Enterpreneurship (przedsiębiorczość)**			
Format of instruction: **konwersatorium**			
1. **The concept, types and meaning of entrepreneurship and entrepreneurial organizations. Entrepreneurship in socio-economic life.**	1	2	0
2. **Characteristics of the entrepreneur. Features of an entrepreneurial person and orientation towards entrepreneurship. Entrepreneurship as an attitude, behavior, process. Kinds, types and models of entrepreneurship. Determinants of entrepreneurship development.**	1	3	0
3. **The process of setting up an individual business. Legal, economic and social barriers in setting up and running an individual business.**	1	2	0
4. **The specificity of individual entrepreneurship.**	1	2	0
5. **Academic entrepreneurship, basic concepts, instruments and functioning of academic incubators, technology parks, creating academic technological and intellectual infrastructure, sources of financing, creating spin-out and spin-off organizations.**	1	6	0

6. **The essence and role of intellectual entrepreneurship and the classification of entrepreneurs in economic practice.**	1	6	0
7. **Entrepreneurship as a process. Planning projects, organizing resources and defining the rules for implementing the plan.**	1	3	0
8. **Polish entrepreneurship programs. The importance of entrepreneurship in local and regional development. The role of entrepreneurship in the development of young people.**	1	2	0
9. **Technological entrepreneurship.**	1	2	0
10. **International entrepreneurship.**	1	2	0

Modes of delivery	**multimedia presentation, case method, simulation methods, group work**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1**
	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	**Form and conditions of passing:** **Written examination: (50% of the grade) written examination in the form of test and / or descriptive questions. Practical classes and project implementation: (50% of the grade) students in working groups prepare projects under the idea of academic entrepreneurship. The evaluation of the project is influenced by: innovation of the idea, rationality of the plan, transparency of presentation, involvement of all members of the group in the implementation of the project.**	
	Grade calculation principles	
	Assessment: **The student receives a satisfactory grade: when he knows the definitions of entrepreneurship in three perspectives, knows the elements of a business plan, can define academic entrepreneurship, can identify his own entrepreneurial potential.** **The grade from the subject is equal to the grade from the seminar.**	

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

Basic reading	Kim W. (2015): Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Ingram Publisher Services
	(2018): The Harvard Business Review Entrepreneur's: Everything You Need to Launch and Grow Your New Business, Harvard Business Review Press
Supplementary reading	Beyer K., Czerniachowicz B., Wieczorek-Szymańska A. (2020): Przedsiębiorczość i zarządzanie przedsiębiorstwem - wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego , Szczecin
	Katarzyna Kozioł-Nadolna, Karolina Beyer, Barbara Czerniachowicz (red.) (2018): Uwarunkowania rozwoju organizacji. Innowacyjność i przedsiębiorczość, Volumina, Szczecin
	Kozioł-Nadolna K., Leoński W., Szczepkowska M. (2020): Przedsiębiorstwo we współczesnym otoczeniu - wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**9**	**0**
Private reading and studying	**13**	**0**
Participation in tutorials	**21**	**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-23/24Z**	
Course title: **Event management (zarządzanie wydarzeniami) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_21S**
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: 3 - english language polish language**

Year	Semester	Form of instruction	No. of hours	including e-learning	Type of credit	ECTS
2	3	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	**Introducing students to the issues of managing and acquiring events**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student has knowledge of the impact of events on the economy.**	**K_W10**
	2	**EP2**	**The student knows and understands the rules of acquiring international events for the region.**	**K_W11 K_W12**
skills	**1**	**EP3**	**The student is able to independently find information about the event market and pass it on to others.**	**K_U05 K_U09**
social competences	**1**	**EP4**	**The student is sensitive to the impact of events on society and the natural environment.**	**K_K04**

CONTENT	Semester	No. of hours	including e-learning
Subject title: **Event management (zarządzanie wydarzeniami)**			
Format of instruction: **lecture**			
1. **Introduction to event management**	3	2	0
2. **The brief history of events**	3	2	0
3. **Phases of event management**	3	2	0
4. **State in event management**	3	2	0
5. **Economic impact of events**	3	2	0
6. **Attracting events to destinations**	3	2	0
7. **Event pricing management**	3	3	0
Format of instruction: **discussion classes**			

1. **Sport events**	3	2	0
2. **MICE events**	3	2	0
3. **Crowd management**	3	2	0
4. **Event venues**	3	2	0
5. **Study tour in an event venue**	3	7	0

Modes of delivery	**Lecture with discussion, Case study, 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**
	PREZENTACJA	**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	**Colloquium of lectures: 5 open questions. The student receives 1 point for each question. <2.5 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 - 5.0.** **As part of completing the exercises, each student is required to prepare a presentation. The subject of the presentation will cover one stage of event management. The student chooses the topic in agreement with the teacher. Substantive and formal elements will be assessed.**
	Grade calculation principles
	Weight average (presentation 0.3, exam 0.7). The final mark is rounded up.

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

Basic reading	B. Quinn (2013): Key concepts in event management, SAGE, London
Supplementary reading	

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
Unit: **Foreign language (język obcy) [moduł]**	
Course title: **German language (język niemiecki) (OGÓLNOUCZELNIANE)**	Course code: **EFZ214AIIJ3362_23S**
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: 3 - język niemiecki polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	lektorat	30	0	e	2
Total			**30**			**2**

Course / module coordinator	**mgr DOROTA MATKOWSKA-KLATT**
Course instructor	**mgr DOROTA MATKOWSKA-KLATT**
Course / module objectives	**To improve language skills and bring students to B2+ level by improving their language skills and broadening of specialist knowledge.**
Prerequisites	**Grammar and vocabulary at B2 level; according to the Common European Framework.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knowledge and understanding of vocabulary on selected topics in the areas of: functioning of business in the national and international environment**	**K_W02**
skills	**1**	**EP2**	**can predict, analyse and interpret selected phenomena and processes related to management science and quality**	**K_U01 K_U06 K_U07**
social competences	**1**	**EP3**	**is ready to critically evaluate his/her knowledge and perceived content in the field of management sciences.**	**K_K01 K_K04**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **German language (język niemiecki)**			
Format of instruction: **lektorat**			
1. **Phraseology and terminology of specialised language and problems concerning the functioning of business in terms of its management**	3	20	0
2. **Consolidation of grammar topics at B2 level**	3	10	0

Modes of delivery	**- reading, analysis and translation of texts** **- lexical exercises** **- writing texts, summaries, articles** **- listening to dialogues, texts and messages** **- presentations of self-prepared topics**

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**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	**- written examination in the form of a test**	
	Grade calculation principles	
	Examination marks	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	German language (język niemiecki)		Ważona	
	3	German language (język niemiecki) [lektorat]	egzamin		1,00

Basic reading	Helena Baberadova (2010): Język niemiecki w ekonomii, LektorKlett, Poznań
Supplementary reading	Milena Angioni, Ines Halbig (2017): Einfach besser!, Telck, Frankfurt am Main

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**4**	**0**
Preparation for contact hours	**3**	**0**
Private reading and studying	**3**	**0**
Participation in tutorials	**4**	**0**
Preparation of project / essay / etc.	**2**	**0**
Preparation for test / exam	**4**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
Course title: **Global businnes management (zarządzanie biznesem globalnym) (PODSTAWOWE)**	Course code: **EFZ214AIIJ3433_2S**
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: 1 - english language polish language**

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

Course / module coordinator	**dr MALWINA SZCZEPKOWSKA**
Course instructor	**dr MALWINA SZCZEPKOWSKA**
Course / module objectives	**The aim is to provide the students with knowledge of the globalization process, global economy, functioning of global companies on the world market as well as cultural differences in international business.**
Prerequisites	**Knowledge: knows basic terms in the field of entrepreneurship (at the level of secondary school) and also has general knowledge about economics.** **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 process of globalization, its effects and the controversies it raises.**	**K_W02 K_W11**
	2	EP2	**Is able to identify the global economy and global corporations.**	**K_W11**
	3	EP3	**Understands cultural differences in global enterprises.**	**K_W02 K_W07**
skills	1	EP4	**Is able to analyze the performance of selected global companies.**	**K_U01 K_U05**
social competences	1	EP5	**Is ready to cooperate in a group and work as a team in problem-solving tasks.**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Global businnes management (zarządzanie biznesem globalnym)**			
Format of instruction: **lecture**			
1. **Identify the process of globalization, the global economy.**	1	2	0
2. **Controversies surrounding globalization. Changes in the globalization process (Crownvirus or war)**	1	4	0
3. **The creation of a global company, the internationalization of business.**	1	4	0
4. **Mergers and Acquisitions on the global market.**	1	2	0
5. **Impact of differences on functioning of global companies.**	1	3	0
Format of instruction: **discussion classes**			

1. **Identify the process of globalization, the global economy, the Triad, and controversies surrounding globalization**	1	4	0
2. **Crown virus, war, and change in the globalization process.**	1	2	0
3. **The creation of a global company, the internationalization of business.**	1	4	0
4. **Transformations in transnational corporations. International cooperation of enterprises. Mergers and Acquisitions on the global market.**	1	2	0
5. **Cultural differences in international business, identification of cultures. Impact of differences on functioning of global companies.**	1	3	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**

Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP3,EP4**
	PROJEKT	**EP1,EP2,EP3,EP4**
	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 grade for the course is the arithmetic mean of the grades for the written examination and of the grade for the classes. The evaluation of the classes results from the points accumulated during the 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
	1	Global businnes management (zarządzanie biznesem globalnym)		Arytmetyczna	
	1	Global businnes management (zarządzanie biznesem globalnym) [wykład]	egzamin		
	1	Global businnes management (zarządzanie biznesem globalnym) [ćwiczenia]	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
	Noga M. , Stawicka M. i inni (2020): Globalizacja a konkurencyjność w gospodarce światowej, , CeDeWu Sp. z o.o., , Warszawa
Supplementary reading	Collinson S., Narula R.. Rugman A. M. (2020): International Business, Pearson Education, USA
	Daniels J. and others (2021): International Business, Global Edition, Pearson, USA

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**14**	**0**
Preparation for test / exam	**17**	**0**

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
Course title: **Hospitality management (zarządzanie hotelarstwem) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_37S**
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	w tym e-learning	Type of credit	ECTS
2	4	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**

Course / module coordinator	**dr hab. ADAM PAWLICZ**
Course instructor	**dr hab. ADAM PAWLICZ**
Course / module objectives	**Presentation of the most important issues of hotel management**
Prerequisites	

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student is able to indicate the specificity of the hotel services market**	**K_W08 K_W10**
	2	**EP2**	**The student has knowledge in the field of hotel facility management**	**K_W02 K_W08**
skills	**1**	**EP3**	**Student to use the available statistical data to assess the competitiveness of the hotel markets**	**K_U02 K_U03 K_U05**
	2	**EP4**	**He can indicate the specificity of outsourcing, HR, franchising and CSR in the hotel industry**	**K_U06**
social competences	**1**	**EP5**	**He is ready to follow the rules of professional ethics in the hotel industry**	**K_K06**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Hospitality management (zarządzanie hotelarstwem)**			
Format of instruction: **lecture**			
1. **Basics of hospitality**	4	2	0
2. **Brief history of hospitality**	4	2	0
3. **Supply in hospitality**	4	2	0
4. **Demand for hospitality services**	4	2	0
5. **The state on hospitality market**	4	2	0
6. **Intermediaries on hospitality market**	4	2	0
7. **Hospitality organizations in Poland and worldwide**	4	3	0

Format of instruction: **discussion classes**			
1. **Measuring hospitality market**	4	2	0
2. **HR in hospitality management**	4	2	0
3. **Outsourcing in hospitality**	4	2	0
4. **Yield management in hospitality**	4	2	0
5. **Catering in hospitality**	4	2	0
6. **Hotel chains**	4	2	0
7. **The future of hospitality managment**	4	3	0

Modes of delivery	**Lecture with discussion, Case study, Presentation**	
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	**Passing the lectures: 5 open questions. The student receives 1 point for each question. For <2.5 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 - 5.0.** **The completion of the exercises is the performance of the presentation. The topic of the presentation will cover one aspect of hotel management. The student chooses the topic in agreement with the teacher.**	
	Grade calculation principles	
	Weights: presentation - 0,3, written exam 0,7	

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

Basic reading	T. Baum (2012): Hospitality management. Vol. 2, The hospitality industry - structures, strategies and markets, SAGE, Los Angeles
Supplementary reading	

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	**8**	**0**
Participation in tutorials	**20**	**0**
Preparation of project / essay / etc.	**10**	**0**
Preparation for test / exam	**20**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**		
Course title: **Innovative projects assessment practices (praktyki oceny projektów innowacyjnych) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_35S**
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	w tym e-learning	Type of credit	ECTS
2	4	discussion classes	30	0	pg	4
Total			**30**			**4**

Course / module coordinator	**dr KATARZYNA ŁOBACZ**
Course instructor	**dr KATARZYNA ŁOBACZ**
Course / module objectives	**The aim of the course is to learn methods of innovative projects assesment used in business and to build understanding of the conditions of their aplication.**
Prerequisites	**Basic knowledge in management, particularily innovation project management.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**student knows basic types of innovations**	**K_W01 K_W02**
	2	**EP2**	**student knows methods of innovation projects evaluation**	**K_W04 K_W06 K_W08**
skills	**1**	**EP3**	**student is able to choose evaluation method relevant for innovative projects**	**K_U02 K_U03 K_U05 K_U08**
	2	**EP4**	**the student is able to cooperate with others in the evaluation of innovative projects and to argue the own position**	**K_U06 K_U07 K_U08**
social competences	**1**	**EP5**	**student is ready to critically evaluate development projects in business**	**K_K01 K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Innovative projects assessment practices (praktyki oceny projektów innowacyjnych)**			
Format of instruction: **discussion classes**			
1. **Innovation and innovation types in business**	4	4	0
2. **Innovation process and innovation projects evaluation stages**	4	4	0
3. **Conditions of success and failure of innovation projects**	4	4	0
4. **Tools facilitating innovation process management**	4	4	0
5. **Methods of innovation projects evaluation**	4	6	0
6. **Practices of using tools and methods to manage innovation process in an business**	4	4	0

7. **Comparison of methods and practices of innovation projects evaluation**	4	4	0

Modes of delivery	**The course uses students engagement methods based on discussion and individual and group project-style exercises**	
Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3,EP5**
	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	**To complete the course it is necessary to deliver the results of required excercises and elaborate a reflective final essay.**	
	Grade calculation principles	
	The grade for the course assignment is determined on the basis of: **- the results of the required excercises (60%)** **- level of the final essay elaboration (40%)** **The final grade for the course is a grade received at final course assignment.**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Innovative projects assessment practices (praktyki oceny projektów innowacyjnych)		Nieobliczana	
	4	Innovative projects assessment practices (praktyki oceny projektów innowacyjnych) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Edited by Jin Chen, Alexander Brem, Eric Viardot and Poh Kam Wong (2019): THE ROUTLEDGE COMPANION TO INNOVATION MANAGEMENT, Routlage, New York
	Paul Trott (2017): Innovation Management and New Product Development, Pearson
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	**13**	**0**
Participation in tutorials	**22**	**0**
Preparation of project / essay / etc.	**25**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
Course title: **International economics (ekonomia międzynarodowa) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3432_4S**
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: 1 - english language polish language**

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

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 fields of economics and 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_W02 K_W10 K_W12**
skills	**1**	**EP2**	**Student is able to correctly identify and explain the economic policies of the state and predict the benefits and risks associated with the development of the world economy and globalization**	**K_U01**
	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.**	**K_U06 K_U07**
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 K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **International economics (ekonomia międzynarodowa)**			
Format of instruction: **lecture**			
1. **World economy - basic concepts**	1	2	0
2. **Evolution of the international division of labor**	1	3	0
3. **International trade statistics - selected issues**	1	3	0

4. **International technology transfer and knowledge diffusion**	1	3	0
5. **Role of transnational corporations in the global economy**	1	2	0
6. **Globalization and regionalization problems**	1	2	0
Format of instruction: **discussion classes**			
1. **Formal markets and their transition into electronic markets**	1	4	0
2. **International service market**	1	2	0
3. **Foreign direct investments**	1	2	0
4. **World Trade Organization and its role in the international trade**	1	2	0
5. **International labor force flows**	1	2	0
6. **New developments in the global economy**	1	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
	EGZAMIN PISEMNY	**EP1,EP3**
	PREZENTACJA	**EP1,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	**Self-prepared presentation on a topic chosen and AGREED with the tutor (max. 60 points), written exam at the end of the semester, consisting of 25 multiple-choice test questions (1 point for each question) and 1 open-ended question (5 points) (max. 30 points)), Activity in Exercise (max. 10 points).**	
	Grade calculation principles	
	The final grade is calculated as follows: **Obtaining a pass requires collecting at least 55 points out of 100 possible - 55-68 points corresponds to a mark of 3.0, 69-75 - a mark of 3.5, 76-84 - a mark of 4.0, 85-92 - a mark of 4.5, 93 or more - with a rating of 5.0**	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	International economics (ekonomia międzynarodowa)		Ważona	
	1	International economics (ekonomia międzynarodowa) [wykład]	egzamin		0,30
	1	International economics (ekonomia międzynarodowa) [ćwiczenia]	zaliczenie z oceną		0,70

Basic reading	Carbaugh R. (2018): International Economics, Cengage
	Feenstra R., Taylor A. (2017): International Economics, Worth Publishers
Supplementary reading	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

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	**17**	**0**
Participation in tutorials	**21**	**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-BM-O-II-S-23/24Z**	
Course title: **International logistics (logistyka międzynarodowa) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_18S**
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: 3 - english language polish language**

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

Course / module coordinator	**dr JAKUB DOWEJKO**
Course instructor	**dr JAKUB DOWEJKO**
Course / module objectives	**The aim of the course is to provide knowledge and skills in the field of logistic basics in a global perspective. Students learn about the determinants of the functioning of global supply chains, markets and service principals as well as final product buyers and delivery systems. In addition, the student conducts research and analysis aimed at providing information about the current state of business goals in selected economies. Students learn about dependencies in various modes of transport**
Prerequisites	**basic knowledge of logistics and the geopolitical situation in the world**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student learns the knowledge of global procurement and risk management in supply chain**	**K_W01 K_W02 K_W03 K_W10**
	2	**EP4**	**The student obtains in-depth knowledge of international politics that determines the functioning of international logistics companies**	**K_W04 K_W05 K_W07 K_W08 K_W09**
skills	**1**	**EP2**	**The student is able to identify opportunities and threats for the functioning of advanced global supply chains. Student is able to carry out a critical analysis and implement innovations in the supply chain.**	**K_U01 K_U03 K_U04 K_U06**
	2	**EP3**	**Student is able to make an estimate in the selection of forms of transport, in the event of an extraordinary situation of fluctuations in demand and supply for a transport service**	**K_U01 K_U03 K_U04 K_U05**
	3	**EP6**	**The student receives advanced skills of logistic processes (purchasing process, outsourcing, market analysis in the of products, etc.).**	**K_U02 K_U03 K_U07 K_U09**
social competences	**1**	**EP5**	**The student learns the legal conditions affecting international logistics**	**K_K02 K_K03**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **International logistics (logistyka międzynarodowa)**			

Format of instruction: **discussion classes**			
1. **The essence and tasks of international logistics.**	3	4	0
2. **Processes of globalization and internationalization in international logistics management.**	3	3	0
3. **Global supply chains - case study**	3	5	0
4. **Logistics infrastructure in the functioning of international logistics. LPI indicator.**	3	2	0
5. **Transport and shipping in international trade.**	3	1	0

Modes of delivery	**source data analysis, case study, literature analysis, discussion, multimedia presentation**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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	**A test that allows to verify the learning outcomes (minimum 60% of positive answers)**	
	Grade calculation principles	
	The final grade is the grade from the test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	International logistics (logistyka międzynarodowa)		Nieobliczana	
	3	International logistics (logistyka międzynarodowa) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Alan Rushton, Steve Walker (2007): International Logistics and Supply Chain Outsourcing: From Local to Global, Kogan Page
	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management , Springer International Publishing
Supplementary reading	Behnam Fahimnia, Michael G.H. Bell, David A. Hensher, Joseph Sarkis (eds.) (2015): Green Logistics and Transportation: A Sustainable Supply Chain Perspective , Springer International Publishing
	CA. C. Rama Gopal (2006): Export Import Procedures - Documentation And Logistics , New Age International (P) Ltd

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**5**	**0**
Private reading and studying	**5**	**0**
Participation in tutorials	**8**	**0**
Preparation of project / essay / etc.	**0**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**50**	
ECTS credits	**2**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**		
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	0	pg	4
		lecture	15	0	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	0
2. **International hospitality industry**	4	3	0
3. **International catering industry**	4	3	0
4. **Intermediaries in international tourism**	4	3	0
5. **Cruise tourism**	4	3	0
Format of instruction: **discussion classes**			

1. **Globalization and the tourism industry**	4	3	0
2. **International marketing in tourism**	4	3	0
3. **International tourism organizations**	4	3	0
4. **International tour operator industry**	4	3	0
5. **Crisis management and tourism**	4	3	0

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**	**0**
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-23/24Z**						
Course title: **Library training (szkolenie biblioteczne) (INNE DO ZALICZENIA)**					Course code: **EFZ214AIIJ3381_10S**	
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: 1 - english language polish language**			

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	lecture	2	0	p	0
Total			**2**			**0**

Course / module coordinator	**mgr DANUTA STAWIŃSKA**
Course instructor	**mgr DANUTA STAWIŃSKA**
Course / module objectives	**The main aim of the subject is to acquire by the students the knowledge about the structure and rules of operation of the Main Library and the whole US Library network, and also an ability to use a library collection, a manner of sharing them and electronic resources.**
Prerequisites	**none**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows and understands the organisational structure and rules of operation of the Main Library and of the libraries of US library network.**	
	2	**EP2**	**Student knows and understands a specific nature of library collections and rules of sharing.**	
	3	**EP3**	**Student knows and understands bibliological and bibliographic concepts.**	
	4	**EP4**	**Student knows and understands the main sources of information available in the library, traditional as well as electronic.**	
skills	**1**	**EP5**	**Student can use both electronic and paper library catalogues and can locate searched publications.**	
	2	**EP6**	**Student can use databases available in the US Main Library and in the libraries of US library network.**	
social competences	**1**	**EP7**	**Student is ready to use library resources in a manner which does not hinder an access for other users. Student properly identifies and solves practical problems.**	

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Library training (szkolenie biblioteczne)**			
Format of instruction: **lecture**			
1. **Library Training**	1	2	0

Modes of delivery	**e-learning**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	**Credit without a mark on the basis of correctly completed on-line test, with minimum 50% correct answers.**	
	Grade calculation principles	
	Credit without a mark.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Library training (szkolenie biblioteczne)		Nieobliczana	
	1	Library training (szkolenie biblioteczne) [wykład]	zaliczenie		

Basic reading	Teaching materials available on the Main Library webpage and also on the webpages of the US library network.
	Terms and conditions of the US Main Library.
Supplementary reading	

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**		
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	w tym e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	6
		laboratory	15	0	pg	
		lecture	15	0	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	w tym e-learning
Subject title: **Marketing management (zarządzanie marketingowe)**			
Format of instruction: **lecture**			
1. **Functions of modern marketing**	2	2	0
2. **Consequences of adopting a marketing concept in an enterprise**	2	1	0
3. **Marketing management process**	2	2	0
4. **The procedure for developing a marketing plan**	2	2	0
5. **Analysis of the current marketing situation, rules for formulating marketing goals**	2	2	0
6. **Tools supporting the process of setting goals and marketing strategies**	2	2	0
7. **Marketing strategies, program of marketing activities, budgeting of activities and control of activities**	2	4	0

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.**	
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) [laboratorium]	zaliczenie z oceną		
	2	Marketing management (zarządzanie marketingowe) [wykład]	egzamin		

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	
		W tym e-learning
Contact hours	**45**	**0**
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-23/24Z**						
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
				w tym e-learning		
1	2	laboratory	30	0	pg	5
		lecture	15	0	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	w tym e-learning
Subject title: **Neuroleadership (neuroprzedsiębiorczość)**			
Format of instruction: **lecture**			
1. **Introduction to neuroleadership - dilemmas and challenges**	2	3	0
2. **Methods and techniques for studying leadership in neuroscience**	2	3	0
3. **Style of neuroleadership**	2	3	0
4. **Developing neuroleadership in organization**	2	3	0

5. **Professional ethics and neuroleadership**	2	3	0
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**	
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) [wykład]	egzamin		
	2	Neuroleadership (neuroprzedsiębiorczość) [laboratorium]	zaliczenie z oceną		

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	
		W tym e-learning
Contact hours	**45**	**0**
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-23/24Z**						
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
				w tym e-learning		
2	4	laboratory	30	0	pg	6
		lecture	15	0	e	
Total			**45**			**6**

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	
			w tym e-learning
Subject title: **Neuroscience in business (neuronauka w biznesie)**			
Format of instruction: **lecture**			
1. **Cognitive Neuroscience (introduction)**	4	2	0
2. **Characteristics of cognitive processes**	4	2	0
3. **Structure of the brain and information processing methods in it**	4	2	0
4. **Factors influencing business decision making**	4	3	0
5. **Cognitive neuroscience techniques and their application in business**	4	3	0
6. **Methods of analysis and classification of psychophysical data**	4	3	0

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.**	
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)		Arytmetyczna	
	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	
		W tym e-learning
Contact hours	**45**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**27**	**0**
Preparation of project / essay / etc.	**25**	**0**
Preparation for test / exam	**20**	**0**
TOTAL workload	**150**	
ECTS credits	**6**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**						
Course title: **New trends in marketing (nowe trendy w marketingu) (KIERUNKOWE)**					Course code: **EFZ214AIIJ3433_24S**	
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: 3 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				w tym e-learning		
2	3	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**
Course / module coordinator	**dr MAŁGORZATA WIŚCICKA-FERNANDO**					
Course instructor	**dr MAŁGORZATA WIŚCICKA-FERNANDO**					
Course / module objectives	**The Main aim is to identify and discuss new trends in marketing**					
Prerequisites	**The student has a general knowledge of management and is able to search for information and have own opinion about new information and implementation.**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student know and understand marketing terms and changes on modern market**	**K_W01 K_W02 K_W05**
skills	**1**	**EP2**	**The student is able to search for solutions to the issues raised, using his/her knowledge. He/she is able to look critically at unfair practices.**	**K_U03 K_U05**
social competences	**1**	**EP3**	**The student is ready to communicate freely in English in an international group of people for the purpose of discussion. The student criticises unfair market practices aimed at manipulating people.**	**K_K01**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **New trends in marketing (nowe trendy w marketingu)**			
Format of instruction: **lecture**			
1. **Marketing and global market "Think globally, act locally"**	3	2	0
2. **Megatrends in marketing**	3	3	0
3. **New customer era ?customer is not only a customer?**	3	2	0
4. **Digital marketing**	3	3	0
5. **The customer satisfaction as an important part of the customer care**	3	2	0
6. **Marketing 5.0**	3	3	0
Format of instruction: **discussion classes**			

1. **The concept of marketing on the global market**	3	2	0
2. **Identification of Megatrends**	3	3	0
3. **Analyses of changing role of customer**	3	3	0
4. **The digital marketing**	3	4	0
5. **The customer satisfaction**	3	2	0
6. **Marketing 5.0**	3	1	0

Modes of delivery	**The Lecture will be conducted with the use of multimedia presentations, discussion, case studies, group work.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2,EP3**
	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	**Lecture: students receive a satisfactory grade form the lecture test if they achieve at least 60% of available points. Tutorial: Students receive a satisfactory grade form the tutorial if they achieve at least 60% of available points.**	
	Grade calculation principles	
	The final assessment will be calculated as the arithmetic mean of the exercises and lecture.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	New trends in marketing (nowe trendy w marketingu)		Arytmetyczna	
	3	New trends in marketing (nowe trendy w marketingu) [ćwiczenia]	zaliczenie z oceną		
	3	New trends in marketing (nowe trendy w marketingu) [wykład]	zaliczenie z oceną		

Basic reading	Ch. Burgess, M.Burgess (2020): The New Marketing. How to Win in the Digital Age, Sage
	Ph. Kotler, H. Kartajaya, I. Setiawan (2021): Marketing 5.0, , John Wiley & Sons
	red. E.Rudawska (2018): The Sustainable Marketing Concept in European SMEs: Insights from the Food & Drink Industry, , Emeralds
Supplementary reading	Ch. Barlow (2020): Social Media Marketing 2020: A Guide to Brand Building Using Instagram, YouTube, Facebook, Twitter, and Snapchat, Including Specific Advice on Personal Branding for Beginners, Independently published

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**14**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**17**	**0**
Preparation for test / exam	**8**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**		
Course title: **Occupational safety and health training (szkolenie BHP) (INNE DO ZALICZENIA)**		Course code: **EFZ214AIIJ3434_2S**
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: 1 - english language polish language**	

Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	lecture	5	5	p	0
Total			**5**			**0**

Course / module coordinator	**mgr APOLONIUSZ KURYLCZYK**
Course instructor	**mgr APOLONIUSZ KURYLCZYK**
Course / module objectives	**Acquire knowledge and skills in health and safety, fire safety, emergency first aid and the rights and responsibilities of a university student.**
Prerequisites	**No requirements**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Knows and understands the legal, organisational and ethical considerations of performing professional activities during higher education**	
skills	**1**	**EP2**	**Can identify mistakes and omissions in practice**	
	2	**EP3**	**Be able to perform basic resuscitation, recognise hazards and take appropriate action.**	
social competences	**1**	**EP4**	**carries out tasks in a way that ensures the safety of himself and the environment, including observing the safety rules**	

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Occupational safety and health training (szkolenie BHP)**			
Format of instruction: **lecture**			
1. **Legal regulations: regulation of work safety and health protection in Polish and European Union legislation, duties of HEIs, supervisors to ensure safe and hygienic learning and practice conditions, ergonomic factors in shaping conditions during education at HEIs, including hygienic standards for permanent work premises.**	1	1	1
2. **Hazardous physical, biological and chemical agents in laboratory, laboratory and field activities. Accident hazards in classes and during work placements, sports camps, field activities. Hazard avoidance with special attention to collective and individual post-accident proceedings (legal regulations, accident insurance).**	1	2	2
3. **Emergency first aid, recognition of medical emergencies, cardiopulmonary resuscitation including operation of AED defibrillator, operation of first aid kit.**	1	1	1
4. **Legal basis in the field of fire protection, fire detection systems, flammable and explosive substances, prevention of fire hazards, conduct during fire and other local hazards, handheld firefighting equipment, evacuation**	1	1	1

Modes of delivery	**E-learning course**

Assessment methods		No. of learning outcome from the syllabus
	SPRAWDZIAN	**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	**Completing an e-learning course in the field of occupational health and safety - obtaining at least 60% correct answers from the test**	
	Grade calculation principles	
	Obtaining at least 60% correct answers from the test	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Occupational safety and health training (szkolenie BHP)		Nieobliczana	
	1	Occupational safety and health training (szkolenie BHP) [wykład]	zaliczenie		

Basic reading	M. Goniewicz (2022): Pierwsza pomoc. Podręcznik dla studentów, PZWL Wydawnictwo Lekarskie, Warszawa
	(2022): Kodeks pracy – tekst jednolity, Dziennik Ustaw RP, Warszawa
	Zarządzenie Rektora US w sprawie organizowania szkoleń w zakresie BHP dla studentów i doktorantów US, Szczecin
Supplementary reading	S. Wieczorek (2014): Ergonomia. Poradnik BHP, Wydawnictwo Tarbonus, Tarnobrzeg
	(2022): ustawa o Państwowym Ratownictwie Medycznym – tekst jednolity, Dziennik Ustaw RP, Warszawa

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**		
Course title: **Organization and management (organizacja i zarządzanie) (PODSTAWOWE)**		Course code: **EFZ214AIIJ3433_3S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr ALEKSANDRA RUDAWSKA**
Course instructor	**dr ALEKSANDRA RUDAWSKA**
Course / module objectives	**The aim of the course is to advance students understanding in the field of organization and management basing on the selected contemporary perspectives, concepts and frameworks of management that regard hard and soft managerial components together with issues related to organization change.**
Prerequisites	**Student should be familiar with the basic concepts from the field of management and organizational behaviour.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows and understands in advanced manner foundations, goals and elements of selected perspectives and frameworks of management**	**K_W01 K_W07**
	2	**EP5**	**knows and understands in an advanced manner relationships among approaches and management concepts**	**K_W01 K_W07**
skills	**1**	**EP2**	**is able to identify in an advanced manner the problems of the company, indicates the causes and suggests solutions.**	**K_U01 K_U03**
	2	**EP3**	**is able to prepare writing assignment on selected topic on management selecting literature and research results, and presents it to the class**	**K_U05 K_U06 K_U07 K_U08**
social competences	**1**	**EP4**	**is ready to assess critically solutions presented during group and class discussions as well as literature selected for the assignment**	**K_K01**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Organization and management (organizacja i zarządzanie)**			
Format of instruction: **lecture**			
1. **Assumptions related to managing organizations and their changes**	1	2	0
2. **Performance management approach**	1	2	0
3. **Organizational design and architecture**	1	2	0
4. **Employee attitudes approach**	1	3	0

5. **Knowledge approach in management**	1	3	0
6. **Creating and leading change**	1	3	0
Format of instruction: **discussion classes**			
1. **Organization-environment fit and stakeholders**	1	2	0
2. **Performance management - balanced scorecard concept**	1	2	0
3. **Attitudes and person-organization fit**	1	4	0
4. **Organizational culture and climate**	1	2	0
5. **Knowledge management perspective**	1	2	0
6. **Managing change and change resistance**	1	3	0

Modes of delivery	**individual and group assignments and case studies enabling to development of understanding of the introduced concepts. Students' presentations, group and class discussions. lecture with use of the multimedia presentation.**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2,EP5**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,EP2,EP3,EP4**
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	**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	**Zaliczenie ćwiczeń:** **Zaliczenie jest na podstawie zadań realizowanych przez studentów podczas ćwiczeń oraz pracy pisemnej na podany temat i prezentacji przed grupą.** **Zaliczenie wykładu: Egzamin w formie pisemnej z pytaniami mieszanymi (zamknięte i otwarte).** **Student podchodzi do egzaminu po otrzymaniu pozytywnej oceny z części ćwiczeniowej.**	
	Grade calculation principles	
	Ocena z przedmiotu jest średnią ważoną oceny z zaliczenia części ćwiczeniowej (40%) oraz egzaminu (60%).	

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

Basic reading	D.A. Buchanan, A.A. Huczynski (2019): Organizational behaviour, Pearson
	P. Massingham (2020): Knowledge management: theory in practice, Sage
	T.A. Scandura (2022): Essentials of organizational Behavior. An Evidence-based approach, SAGE publishing
Supplementary reading	R.S. Kaplan, D.P. Norton (2008): The Execution Premium: linking strategy to operations for competitive advantage, Harvard Business School Publishing
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating in a competitive world, McGraw Hill

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**11**	**0**
Private reading and studying	**20**	**0**
Participation in tutorials	**21**	**0**

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**						
Course title: **Production management in digital system (zarządzanie podukcją w systemie cyfrowym) (KIERUNKOWE)**					Course code: **EFZ214AIIJ3433_26S**	
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: 3 - english language polish language**			
Year	**Semester**	**Form of instruction**	**No. of hours**		**Type of credit**	**ECTS**
				w tym e-learning		
2	3	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			**30**			**4**
Course / module coordinator	**dr hab. DARIUSZ MILEWSKI**					
Course instructor	**dr hab. DARIUSZ MILEWSKI**					
Course / module objectives	**The aim of the course is to acquire practical skills to make optimal decisions based on economic calculations relating to production processes**					
Prerequisites	**Basics of the English language and basic knowledge concerning managerial and economical problems**					

LEARNING OUTCOMES

Category	**No.**	**Code**	**Description**	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**The student understand how to make optimal decisions regarding production processes in an enterprise based on an economic calculation of economic processes.**	**K_W02 K_W08**
skills	**1**	**EP2**	**The student presents his point of view and argues using specialist vocabulary. Is able to carry out economic calculations on the basis of which it is possible to assess the profitability of making decisions regarding the management of production processes in the enterprise**	**K_U03 K_U04 K_U06**
social competences	**1**	**EP3**	**He/She is aware of his skills and at the same time understands that learning is an LLL (Life-Long-Learning) process.**	**K_K01**

CONTENT	Semester	No. of hours	
			w tym e-learning
Subject title: **Production management in digital system (zarządzanie podukcją w systemie cyfrowym)**			
Format of instruction: **lecture**			
1. **Digital Production. Processes as a Business Case.**	3	2	0
2. **Project planning and project management with digital tools**	3	2	0
3. **Design for function, reliability, production, cost, etc.**	3	2	0
4. **Mechanisms and mechanical systems analysis**	3	2	0
5. **Digital configuration and architecture**	3	3	0
6. **Digital system modelling, simulation and analysis**	3	2	0

7. **Risk evaluation and analyses.**	3	2	0
Format of instruction: **discussion classes**			
1. **Basic economic problems (costs, economic efficiency, efficiency factors, economic laws)**	3	4	0
2. **Optimization of production processes of goods and services**	3	4	0
3. **Optimization of production capacity**	3	3	0
4. **Optimal production batch**	3	2	0
5. **Materials management**	3	2	0

Modes of delivery	**Lecture using multimedia presentations, case studies, problem solving**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**EP1,EP2**
	PROJEKT	**EP1,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	**The condition of passing the course is to make and present a project (classes) and pass a test (lecture). Rules for calculating the grade: over 50% - 3, over 60% - 3.5, over 70% - 4, over 80% - 4.5, over 90% - 5**	
	Grade calculation principles	
	The final grade for the subject is the arithmetic mean of the grades obtained during the classes and lectures.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Production management in digital system (zarządzanie podukcją w systemie cyfrowym)		Arytmetyczna	
	3	Production management in digital system (zarządzanie podukcją w systemie cyfrowym) [ćwiczenia]	zaliczenie z oceną		
	3	Production management in digital system (zarządzanie podukcją w systemie cyfrowym) [wykład]	zaliczenie z oceną		

Basic reading	Dariusz Milewski (2013): Relacje procesów logistycznych jako czynnik efektywności ekonomicznej przedsiębiorstw produkcyjnych, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin
Supplementary reading	Bhowmik, Sumit (2018): Modeling and Optimization of Advanced Manufacturing Processes, Springer-Verlag GmbH

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	**15**	**0**
Participation in tutorials	**21**	**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-23/24Z**	
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	w tym 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 MAGDALENA ŁAWICKA**
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	w tym 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	0
2. **Project stakeholders**	2	2	0
3. **Success factors and barriers to project implementation**	2	2	0

4. **Stages of creating a team. Various styles of communication and team activities**	2	3	0
5. **Project team management and project manager tasks**	2	3	0
6. **Organizational structures of project management**	2	3	0
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**	
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	
		W tym e-learning
Contact hours	**30**	**0**
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-23/24Z**	
Course title: **Quality management (zarządzanie jakością) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_5S**
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: 1 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
1	1	discussion classes	30	0	pg	4
Total			**30**			**4**

Course / module coordinator	**dr ANNA BIELAWA**
Course instructor	**dr ANNA BIELAWA**
Course / module objectives	**The aim of the course is to familiarize students with the basic issues of quality management in an organization, to acquire the ability to effectively use classic and new quality tools, to realize how important it is in today's economic reality to ensure and improve quality.**
Prerequisites	**The student knows the basics of management in an organization, can define the basic properties of a product, can work in a group and has lifelong learning habits**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**knows the basic categories and concepts of quality and the process of its shaping.**	**K_W08 K_W10**
skills	**1**	**EP2**	**is able to use the tools for the analysis of the organization and its environment, is able to implement and audit the quality management system and use the tools, techniques and methods of quality management**	**K_U01 K_U03**
	2	**EP3**	**is able to properly use the documentation and normative regulations of the quality management system at various levels of the organization**	**K_U05**
	3	**EP4**	**is able to interact and work in a group, taking various roles in it**	**K_U08**
social competences	**1**	**EP5**	**is aware of the essence of quality assurance and improvement in the enterprise**	**K_K05**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Quality management (zarządzanie jakością)**			
Format of instruction: **discussion classes**			
1. **Quality philosophy, basic definitions and aspects of quality**	1	1	0
2. **Evolution in the approach to the issue of quality assurance**	1	1	0
3. **Precursors and foundations of the concept of quality management**	1	2	0
4. **Instruments of quality management**	1	8	0
5. **Certification of quality management systems and products**	1	2	0

6. **Quality management system according to ISO 9001: 2015 and its documentation**	1	6	0
7. **Quality management in selected sectors: food and catering sector, automotive sector, aviation sector, medical devices sector and telecommunications sector**	1	4	0
8. **Systemic environmental management**	1	2	0
9. **Occupational health and safety management**	1	2	0
10. **Organization management systems - case study**	1	2	0

Modes of delivery	**Exercises with the use of case studies, based on teamwork and multimedia presentations.**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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	**Completion of the course includes knowledge of the exercises and the recommended literature (multiple-choice test, passing the test with a sufficient grade requires obtaining 60% of possible points). Group work during the classes will also be considered. The student receives a satisfactory grade when he is able to discuss the basic issues related to shaping and improving the quality in the enterprise, which checks the learning outcomes achieved in the field of knowledge obtained during participation in the exercises.**	
	Grade calculation principles	
	The grade from the subject is the grade from the completion of the exercises.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Quality management (zarządzanie jakością)		Ważona	
	1	Quality management (zarządzanie jakością) [ćwiczenia]	zaliczenie z oceną		1,00

Basic reading	D.R. Kiran (2016): Total Quality Management: Key Concepts and Case Studies, Butterworth-Heinemann
	Nancy R. Tague (2020): The Quality Toolbox, Quality Press
Supplementary reading	A. Hamrol (2018): Zarządzanie i inżynieria jakości, PWN, Warszawa
	A.Matuszak- Flejszman (2021): Zarządzanie jakością , Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**8**	**0**
Private reading and studying	**19**	**0**
Participation in tutorials	**21**	**0**
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-23/24Z**	
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	w tym e-learning	Type of credit	ECTS
2	4	konwersatorium	15	0	pg	4
Total			**15**			**4**

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	w tym 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.**

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)		Ważona	
	4	Self-development management (zarządzanie rozwojem własnym) [konwersatorium]	zaliczenie z oceną		1,00

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	
		W tym e-learning
Contact hours	**15**	**0**
Participation in test / exam	**2**	**0**
Preparation for contact hours	**18**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**11**	**0**
Preparation of project / essay / etc.	**24**	**0**
Preparation for test / exam	**15**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**	
Course title: **Services management in digital world (zarządzanie usługami w cyfrowym świecie) (KIERUNKOWE)**	Course code: **EFZ214AIIJ3433_28S**
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: 3 - english language polish language**

Year	Semester	Form of instruction	No. of hours	w tym e-learning	Type of credit	ECTS
2	3	discussion classes	15	0	pg	4
		lecture	15	0	pg	
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 research problems	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_K05 K_K06

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Services management in digital world (zarządzanie usługami w cyfrowym świecie)**			
Format of instruction: **lecture**			
1. **Decision making process in business**	3	2	0
2. **Problem identification and analysis**	3	2	0

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

Modes of delivery	**multimedia presentation, group work, case study, Information lecture, conversation lecture, analysis of text with discussion**	
Assessment methods		No. of learning outcome from the syllabus
	KOLOKWIUM	**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: COLLOQUIUM** **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
	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie)		Arytmetyczna	
	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie) [ćwiczenia]	zaliczenie z oceną		
	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie) [wykład]	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	**2**	**0**
Preparation for contact hours	**10**	**0**
Private reading and studying	**10**	**0**
Participation in tutorials	**20**	**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-II-S-23/24Z**	
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	w tym e-learning	Type of credit	ECTS
1	2	discussion classes	15	0	pg	4
		lecture	15	0	e	
Total			**30**			**4**

Course / module coordinator	**mgr MAŁGORZATA SMOLSKA**
Course instructor	**mgr 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	w tym 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	0

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	0
3. **The process of developing the strategy. Enterprise development strategy and value chain. Strategic identification of the enterprise. Elements of the strategy**	2	4	0
4. **The process of strategy implementation. Different strategy contexts and building a cohesive strategy: international expansion and globalisation strategies. Strategic control**	2	3	0
5. **Change management, organizational development, Business Process Reengeeniering.**	2	2	0
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.**	
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) [wykład]	egzamin		0,60
	2	Strategic management (zarządzanie strategiczne) [ćwiczenia]	zaliczenie z oceną		0,40

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	
		W tym e-learning
Contact hours	**30**	**0**
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-23/24Z**	
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	w tym 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. 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	
			w tym 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	0
2. **ESG risk in business and business financing**	2	2	0
3. **Initiatives and actions for the development of sustainable finance in the context of sustainable business management**	2	1	0
4. **Classification of sustainable finance in the context of externalities generated by business activities, sustainable development goals and sustainable business models**	2	2	0
5. **Sustainable finance models vs. sustainable business models**	2	2	0
6. **Adaptation and adaptation processes in business and sustainable finance**	2	3	0
7. **The impact of financial institutions on creating sustainable value in business**	2	3	0
Format of instruction: **discussion classes**			
1. **Integrating ESG risk into decision-making processes and risk management system in business**	2	3	0
2. **Sustainable Business Financing Strategies**	2	3	0
3. **Taxonomy of sustainable business and determinants of its financing**	2	3	0
4. **Greenwashing and similar practices and their consequences**	2	3	0
5. **Business concept and sustainable financing**	2	3	0

Modes of delivery	**conversation lecture with the use of ppt presentation, discussion, case analysis, project, ppt presentation**

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	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	
		W tym e-learning
Contact hours	**30**	**0**
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-BM-O-II-S-23/24Z**		
Course title: **Teamwork management (zarządzanie pracą zespołową) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_7S**
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: 1 - english language polish language**	

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

Course / module coordinator	**dr JAROSŁAW POTERALSKI**
Course instructor	**dr JAROSŁAW POTERALSKI**
Course / module objectives	**The goal of the course is to familiarize students with the basic principles of team work management, by developing their skills and managerial competence**
Prerequisites	**Basic knowledge of human resources management, communications and strategic planning**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student explains essence, role and main features of teams and distinguishes teams from groups.**	**K_W05 K_W07 K_W10**
	2	**EP2**	**Student knows factors that determine effective teamwork**	**K_W01 K_W07 K_W10**
skills	**1**	**EP3**	**Student identifies problems occurring during teamwork and proposes solutions**	**K_U01 K_U03 K_U07 K_U08**
	2	**EP4**	**Student prepares written assignments on the topic of teamwork**	**K_U06 K_U08**
social competences	**1**	**EP5**	**Student is ready to formulate their own ideas and prepare projects.**	**K_K01 K_K04**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Teamwork management (zarządzanie pracą zespołową)**			
Format of instruction: **lecture**			
1. **The essence of teamwork**	1	2	0
2. **Key competences in teamwork**	1	4	0
3. **Team roles**	1	3	0
4. **The leader vs boss**	1	2	0
5. **Communication and conflict management in a team**	1	4	0

Format of instruction: **discussion classes**			
1. **The essence of teamwork**	1	2	0
2. **Teamwork elements**	1	2	0
3. **Development of teamwork**	1	2	0
4. **Team roles**	1	2	0
5. **Leadership in teamwork**	1	2	0
6. **Problem solving and decision making in teams**	1	2	0
7. **Communication and conflict management in a team**	1	3	0

Modes of delivery	**Lecture with presentations and group discussion., Case study analysis., Simulations - games and exercises considering communication, creativity, problem solving in smaller and bigger teams (learning by doing and observing)**	
Assessment methods		No. of learning outcome from the syllabus
	EGZAMIN PISEMNY	**EP1,EP2**
	PRACA PISEMNA/ ESEJ/ RECENZJA	**EP1,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 student obtains credit for the exercises on the basis of the assessment of the written work in the form of an essay on the topic of teamwork management, agreed in advance with the teacher. The lecture grade is the grade for the written exam, covering the most important issues related to work and teamwork management.**	
	Grade calculation principles	
	The final grade is the average of the arithmetic grade for exercises and exam.	

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

Basic reading	Katzenbach J.R. , Smith D.K. , (2005): The discipline of teams., Harvard Business Review July-August, pp. 162-171
	West M. A. , . Wiley-Blackwell (2012): Effective Teamwork: Practical Lessons from Organizational Research, 3rd ed., Wiley-Blackwell
Supplementary reading	Edmondson, A. C , (2012): Teamwork on the fly: How to master the new art of teaming, Harvard Business Review (April)
	J. Brett, K. Behfar, M.C. Kern (2006): Managing Multicultural Teams, Harvard Business Review, November
	L. Gratton, T.J. Ericson (2007): 8 Ways to Build Collaborative Teams, Harvard Business Review, November
	Pentland A. (2012): The new science of building great teams, Harvard Business Review (April)
	Rudawska A. " (2017): Students' Team Project Experiences and Their Attitudes Towards Teamwork, Journal of Management and Business Administration. Central Europe" Vol. 25, No. 1/2017, p. 78–97

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**3**	**0**
Preparation for contact hours	**14**	**0**
Private reading and studying	**15**	**0**
Participation in tutorials	**21**	**0**

Preparation of project / essay / etc.	**17**	**0**
Preparation for test / exam	**25**	**0**
TOTAL workload	**125**	
ECTS credits	**5**	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: **USEFZ-BM-O-II-S-23/24Z**		
Course title: **Toolbox in project management (narzędzia zarządzania projektem) (KIERUNKOWE)**		Course code: **EFZ214AIIJ3433_27S**
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: 3 - english language polish language**	

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

Course / module coordinator	**dr HANNA SOROKA-POTRZEBNA**
Course instructor	**dr HANNA SOROKA-POTRZEBNA**
Course / module objectives	**Familiarize students with the tools used in project management.**
Prerequisites	**No requirements.**

LEARNING OUTCOMES

Category	No.	Code	Description	Ref. to programme benchmarks
knowledge	**1**	**EP1**	**Student knows the concepts related to project management**	**K_W01 K_W07**
	2	**EP2**	**Student knows project management tools**	**K_W04 K_W06 K_W08**
skills	**1**	**EP3**	**Student is able to use project management tools**	**K_U01 K_U02 K_U03 K_U05**
	2	**EP4**	**Student is able to recognize project management tools**	**K_U02 K_U03**
social competences	**1**	**EP5**	**Student is ready to engage in teamwork**	**K_K03**
	2	**EP6**	**Student is ready to use the knowledge about the tools used in project management**	**K_K02**

CONTENT	Semester	No. of hours	w tym e-learning
Subject title: **Toolbox in project management (narzędzia zarządzania projektem)**			
Format of instruction: **laboratory**			
1. **Introduction to project management - basic concepts.**	3	4	0
2. **Importance of a toolbox for a project manager.**	3	2	0
3. **Tools helpful in the work of the project team.**	3	6	0
4. **Tools for suport project planning.**	3	6	0
5. **Tools for controlling and managing errors in projects.**	3	6	0
6. **Tools for presenting the effects of a project.**	3	6	0

Modes of delivery	**Multimedia presentation, group work, case study solving, project preparation**	
Assessment methods		No. of learning outcome from the syllabus
	PROJEKT	**EP1,EP2,EP3,EP6**
	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 criteria: preparation of the project and activity in the classroom.**	
	Grade calculation principles	
	Final grade: grade obtained from the completion of the course.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Toolbox in project management (narzędzia zarządzania projektem)		Ważona	
	3	Toolbox in project management (narzędzia zarządzania projektem) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	Trocki M. (2014): Nowoczesne zarządzanie projektami, PWE, Warszawa
	Wysocki R. K. (2013): Efektywne zarzadzanie projektami, Helion, Gliwice
Supplementary reading	Axelos (2013): Zarządzanie ryzykiem: przewodnik dla praktyków M_o_R , TSO, Londyn

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	**30**	**0**
Participation in test / exam	**0**	**0**
Preparation for contact hours	**13**	**0**
Private reading and studying	**16**	**0**
Participation in tutorials	**21**	**0**
Preparation of project / essay / etc.	**20**	**0**
Preparation for test / exam	**0**	**0**
TOTAL workload	**100**	
ECTS credits	**4**	