

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: algebra liniowa (linear algebra) (PODSTAWOWE)					Course code: US71AIJ2857_14S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 2 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	30	0	pg	4	
		lecture	15	0	e		
Total			45			4	
Course / module coordinator		dr hab. MAŁGORZATA GUZOWSKA					
Course instructor		dr hab. MAŁGORZATA GUZOWSKA					
Course / module objectives		Completing and revising mathematical knowledge so that the students can successfully study the state-of-art economics, statistics and econometrics as well as other fields of science where economic calculation plays a fundamental role and which deal with best practices in decision-making.					
Prerequisites		- knowledge: a candidate demonstrates the knowledge of mathematics on the basic high school level; - skills: a candidate can solve mathematical problems on the elementary level; - competence (attitude): a candidate demonstrates excellent learning skills.					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	Student knows definitions and the elementary properties of linear space.	K_W05			
	2	EP2	Student knows the elementary properties of the real matrixes as well as can recognize and interpret the procedures of solving any system of linear equations.	K_W05			
	3	EP3	Student knows terms and methods related to square forms, eigenvectors and eigenvalues.	K_W05			
skills	1	EP4	Student can use vector and matrices calculus and can apply them to solving the systems of linear equations and simple economic problems.	K_U05			
	2	EP5	Student can examine the properties of quadratic and determine eigenvectors and eigenvalues.	K_U05			
	3	EP6	Student can easily communicate in English in an international group of people in order to carry out mathematical or business tasks.	K_U05 K_U16			
social competences	1	EP7	Student is ready to critically assess his knowledge of mathematical tools and to supplement and deepen his knowledge as well as to use his knowledge and expert knowledge to solve socio-economic problems.	K_K02			
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: algebra liniowa (linear algebra)							
Format of instruction: lecture							

1. Basic algebraic structures			2	2	0
2. Vector spaces: linear combination and linear independence of vector, bases and dimension for vector spaces.			2	2	0
3. Algebraic operations on matrices and their properties			2	2	0
4. Determinants. Laplace's expansion. Trace and rank of a matrix.			2	2	0
5. Inverse of matrices. Matrices equation.			2	2	0
6. System of linear equations and it solutions.			2	2	0
7. Linear and quadratic forms. Canonical form of a square form. Classification of quadratic forms, Sylvester s law, positive define (negative define) quadratic form. Eigenvalues and eigenvectors and their application in economics.			2	3	0
Format of instruction: discussion classes					
1. Vector spaces: linear combination and linear independence of vector, bases and dimension for vector spaces			2	3	0
2. Algebraic operations on matrices: matrix addition, scalar multiplication, transpose and matrix multiplication.			2	3	0
3. Determinants. Laplace expansion. Properties of the determinant.			2	2	0
4. Inverse of matrices. Matrices equation.			2	4	0
5. Systems of linear equations and methods of solving them (Gaussian elimination, Cramer method, Kronecker - Capelli theorem).			2	6	0
6. Systems of linear inequalities.			2	4	0
7. Linear and quadratic forms. Canonical form of a square form. Classification of quadratic forms, Sylvester s law. Eigenvalues and eigenvectors.			2	4	0
8. Application of linear algebra in economics.			2	4	0
Modes of delivery	Lectures with slides shows. Exercises - problem solving				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2,EP3	
	KOŁOKWIUM			EP4,EP5,EP6,EP7	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Credits are given to students who have learned the following skills, by: 5 short one-question (exercise) tests with passing score of 5 -10 points; 1 final test (5 exercises, 10 points each). Total passing score: minimum 25 points under the condition of all the short tests being passed; The examination form and requirements: The final examination tests if a student has achieved all the projected learning outcomes concerning knowledge. It consists of 10 questions. The passing score is 50%. The way of calculating the grade Fail (2.0) 0%-50% Satisfactory (3.0) 51% -60% Satisfactory plus (3.5) 61% - 70% Good (4.0) 71% - 80% Good plus (4.5) 81% - 90% Very good (5.0) 91% -100%				
	Grade calculation principles				
	The final grade is calculated as a weighted average of partial and final tests.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	algebra liniowa (linear algebra)		Arytmetyczna	
	2	algebra liniowa (linear algebra) [ćwiczenia]	zaliczenie z oceną		
	2	algebra liniowa (linear algebra) [wykład]	egzamin		

Basic reading	Barbara Batóg, Beata Bieszk-Stolorz, Iwona Foryś, Małgorzata Guzowska, Krzysztof Heberlein (2021): Mathematics for Students of Economics, Finance, and Management, Difin	
	G. Strang (2003): Linear Algebra And Its Application	
Supplementary reading	C. Edwards, D. Penney (2005): Differential equations and Linear Algebra, Pearson Prentice Hall	
	V. Ilyin, E. Poznyak (1986): Linear Algebra, MIRPublisher	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	3	0
Preparation for contact hours	15	0
Private reading and studying	8	0
Participation in tutorials	14	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	15	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise) (PODSTAWOWE)					Course code: EFZ71AIJ3432_10S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - polish language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	30	0	pg	4
		lecture	15	0	e	
Total			45			4
Course / module coordinator		dr hab. MAŁGORZATA PORADA-ROCHOŃ				
Course instructor		dr MIRELA ROMANOWSKA				
Course / module objectives		Teach students the ability to search and measure relationships between economic phenomena in business entities and the impact of the environment on their behavior. Understanding and interpretation of using research methods by financial information contained in the financial statements in order to make the right decisions and efficient business management.				
Prerequisites		- knowledge - the student knows the basics of accounting, management, business economics, - skills - students can read with understanding basic information such as in the financial statements and other sources, - competence (attitudes) - student has instilled habits of lifelong learning, the ability to work in a group and is prepared to observe and analyze the environment.				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	Student has an understanding of the basic information content of financial statements and reports.	K_W07		
	2	EP2	Student has an understanding of the basic construction rules of evaluation measures phenomena that characterize the company.	K_W07		
skills	1	EP3	Student has the ability to use of basic theoretical knowledge to describe and analyze specific phenomena and processes taking place in the enterprise.	K_U07		
	2	EP4	Student has the ability to the use of appropriate methods to evaluate the effects.	K_U13		
	3	EP5	Student has the ability to use of basic theoretical knowledge to describe and analyze specific phenomena and processes taking place in the enterprise.	K_U07		
	4	EP6	Student has the ability to make decisions and to take any responsibility for them.	K_U04		
CONTENT					Semester	No. of hours
Subject title: analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise)						
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	1	0
4. A preliminary assessment of the situation of the assets.		3	2	0
5. A preliminary assessment of the situation of the capital.		3	1	0
6. Evaluation of short-term and long-term static liquidity.		3	2	0
7. Cash conversion cycle.		3	2	0
8. The nature and assessment of net working capital.		3	1	0
9. Concept and measurement of profitability.		3	2	0
Format of instruction: discussion classes				
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	2	0
6. Establishing and interpretation of the cash conversion cycle (operating, net).		3	2	0
7. Evaluation of net working capital in the company X. Identifying and interpretation of the cash conversion cycle (operating, net).		3	2	0
8. Assessment of the company's profitability.		3	3	0
9. Corporate debt analysis.		3	2	0
10. Analysis of a company's financial condition - case study.		3	6	0
11. Project presentation.		3	2	0
12. Colloquium.		3	1	0
13. The role of Corporate Social Responsibility in financial analysis - examples.		3	2	0
Modes of delivery	Lectures, case study, 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	
	EGZAMIN PISEMNY		EP1,EP2,EP3	
	KOLOKWIUM		EP3,EP4,EP5	
	PROJEKT		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	with			
	Grade calculation principles			
	The final grade is a weighted mean: 40% grade of classes (20% project and 20% test score) and 60% grade of lectures.			

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise)		Ważona	
	3	analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise) [wykład]	egzamin		0,60
	3	analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise) [ćwiczenia]	zaliczenie z oceną		0,40
Basic reading	Brigham E.F., Houston J.F. (2009): Fundamentals of Financial Management, South-Western Cengage Learning				
	Friedlob G.T., Schleifer L.F. (2003): Essentials of Financial Analysis, John Wiley & Sons				
	Steven M. Bragg. , 2014. (2014): (2014): Financial Analysis: Second Edition A Business Decision Guide. Edition: 2				
Supplementary reading	Lee A.C., Lee J.C., Lee C.F. (2009): Financial Analysis, Planning & Forecasting: Theory and Application" Financial Analysis, Planning & Forecasting: Theory and Application, , World Scientific Publishing Co. Pte. Ltd				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		45	0		
Participation in test / exam		4	0		
Preparation for contact hours		15	0		
Private reading and studying		15	0		
Participation in tutorials		8	0		
Preparation of project / essay / etc.		5	0		
Preparation for test / exam		8	0		
TOTAL workload		100			
ECTS credits		4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Unit: Inżynieria informatyczna biznesu (IT engineering in business) [moduł]						
Course title: analiza i projektowanie systemów informacyjnych (IS analysis and design) (KIERUNKOWE)					Course code: US71AIJ2717_50S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			45			4
Course / module coordinator		dr KAROLINA MUSZYŃSKA				
Course instructor		dr KAROLINA MUSZYŃSKA				
Course / module objectives		The goal of the course is to familiarize the student with the theoretical issues of information systems analysis and design and IT tools supporting this field, as well as to help the student acquire the ability to use these tools and utilize the acquired knowledge for analyzing and designing information systems.				
Prerequisites		Basic skills in computer and Internet use.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows and understands the concepts of information systems analysis and design.			K_W08
	2	EP2	Student is familiar with the methods of information systems analysis and design and knows how to capture and define requirements.			K_W13
	3	EP3	Student is familiar with IT tools supporting the analysis and design of information systems.			K_W08
skills	1	EP4	Student can use the theoretical knowledge to analyze an exemplary information system, to model selected functions and information structures, using appropriate methods and tools.			K_U08 K_U12
	2	EP5	Student can use the acquired methods and IT tools to design the user's interface for an exemplary system.			K_U08 K_U12
	3	EP6	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_U16 K_U18
social competences	1	EP7	Student is ready to supplement their knowledge and use it to solve issues regarding development of information systems in organizations.			K_K02
CONTENT					Semester	No. of hours
Subject title: analiza i projektowanie systemów informacyjnych (IS analysis and design)						
Format of instruction: lecture						

1. Introduction to the analysis and design of information systems (concepts, methods, tools).			4	2	0
2. Methods of gathering, defining and documenting system requirements; modeling the functions and dynamics of the system - use case diagrams.			4	2	0
3. Modeling the information structures - class/object diagrams.			4	2	0
4. Modeling the functions and dynamics of the system - activity and sequence diagrams.			4	2	0
5. Designing the database and physical structure of the system - generating physical data model from class diagram.			4	2	0
6. Types and principles of designing system user interface.			4	2	0
7. Alternative approaches to system analysis and design.			4	3	0
Format of instruction: laboratory					
1. Definition of the design task (characteristics of the organization, organizational structure, problems that require informatization and system goals).			4	2	0
2. Identification and description of users' requirements, functional structure and system users.			4	2	0
3. Modeling the functions - use case diagrams.			4	4	0
4. Modeling the information structures - class diagram.			4	4	0
5. Modeling the dynamics of the system - activity diagrams.			4	4	0
6. Interaction diagrams - sequence diagrams.			4	4	0
7. Design of database and physical structure of the system.			4	2	0
8. Design of windows form user's interface.			4	4	0
9. Design of web form user's interface.			4	4	0
Modes of delivery	multimedia presentations, teamwork, case study, lecture based on multimedia presentations				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3	
	PROJEKT			EP4,EP5,EP6,EP7	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Written test verifies the achievement of learning outcomes in terms of knowledge regarding information systems analysis and design, as well as methods and tools supporting this area. To get a positive grade from the test a minimum of 51% of points must be obtained. Project verifies the achievement of learning outcomes on practical skills and teamwork. Projects focus on performing analysis and design for a sample system using the known tools /diagrams. To get a positive grade from the project a minimum of 51% of points must be obtained.				
	Grade calculation principles				
	The final grade of the course is a weighted average of the two grades - from the written test (30%) and the project (70%). The pass is granted only in case of positive assessment of both the written test and the project.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design)		Ważona	
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design) [laboratorium]	zaliczenie z oceną		0,70
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design) [wykład]	zaliczenie z oceną		0,30
Basic reading	Valacich J.S., George J.F. (2020): Modern Systems Analysis and Design, 9th Edition, Pearson				

Supplementary reading	Seidl M., Scholz M., Huemer Ch., Kappel G. (2015): UML @ Classroom: An Introduction to Object-Oriented Modeling, Springer	
	Wrycza S., Marcinkowski B., Maślankowski J. (2012): UML 2.x. Ćwiczenia zaawansowane, Helion	
	Wrycza S., Marcinkowski B., Wyrzykowski K. (2006): Język UML 2.0 w modelowaniu systemów informatycznych, Helion	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	3	0
Preparation for contact hours	10	0
Private reading and studying	6	0
Participation in tutorials	12	0
Preparation of project / essay / etc.	14	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: analiza matematyczna (mathematical analysis) (PODSTAWOWE)					Course code: US71AIJ2857_1S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	30	0	pg	4	
		lecture	15	0	e		
Total			45			4	
Course / module coordinator	dr BARBARA BATÓG						
Course instructor	dr BARBARA BATÓG						
Course / module objectives	Course deals with differential and integral calculus for single and many variable functions; elements of this course will be used in other courses (for example economics, statistics and econometrics)						
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 studies systematically						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	student is able to explain the concept of limits, continuity, monotonicity, extrema, convexity, curvature, inflection points and asymptotes for single variable function.			K_W05	
	2	EP2	Student is able to explain the concept of indefinite and definite integral for single variable function.			K_W05	
	3	EP3	Student knows necessary and sufficient conditions of existing of extrema of many variable functions.			K_W05	
skills	1	EP4	Student is able to analyze the properties of single variable functions by means of derivatives; student computes elasticities and marginal values.			K_U05	
	2	EP5	Student is able to use integration by substitution and by parts in computing basic types of indefinite and definite integrals.			K_U05	
	3	EP6	Student is able to compute local extrema of many variable functions.			K_U05	
social competences	1	EP7	Student is ready to apply mathematical analysis in economic problems.			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: analiza matematyczna (mathematical analysis)							
Format of instruction: lecture							
1. Cartesian product. Definition and properties of functions: injection, surjection, bijection, monotonicity, inverse functions, cyclometric functions, function composition. Elementary functions. Examples of countable and uncountable sets.					1	2	0

2. Metric space. Neighborhood and punctured neighborhood, open and closed set, bounded set. Limits of the sequences, convergent and divergent sequences, Euler's number e, indeterminate forms.		1	2	0	
3. Definition and properties of limits and continuity.		1	1	0	
4. Difference quotient, definition and properties of derivative of single variable function, properties of differentiable function, derivatives of elementary functions; rules for finding the derivatives, differential, higher-order derivatives. Derivatives in geometry and economics.		1	2	0	
5. Lagrange's and Rolle's theorems. Application of derivatives to analyze single variable functions: necessary and sufficient conditions of existing of local and global extrema, monotonicity, inflection points, curvature. L'Hôpital's rule. Asymptotes.		1	4	0	
6. Indefinite integrals, integration by substitution and by parts.		1	1	0	
7. Riemann definite integral, fundamental theorem of integral calculus. Improper integrals. Relationship between definite integral and area.		1	2	0	
8. Differentiability, partial derivatives and local extrema of many variable functions.		1	1	0	
Format of instruction: discussion classes					
1. Cartesian product. Definition and properties of functions: injection, surjection, bijection, monotonicity, inverse functions, cyclometric functions, function composition. Elementary functions.		1	4	0	
2. Limits of the sequences, convergent and divergent sequences, Euler's number e, indeterminate forms.		1	2	0	
3. Limits and continuity of functions.		1	2	0	
4. Computing the derivatives of single variable functions.		1	4	0	
5. Application of derivatives to analyze single variable functions: necessary and sufficient conditions of existing of local and global extrema, monotonicity, inflection points, curvature. L'Hôpital's rule. Asymptotes.		1	6	0	
6. Computing basic types of indefinite integrals by means of integrating by substitution and by parts.		1	4	0	
7. Computing basic types of definite integrals. Area of figures.		1	4	0	
8. Partial derivatives and local extrema of many variable functions.		1	4	0	
Modes of delivery	Lecture, exercises 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		
	EGZAMIN PISEMNY		EP1,EP2,EP3,EP4,EP5,EP6,EP7		
	KOŁOKWIUM		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	Exercises: 2 colloquia - max. 5 problems each Lectures: exam - max. 5 problems and max. 5 theoretical questions.				
	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	analiza matematyczna (mathematical analysis)		Arytmetyczna	
	1	analiza matematyczna (mathematical analysis) [ćwiczenia]	zaliczenie z oceną		
	1	analiza matematyczna (mathematical analysis) [wykład]	egzamin		
Basic reading	Batóg B., Bieszk-Stolorz B., Foryś I., Guzowska M., Heberlein K. (2021): Mathematics for Students of Economics, Finance and Management, Difin				
	Hoffmann L.D., Bradley G.L. (2006): Calculus for Business, Economics, and the Social and Life Sciences, McGraw-Hill Science/Engineering/Math				
	Marvin L. Bittinger, David J.Ellenbogen, Scott A.Surgent (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				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	6	0
Preparation for contact hours	15	0
Private reading and studying	5	0
Participation in tutorials	13	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	16	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) (PODSTAWOWE)					Course code: US71AIJ2861_15S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	4	
		lecture	15	0	pg		
Total			30			4	
Course / module coordinator		prof. dr hab. IGA RUDAWSKA					
Course instructor		prof. dr hab. IGA RUDAWSKA					
Course / module objectives		To make students familiar with the principles of analysis of market position of enterprise. To make students able to practice skills referring analysis of market position of company.					
Prerequisites		Regarding knowledge: a student knows principles of macroeconomics and principles of management. Regarding skills: a student can interpret basic market mechanisms. Regarding social competencies: a student can work in a team.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has a basic knowledge about purposes, specifics and structure of market position analysis of an enterprise.			K_W01	
	2	EP2	Student knows principles of methods and tools of market position analysis of an enterprise.			K_W05	
skills	1	EP3	Student can give the proper solutions to typical problems encountered in analysis of market position of an enterprise.			K_U05	
	2	EP4	Student can apply basic methods and tools of market position analysis.			K_U04	
social competences	1	EP5	Student is ready to take part in preparing projects regarding analysis of market position.			K_K01	
	2	EP6	Student is ready to formulate opinions and views referring different aspects of analysis of market position in entrepreneurship.			K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position)							
Format of instruction: lecture							
1. Domain of market position analysis in enterprise.					2	1	0
2. Levels and basic elements of market position analysis of enterprise.					2	2	0
3. External analysis of a company.					2	3	0

4. Sectoral analysis.				2	3	0
5. Resources and capabilities in enterprise.				2	2	0
6. Competitive advantage and the scope of a company.				2	2	0
7. Implications of the internalization of market position analysis of enterprise.				2	2	0
Format of instruction: discussion classes						
1. Exercise on the domain of market position analysis of enterprise				2	1	0
2. Exercise on the levels and elements of market position analysis of enterprise.				2	1	0
3. Designing external analysis of a company.				2	2	0
4. Designing sectoral analysis.				2	2	0
5. Exercise on the resources and capabilities of a company.				2	2	0
6. Exercise on the competitive advantage				2	2	0
7. Exercise on the implications of the internalization of market position analysis.				2	2	0
8. Concluding exercise on applying market position analysis of enterprise.				2	3	0
Modes of delivery	PPT presentation, case studies, discussion based on papers, team work					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods						No. of learning outcome from the syllabus
	KOŁOKWIUM					EP1,EP2,EP6
	PROJEKT					EP3,EP4,EP5
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The final grade of the course will be calculated on the basis of two assignments worth: -50% colloquium (60% points) - open questions -50% poster prepared within groups The condition for passing the exercises is getting a positive grade for a poster. The condition for passing the lectures is getting a positive mark in the test.					
	Grade calculation principles					
	The final grade from the course is equal to the arithmetic mean of grades from the exercises and the lecture.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position)		Nieobliczana		
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) [ćwiczenia]	zaliczenie z oceną			
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) [wykład]	zaliczenie z oceną			
Basic reading	A.Warner (2010): Strategic analysis and choices, A structured approach, Business Expert Press, New York					
	M.M. Crossan, M.J. Rouse et al (2011): Strategic analysis and action, 8th edition, Pearson Canada , Toronto					
	R.M.Grant (2013): Contemporary strategic analysis: text and cases, John Wiley and Sons Ltd., 8th edition, Chichester					
	Rothaermel, Frank T. (2017): Strategic management. 3th Edition, McGraw-Hill Education, New York					
Supplementary reading	Harvard Business Review – current issues :					
	J. Blue (2015): Strategic Analysis Report, Tesla Motors & Powerwal					

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: bankowość (banking) (PODSTAWOWE)					Course code: US71AIWNEiZ_16S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory			Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator	dr DOROTA SKAŁA					
Course instructor	dr hab. AGNIESZKA PREŚ-PEREPECZO					
Course / module objectives	The goal of this course is to introduce topics that may be used to identify and understand the primary processes taking place within the banking system.					
Prerequisites	The student understands the basic functionality of financial institutions, has an ability to analyse basic processes taking place in the financial sector, understands the need for the continuous study process.					
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Student defines and describes the rules and features regarding bank activities.		K_W02
		2	EP2	The student describes the role of banking system in the economy and its effect on financial stability.		K_W02
		3	EP3	The student has knowledge of the banking system structure and the effects of its evolution.		K_W02
skills		1	EP4	The student is able to identify factors shaping the financial situation and market position of banks.		K_U02 K_U17
		2	EP5	The student is able to analyse basic elements influencing the risk-profitability relation in a bank.		K_U02
social competences		1	EP6	The student is prepared to clearly present strenghts and weaknesses of individual banks.		K_K01 K_K04
		2	EP7	The student is interested in further studies and analyses regarding bank activities.		K_K04
		3	EP8	The student is prepared to act as an active member of a team, analysing the basic characteristics of chosen banks.		K_K01 K_K04
CONTENT					Semester	No. of hours
Subject title: bankowość (banking)						
Format of instruction: lecture						
1. The structure and changes within the modern banking system. Ownership changes. Regulatory framework. The role and types of banks. The role of banking systems in modern economies.					2	3 0
2. Bank funding structures: sources, stability and maturity.					2	2 0
3. Main categories of bank assets and their links with risk and profitability.					2	2 0

4. Assets and liabilities management in banking. Bank risk - credit risk, liquidity risk, market risk and operational risk.				2	4	0
5. Bank capital, capital adequacy, Basle I, II and III agreements.				2	2	0
6. The banking system and the financial safety net. Banking supervision and deposit insurance systems. Moral hazard problems.				2	2	0
Format of instruction: discussion classes						
1. The analysis of changes in the modern banking systems. Privatisation, nationalisation and shareholder structure, private versus public banks - discussion.				2	2	0
2. Bank balance sheet and income statement analysis.				2	4	0
3. Main elements of the asset and liability transactions and intermediation functions of commercial banks, banking activities within the regulatory framework.				2	2	0
4. Bank risk - credit risk (case study).				2	2	0
5. Market risk and capital adequacy: problem solving, calculations.				2	2	0
6. Student presentations - analysis of chosen banks, in the context of their shareholder structure, size, market position, profitability and risk.				2	2	0
7. Summary and final conclusions.				2	1	0
Modes of delivery	Powerpoint presentations, text analysis and discussion, team projects (student presenations)					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3	
	PREZENTACJA				EP4,EP5,EP6,EP7,E P8	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Lecture grading: Written test, in the form of a multiple choice test (80% points), with 2-4 additional short questions (20% points). Exam grading: 50% pass, 75% grade 4.0. Tutorial grades: student presentations, homework assignments and reports handed in at the end of each class. Student presentations: group projects (3 students max), oral presentations of chosen banks during the final class based on powerpoint presentations.					
	Grade calculation principles					
	The final grade will be calculated as a weighted mean of the written test grade (70%) and project/presentation grade (30%). Students have to receive a positive grade on the tutorial in order to participate in the final exam (lectures).					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	bankowość (banking)			Nieobliczana	
	2	bankowość (banking) [ćwiczenia]		zaliczenie z oceną		
	2	bankowość (banking) [wykład]		zaliczenie z oceną		
Basic reading	De Haan, J., Oosterloo, S., Schoenmaker, D. (2018): Financial Markets and Institutions, Cambridge University Press					
	Matthews, K., Mishkin, F., Giuliodori, M. (2013): The Economics of Money, Banking and Financial Market, Pearson					
Supplementary reading	Choudhry, M. (2012): Principles of Banking, Wiley					
	Koch, T, MacDonald, S. (2009): Bank Management, South Western College Pub					
	Saunders, A., Cornett, M. (2011): Financial Institutions Management: a Risk Management Approach, MC Graw-Hill					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: bazy danych na potrzeby ekonomii (databases in economic applications) (KIERUNKOWE)					Course code: US71AIJ2721_67S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	laboratory	15	0	pg	3
		lecture	15	0	e	
Total			30			3
Course / module coordinator	dr AGATA WAWRZY尼亚K					
Course instructor	dr AGATA WAWRZY尼亚K					
Course / module objectives	The aim of the course is transferring knowledge of design methodology for relational database; developing skills in modeling relational databases and implementation in MS SQL Server environment. The aim of the course is also preparing students for using databases in economic applications.					
Prerequisites	Skills: student is computer literate and works in Microsoft Windows operating environment; Competencies: student is able to work in a team, has deep-rooted habits of lifelong learning and consciously benefits from information technologies. Knowledge: student has a general knowledge of functioning of economic entities;					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has knowledge concerning functioning and construction of databases.			K_W13
	2	EP2	Student mastered the knowledge in the scope of: database design, data structure, database normalization.			K_W13
	3	EP3	Student knows the Structured Query Language (SQL) basic concepts and principles.			K_W13
skills	1	EP4	Student demonstrates the ability to practical use of the database in economic applications.			K_U12
	2	EP5	Student can independently design the structure of relational database model.			K_U12
	3	EP6	Student implements physical database model in MS SQL Server.			K_U12
	4	EP7	Student is able to generate queries in SQL, create forms and reports.			K_U12
social competences	1	EP8	Student is ready to participate in the preparation of projects in a team.			K_K01
CONTENT					Semester	No. of hours
Subject title: bazy danych na potrzeby ekonomii (databases in economic applications)						
Format of instruction: lecture						
1. An introduction to databases . Applications of databases in economics and business					5	2 0
2. Database Analysis					5	2 0

3. Database design - Entity Relationship Diagram. Database normalization and normal forms (1NF - 6NF)		5	2	0
4. Database language - SQL. Types of commands, types of data, functions, group functions		5	2	0
5. SQL - defining data		5	2	0
6. SQL - data manipulation (select, insert, update, delete)		5	3	0
7. Database transactions. Data security (access and protection)		5	2	0
Format of instruction: laboratory				
1. The Database Environment and Development Process		5	2	0
2. Modeling Data in the Organization		5	2	0
3. Logical Database Design and Relational Model		5	2	0
4. MS SQL Server - database management (new database, create table, create index)		5	1	0
5. MS SQL Server - SELECT statement with clauses: where, order by, asc, desc, and, or, between, like, top		5	3	0
6. MS SQL Server - join clauses in SQL: inner join, right outer join, left outer join, full outer join, cross join		5	2	0
7. MS SQL Server - SQL aggregation, group by clause, having clause, subqueries, create view statement, procedures		5	2	0
8. Laboratory examination - practical test		5	1	0
Modes of delivery	Computer laboratory., Lecture illustrated by 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
	EGZAMIN PISEMNY			EP1,EP2,EP3
	SPRAWDZIAN			EP4,EP5,EP6,EP7
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			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	Credit for laboratory classes: points for tasks getting during laboratories (40%) and practical test (60%). Credit for lectures: the lecture grade is equal to the exam grade. The exam consists of 5 theoretical questions. Student passes the course when knows basic concepts from the scope of database design principles and is able to perform basic operations in the chosen database management system (based on SQL).			
	Grade calculation principles			
	The final grade is an average of the grades received from the laboratory examination and the exam.			
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method
	5	bazy danych na potrzeby ekonomii (databases in economic applications)		Arytmetyczna
	5	bazy danych na potrzeby ekonomii (databases in economic applications) [wykład]	egzamin	
	5	bazy danych na potrzeby ekonomii (databases in economic applications) [laboratorium]	zaliczenie z oceną	
Basic reading	Forta B. (2014): SQL in 10 Minutes, Sams Teach Yourself (4th Edition), Pearson Education			
	Hoffer J. A., Prescott Ramesh V. & Topi H. (2013): Modern Database Management (11th ed.), Pearson Education			
Supplementary reading	Coronel C. (2017): Database Systems: Design, Implementation, & Management - 12th edition, Cengage Learning			
	Date C. J. (2012): Database Design and Relational Theory: Normal Forms and All That Jazz, O'Reilly Media			
	Pratt Ph. J. (2015): Concepts of Database Management - 8th edition, Cengage Learning			

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	8	0
Private reading and studying	11	0
Participation in tutorials	10	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-EaITA-O-I-S-24/25Z						
Course title: E-commerce (e-gospodarka) (KIERUNKOWE)					Course code: EFZ71AIJ3432_2S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	laboratory	15	0	pg	1
Total			15			1
Course / module coordinator	dr AGATA WAWRZY尼亚K					
Course instructor	dr AGATA WAWRZY尼亚K					
Course / module objectives	This course focuses on electronic commerce applications, technologies, and tools which are used to conduct business on the World Wide Web. It reviews foundations of e-commerce, its infrastructure, current e-commerce models, transactions, security and quality assurance, web site design, payment systems, and various issues which relate to electronic economy, electronic data interchange, web-based marketing, e-supply chains, emarketplace. Using CMS, students explore the fundamentals of planning dynamic e-commerce websites, CMS databases, developing site templates, integration of meaningful content. The course is project-based - students build several sites over the term to increase their confidence in planning and executing websites.					
Prerequisites	Skills: student needs to have basic computer skills in order to effectively interact and complete activities Competence: student is able to work in a group Knowledge: student has a general understanding of the functioning of economy entities					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Identify e-commerce models			K_W01
	2	EP3	Understand the process of setting up an interactive web site, displaying product catalogue, deploying shopping carts, handling transaction			K_W08
	3	EP4	Describe the process of maintaining security on the e-commerce site			K_W08
	4	EP6	Discuss the issues facing businesses that are considering worldwide marketing of their products and services			K_W04
skills	1	EP7	Be able to evaluate the information needs and requirements of a business entity wishing to adhere to e-commerce paradigm			K_U07
	2	EP8	Be able to participate in the development of an appropriate business information system to support the economic entity needs			K_U08
	3	EP9	Be able to build an online store			K_U08
	4	EP10	Be aware of security issues and of technologies designed to ensure secure transactions			K_U08
social competences	1	EP11	Be able to work as a team			K_K01
	2	EP12	Be able to work with an online store and modify it as necessary			K_K04

CONTENT				Semester	No. of hours	
						including e-learning
Subject title: E-commerce (e-gospodarka)						
Format of instruction: laboratory						
1. Introduction to e-commerce: e-commerce models and concepts, types of e-commerce				3	2	0
2. E-commerce and its technological aspects: e-commerce infrastructure, the Internet and World Wide Web, web design				3	2	0
3. Introduction to CMS. Planning CMS website				3	2	0
4. Building an e-commerce website. Custom themes. Personalization and permissions				3	4	0
5. Building product catalogue. Shopping cart				3	2	0
6. E-commerce payment systems. Security in e-commerce				3	1	0
7. Legal and regulatory environment of e-commerce. E-commerce marketing techniques				3	1	0
8. Presentation of student projects				3	1	0
Modes of delivery	Multimedia presentation, 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	
	PROJEKT				EP1,EP10,EP11,EP12,EP3,EP4,EP6,EP7,EP8,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP1,EP10,EP11,EP12,EP3,EP4,EP6,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	Practical tasks (max. 10 points) - test achievement of learning outcomes in terms of knowledge and skills. Project (max. 10 points) - a project to achieve the learning outcomes tested on practical skills and teamwork. To pass the laboratory examination a student must obtain 60% of points of practical tasks and project.					
	Grade calculation principles					
	The final course grade is the laboratory grade					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	E-commerce (e-gospodarka)			Ważona	
	3	E-commerce (e-gospodarka) [laboratorium]		zaliczenie z oceną		1,00
Basic reading	K. Laudon, C. Traver (2023): E-Commerce 2023-2024: Business, Technology, Society, PEARSON Education Limited, Global edition					
	L. Sharma (2023): E-commerce, New Century Publications					
	T. Larsson (2016): Ecommerce Evolved. The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business, CreateSpace Independent Publishing Platform					
Supplementary reading	G. Schneider (2018): Electronic Commerce, Cengage Learning					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		15		0		

Participation in test / exam	1	0
Preparation for contact hours	1	0
Private reading and studying	1	0
Participation in tutorials	1	0
Preparation of project / essay / etc.	5	0
Preparation for test / exam	1	0
TOTAL workload	25	
ECTS credits	1	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: ekonometria (econometrics) (KIERUNKOWE)					Course code: US71AIJ2855_24S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	4	
		laboratory	15	0	pg		
		lecture	15	0	e		
Total			45			4	
Course / module coordinator		dr hab. JACEK BATÓG					
Course instructor		dr hab. JACEK BATÓG					
Course / module objectives		Acquirement of basic knowledge on econometric methods and their applications in quantitative analysis of economic processes as well as possession of skills of exploitation of chosen function of Excel spreadsheet and chosen statistical programme related to estimation and verification of linear econometric models.					
Prerequisites		Student in the area of: - knowledge: shows acquaintance of problems and methods of algebra, mathematical analysis, descriptive statistics, probability theory, mathematical statistics and basics of macroeconomics, microeconomics and finance, - skills: can perform basic mathematical operations, calculate chosen statistical measures, verify hypothesis and use basic function of Excel spreadsheet.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Student knows specificity and structure of econometric model as well as stages of modeling of dynamics and interdependency.		K_W05 K_W10	
		2	EP2	Student understand of theoretical foundations of estimation and verification of linear econometric model as well as basic issues from econometric forecasting.		K_W05 K_W10	
skills		1	EP3	Student can construct econometric models of dynamics and interdependency and interpret obtained results.		K_U06 K_U10	
		2	EP4	Student can compute forecasts of economic phenomena using simple econometric models of time series and assess their quality.		K_U06 K_U10	
		3	EP5	Student can use functions of Excel spreadsheet related to estimation and verification of linear econometric models.		K_U06 K_U10 K_U15	
social competences		1	EP6	The student appreciates the importance of teamwork and of independently extending his/her knowledge.		K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: ekonometria (econometrics)							

Format of instruction: lecture			
1. Definition and subject of econometrics. Types of statistical regularities. Econometric model.	3	2	0
2. Stages of econometric modelling.	3	2	0
3. Estimation of structural parameters of econometric models - OLS.	3	3	0
4. Verification of econometric models. Chosen challenges of building of econometric models.	3	3	0
5. Nonlinear models - building and applications.	3	3	0
6. Econometric forecasting - introduction.	3	2	0
Format of instruction: discussion classes			
1. Specification of independent variables.	3	2	0
2. Selection of analytical form of econometric models.	3	1	0
3. Estimation and verification of linear econometric models.	3	6	0
4. Nonlinear models in analysis of economic phenomena.	3	3	0
5. Econometric forecasting.	3	3	0
Format of instruction: laboratory			
1. Examples of specification of independent variables.	3	2	0
2. Examples of selection of analytical form of econometric models.	3	1	0
3. Examples of estimation and verification of linear econometric models.	3	7	0
4. Exploitation of nonlinear models in analysis of economic phenomena.	3	2	0
5. Examples of econometric forecasting.	3	2	0
6. Project presentation and discussion.	3	1	0
Modes of delivery	Lectures with use of multimedia presentations. Solving problems by means of Excel spreadsheet and chosen statistical programme. Team work oriented on 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	
	EGZAMIN USTNY	EP1,EP2	
	KOLOKWIUM	EP3,EP4,EP5	
	PROJEKT	EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.		
Grading criteria	Form and requirements of exercise and laboratory credit: - students are assessed by means of test (exercises) and the group project (laboratory), which verify achievement of educational effects of skills, - a lecture mark is identical with an exam mark. Form and requirements of exam: - students are assessed by means of oral exam (2 questions) which allows to verify of achievement of educational effects of knowledge (after drawing of questions students have some minutes to prepare their answers).		
	Grade calculation principles		
	Final grade of the course: - student can be granted a satisfactory credit when he is able at least to discuss problems related to statistical regularities, formulation of model hypothesis, estimation of structural parameters and verification of econometric models, as well as solve assignments related to these issues, - the final mark is equal to a weighted average calculated from three partial marks: exercises (weight 0,3), laboratory (weight 0,3) and exam (weight 0,4).		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	ekonometria (econometrics)		Ważona	
	3	ekonometria (econometrics) [laboratorium]	zaliczenie z oceną		0,30
	3	ekonometria (econometrics) [wykład]	egzamin		0,40
	3	ekonometria (econometrics) [ćwiczenia]	zaliczenie z oceną		0,30
Basic reading	Hayashi F. (2001): Econometrics, Princeton University Press				
	Johnston J. (1991): Econometric methods, McGraw-Hill International Edition				
	Myoung-jae Lee (2016): Matching, Discontinuity, Difference in Differences, and Beyond 1st Edition, Oxford University Press				
	William H. Greene (2012): Econometric Analysis, 7th edition., Prentice Hall				
	Wooldridge J.M. (2013): Introductory Econometrics. A Modern Approach, South-Western				
Supplementary reading	Batóg J., Batóg B. (2015): Conditional Income Convergence in the European Union: R&D Spending and Export Influence, Transformations in Business & Economics, Vol. 14, No. 3C (36C), Wilno				
	Hozer J. (1997): Ekonometria, Katedra Ekonometrii i Statystyki, Stowarzyszenie Pomoc i Rozwój				
	Hozer J. (2007): Ekonometria stosowana w przykładach i zadaniach, Katedra Ekonometrii i Statystyki US, Stowarzyszenie Pomoc i Rozwój				
	Maddala G.S. (2021): Ekonometria, Wydawnictwo Naukowe PWN				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		45	0		
Participation in test / exam		3	0		
Preparation for contact hours		13	0		
Private reading and studying		5	0		
Participation in tutorials		14	0		
Preparation of project / essay / etc.		10	0		
Preparation for test / exam		10	0		
TOTAL workload		100			
ECTS credits		4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Unit: Analiza i diagnoza w przedsiębiorstwie (Analysis and diagnosis in enterprise [moduł])						
Course title: ekonomika przedsiębiorstw (corporate economics) (KIERUNKOWE)					Course code: US71AIJ2713_47S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr WOJCIECH LEOŃSKI				
Course instructor		dr WOJCIECH LEOŃSKI , dr KAROLINA BEYER				
Course / module objectives		To introduce the student to the mechanism of the functioning and development of economic organisations, their functioning principles, internal and external determinants of functioning enterprises. The student acquires the ability to analyze micro and macro environment of enterprises.				
Prerequisites		Knowledge: the student should know basic economic terms. Skills: the student can work in groups and use the case study. Competencies: the student understand the necessity of lifelong learning.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Students know types of organisations and organisational and legal frame of business activity.			K_W12
	2	EP2	Students know relations between national and international organisations, internal and external elements of business environment, resources of enterprises.			K_W01 K_W12
skills	1	EP3	The student can choose the right type of business activity and analyze micro and macro environment of enterprises. Moreover students can use different methods to analyze business environment.			K_U16 K_U18
social competences	1	EP4	Student can speak correctly using acquired knowledge and skills.			K_K01
CONTENT					Semester	No. of hours
						including e-learning
Subject title: ekonomika przedsiębiorstw (corporate economics)						
Format of instruction: lecture						
1. Introduction of economics. The concept of organisation and the organisational life cycle.					4	2 0
2. Entrepreneur, entrepreneurial skills, types of entrepreneurs, theories.					4	2 0
3. Theoretical and practical basics of the functioning enterprizes. Classification of enterprises. Models of the firm.					4	2 0
4. Organisational and legal frame of business activity. Types of entrepreneurship and entrepreneurial organisations.					4	2 0

5. Business environment of the enterprise - internal. Theories.			4	2	0	
6. Business environment of the enterprise - external. Theories.			4	2	0	
7. Business management, functions and roles of managers. Management skills.			4	1	0	
8. Corporate Social Responsibility.			4	2	0	
Format of instruction: discussion classes						
1. The definition of organization, enterprise, organizational life cycle model, mission and vision statement.			4	2	0	
2. Legal forms of business - students? presentations and case studies.			4	2	0	
3. Relationships between enterprises.			4	2	0	
4. Mergers, acquisitions and strategic alliances - case studies and students? presentations.			4	2	0	
5. Strategic analysis of a company - individual or group work under project.			4	2	0	
6. Enterprises resources. Human Resources management. The attraction, selection, training, assessment, and rewarding of employees.			4	2	0	
7. The issue of intellectual capital of a company.			4	2	0	
8. Verification of education effects.			4	1	0	
Modes of delivery		-the lecture with using a presentation software program -the disscusion of students -working individually and in a team -case study -students presentation on chosen 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	
		KOŁOKWIUM			EP1,EP2	
		PROJEKT			EP2,EP3,EP4	
		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		Evaluation of the exercises: The grade will be calculated on the basis of three assignments worth: 70% written test combine of open questions 20% individual or group work under presentations and strategic analysis project 10% discussions during classes, solving case studies.				
		Evaluation of lectures: Written test, in the form of a multiple choice single answer questions.				
		Grade calculation principles				
		The final grade will be calculated as the arithmetic mean of grades from exercises and lectures.				
Final grade calculation method		Sem.	Course	Type of credit	Grade calc. method	Weight for the average
		4	ekonomika przedsiębiorstw (corporate economics)		Arytmetyczna	
		4	ekonomika przedsiębiorstw (corporate economics) [ćwiczenia]	zaliczenie z oceną		
		4	ekonomika przedsiębiorstw (corporate economics) [wykład]	zaliczenie z oceną		

Basic reading	Begg D. (2014): Economics, McGraw-Hill Education - Europe	
	Ebert Ronald J. (2019): Business Essentials, Global Edition, Pearson Education Limited	
	Griffin R. W. (2016): Management, Cengage Learning	
	Suszyński C. (2013): Business Enterprise. The Integration of Approaches, Warsaw School of Economics Press	
	Vance D. (2018): Business Essentials, Cambridge Scholars Publishing; 1st edition, Cambridge	
Supplementary reading	Gregory N. Mankiw (2016): Essentials of Economics, Cengage	
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	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-EaITA-O-I-S-24/25Z							
Course title: E-learning Training (szkolenie e-learningowe) (INNE DO ZALICZENIA)					Course code: EFZ71AIJ2362_2S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 1 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
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		Train students in the field of distance learning methods and techniques, including the functionality of an e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment using the methods and techniques of distance learning.					
Prerequisites		Active student account in the stud.usz.edu.pl domain. Basics of computer operation					
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 completing subjects taught with the use of distance learning methods and techniques				
	3	EP3	Knows the rules of navigating the e-learning platform				
skills	1	EP4	Can log into the distance learning platform				
	2	EP5	Can contact the lecturer and university employees in electronic form				
	3	EP6	Is able to find the right subject taught online and correctly take the exam / test online				
social competences	1	EP7	Has the ability to cooperate and communicate with other students and lecturers in the remote work mode				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: E-learning Training (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	Passing without a grade on the basis of the test results.				
	Grade calculation principles				
	Obtaining at least 60% correct answers.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	E-learning Training (szkolenie e-learningowe)		Nieobliczana	
	1	E-learning Training (szkolenie e-learningowe) [ćwiczenia]	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-EaITA-O-I-S-24/25Z							
Unit: Foreign language (język obcy) [moduł]							
Course title: English language (język angielski) (OGÓLNOUCZELNIANE)					Course code: EFZ71AIJ3507_8S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language, semester: 4 - english language, semester: 5 - english language, semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lektorat	30	0	pg	2	
	4	lektorat	30	0	pg	2	
3	5	lektorat	30	0	pg	3	
	6	lektorat	30	0	pg	3	
Total			120			10	
Course / module coordinator		mgr MONIKA MATUSZCZYK					
Course instructor		mgr MONIKA MATUSZCZYK , mgr MIROSŁAW LICHOSIK					
Course / module objectives		Get students acquainted with the vocabulary regarding economic issues so that they are able to freely communicate in English, present their point of view and arguments as well as formulate written statements regarding business issues.					
Prerequisites		Level of language competence defined as B2					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	He/She knows the vocabulary regarding economy and its functioning, foreign trade and globalization			K_W03	
skills	1	EP2	Student is able to communicate freely with an English-speaking interlocutor on economic topics, is able to analyze and present his point of view and arguments			K_U16	
	2	EP3	Student can carry out a written analysis of business problems in the form of an email, formal letter, report.			K_U16	
social competences	1	EP4	He/She is ready to supplement and improve acquired knowledge and skills; understands the need for lifelong learning.			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: English language (język angielski)							
Format of instruction: lektorat							
1. Activities to improve all language competences related to vocabulary and topics within the scope proposed in the textbook.					3	24	0
2. Classes devoted to the repetition of the material covered.					3	6	0

3. Activities to improve all language competences related to vocabulary and topics within the scope proposed in the textbook.			4	24	0
4. Classes devoted to the repetition of the material covered.			4	6	0
5. Activities to improve all language competences related to vocabulary and topics within the scope proposed in the textbook.			5	24	0
6. Classes devoted to the repetition of the material covered.			5	6	0
7. Activities to improve all language competences related to vocabulary and topics within the scope proposed in the textbook.			6	24	0
8. Classes devoted to the repetition of the material covered.			6	6	0
Modes of delivery	conversation, simulation of scenes related to the work environment, listening to business dialogues and presentations (audio), watching short videos (video), reading, analyzing and translating advanced business texts, writing texts (letters, emails, reports), presentations of self-prepared topics related to the field of study (projector)				
	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
	KOŁOKWIUM				EP1,EP3
	SPRAWDZIAN				EP1,EP3
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP3
	PREZENTACJA				EP1,EP2
	PROJEKT				EP1,EP2,EP3,EP4
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Assessment criteria: attendance, active participation in classes, passing partial tests, written essays and presentations.				
	Grade calculation principles				
	The grade for the semester is based on grades from tests, essays, and class participation.				
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]	zaliczenie z oceną		
Basic reading	John Allison,Rachel Appleby (2013): The Business Advanced, Macmillan, Oxford				
Supplementary reading	Artykuły z internetu				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		120		0	

Participation in test / exam	10	0
Preparation for contact hours	30	0
Private reading and studying	20	0
Participation in tutorials	20	0
Preparation of project / essay / etc.	25	0
Preparation for test / exam	25	0
TOTAL workload	250	
ECTS credits	10	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-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: EFZ71AIJ3362_9S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator							
Course instructor							
Course / module objectives		to familiarize students with the processes of language change that have led to the development of Present-Day English and with potential prospects for the future development of the English language					
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	0
2. Old English					6	2	0
3. Middle English					6	2	0
4. Modern English					6	2	0
5. English as a global language					6	2	0

6. The future of English				6	5	0
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. : The Past, Present, and Future of World English					
	Crystal, D. (1997): The Cambridge Encyclopedia of Language, CUP, Cambridge					
	Crystal, D.(2003) (2003): English as a Global Language, CUP, Cambridge					
	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					
	Freeborn, D. (1992): From Old English to Standard English,, Macmillan, London					
	HBJ Fisiak, J. (2000): An Outline History of English. External History, Wydawnictwo Poznańskie					
	McArthur, T. : The Oxford Companion to the English language, OUP, Oxford					
	Trask, R.L. (1996): Historical Linguistics, Arnold, London					
	(1982): Pyles, T., Algeo, J., The Origins and Development of the English Language					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		15			0	
Participation in test / exam		0			0	
Preparation for contact hours		0			0	
Private reading and studying		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-EaITA-O-I-S-24/25Z							
Course title: finanse przedsiębiorstw (corporate finance) (PODSTAWOWE)					Course code: EFZ71AIJ3432_1S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr hab. ADAM ADAMCZYK						
Course instructor	dr hab. ADAM ADAMCZYK						
Course / module objectives	The aim of the course is explain to the students the mechanisms of firm financing, gaining knowledge of the norms and rules, affecting the finances of the company. The goal is also to teach students how to determine the variable value of money over time, estimate the cost of capital, and value stocks and bonds.						
Prerequisites	The student has a general knowledge of finance and accounting, knows and understands the relationship between financial sphere and the real economy macroeconomic environment. He understands the need for lifelong learning.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows and understands the mechanism of corporate finance.			K_W02	
skills	1	EP2	Student is able to identify, classify the business funding.			K_U01	
	2	EP3	Student is able to use tools of financial management.			K_U02	
social competences	1	EP4	Student understands the need for learning throughout life.			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: finanse przedsiębiorstw (corporate finance)							
Format of instruction: lecture							
1. The finance function, corporate objectives, sources of capital.					4	2	0
2. Introduction to financial statement analysis.					4	2	0
3. Sources of finance.					4	2	0
4. Cost of capital.					4	2	0
5. Capital structure theories.					4	2	0
6. Payout policy theories.					4	2	0
7. Capital budgeting- the capital investments process.					4	2	0
8. Working capital management.					4	1	0

Modes of delivery	Multimedia presentations related to commentary on current issues in the field of corporate finance, problem solving,, Case studies				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	A credit for lectures: written test. The scale of grading: 55% - passed (grade 3,0) 65%- grade 3,5 70%- grade 4 85%- grade 4,5 90%- grade 5				
	Grade calculation principles				
	The final course grade is equal to the lecture grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	finanse przedsiębiorstw (corporate finance)		Nieobliczana	
	4	finanse przedsiębiorstw (corporate finance) [wykład]	zaliczenie z oceną		
Basic reading	R.A. Brealey, S.C. Myers, A.J. Marcus (2018): Fundamentals of Corporate Finance, 9th Edition, C Graw Hill Education, New York				
	R.A. Brealey, S.C. Myers, F. Allen (2011): Principles of corporate finance: Concise, 2nd. international ed., McGrath-Hill, Boston				
Supplementary reading	I. Welch (2014): Corporate Finance, 3rd. (free online access).				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15		0	
Participation in test / exam		2		0	
Preparation for contact hours		10		0	
Private reading and studying		10		0	
Participation in tutorials		7		0	
Preparation of project / essay / etc.		0		0	
Preparation for test / exam		6		0	
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: finanse publiczne (public finance) (PODSTAWOWE)					Course code: US71AIWNEiZ_25S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lecture	30	0	e	3	
Total			30			3	
Course / module coordinator	dr NATALIA MARSKA-DZIOBA						
Course instructor	dr NATALIA MARSKA-DZIOBA						
Course / module objectives	The goal of this course is to provide students with tools, and the skills to use these tools, to understand and analyze processes in public finance.						
Prerequisites	Students have knowledge of the fundamentals of finance, accounting, law, and macroeconomics. Students have the ability to analyze the consequences of the use of certain financial instruments. Students can use the sources of knowledge available on the Internet and in the trade press.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows a role and a size of the public sector.			K_W02	
	2	EP2	Student knows key factors determining a national fiscal architecture.			K_W06	
skills	1	EP3	Student is able to define and characterize public resources, public expenditure and public debt policy.			K_U02 K_U03	
	2	EP4	Student can use public finance data and formulate policy applications.			K_U06 K_U10	
	3	EP5	Student can evaluate public finance policies.			K_U17	
social competences	1	EP6	Student is ready and willing to communicate and present critical ideas and proposals refering to the public finance.			K_K01 K_K04	
	2	EP7	Student is interested in further studies and perfecting skills in the field of public finance.			K_K02 K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: finanse publiczne (public finance)							
Format of instruction: lecture							
1. The nature of public finance and the main divisions of the subject. Public finance and private finance.					3	2	0
2. Public goods, public choice and political process.					3	3	0
3. Sources of public revenues. Taxes, fees and revenues from public property and public enterprises.					3	2	0
4. Taxation. Characteristics of a good tax system. Taxes and equity.					3	2	0
5. Theory of income taxation. Income taxation in Poland and other countries.					3	2	0

6. Theory of consumption taxation. Consumption taxation in Poland and other countries.				3	2	0
7. Polish taxation system against European countries' regulations.				3	2	0
8. Classification of public expenditure. The effects of public expenditure.				3	2	0
9. Central and local public finance systems.				3	2	0
10. Social security and social insurance.				3	2	0
11. Budget balance - deficit or surplus. Limitations and effect of budget imbalance.				3	2	0
12. Public debt management - tools, methods and assumptions. Public debt limitations.				3	3	0
13. Budgeting in public sector.				3	2	0
14. Private-public partnership				3	2	0
Modes of delivery	Interactive lectures focused on current policy debates and issues, reports 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,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 condition to pass is to receive a positive mark of an exam.					
	Grade calculation principles					
	The final grade for the subject equals the grade for the exam.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	finanse publiczne (public finance)			Nieobliczana	
	3	finanse publiczne (public finance) [wykład]		egzamin		
Basic reading	Jonathan Gruber (2016): Public Finance and Public Policy, Worth Publishers, New York,					
	Stiglitz J. E. (2015): Economics of the Public Sector (IV ed.), W. Norton & Co					
	Ulbrich H. (ed.) (2011): Public finance in theory and practice, Routledge					
Supplementary reading	Allen R., Hemming R., Potter B.H. (eds) (2016): The international handbook of public financial management, Palgrave Macmillan					
	European Commission (2020): Taxation Trends in the European Union 2020 ed, Publications Office of the European Union					
	Sobczak E., Raszkowski A, Sztando A. (eds) (2016): Local and regional economy in theory and practice, Publishing House of Wrocław University of Economics,					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		2		0		
Preparation for contact hours		0		0		
Private reading and studying		15		0		

Participation in tutorials	10	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-EaITA-O-I-S-24/25Z							
Unit: Foreign language (język obcy) [moduł]							
Course title: German language (język niemiecki) (OGÓLNOUCZELNIANE)					Course code: EFZ71AIJ3508_7S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 3 - język niemiecki, semester: 4 - język niemiecki, semester: 5 - język niemiecki, semester: 6 - język niemiecki			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lektorat	30	0	pg	2	
	4	lektorat	30	0	pg	2	
3	5	lektorat	30	0	pg	3	
	6	lektorat	30	0	pg	3	
Total			120			10	
Course / module coordinator		mgr KAJETANA GUTT-JAKUBIAK					
Course instructor		mgr KAJETANA GUTT-JAKUBIAK					
Course / module objectives		Improved linguistic competence in general and specialised vocabulary, communication skills, advanced grammatical structures and techniques of working with source texts in German at B2 level					
Prerequisites		Level of linguistic competence defined as level B1					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
skills	1	EP1	The student recognizes the appropriate linguistic register in oral and written expression.			K_U09 K_U12	
	2	EP2	The student identifies and defines the known grammatical and lexical structures.			K_U09 K_U12	
	3	EP3	The student is able to select appropriate language phrases and reproduce them in different situational patterns.			K_U09 K_U12	
	4	EP4	The student is able to summarise an oral or written statement clearly and comprehensibly.			K_U10 K_U12	
	5	EP5	He/She is able to express opinions, make recommendations, express likes and dislikes and interests, which forms the basis for conversational classes.			K_U10 K_U11 K_U12	
	6	EP6	Creates coherent and logical texts on a given topic in the form of a formal letter, informal letter, review			K_U10 K_U12	
social competences	1	EP7	Demonstrates an active attitude towards continuous learning and improvement of language skills			K_K01	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: German language (język niemiecki)							

Format of instruction: lektorat						
1. Course content determined by the teacher with reference to the Common European Framework of Reference for Languages B1 level				3	30	0
2. Course content determined by the teacher with reference to the Common European Framework of Reference for Languages - level B1+				4	30	0
3. Curriculum content determined by the teacher with reference to the Common European Framework of Reference for Languages - level B1+				5	30	0
4. Course content determined by the teacher with reference to the Common European Framework of Reference for Languages - level B2				6	30	0
Modes of delivery	-conversations -simulating scenes from everyday life -listening to dialogues, texts and messages -watching short films -reading, analysing and translating texts -grammar exercises (written and interactive) -writing short texts (e-mails, letters) -presentations of self-prepared issues					
	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
	KOLOKWIVM					EP1,EP2,EP3,EP4,E P5,EP6,EP7
	PRACA PISEMNA/ ESEJ/ RECENZJA					EP1,EP2,EP3,EP4,E P5,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 course ends with a credit on the basis of partial grades received during the semester for specific student activities and works: attendance, activity, prepared project and a test. Questions about the knowledge and skills acquired during the classes - a satisfactory grade is awarded if 60% of the points are obtained Assessment: The student will receive a satisfactory grade - when he/she has acquired language skills at B1 level by extending and systematising knowledge of German grammar and vocabulary, which verifies the achieved learning outcomes in terms of knowledge and skills acquired during class participation.					
	Grade calculation principles					
	The final grade is equal to the grade for the credit test as indicated in the study plan.					
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]	zaliczenie z oceną		1,00	
	4	German language (język niemiecki)		Ważona		
	4	German language (język niemiecki) [lektorat]	zaliczenie z oceną		1,00	
	5	German language (język niemiecki)		Ważona		
	5	German language (język niemiecki) [lektorat]	zaliczenie z oceną		1,00	
	6	German language (język niemiecki)		Ważona		
6	German language (język niemiecki) [lektorat]	zaliczenie z oceną		1,00		
Basic reading	(2017): Panorama B1 , Cornelsen Verlag					
	(2014): Sicher B1+, Hueber Verlag					
Supplementary reading	(2016): Sprach training Studio D , Cornelsen Verlag					
	(2013): Studio D B1, Cornelsen Verlag					
	(2015): Studio D B2, Cornelsen Verlag					

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	120	0
Participation in test / exam	0	0
Preparation for contact hours	40	0
Private reading and studying	10	0
Participation in tutorials	50	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	20	0
TOTAL workload	250	
ECTS credits	10	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-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: EFZ71AIJ3362_6S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	lecture	30	0	pg	3	
Total			30			3	
Course / module coordinator							
Course instructor							
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.				
social competences	1	EP4	The student can evaluate and characterise the influence of Gothicisms on European and American literature and culture.				
	2	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	0
2. Gothic Revival and Gothic Romance in 18th century England and Europe.					5	2	0
3. Gothic Romanticism in Europe. The Year Without a Summer 1816.					5	2	0
4. Mary Shelley?s Frankenstein and its adaptations.					5	2	0
5. American Gothic: from Colonial Period to the Civil War.					5	2	0
6. Edgar Allan Poe: his life, works and adaptations.					5	2	0

7. Victorian period, its fascination with death and its gothic conventions				5	2	0
8. The Brontë sisters as Gothic writers.				5	2	0
9. Urban gothic of fin-de-siecle in Great Britain, America and Europe.				5	2	0
10. Bram Stoker?s Dracula and its adaptations.				5	2	0
11. Henry James?s The Turn of the Screw and its adaptations				5	2	0
12. American Gothic after the Civil War.				5	2	0
13. H. P. Lovecraft?s works and their adaptations and appropriations				5	2	0
14. Shirley Jackson?s works and their adaptations and appropriations				5	2	0
15. Current trends in gothic literaure, film and adaptation.				5	2	0
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,E P5	
	Metody i formy 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	Gothic literature and its adaptations (literatura grozy i jej adaptacje)			Ważona	
	5	Gothic literature and its adaptations (literatura grozy i jej adaptacje) [wykład]		zaliczenie z oceną		1,00
Basic reading	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. G (1997): othic America: Narrative, History, and Nation., New York: Columbia UP					
	Hogle, Jerrod E. (2014): The Cambridge Companion to Modern Gothic, Press, , Cambridge: Cambridge University					
	Hughes, William. (2017): Key Concepts in the Gothic, Edinburgh University Press, Edinburgh					
	Jones, David J. Gothic Effigy (2018): A Guide to Dark Visibilities., Manchester University Press, Manchester					
	Leitch, Thomas, ed. (2017): The Oxford handbook of adaptation studies, Oxford University Press, Oxford					
	Punter, David, ed. (2001): A Companion to the Gothic, Blackwell, Oxford					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30			0	
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-EaITA-O-I-S-24/25Z						
Course title: informatyka ekonomiczna (economic informatics) (KIERUNKOWE)					Course code: US71AIJ2717_26S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator	dr OLGA PILIPCZUK					
Course instructor	dr OLGA PILIPCZUK					
Course / module objectives	The aim of the course is to provide the knowledge about the types and the role of information systems used in business organizations. The practical aspects cover getting skills of business process creation, analysis and measurement using BPM software.					
Prerequisites	The student knows the basics of the economy. The student knows the basics of management. The student knows the basics of information technology.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student has a basic knowledge of informatics systems used in business organizations.			K_W13 K_W15
skills	1	EP2	The student is able to model and analyze processes using ARIS methodology.			K_U12 K_U17
	2	EP3	The student defines the requirements for an information system to meet the needs of economic organization.			K_U08
social competences	1	EP4	The student is ready for entrepreneurial and team thinking.			K_K01
CONTENT					Semester	No. of hours
						including e-learning
Subject title: informatyka ekonomiczna (economic informatics)						
Format of instruction: lecture						
1. The basics of Economic Informatics. Enterprise Information systems.					3	2 0
2. Fundamentals of Business Process Management. BPM systems.					3	3 0
3. The basics of ARIS Methodology.					3	4 0
4. Business Process measurement.					3	2 0
5. Business Process Improvement methodologies.					3	2 0
6. New trends in BPM. Intelligent and Cognitive BPM.					3	2 0
Format of instruction: laboratory						

1. BPM software overview.			3	2	0
2. Business proces modelling.			3	8	0
3. Business process measurement.			3	3	0
4. Business process improvement.			3	2	0
Modes of delivery	multimedia presentations, Computer labs with BPM software tool.				
	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	
	KOŁOKWIUM			EP2,EP3	
	PREZENTACJA			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	Lectures: Theoretical knowledge is checked on the basis of the test and the presentations. The grade for lectures is an average of the written test and the presentation. Test results evaluation method: - 3,0 - student must obtain 56% of points. - 3,5 - student must obtain 61% of points - 4,0 - student must obtain 71% of points. - 4,5 - student must obtain 81% of points - 5,0 student must obtain 96% of the points. Labs: The knowledge is checked on the basis of the project.				
	Grade calculation principles				
	The final grade is calculated as an average of lectures and labs				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	informatyka ekonomiczna (economic informatics)		Arytmetyczna	
	3	informatyka ekonomiczna (economic informatics) [wykład]	zaliczenie z oceną		
	3	informatyka ekonomiczna (economic informatics) [laboratorium]	zaliczenie z oceną		
Basic reading	Davis R., Brabander E. (2007): ARIS Design Platform, Getting started with BPM, Springer				
	Dumas, M., La Rosa, M., Mendling, J., Reijers, H. (2018): Fundamentals of Business Process Management, Springer-Verlag , Berlin Heidelberg				
	Garimella K., Lees M., Willams B. (2008): BPM Basics for dummies, Wiley				
	Scheer A.-W. (2000): ARIS-Business process modelling, 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		6	0		
Private reading and studying		8	0		
Participation in tutorials		8	0		

Preparation of project / essay / etc.	10	0
Preparation for test / exam	9	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Unit: Metody analiz rynkowych (Market research methods) [moduł]						
Course title: inwestycje na rynku kapitałowym (capital market investments) (KIERUNKOWE)					Course code: US71AIJ2931_53S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. SEBASTIAN MAJEWSKI				
Course instructor		dr hab. SEBASTIAN MAJEWSKI				
Course / module objectives		Acquire basic knowledge about the organization of the capital market as part of the financial market. Introduction to methods of analysis of basic financial instruments, methods and strategies of investing accessible to individual investors. The indication of the benefits and threats of applied investment strategies.				
Prerequisites		- Student knows the basic economic and financial issues, has a basic knowledge of mathematics, statistics, econometrics, financial mathematics, economics, finance and financial analysis, - Student is able to search the relationship between the economic and financial phenomena, and to use the basic functions of Excel spreadsheet. - Student has the ability to work in a team, has habits of lifelong learning.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Student knows the structure and functioning of the capital market.		K_W01
		2	EP2	Student knows the basics of valuation of financial instruments and investment strategies.		K_W02
skills		1	EP3	Student can independently make investment decisions on the capital market, and to use economic and financial data to interpret the events on the capital market.		K_U13
		2	EP4	Student is able to make the valuation of financial instruments, using technical and fundamental analysis, and also to use an analysis of the profitability of the investment. 		K_U15
		3	EP5	Student is able to classify investments in terms of their profitability and risk.		K_U13
social competences		1	EP6	Student is able to complement and improve his knowledge and skills in fields of making rational investment decisions in the capital market.		K_K01
		2	EP7	Student is creative in obtaining information about the situation on the capital market, is inquiring in analyzing of development of the capital market, and also is focused on the quantitative description of the phenomena occurring in the capital market.		K_K04

CONTENT			Semester	No. of hours	
					including e-learning
Subject title: inwestycje na rynku kapitałowym (capital market investments)					
Format of instruction: lecture					
1. The nature and functions of the capital market as a part of the financial market. Principles of the Polish capital market functioning.			4	2	0
2. Instruments of capital market.			4	2	0
3. Technical analysis - assumptions, charts, trends, formations and indicators.			4	2	0
4. Fundamental analysis - assumptions, steps of analysis.			4	2	0
5. Investing on the capital market - investment strategies, sources of information and their interpretation. Short- and long-term investing.			4	2	0
6. The risk on the market and its valuation. Risk management.			4	2	0
7. Portfolio Analysis - selected methods.			4	2	0
8. Financial conglomerates - instruments from different market segments.			4	1	0
Format of instruction: laboratory					
1. Rate of return - the types and properties.			4	2	0
2. Technical analysis.			4	2	0
3. Fundamental analysis - static and dynamic analysis.			4	2	0
4. Market valuation of the shares.			4	3	0
5. Valuation of risk.			4	3	0
6. Portfolios methods - Markowitzs and Sharpes models.			4	3	0
Modes of delivery	The course comprises lectures using multimedia tools and exercises in computer labs - solving problems form the capital market with the use of EXCEL spreadsheet and Statistica, a case study methods for explaining the problems / processes on the capital market with the use of statistical and econometric tools.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Students are evaluated on the basis of a written test concerning knowledge from both lectures and laboratories.				
	Grade calculation principles				
	The final grade of the course is possible only when a student gets the positive grade from the test.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	inwestycje na rynku kapitałowym (capital market investments)		Arytmetyczna	
	4	inwestycje na rynku kapitałowym (capital market investments) [laboratorium]	zaliczenie z oceną		
	4	inwestycje na rynku kapitałowym (capital market investments) [wykład]	zaliczenie z oceną		

Basic reading	E.J. Elton (2017): Modern Portfolio Theory and Investment Analysis, John Wiley & Sons	
	J. Teall (2018): Financial Trading and Investing, Elsevier Books	
	P. Hopkin (2018): Fundamentals of Risk Management, Kogan Page	
Supplementary reading	Czekaj J. (2008): Rynki, instrumenty i instytucje finansowe, PWN	
	Jajuga K., Jajuga T. (2009): Inwestycje. Instrumenty finansowe, aktywa niefinansowe, ryzyko finansowe, inżynieria finansowa, PWN	
	Sopoćko A. (2010): Rynkowe instrumenty finansowe, PWN	
	Tarczyński W. (2002): Fundamentalny portfel papierów wartościowych, PWE	
	Tarczyński W., Łuniewska M. (2004): Dywersyfikacja ryzyka na polskim rynku kapitałowym, Placet	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	10	0
Private reading and studying	13	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Unit: Rynek i konkurencja (Market and competition) [moduł]							
Course title: konkurencja i koncentracja rynkowa (competition and monopoly) (KIERUNKOWE)					Course code: US71AIJ2860_60S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	2	
		lecture	15	0	pg		
Total			30			2	
Course / module coordinator	dr hab. TOMASZ BERNAT						
Course instructor	dr hab. TOMASZ BERNAT						
Course / module objectives	Study questions and issues of market concentration that face enterprise on the basis of economic theory the market is concentrated. Analysis of the impact of different models on the market behavior of businesses, consumers and state regulators. An attempt to answer the question of what is better for the market: competition or concentration.						
Prerequisites	The student knows the basics of economics (microeconomics and macroeconomics) and the principles of market economy, student versed in current economic events. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news of economic life.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows definitions from the competition and market monopolisation field.			K_W01 K_W07	
skills	1	EP2	Student has the abilities of analysis of the company activity on market under the perspective of competition and possibility to posses market power.			K_U01 K_U03 K_U07	
social competences	1	EP3	Student can think in creative and innovative way and easily communicate in English.			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: konkurencja i koncentracja rynkowa (competition and monopoly)							
Format of instruction: lecture							
1. Principles of market competition					5	3	0
2. The economic foundations of market concentration					5	2	0
3. Competition from the point of view of market actors					5	2	0
4. Concepts of measuring the monopoly power					5	2	0
5. Monopolization and the problem of resource allocation					5	2	0
6. Competition or concentration?					5	2	0
7. Practical examples of concentrated market in contemporary economies					5	2	0

Format of instruction: discussion classes					
1. Principles of market competition			5	3	0
2. The economic foundations of market concentration			5	2	0
3. Competition from the point of view of market actors			5	2	0
4. Concepts of measuring the monopoly power			5	2	0
5. Monopolization and the problem of resource allocation			5	2	0
6. Competition or concentration?			5	2	0
7. Practical examples of concentrated market in contemporary economies			5	0	0
8. Case studies - monopolization vs competition in global market			5	2	0
Modes of delivery	The main form of knowledge transfer is lectures with case studies. The main way of excercises is case studies solving, also discussions. To develop knowledge the exercises in e-learning system will be presented to 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	
	KOŁOKWIUM			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	Credit for the lectures: - Students are assessed on the basis of a written test covering the verification of knowledge based on theory (50% points), for checking the knowledge of the basic principles of the market competition and concentration - partly by e-learning system.				
	Credit for the classes: Students are assessed on the basis of a written test covering the verification of knowledge based on case studies for checking the knowledge of the basic principles of the market competition and concentration - partly by e-learning system.				
	Rating: - The student receives a satisfactory grade - if he can provide some basic definitions of terms related to state intervention. - The student is given a score good - when also can define the basic relationships occurring in different markets acting under concentration and competition. - The student receives a very good - if also able to predict the likely impact of events taking place in the markets.				
	Grade calculation principles				
The final grade of the course is the arithmetic mean of grades of lectures and of classes.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	konkurencja i koncentracja rynkowa (competition and monopoly)		Nieobliczana	
	5	konkurencja i koncentracja rynkowa (competition and monopoly) [ćwiczenia]	zaliczenie z oceną		
	5	konkurencja i koncentracja rynkowa (competition and monopoly) [wykład]	zaliczenie z oceną		
Basic reading	Bernat T. (2009): Competition of entities with reference to competition of the economy , Print Group Daniel Krzanowski				
	G. C. Allen (2010): Monopoly and Restrictive Practices, Routledge , New York				
	Lele M. (2007): Monopoly Rules, Kogan Page Publishers				
	McKenzie R. (2008): In Defense of Monopoly: How Market Power Fosters Creative Production, University of Michigan Press				
Supplementary reading	Shermann R (1989): The Regulation of Monopoly, Cambridge University Press				

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	6	0
Participation in tutorials	2	0
Preparation of project / essay / etc.	4	0
Preparation for test / exam	4	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-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: EFZ71AIJ3362_7S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	lecture	30	0	pg	3
Total			30			3
Course / module coordinator						
Course instructor						
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 0
2. Theories of language acquisition					5	4 0
3. Children?s language acquisition					5	4 0
4. Developmental disorders and language acquisition					5	4 0

5. Bilingualism and second language acquisition				5	4	0
6. The concept of learning strategies and their classification				5	4	0
7. Mnemonics				5	4	0
8. The concept of autonomy and its determinants				5	4	0
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)			Nieobliczana	
	5	Language acquisition and foreign language learning strategies (przyswajanie języka i strategie uczenia się języków obcych) [wykład]		zaliczenie z oceną		
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. Adelaide: (1987): Learning styles and adult migrant education. , National Curriculum Resource Centre					
	Włodkowski, R. (1986): Enhancing adult motivation to learn, CA: Jossey-Bass, San Francisco					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		30		0		
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-EaITA-O-I-S-24/25Z						
Course title: makroekonomia (macroeconomics) (PODSTAWOWE)					Course code: US71AIJ2859_2S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	30	0	pg	4
		lecture	15	0	e	
Total			45			4
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_W01
	2	EP2	Student knows and describes the basic macroeconomic aggregates (ie production, aggregate demand, inflation, unemployment) and the processes taking place within them.			K_W01 K_W02
skills	1	EP3	Student can correctly identify, classify and explain the macroeconomic aggregates.			K_U01
	2	EP4	Student can recognize and describe 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_U01 K_U05
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: makroekonomia (macroeconomics)						
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	3 0
3. The monetary system and monetary policy.					1	3 0
4. Private and public aggregate demand.					1	3 0

5. Interest rate and aggregate demand.				1	2	0
Format of instruction: discussion classes						
1. Introduction to economics. Circular flow of income and the equilibrium in the economy.				1	6	0
2. Basic macroeconomic problems: measurement of global product including GDP, unemployment, inflation.				1	6	0
3. Financial market. Money and banking system. Monetary policy.				1	4	0
4. Private and public sector demand versus aggregate demand.				1	6	0
5. International trade versus aggregate demand. Income and short-term equilibrium on the commodity market.				1	4	0
6. Repetition and summary of macroeconomic issues.				1	4	0
Modes of delivery	solving tasks and problem questions, multimedia lectures, explanation of theory					
	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	
	KOŁOKWIUM				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 two written colloquiums/tests. Tests consist of test questions and open tasks. Credit for lectures: Students are assessed on the basis of the written exam that consists of test questions.					
	Graduating: a positive grade means that the the student has scored more than half of the points possible in both the colloquia 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	makroekonomia (macroeconomics)			Arytmetyczna	
	1	makroekonomia (macroeconomics) [ćwiczenia]		zaliczenie z oceną		
	1	makroekonomia (macroeconomics) [wykład]		egzamin		
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		45		0		
Participation in test / exam		6		0		
Preparation for contact hours		10		0		
Private reading and studying		10		0		
Participation in tutorials		15		0		

Preparation of project / essay / etc.	0	0
Preparation for test / exam	14	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: marketing (Marketing) (PODSTAWOWE)					Course code: US71AIJ2866_17S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr MAŁGORZATA WIŚCICKA-FERNANDO				
Course instructor		prof. dr hab. EDYTA RUDAWSKA , dr MAGDALENA KOWALSKA				
Course / module objectives		The aim is to present the essence of the concept of marketing as a way for running a business.				
Prerequisites		- In the field of knowledge - student defines the basic concepts of economic - In the field of skills - student is able to analyse the rules of the market mechanism - In the field competences (attitudes) - student is able to work in a team and take the discussion in a specified area				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the essence of the company marketing management.			K_W04
	2	EP2	Student lists and describes the instruments of marketing mix.			K_W04
skills	1	EP3	Student has the ability to suggest the shape of marketing instruments used by the company - to analyse examples of market practice and develops the concept of marketing to a specific company.			K_U04
	2	EP4	Student has the ability to cooperate and solve problems in team.			K_U18
social competences	1	EP5	Student is ready to formulate their own ideas concerning marketing management and make decisions.			K_K04
CONTENT					Semester	No. of hours
Subject title: marketing (Marketing)						
Format of instruction: lecture						
1. The development of marketing concept					2	2 0
2. Marketing environment					2	2 0
3. Market segmentation, targeting and positioning					2	3 0
4. The development of product concept					2	2 0
5. Pricing strategies					2	2 0

6. Managing marketing channels				2	2	0
7. Marketing communication				2	2	0
Format of instruction: discussion classes						
1. Getting familiar with the specific marketing-oriented companies				2	2	0
2. The analysis of market environment				2	2	0
3. Running the process of target market				2	3	0
4. The development of the concept of the product and product life cycle for the selected product				2	2	0
5. Establishing prices and strategies for price differentiation				2	2	0
6. Selection of the method of distribution of the selected offer				2	2	0
7. Preparation of promotional activities for the selected company				2	2	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	
	KOŁOKWIUM				EP1,EP2,EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				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 classes: Colloquium covering the issues discussed during the exercises consists of open questions verifying the knowledge and skills of students on issues discussed during the exercises. The pass mark for the lecture is based on a test.					
	Credit for lectures: written test.					
	Scale of grading: The student receives adequate assessment if he receives at least 70% of the points available The student receives a good mark if he receives at least 80% of the points available The student receives a very good if he receives at least 90% of the points available					
	Grade calculation principles					
	Final grade of the course - arithmetic average of grades received by the student during classes and lectures (test)					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	marketing (Marketing)			Arytmetyczna	
	2	marketing (Marketing) [wykład]		zaliczenie z oceną		
	2	marketing (Marketing) [ćwiczenia]		zaliczenie z oceną		
Basic reading	Kotler P., Armstrong G., (2016): Principles of Marketing, Prentice Hall					
	V. Kumar, Werner Reinartz (2018): Customer Relationship Management: Concept, Strategy, and Tools., Springer Texts in Business and Economics. Springer-Verlag, Berlin					
Supplementary reading	Kettler, K.L., Kotler P., (2015): Marketing Management, Global Edition Pearson					
	Palmer A. (2014): Principles of Services Marketing, Mc Graw Hill Education					
	Ph. Kotler, H. Kartajaya, I. Setiawan (2021): Marketing 5.0, John Wiley & Sons					
STUDENT WORKLOAD						
			No. of hours			
			including e-learning			

Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	7	0
Private reading and studying	7	0
Participation in tutorials	12	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-EaITA-O-I-S-24/25Z							
Course title: matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics) (KIERUNKOWE)					Course code: US71AIJ2857_27S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	30	0	pg	4	
		lecture	15	0	e		
Total			45			4	
Course / module coordinator	dr hab. IWONA FORYŚ						
Course instructor	dr hab. IWONA FORYŚ						
Course / module objectives	Obtaining basic knowledge of calculating the value of money over time, getting to know the basic principles and rules applicable in the financial and insurance issues. Acquisition of the ability to use known methods in the analysis of economic and financial developments.						
Prerequisites	- knowledge of the fundamentals of mathematical analysis, probability, descriptive statistics, and math, entrepreneurship, finance and banking, - using the methods of the subject Mathematics as in force on graduation (basic), to use the basic functions of Excel spreadsheet, - the ability to work in a team, the ability to independently use the available literature.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the basic financial and insurance issues which apply quantitative methods.			K_W05 K_W06	
	2	EP2	Student knows the methods used in matters of money over time, construction schedules for repayment of loans, evaluation of investment projects.			K_W05	
	3	EP3	Student understands the theoretical calculation of insurance rates.			K_W10	
skills	1	EP4	Student can describe in a quantitative manner the problems of an economic-financial and interpret the results.			K_U08	
	2	EP5	Student adaptation to the analysis of financial markets and insurance methods of financial mathematics.			K_U10	
	3	EP6	Student assessment of the financial and social investment decisions.			K_U05	
social competences	1	EP7	Student is able to complement and improve their knowledge and skills in English while working individually and in groups using the literature and available data on the economic and financial capacity.			K_K01	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics)							

Format of instruction: lecture					
1. The possibilities of using mathematics in finance. The theory of interest. Time Value of Money (current and future).			3	2	0
2. Capitalizations of simple, compound, continuous. The intensity of interest. The capitalization of the variable interest rate. Simple and compound discounts.			3	2	0
3. Interest rates - concepts and types. The rate of return. Nominal rate, effective, real. Methods for estimating the discount rate.			3	2	0
4. Rent account (the current value and future cash flows). Annuity century. Create a pension fund. Fixed Annuities, growing in arithmetic and geometric progression. Annuities generalized.			3	2	0
5. Schedules for repayment of loans. Debt cancellation plans. Rules repayment. Fixed repayment installments combined. Conversion and debt consolidation.			3	2	0
6. The use of mathematical finance fixed assets in the economy. Review of methods evaluate the effectiveness of investment projects. Dynamic methods of evaluation of investment projects.			3	2	0
7. Fundamentals of actuarial calculation. Calculation of insurance premiums.			3	3	0
Format of instruction: discussion classes					
1. Introduction to time value of money. Percentage of simple and complex. Determining the value of current and future.			3	4	0
2. The possibilities of using basic formulas in Excel spreadsheet for determining the current and future value. Determination of the effective rate.			3	2	0
3. Nominal rate, effective and real rate. Equivalent rate. The intensity of interest. The capitalization of the variable interest rate.			3	2	0
4. Discount rate methods.			3	2	0
5. Sequences of payment. Annuities compatible and incompatible. Fixed annuity amount. Annuities forming an arithmetic progression, forming a series of geometric pension, annuity generalized.			3	4	0
6. Compatible and incompatible annuities. Arithmetic and geometric annuities.			3	2	0
7. Construction of annuity repayment plan with decreasing and selected rate.			3	4	0
8. The principle of equivalence and installment debt, loan schemes. Conversion. Loans with grace period. Consolidation.			3	4	0
9. Conversion of debt. Loans with grace period. Consolidation.			3	2	0
10. Dynamic measures of evaluation of investment projects.			3	4	0
Modes of delivery	The course comprises lectures with a presentation of research of economic and financial developments and simulations, exercises, and labs - work 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	
	EGZAMIN PISEMNY			EP1,EP2,EP3	
	KOŁOKWIUM			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	Lecture: written exam test.				
	Exercise: Partial credit during exercise.				
	Grade calculation principles				
Final course grade - avarage of exam and exercise					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics)		Arytmetyczna	
	3	matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics) [wykład]	egzamin		
	3	matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics) [ćwiczenia]	zaliczenie z ocena		

Basic reading	John McCutcheon, William F. Scott (2005): An Introduction to the Mathematics of Finance, Elsevier Butterworth-Heinemann, Amsterdam,
	Karatzas I.; Shreve S. (1998): Methods of Mathematical Finance, Springer-Verlag New York
	Leslie Jane Federer Vaaler, James W. Daniel (2009): Mathematical Interest Theory, 2nd ed., Mathematical Association of America, Washington,
	Petr Zima, Robert L. Brown (2011): Mathematics of Finance, 2nd ed., Schaum's Outline Series. McGraw-Hill, New York
Supplementary reading	Borowski J., Goplański R., Kasprzak K., Melon L., Podgórska M. (2003): Matematyka finansowa - przykłady, zadania testy, rozwiązania., Szkoła Główna Handlowa
	Foltynowicz I. (2001): Ćwiczenia z matematyki finansowej w Excelu: w poszukiwaniu równań bankierów., Mikom
	Jaworski P., Micał J. (2005): Modelowanie matematyczne w finansach i ubezpieczeniach., Poltext
	Matłoka M. (2000): Matematyka w finansach i bankowości., Akademia Ekonomiczna w Poznaniu
	Podgórska M., Klimkowska J. (2005): Matematyka finansowa., PWN
	Sharpe W. (1985): Investments, Prentice-Hall
	Smaga E. (2000): Arytmetyka finansowa., PWN

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	3	0
Preparation for contact hours	8	0
Private reading and studying	8	0
Participation in tutorials	12	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	12	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Unit: Metody analiz rynkowych (Market research methods) [moduł]							
Course title: metody ilościowe w badaniach marketingowych (quantitative methods in marketing) (KIERUNKOWE)					Course code: US71AIJ2931_52S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. CHRISTIAN LIS					
Course instructor		dr hab. SEBASTIAN MAJEWSKI					
Course / module objectives		Obtaining basic knowledge of measurement in research of attitudes, preferences and motivations. The acquisition of ability to construct a questionnaire in marketing research and planning audit.					
Prerequisites		- the knowledge of procedures for estimating parameters of the population structure, - the knowledge of using methods of module "Statistics"; - the knowledge of terminology of the subject "Marketing".					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the the steps of marketing research, knows the method for determining the personal scope and kind and a size of the sample.			K_W04	
	2	EP2	Student knows the methods of measurement of attitudes, preferences, motivation, market shares, competitive position.			K_W10	
skills	1	EP3	Students can prepare a questionnaire to study the preferences and attitudes.			K_U10	
	2	EP4	Student can critical analyse the conditions of marketing researches.			K_U06	
social competences	1	EP5	Student is ready to use the results of research conducted by the statistical institutes and appreciates the importance and consequences of cooperation with the departments of public statistics.			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: metody ilościowe w badaniach marketingowych (quantitative methods in marketing)							
Format of instruction: lecture							
1. The formulation of goals, the organization of research, description of the field of marketing research.					4	2	0
2. Marketing information system, analysis of environment, the criteria for the quality evaluation of datas secondary sources.					4	2	0
3. _the building of the questionnaire, the number of respondents and the criteria for the respondents' selection					4	2	0

4. The study of motivation. Observations. Experiments.			4	2	0
5. Studies of attitudes, preferences' researches. Measuring scales of attitudes and preferences.			4	2	0
6. Researches of shares of the market. Portfolio methods, the measurement of the competitive position and attractiveness of the market.			4	2	0
7. Methods of multidimensional comparative analysis			4	3	0
Format of instruction: laboratory					
1. Definition of a research and identification of sources of marketing information.			4	3	0
2. Measuring scales in marketing research.			4	3	0
3. Construction of the questionnaire, verification of assumptions, representativeness problems.			4	3	0
4. Measurement in motivational and experimental researches.			4	3	0
5. The application of multidimensional analysis in marketing.			4	3	0
Modes of delivery	The course comprises lectures with a presentation of research of socio-economic phenomena and exercises - case studies (questionnaires analysis and solving of problems tied with observation and measurement), and problem solving.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOLOKWNIUM			EP1,EP2,EP3,EP4,EP5	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Credit for the lecture is on the basis of a written test. Credit for laboratories is on the basis of one work, i.e. a case study (analysis of questionnaires and problem solving related to observation and measurement).				
	Grading: The final grade of the course is possible only when a student gets a positive grade of the test				
	Grade calculation principles				
	The final grade of the course is calculated as follows: - Students are evaluated on the basis of a written test and one work - case study (questionnaires analysis and solving of problems tied with observation and measurement) The final grade is the average of the grades for the lecture and for the laboratory classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing)		Arytmetyczna	
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing) [wykład]	zaliczenie z oceną		
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing) [laboratorium]	zaliczenie z oceną		
Basic reading	Brandimarte P. (2011): Quantitative Methods, An Introduction for Business Management, John Wiley and Sons Ltd				
	David R. Anderson (2016): Quantitative Methods for Business, Cengage Learning				
	Grover R., Vriens M. (2006): The Handbook of Marketing Research. Uses, Misuses, and Future Advances, SAGE Publications, Inc				
	McClave J.T., Benson P.G., Sincich T. (2018): Statistics For Business nad Economics, Pearson Prentice Hall, 13th Global Edition, New Jersey				
	R. Lyman Ott, Michael Longnecker (2015): An Introduction to Statistical Methods and Data Analysis, Duxbury Thomson Learning, 7th Edition, USA				
	Scott Smith and Gerald Albaum (2005): Fundamentals in Marketing Research, Sage Publications, Inc., London, New Delhi				
	Waters D. (2011): Quantitative Methods for Business, Pearson Education Limited				

Supplementary reading	Dennis D. Boos, L. A. Stefanski (2013): Essential Statistical Inference, Springer-Verlag New York Inc.	
	Freedman D., Pisani R., Purves R. (2007): Statistics, W.W. Norton & Company, 4th Ed., New York, London	
	Walesiak M. (2006): Uogólniona miara odległości w statystycznej analizie wielowymiarowej, WN AE Wrocław	
	Wasserman L. (2005): All of Statistics. The Concise Course of Statistical Inference, Springer	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	5	0
Preparation for contact hours	8	0
Private reading and studying	8	0
Participation in tutorials	14	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: metody sztucznej inteligencji w ekonomii (Artificial intelligence methods in economics) (PODSTAWOWE)					Course code: EFZ71AIJ3432_5S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	laboratory	15	0	pg	2
Total			15			2
Course / module coordinator	dr AGATA WAWRZY尼亚K					
Course instructor	dr AGATA WAWRZY尼亚K					
Course / module objectives	This is a course on economic applications of artificial intelligence. It provides knowledge about artificial intelligence methods and concepts, and present various applications of such methods in economic research. The aim of the course is also to develop students' skills in using appropriate artificial intelligence methods in the analysis of economic data.					
Prerequisites	Basic understanding of mathematics and statistics, basic knowledge of information technologies.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student demonstrates knowledge of artificial intelligence methods			K_W10
	2	EP2	The student understands the essence of problems related to the collection and analysis of economic data			K_W06 K_W10
	3	EP3	The student knows the possibilities of applications of artificial intelligence methods in economics			K_W08
skills	1	EP4	The student solves sample problems using rough set theory			K_U08
	2	EP5	The student is able to develop a rule-based knowledge base for sample problems			K_U08
	3	EP6	The student is able to use specialized software for solving problems using artificial intelligence methods			K_U08
social competences	1	EP7	The student is able to work in a team			K_K01
CONTENT					Semester	No. of hours
Subject title: metody sztucznej inteligencji w ekonomii (Artificial intelligence methods in economics)						
Format of instruction: laboratory						
1. An overview of artificial intelligence methods					6	2 0
2. Artificial neural networks and their properties					6	2 0
3. Rough set theory in modelling economic phenomena					6	2 0
4. Fuzzy logic concepts and applications in economics					6	2 0

5. Economic modelling with genetic algorithms				6	2	0
6. Modeling economic phenomena using a selected artificial intelligence method - project implementation				6	5	0
Modes of delivery	Multimedia presentation, 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	
	PROJEKT				EP1,EP4,EP5,EP6,EP7	
	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	Practical tasks (max. 10 points) - test achievement of learning outcomes in terms of knowledge and skills. Project (max. 10 points) - a project to achieve the learning outcomes tested on practical skills and teamwork. To pass the laboratory examination a student must obtain 60% of points of practical tasks and project. The grade is awarded on the basis of practical tasks and the project (implemented on the laboratories).					
	Grade calculation principles					
	The grade for the course is the grade for the laboratory					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	6	metody sztucznej inteligencji w ekonomii (Artificial intelligence methods in economics)			Ważona	
	6	metody sztucznej inteligencji w ekonomii (Artificial intelligence methods in economics) [laboratorium]		zaliczenie z oceną		1,00
Basic reading	I. Nunes da Silva, D. H. Spatti, R. Andrade Flauzino, L. H. Bartocci Liboni, S. F. dos Reis Alves (2017): Artificial Neural Networks. A Practical Course, Springer International Publishing					
	M. Banerjee, D. Ciucci, I. Düntsch, T. Mihálydeák, F. Min, Z. Suraj, G. Wang (2019): Rough Sets, Springer					
Supplementary reading	E. Wirsansky (2020): Hands-On Genetic Algorithms with Python: Applying genetic algorithms to solve real-world deep learning and artificial intelligence problems, Packt Publishing					
	T. Marwala (2013): Economic Modeling Using Artificial Intelligence Methods, Springer, Londyn					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		15			0	
Participation in test / exam		2			0	
Preparation for contact hours		6			0	
Private reading and studying		8			0	
Participation in tutorials		5			0	
Preparation of project / essay / etc.		10			0	
Preparation for test / exam		4			0	
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: metody wyceny przedsiębiorstw (enterprise appraisal methods) (KIERUNKOWE)					Course code: US71AIJ2715_42S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	lecture	15	0	e	2
Total			15			2
Course / module coordinator	dr hab. KATARZYNA BYRKA-KITA					
Course instructor	prof. dr hab. DARIUSZ ZARZECKI					
Course / module objectives	Subject covers issues of business valuation methods.					
Prerequisites	- Knowledge: the student knows the basics of accounting, finance, statistics, economic analysis, methods for assessing the effectiveness of investments and financial planning. The student has a general knowledge of the macro- and microeconomics and management; - Skills: the student can handle a spread sheet; - Competence (attitude): students can work in groups, has habits of lifelong learning.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has specific knowledge on nature, purpose and function of the valuation			K_W07
	2	EP2	Student knows the methods for valuing businesses			K_W07
skills	1	EP3	Student is able to apply known methods of valuation in practice			K_U07 K_U16
	2	EP4	Student is able to build a financial model for the valuation of companies			K_U07 K_U16
social competences	1	EP5	Student is ready to recognize and avoid unethical behaviour in business valuation			K_K03 K_K05
CONTENT					Semester	No. of hours
Subject title: metody wyceny przedsiębiorstw (enterprise appraisal methods)						
Format of instruction: lecture						
1. The essence of the objectives, functions, business valuations					6	2 0
2. Overview of the basic concepts of enterprise valuation					6	2 0
3. Legal determinants of the valuation of companies in Poland					6	2 0
4. Income approach to valuation of companies					6	2 0
5. Estimating the cost of capital for the purposes of business valuation					6	2 0
6. Market approach to valuing businesses					6	2 0

7. Special cases in the valuation of businesses					6	2	0
8. Summary of the material					6	1	0
Modes of delivery	Lectures with a presentations and examples for practical solutions (case study).						
	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	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Credit for lectures: Course ends with an exam test.						
	Grade calculation principles						
	The final grade is equal to the grade from lectures.						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	6	metody wyceny przedsiębiorstw (enterprise appraisal methods)				Nieobliczana	
	6	metody wyceny przedsiębiorstw (enterprise appraisal methods) [wykład]			egzamin		
Basic reading	Hitchner James R. (2011): Financial Valuation: Applications and Models, John Wiley & Sons						
	Mercer Z. Christopher, Harms Travis W. (2008): Business Valuation: An Integrated Theory, John Wiley & Sons						
	Pratt Shannon P. (2005): The Market Approach to Valuing Businesses, John Wiley & Sons						
	Zarzecki D. (1999): Metody wyceny przedsiębiorstw, Fundacja Rozwoju Rachunkowości w Polsce						
Supplementary reading	czasopismo (2008): Valuation Strategies, Thomson RIA						
	dane rynkowe (2012): Ibbotson Year Book, Morningstar						
	Zadora H. (2010): Wycena przedsiębiorstw w teorii i praktyce, Wydawnictwo Stowarzyszenia Księgowych w Polsce						
STUDENT WORKLOAD							
		No. of hours					
						including e-learning	
Contact hours		15				0	
Participation in test / exam		2				0	
Preparation for contact hours		8				0	
Private reading and studying		8				0	
Participation in tutorials		7				0	
Preparation of project / essay / etc.		0				0	
Preparation for test / exam		10				0	
TOTAL workload		50					
ECTS credits		2					

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: międzynarodowe stosunki ekonomiczne (international economic relations) (PODSTAWOWE)					Course code: US71AIJ2890_37S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	discussion classes	15	0	pg	2
		lecture	15	0	pg	
Total			30			2
Course / module coordinator		dr inż. MARCIN GRYCZKA				
Course instructor		dr inż. MARCIN GRYCZKA				
Course / module objectives		Acquiring the knowledge about the world economy processes, especially the ones concerning goods, services, labor force and capital flows; comprehension of the electronic market and e-commerce phenomena; familiarity with contemporary concepts related to international technology transfer, innovation and competitiveness				
Prerequisites		Basic knowledge in the following fields: microeconomics, macroeconomics, international trade, international finance				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Student knows the main trends of economic policies and tendencies in economic globalization, knows the role of foreign trade in economic processes taking place in the world		K_W16
skills		1	EP2	Student is able to correctly identify and explain the economic policies of the state and understands the benefits and risks associated with the development of the world economy and globalization.		K_U16
		2	EP3	Student has the ability to use the English language in terms of knowledge gained in the course of study. Understand the main ideas of complex text on business topics, including understanding the discussion. Can communicate so spontaneously and fluently to perform normal conversation with native speakers. Can formulate clear, detailed oral and written ideas, as well as explain his position on issues that are being discussed, considering the advantages and disadvantages of various option.		K_U16
		3	EP5	Student can freely communicate in English in an international group to carry out business tasks and projects. Is able to interact and work in organizations where the language of communication is English.		K_U16 K_U18
social competences		1	EP4	Student is prepared to form their own ideas and beliefs and to participate in decision-making process in a changing environment conditions.		K_K02
CONTENT					Semester	No. of hours
						including e-learning

Subject title: międzynarodowe stosunki ekonomiczne (international economic relations)					
Format of instruction: lecture					
1. World economy - basic concepts			6	2	0
2. Evolution of the international division of labor			6	3	0
3. International services market			6	3	0
4. International labour force flows			6	3	0
5. Foreign direct investment - theoretical issues			6	2	0
6. WTO and its role in the international trade			6	2	0
Format of instruction: discussion classes					
1. Formal markets and their transition into electronic markets			6	3	0
2. International technology transfer and knowledge diffusion			6	3	0
3. Foreign direct investment - practical issues			6	2	0
4. International trade statistics ? selected issues			6	4	0
5. New phenomena in global economy			6	3	0
Modes of delivery	lectures, discussions, PowerPoint presentations, usage of Internet resources and electronic databases				
	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,EP4	
	PREZENTACJA			EP2,EP3,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Self-prepared presentation on topic selected AND AGREED with the lecturer (maximum 60 points for this part), final written test consisting of 25 questions (multi-choice, 1 point each) plus 1 open-ended question (5 points) (maximum 30 points for this part), student's activity during classes (maximum 10 points for this part).				
	Grade calculation principles				
	The final grade of the course is calculated as follows: student needs at least 55 points to pass the course, i.e. 55-68 points equals grade 3.0, 69-75 - grade 3.5, 76-84 - grade 4.0, 85-92 - grade 4.5, 93 points or more - grade 5.0.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	międzynarodowe stosunki ekonomiczne (international economic relations)		Nieobliczana	
	6	międzynarodowe stosunki ekonomiczne (international economic relations) [wykład]	zaliczenie z oceną		
	6	międzynarodowe stosunki ekonomiczne (international economic relations) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Carbaugh R. (2018): International Economics, Cengage				
	Chesbrough H. (2011): Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era., Jossey-Bass, A Wiley Imprint				
	Dicken P. (2015): Global Shift: Mapping the Changing Contours of the World Economy., Guilford Publications				
	Feenstra R., Taylor A. (2017): International Economics, Worth Publishers				
	Gopinath G., Helpman E. and Rogoff K. (eds.) (2014): Handbook of International Economics, Volume 4, Elsevier				
	Krugman P.R., Obstfeld M., Melitz M. (2017): International Economics: Theory and Policy, Pearson Education Limited				
	Schenk C.R. (2021): International Economic Relations since 1945, Routledge				

Supplementary reading	Bingham A., Spradlin D. (2011): The Open Innovation Marketplace. Creating Value in the Challenge Driven Enterprise., FT Press	
	Ghahroudi M.R. (2018): Foreign Direct Investment, World Scientific Publishing	
	Moosa I. (2002): Foreign Direct Investment. Theory, Evidence and Practice, Palgrave Macmillan UK	
	Rugman A.M. (ed.) (2010): The Oxford Handbook of International Business., Oxford University Press	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	1	0
Private reading and studying	2	0
Participation in tutorials	4	0
Preparation of project / essay / etc.	6	0
Preparation for test / exam	5	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: mikroekonomia (microeconomics) (PODSTAWOWE)					Course code: US71AIJ2860_18S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	30	0	pg	4
		lecture	15	0	e	
Total			45			4
Course / module coordinator		dr hab. TOMASZ BERNAT				
Course instructor		dr hab. TOMASZ BERNAT				
Course / module objectives		The aim is to present the basic issues of microeconomics course, in particular the functioning of individual markets, the behavior of individual entities, micro-economic theory of choice: consumers and businesses, the basic conceptual methods and tools for the analysis of micro-economic activities of economic agents.				
Prerequisites		The student knows the basics of economics and the principles of market economy, student is orientented in current economic events. Students are able to solve the basic tasks of mathematics and use (properly interpreted) graphs showing the relationship between the main categories, which are subject to economic analysis. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news of economic life.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows basic methodology allowed to analysis basic economic events.			K_W01 K_W03 K_W07
skills	1	EP2	Students can predict possible scenarios come from different issues from market and can assess company situation in different market structure.			K_U01 K_U05 K_U07
social competences	1	EP3	Student can think in creative and innovative way and easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_K01 K_K02 K_K04
CONTENT					Semester	No. of hours
Subject title: mikroekonomia (microeconomics)						
Format of instruction: lecture						
1. Introduction to microeconomics					2	3 0
2. Theory of demand and supply					2	2 0
3. Market equilibrium and its changes					2	2 0
4. Company choice - theory of production					2	2 0
5. Costs, revenue and profits					2	2 0

6. Optimal choice of company			2	2	0
7. Market structure - perfect competition			2	2	0
Format of instruction: discussion classes					
1. Introduction to microeconomics			2	3	0
2. Economics theory of human behaviour			2	3	0
3. Theory of demand and supply			2	3	0
4. Market equilibrium and its changes			2	3	0
5. Company choice - theory of production			2	3	0
6. Costs, revenue and profits			2	3	0
7. Optimal choice of company			2	3	0
8. Market structure - perfect competition			2	3	0
9. Market structure - imperfect competition			2	3	0
10. The case studies analysis			2	3	0
Modes of delivery	Main form of knowledge transfer is lectures with case studies. The main way of excercises is case studies solving, also discussions, graphic and algebraic tasks.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1	
	KOŁOKWIUM			EP1	
	PREZENTACJA			EP1,EP2,EP3	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Credit for classes: - Students are assessed on the basis of written colloquia and presentation. Credit for lectures: students are assessed on the basis of a written exam covering the verification of knowledge based on case studies (50% points) and theory (50% points), for checking the knowledge of the basic principles of the functioning of markets and corporate entities (consumers , businesses). Rating: - The student receives a satisfactory grade - if he can provide some basic definitions of terms related to microeconomics and solve simple algebraic tasks. - The student is given a score good - when also can define the basic relationships occurring in different markets , as well as to solve problems in which it can represent causal relationships that take place in the markets. - The student receives a very good - if also able to predict the likely impact of events taking place in the markets , as well as able to solve case studies that require proper to anticipate effects of events occurring in the markets.				
	Grade calculation principles				
	The final course grade is the arithmetic mean of the exercise and lecture grades.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	mikroekonomia (microeconomics)		Arytmetyczna	
	2	mikroekonomia (microeconomics) [ćwiczenia]	zaliczenie z oceną		
	2	mikroekonomia (microeconomics) [wykład]	egzamin		
Basic reading	N. Gregory Mankiw (2017): Principles of Microeconomics, New York				
	Perloff J. (2007): Microeconomics, Pearson International Edition				

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation) (KIERUNKOWE)					Course code: EFZ71AIJ3432_4S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 6 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	laboratory	15	0	pg	2	
		lecture	15	0	pg		
Total			30			2	
Course / module coordinator		dr AGATA WAWRZY尼亚K					
Course instructor							
Course / module objectives		Preparing students for the use of computer simulation methods in conducting business analysis in objectives enterprises.					
Prerequisites		Knowledge: a student has a general understanding of the functioning of business objects; Skills: a student is able to operate a computer in MS Windows operating environment; Competence: a student is able to work in a group.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has the knowledge about the capabilities and limitations of computer simulation methods in the analysis of the business.			K_W08	
skills	1	EP2	Student can create computer simulation models to solve specific business problems.			K_U08	
	2	EP3	Student is able to plan the simulation experiments and interpret the results.			K_U10	
social competences	1	EP4	Student is ready to formulate his own ideas for solving business problems using methods and tools for modeling and simulation of processes.			K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation)							
Format of instruction: lecture							
1. null					6	2	0
2. null					6	4	0
3. null					6	7	0
4. null					6	2	0
Format of instruction: laboratory							
1. Introduction to computer simulation. Basic concepts and definitions.					6	3	0
2. System Dynamics as the technique of continuous simulation.					6	6	0

3. Techniques of discrete simulation.			6	2	0
4. Languages and tools of computer simulation.			6	2	0
5. An overview of applications of computer simulation methods for economic and business problems solving (case studies).			6	2	0
Modes of delivery	Lectures: multimedia presentation Laboratories: discussion, case studies, performing simulation experiments, the development of the project, working 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.				
	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	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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: mark for a written test Laboratories: the number of points received for the realization of individual and group projects (max. 20 points): for 20 points: 5,0; 18-19: 4,5; 16-17: 4,0; 14-15: 3,5; 12-13: 3,0, 11 and under: 2.0) - mark from the laboratories.				
	Grade calculation principles				
	The condition for obtaining the final grade is to pass lectures and laboratories at a minimum 3.0.				
	The final grade of the course results from the arithmetic mean of all grades obtained for lectures and laboratories.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation)		Nieobliczana	
	6	modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation) [wykład]	zaliczenie z oceną		
	6	modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation) [laboratorium]	zaliczenie z oceną		
Basic reading	Kirkwood C.W. (2013): System Dynamics Methods: A Quick Introduction, Arizona State University				
	Road Maps: A Guide to Learning System Dynamics (2013): http://clexchange.org/curriculum/roadmaps.asp				
	Sterman J.D. (2000): Business Dynamics: Systems Thinking and Modeling for a Complex World, McGraw-Hill/Irwin				
	Warren K. (2002) (2002): Competitive Strategy Dynamics, John Wiley & Sons				
Supplementary reading	Łatuszyńska M. (2008): Symulacja komputerowa dynamiki systemów, Wydawnictwo PWSZ				
	Mielczarek B. (2009): Modelowanie symulacyjne w zarządzaniu. Symulacja dyskretna, Oficyna Wydawnicza Politechniki Wrocławskiej				
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		3		0	
Participation in tutorials		5		0	

Preparation of project / essay / etc.	4	0
Preparation for test / exam	2	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: multimedia w działalności biznesowej (multimedia applications in business) (KIERUNKOWE)					Course code: EFZ71AIJ3432_10S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr GRZEGORZ WOJARNIK				
Course instructor		dr AGNIESZKA MILUNIEC , dr GRZEGORZ WOJARNIK				
Course / module objectives		Preparing students to communicate effectively with contemporary tools and resources to build the audiovisual and multimedia presentations and applications for business purposes.				
Prerequisites		Knowledge of basis of computer programming.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the concepts and technologies in the field of multimedia applications and how to use them in the enterprise.			K_W13 K_W15
skills	1	EP2	Student has an ability to use choosen desktop programming technologies to create multimedia projects.			K_U08
	2	EP3	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_U16 K_U18
social competences	1	EP4	Thanks to multimedia technologies, the student is ready to convey his ideas, works and projects to the auditorium.			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: multimedia w działalności biznesowej (multimedia applications in business)						
Format of instruction: lecture						
1. The essence of multimedia. Classification models of multimedia systems, multimedia data manipulation, multimedia equipment.					2	2 0
2. Images, audio, animation, video, interactivity, graphics and audio conversion.					2	2 0
3. Mind mapping.					2	2 0
4. Computer graphics - types of graphics, formats, software, automatic animation, video morphing.					2	2 0
5. Areas of use of multimedia in the enterprise, teaching, remote education, entertainment, media advertising, internet marketing.					2	2 0
6. Process of creating multimedia content.					2	2 0

7. Multimedia designing team.			2	2	0
8. Examples of applications and prepare a multimedia presentation in different technologies.			2	1	0
Format of instruction: laboratory					
1. Discussion topics laboratories and the introduction to XAML.			2	2	0
2. Introduction to desktop program design, the main menu tool in programming tool.			2	1	0
3. The use of choosen programming language in desktop applications.			2	2	0
4. Rules of XAML language as a declarative XML-based language.			2	3	0
5. Basic XAML controls.			2	3	0
6. Desktop applications, multimedia elements.			2	4	0
Modes of delivery	Multimedia presentation, teamwork, project in MS Silverlight technology.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP4	
	PROJEKT			EP1,EP2,EP3,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Laboratory classes: A credit in the form of a final project and a multimedia presentation made by the student. Lectures: Credit in the form of a test, which may also be conducted by means of distance communication. To pass the test a minimum of 50% of correct answers is required.				
	Grade calculation principles				
	Arithmetic mean of grades from lectures and laboratory classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	multimedia w działalności biznesowej (multimedia applications in business)		Nieobliczana	
	2	multimedia w działalności biznesowej (multimedia applications in business) [wykład]	zaliczenie z oceną		
	2	multimedia w działalności biznesowej (multimedia applications in business) [laboratorium]	zaliczenie z oceną		
Basic reading	Troncy R., Huet B., Schenk S. (2011): Multimedia Semantics, Wiley				
Supplementary reading	Anderson J., McRee J., Wilson R. (2010): Effective UI, O Reilly				
	Parent R. (2011): Animacja komputerowa. Algorytmy i techniki, PWN, Warszawa				
	Rudny T. (2010): Multimedia i grafika komputerowa. Podręcznik do nauki zawodu technik informatyk, Helion				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30	0		
Participation in test / exam		2	0		
Preparation for contact hours		10	0		
Private reading and studying		10	0		

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Unit: Technologie internetowe w biznesie (IT in business) [moduł]							
Course title: narzędzia behawioralne w ekonomii (Behavioural tools in economics) (KIERUNKOWE)					Course code: EFZ71AIJ3432_5S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	konwersatorium	15	0	pg	3	
		laboratory	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor		dr PIOTR SZKUDLAREK					
Course / module objectives		Presentation of behavioural aspects of the problems of evaluation and economic decision-making and how they are used in economic practice. Based on the results of research, special attention is paid to the process of evaluation and decision-making in the context of heuristics, cognitive limitations, self-control, emotions, motivation, morality or social interaction.					
Prerequisites		Knowledge of economy-wide issues.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student is familiar with behavioural economics tools for analysing economic behaviour.			K_W04 K_W08 K_W10 K_W16	
skills	1	EP2	The student uses the tools used in behavioural economics to analyse economic behaviour (economic experiments, economic games, specialised apparatus and software).			K_U04 K_U08 K_U10	
	2	EP3	The student analyses and evaluates the influence of behavioural factors on the evaluation and economic decision-making process.			K_U13 K_U17	
social competences	1	EP4	The student demonstrates creativity in individual and group tasks.			K_K01	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: narzędzia behawioralne w ekonomii (Behavioural tools in economics)							
Format of instruction: konwersatorium							
1. Origins of behavioural economics and main research areas.					5	1	0
2. Dualism of cognition and decision-making processes.					5	1	0
3. Moral and social values in economic behaviour.					5	2	0
4. Mood and emotion in the evaluation and economic decision-making process.					5	2	0

5. Heuristics and cognitive biases in evaluation and decision-making.			5	3	0	
6. Preferences under uncertainty and risk. Prospect theory and its implications.			5	2	0	
7. Psychology of the stock market.			5	2	0	
8. Nudges - shaping the choice architecture.			5	1	0	
9. A synthesis of the issues surrounding behavioural tools in economics.			5	1	0	
Format of instruction: laboratory						
1. Principles of planning and conducting economic experiments. Organisation and stages of behavioural economics research.			5	1	0	
2. Introduction to methods, techniques and tools used in behavioural economics - part 1: Eye tracking.			5	2	0	
3. Introduction to methods, techniques and tools used in behavioural economics - part 2: Electroencephalography.			5	2	0	
4. Introduction to methods, techniques and tools used in behavioural economics - part 3: Biometric methods.			5	2	0	
5. Formulation of research problems and questions in a group project (self-study). Selection and size of the research sample.			5	1	0	
6. Implementation of research (economic experiment) using a selected behavioural tool.			5	4	0	
7. Quantitative and qualitative analysis of the collected empirical material, interpretation of the results obtained and formulation of conclusions from the experiment carried out.			5	2	0	
8. Communication of results - preparation of a written study of the results (research report) and preparation of a scientific presentation and/or poster.			5	1	0	
Modes of delivery		- multimedia presentation - development of the project - working in groups - carrying out an economic experiment - discussion - brainstorming				
		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	
		KOŁOKWIUM			EP1	
		PROJEKT			EP2,EP3,EP4	
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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		The grade for the conversation classes is given on the basis of a written colloquium.				
		The credit grade for laboratory classes is given on the basis of: - written project: preparing a project and conducting an economic experiment using a selected behavioural tool (carried out as part of the laboratories) (60%) - activity during laboratory classes: engaging in group tasks and preparing a group project/economic experiment design and presenting its results (40%)				
		Grade calculation principles				
		The final (coordinator) grade for the course is given on the basis of the arithmetic mean of the grades obtained for the conversation classes and for the laboratory classes.				
Final grade calculation method		Sem.	Course	Type of credit	Grade calc. method	Weight for the average
		5	narzędzia behawioralne w ekonomii (Behavioural tools in economics)		Ważona	
		5	narzędzia behawioralne w ekonomii (Behavioural tools in economics) [laboratorium]	zaliczenie z oceną		0,50
		5	narzędzia behawioralne w ekonomii (Behavioural tools in economics) [konwersatorium]	zaliczenie z oceną		0,50

Basic reading	Jaśkowski P. (2009): Neuronauka poznawcza. Jak mózg tworzy umysł, VIZJA PRESS&IT, Warszawa	
	Jaśkowski P. (2004): Zarys psychofizjologii, Wydawnictwo Wyższej Szkoły Finansów i Zarządzania w Warszawie, Warszawa	
	Kahneman D. (2022): Thinking, Fast and Slow, Penguin Books, London	
	Noga M. (2017): Neuroekonomia a ekonomia głównego nurtu, CeDeWu, Warszawa	
	Thaler R.H. (2016): Misbehaving. The Making of Behavioral Economics, Penguin Books, London	
	Tyszka T. (2010): Decyzje. Perspektywa psychologiczna i ekonomiczna, Wydawnictwo Naukowe SCHOLAR, Warszawa	
	Zaleśkiewicz T. (2012): Psychologia ekonomiczna, Wydawnictwo Naukowe PWN, Warszawa	
Supplementary reading	Ariely D. (2013): The (honest) truth about dishonesty, Perennial, New York	
	Dawson R. (2008): Sekrety podejmowania trafnych decyzji, MT Biznes, Warszawa	
	Krawczyk M. (red.) (2012): Ekonomia eksperymentalna, Oficyna Wolters Kluwer business, Warszawa	
	Mruk H., Sznajder M. (2008): Neuromarketing. Interdyscyplinarne spojrzenie na klienta, Wydawnictwo Uniwersytetu Przyrodniczego w Poznaniu, Poznań	
	Orlik K. (2017): Makroekonomia behawioralna, CeDeWu, Warszawa	
	Stasiuk K., Maison D. (2015): Psychologia konsumenta, Wydawnictwo Naukowe PWN, Warszawa	
	Thaler R.H., Sunstein C.R. (2022): Nudge. Improving Decision About Health, Wealth and Happiness, Penguin Books, London	
	Zielonka P. (2021): Giełda i psychologia, CeDeWu, Warszawa	
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	5	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-EaITA-O-I-S-24/25Z						
Unit: Technologie internetowe w biznesie (IT in business) [moduł]						
Course title: narzędzia IT w marketingu (IT tools in marketing) (KIERUNKOWE)					Course code: EFZ71AIJ3432_9S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	laboratory	15	0	pg	2
Total			15			2
Course / module coordinator	dr AGATA WAWRZY尼亚K					
Course instructor	dr BARBARA WĄSIKOWSKA					
Course / module objectives	The aim of the course is to familiarise the student with the important role of information technology (IT) in modern business and marketing (in the context of improving productivity and saving costs). IT and marketing work together to maximise a company's marketing potential. The student will acquire skills to use various IT technologies and tools (CRM, CMS, analytical and reporting tools, marketing automation, big data, mobile applications, etc.) which are increasingly being used by marketers. The student will acquire competences in IT in order to implement necessary software to support marketing activities.					
Prerequisites	Basic knowledge of marketing and information technologies.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student understand the important role of IT in marketing (in keeping abreast of changing technologies).			K_W15
	2	EP2	Student describes various IT tools to store and analyse data in the marketing information system.			K_W15
skills	1	EP3	Student can compare and contrast different IT tools allowing to conduct advertising and promotional campaigns.			K_U08
	2	EP4	Student is able to collect, analyze, process and critically assess the usefulness of marketing information obtained via the Internet.			K_U04
social competences	1	EP5	Student is able to establish contacts and to function on the Internet being aware of threats resulting with limitations of social media.			K_K05
CONTENT					Semester	No. of hours
Subject title: narzędzia IT w marketingu (IT tools in marketing)						
Format of instruction: laboratory						
1. The essence and significance of IT tools in marketing. Chief Marketing Officer (CMO) in the role of an agent of change. CMO as a chief marketing technologist.					5	1 0
2. Digital channels: social media, mobile marketing, online advertising.					5	1 0
3. Computer implementation of tasks in the process of the customer service. Customer relationship management systems (CRM svstems).					5	1 0

4. Content Management Systems (CMS).				5	1	0
5. Mobile tools in marketing.				5	1	0
6. Marketing through search engines and Internet messengers. The positioning and optimization of web pages.				5	2	0
7. Tools allowing to conduct advertising campaigns (e.g. Google AdWords, Facebook Ads).				5	1	0
8. Tools supporting conducting promotional campaigns (e.g. AdWords Editor, Hootsuite, Buffer).				5	1	0
9. Analytical and reporting tools (e.g. Google Analytics, Crazyegg, Brand24, Mention, Share Tally, Website Grader).				5	2	0
10. null				5	1	0
11. Modern technologies: marketing automation, big data, social enterprise and marketing operations.				5	1	0
12. Integrated marketing software. Business solutions and case studies.				5	2	0
Modes of delivery	Case studies, Multimedia presentation, 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	
	PROJEKT				EP3,EP4,EP5	
	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	Credit for laboratory classes - students are assessed on the basis of practical tasks and a project. Students need to score at least 60% of the points in order to get a credit. Practical tasks verify outcomes in terms of knowledge and skills. Project - a project to achieve the learning outcomes tested on practical skills and teamwork. The course grade will be a weighted average of the scores from the practical tasks (40%) and project (60%).					
	Grade calculation principles					
	The final grade for the course is equal to the grade for the laboratory classes.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	5	narzędzia IT w marketingu (IT tools in marketing)			Nieobliczana	
	5	narzędzia IT w marketingu (IT tools in marketing) [laboratorium]		zaliczenie z oceną		
Basic reading	D. Chaffey, F. Ellis-Chadwick (2019): Digital Marketing: Strategy, Implementation and Practice, Pearson Education Limited					
	D. Ryan (2016): Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publisher					
Supplementary reading	J. Sterne (2017): Artificial Intelligence for Marketing: Practical Applications, John Wiley & Sons					
	M. Johnsen (2016): Multilingual Digital Marketing: Become The Market Leader, Maria Johnsen					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		15		0		
Participation in test / exam		2		0		
Preparation for contact hours		8		0		
Private reading and studying		5		0		

Participation in tutorials	8	0
Preparation of project / essay / etc.	6	0
Preparation for test / exam	6	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: negocjacje w biznesie (business negotiations) (PODSTAWOWE)					Course code: US71AIJ2935_38S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	laboratory	15	0	pg	2
Total			15			2
Course / module coordinator	dr SANDRA MISIAK-KWIT					
Course instructor	dr ANNA WIECZOREK-SZYMAŃSKA					
Course / module objectives	The purpose of this course is to introduce students to the theory and practice of business negotiation.					
Prerequisites	The basic knowledge of business communication, international economic relations, human resources.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the structure of negotiations, basic styles and strategies.			K_W14
	2	EP2	Student knows the rules of ethical negotiations.			K_W14
skills	1	EP3	Student is able to perform brief negotiations on a given topic.			K_U11
	2	EP4	Student is able to use chosen negotiation techniques in practice.			K_U18
social competences	1	EP5	Student is ready to negotiate ethically and responsibly in the professional life.			K_K05
CONTENT					Semester	No. of hours
Subject title: negocjacje w biznesie (business negotiations)						
Format of instruction: laboratory						
1. Structure of Negotiations. BATNA					6	2 0
2. Ethical Negotiations vs. Distributive Negotiation					6	3 0
3. Role of place, time and team in Negotiating. Preparation for Negotiations					6	2 0
4. Bargaining strategies and styles					6	3 0
5. Communication in Negotiations					6	2 0
6. Negotiations in international business and Cross-Cultural Negotiation					6	3 0

Modes of delivery	Workshop, active learning methods, role playing, text and cases analysis, movies with examples, group discussions.				
	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	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	To get a pass the student must get positive results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation and actively collaborate and cooperate during the course.				
	Grade calculation principles				
	The final grade is obtained on the basis of the following: - Results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation (60%) - Commitment to collaboration and cooperative working (40%)				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	negocjacje w biznesie (business negotiations)		Nieobliczana	
	6	negocjacje w biznesie (business negotiations) [laboratorium]	zaliczenie z oceną		
Basic reading	Fells Ray (2013): Effective negotiation : from research to results, Cambridge University Press, New York				
	Lewicki R.J., Barry B., Saunders D.M. (2010): Negotiation., McGraw-Hill, New York				
	Shell, Richard G. (2006): Bargaining for Advantage?Negotiations Strategies for Reasonable People., Penguin Books, New York				
Supplementary reading	Hames D. S. (2012): Negotiation: closing deals, settling disputes, and making team decisions, SAGE, Thousand Oaks				
	March R.M., Su-Hua Wu (2007): The Chinese Negotiator: How to Succeed in the World?s Largest Market, Kodansha International Ltd.				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		1	0		
Preparation for contact hours		5	0		
Private reading and studying		4	0		
Participation in tutorials		10	0		
Preparation of project / essay / etc.		15	0		
Preparation for test / exam		0	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Unit: Metody analiz rynkowych (Market research methods) [moduł]						
Course title: ocena przedsięwzięć innowacyjnych (innovative initiative evaluation) (KIERUNKOWE)					Course code: EFZ71AIJ3433_13S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr KATARZYNA ŁOBACZ				
Course instructor		dr KATARZYNA ŁOBACZ				
Course / module objectives		Obtaining basic knowledge of evaluation of the innovative projects, their financing, organization and requirements. Student acquires also the skills of proper evaluation of innovative projects.				
Prerequisites		Knowledge: the student knows the basic concepts of management, microeconomics, macroeconomics and basics of finance. Skills: assessment of the economic entity in the specific market conditions. Social competence: the student is able to work in a team, has instilled habits of lifelong learning.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	A student knows the basic categories of asset used for innovative projects.			K_W14 K_W16
	2	EP2	A student knows the selection of innovative assessment techniques such as the scoring system, benchmarking, QuickLook.			K_W02 K_W12 K_W16
skills	1	EP3	A student on the basis of certain parameters can evaluate the status of the innovative project and identify potential sources of financing.			K_U07 K_U13 K_U16 K_U17
	2	EP4	A student is able to identify problems and propose the directions of changes to improve the innovation project.			K_U13 K_U16 K_U17
	3	EP5	A student is able to identify sources of innovative risk in the projects.			K_U01 K_U07 K_U13 K_U16 K_U17
	4	EP6	A student is able to access and evaluate the various stages of evaluation of innovative projects.			K_U01 K_U07 K_U13 K_U16 K_U17
social competences	1	EP7	A student is ready to develop and improve his ability to work in the group and comply with ethical provisions in his professional life.			K_K01 K_K05

CONTENT				Semester	No. of hours	
						including e-learning
Subject title: ocena przedsięwzięć innowacyjnych (innovative initiative evaluation)						
Format of instruction: lecture						
1. The asset in the development of innovative business and economy				4	2	0
2. Macroeconomic conditions of innovative projects				4	1	0
3. Strategies for innovation in the enterprises				4	2	0
4. Risk and uncertainty in innovative projects				4	2	0
5. Financing of innovative projects				4	2	0
6. Methods of assessment of innovative projects				4	2	0
7. Evaluation and criteria for success of innovative projects financed from public funds				4	2	0
8. Evaluation and criteria for success of innovative projects funded by private sector				4	2	0
Format of instruction: laboratory						
1. Types, systematics and functions of asset in innovative projects				4	2	0
2. Analysis of the market and competition				4	2	0
3. Protection against the risk of an innovative project				4	2	0
4. Sources of financing of innovative projects				4	2	0
5. The process of innovation in the enterprises				4	2	0
6. Innovative projects - case studies				4	4	0
7. Calculation of the effectiveness of innovative projects				4	1	0
Modes of delivery	Lecture with audiovisual aids, discussions, case study analysis					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2	
	PREZENTACJA				EP7	
	PROJEKT				EP3,EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Credit for laboratory classes: the execution of a final essay: preparation of the project and its presentation or research and presentation of the results - the project is testing the achievement of learning outcomes in terms of skills. Credit for lectures: evaluation of the lectures is obtained from the test - a written test of the learning outcomes achieved in terms of knowledge gained during participation in lectures and exercises. The student receives a satisfactory grade, when he can discuss the basic knowledge of evaluation of the innovative projects, their financing, organization and requirements, which checks the achieved learning outcomes in terms of knowledge and skills obtained through participation in lectures and exercises.					
	Grade calculation principles					
	Final grade of the course is the average of the grades obtained for lectures and laboratory classes.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	ocena przedsięwzięć innowacyjnych (innovative initiative evaluation)			Arytmetyczna	

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

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

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Unit: Analiza i diagnoza w przedsiębiorstwie (Analysis and diagnosis in enterprise [moduł])						
Course title: ocena ryzyka działalności gospodarczej (risk evaluation of economic activity) (KIERUNKOWE)					Course code: US71AIJ2715_46S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. TOMASZ WIŚNIEWSKI				
Course instructor		dr hab. TOMASZ WIŚNIEWSKI				
Course / module objectives		The aim of the course is to familiarize students with the nature and risks and practical skills in the use of risk analysis methods				
Prerequisites		Social competence: students can work in groups, has instilled habits of lifelong learning. Skills: the student is able to use a Excel spreadsheet. Knowledge: the student knows the basics of accounting, financial and economic analysis, basic statistical methods and principles of financial planning. The student has a general knowledge of macro and microeconomics and management.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the concept of risk and its possible influence on businesses.			K_W14
	2	EP2	Student knows the methods of risk analysis.			K_W14
skills	1	EP3	Student can apply the known methods of risk analysis.			K_U10 K_U14
	2	EP4	Student is able to assess the risks related to the business.			K_U10 K_U14
social competences	1	EP5	Student is ready to formulate their own ideas and make decisions and carry out business responsibly and ethically.			K_K04 K_K05
CONTENT					Semester	No. of hours
Subject title: ocena ryzyka działalności gospodarczej (risk evaluation of economic activity)						
Format of instruction: lecture						
1. The nature of risk and risk measures					4	2 0
2. Classification of risk analysis methods					4	1 0
3. Qualitative risk assessment					4	2 0
4. Sensitivity analysis					4	2 0

5. Scenario and probabilistic analysis			4	2	0
6. Decision trees method			4	2	0
7. Monte Carlo simulation method			4	4	0
Format of instruction: laboratory					
1. Types of risk in business			4	2	0
2. Application of the Monte Carlo simulation methods			4	5	0
3. Sensitivity analysis			4	2	0
4. Scenario analysis			4	2	0
5. Application of the decision trees method			4	4	0
Modes of delivery	Lectures with multimedia presentations and laboratories with self-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	
	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	Positive assessment of the project (one assessment for both lectures and laboratories).				
	Grade calculation principles				
	Final grade is equal to the project grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	ocena ryzyka działalności gospodarczej (risk evaluation of economic activity)		Arytmetyczna	
	4	ocena ryzyka działalności gospodarczej (risk evaluation of economic activity) [laboratorium]	zaliczenie z oceną		
	4	ocena ryzyka działalności gospodarczej (risk evaluation of economic activity) [wykład]	zaliczenie z oceną		
Basic reading	Crouhy M., Galai D, Mark R (2014): The Essentials of Risk Management, McGraw-Hill Education, 2nd. ed.				
	Vose D. (2008): Risk Analysis: A Quantitative Guide, John Wiley & Sons, 3rd ed.				
	Yoe, Charles (2019): Primer on risk analysis decision making under uncertainty, CRC Press, 2nd ed.				
	Yoe, Charles (2019): Principles of Risk Analysis Decision Making Under Uncertainty, CRC Press, 2nd ed.				
Supplementary reading	Dariusz Zarzecki (2014): KLASYCZNE METODY ANALIZY RYZYKA PROJEKTÓW INWESTYCYJNYCH, ZARZĄDZANIE FINANSAMI I RACHUNKOWOŚĆ 2 (3) 2014, 31–44.				
	Marcin Pawlak (2016): Metody analizy ryzyka w ocenie efektywności projektów inwestycyjnych, Finanse, Rynki Finansowe, Ubezpieczenia nr 4/2016 (82), cz. 2, s. 617–624.				
	T. Wiśniewski (2008): Ocena efektywności inwestycji rzeczowych ze szczególnym uwzględnieniem ryzyka, Uniwersytet Szczeciński				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		0	
Participation in test / exam		0		0	

Preparation for contact hours	15	0
Private reading and studying	12	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	8	0
Preparation for test / exam	0	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: ochrona własności intelektualnej (intellectual property protection) (OGÓLNOUCZELNIA NE)					Course code: EFZ71AIJ3435_3S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	lecture	8	0	pg	1	
Total			8			1	
Course / module coordinator		dr PRZEMYSŁAW KATNER					
Course instructor		dr PRZEMYSŁAW KATNER					
Course / module objectives		To acquire knowledge and skill to analyse the basic issues of the copyright and industrial property laws.					
Prerequisites		Student has a basic knowledge of civil law.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows and understands basic concepts and principles of the protection of industrial property and of copyright and the need for intellectual property management.			K_W07	
skills	1	EP2	Student uses acquired knowledge in their activity.			K_U07	
	2	EP3	Student is ready to systematically deepen their knowledge, in particular regarding legal status updates.			K_U02	
social competences	1	EP4	Student is convinced of importance of behaving in professional manner and obeying rules of professional ethics.			K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: ochrona własności intelektualnej (intellectual property protection)							
Format of instruction: lecture							
1. Introduction to intellectual property law. The scope of the act of 4 February 1994 on copyright and related rights.					1	1	0
2. The subject of copyright and the content of copyright.					1	1	0
3. The duration of author's economic rights.					1	1	0
4. The transfer of author's economic rights and the protection of author's moral and economic rights.					1	1	0
5. The scope of the act of 30 June 2000 on law of industrial property.					1	1	0
6. Inventions, utility models and industrial models.					1	2	0
7. Trademarks and geographical indications. Pursuing claims on account of violating exclusive rights.					1	1	0

Modes of delivery	Problem 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
	KOŁOKWIUM				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 lectures are assessed based on the multiple choice test (with negative points) that consists of 20 questions. Grading scale: 5.0 - 23-25 points; 4.5 - 21-22 points, 4.0 - 18-20 points, 3.5 - 16-17 points, 3.0 - 13-15 points.				
	Grade calculation principles				
	The final grade is based on the grade of the lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	ochrona własności intelektualnej (intellectual property protection)		Nieobliczana	
	1	ochrona własności intelektualnej (intellectual property protection) [wykład]	zaliczenie z oceną		
Basic reading	Act of 30 June 2000 on law of industrial property.				
	Act of 4 February 1994 on copyright and related rights.				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		8	0		
Participation in test / exam		2	0		
Preparation for contact hours		0	0		
Private reading and studying		7	0		
Participation in tutorials		4	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		4	0		
TOTAL workload		25			
ECTS credits		1			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: organizacja i zarządzanie (organization and management) (PODSTAWOWE)					Course code: EFZ71AIJ3433_3S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator		dr ALEKSANDRA RUDAWSKA					
Course instructor		dr ALEKSANDRA RUDAWSKA					
Course / module objectives		The course covers important concepts and practices of modern management. The topics are discussed in line with the organizational models and the management functions i.e. planning, organising, leading/motivating and controlling. Additionally, one of the course goals is to develop students skills in the field of: application of the decision making procedure, describing external environment of organization and identifying opportunities and threats, proposing control system to deal with organizational problem.					
Prerequisites		Student describes basic economic and social terms and understands the necessity of continuous learning.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student defines basic concepts related to the management process and organizational functioning.			K_W12 K_W14	
	2	EP2	Student explains the influence of the environment on the organization and identifies challenges that the contemporary environment makes to the organization.			K_W01 K_W12 K_W16	
	3	EP3	Student explains the essence of every management function as well as basic theories describing that functions.			K_W12 K_W14	
skills	1	EP4	Student does decision making process consistent with the rational approach.			K_U11 K_U13 K_U17	
	2	EP5	Student participates in class discussions using English and presents management issues in English.			K_U16	
	3	EP6	Student identifies element of the organization and its external environment and assesses environmental influence on the organization.			K_U04 K_U18	
social competences	1	EP7	Student identifies dilemmas connected with the managerial work.			K_K01 K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: organizacja i zarządzanie (organization and management)							
Format of instruction: lecture							
1. Managing organizations in contemporary world - the challenges the managers are facing.					1	4	0

2. _how to deliver value_			1	2	0
3. Organizing - designing organization structure.			1	3	0
4. Organizational culture.			1	2	0
5. Leading people: leadership and motivating.			1	4	0
Modes of delivery	Discussions in groups., Lecture with usage of the multimedia presentation with numerous practical examples., Individual and group assignments showing practical applications of chosen managerial instruments and enabling checking how students understand issues discussed during 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	
	KOLOKWIVM			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	Single choice test				
	Grade calculation principles				
	Less than 55% of points - mark: 2,0 55%-66% of points - mark: 3,0 67%-74% of points - mark: 3,5 75%-82% of points - mark: 4,0 83%-89% of points - mark:4,5 90% or more - mark: 5,0				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	organizacja i zarządzanie (organization and management)		Nieobliczana	
	1	organizacja i zarządzanie (organization and management) [wykład]	zaliczenie z oceną		
Basic reading	Bateman T.S., Snell S.A., Konopaske R. (2019): Management: Leading & Collaborating in a Competitive World, McGraw-Hill				
Supplementary reading	Garvin D. A., Roberto M.A. (2001): What You Don't Know About Making Decisions, Harvard Business Review				
	Jones G. (2013): Organizational Theory, Design and Change 7th ed., Pearson				
	Mullins L.J. (2019): Organisational Behaviour in the Workplace, 12th ed., Pearson				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours	15		0		
Participation in test / exam	4		0		
Preparation for contact hours	10		0		
Private reading and studying	8		0		
Participation in tutorials	5		0		
Preparation of project / essay / etc.	0		0		
Preparation for test / exam	8		0		
TOTAL workload	50				
ECTS credits	2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: podstawy finansów (fundamentals of finance) (PODSTAWOWE)					Course code: US71AIWNEiZ_4S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	3
		lecture	15	0	e	
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_W02
	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
	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 K_U02
	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_U01

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_K01	
	2	EP8	The student is prepared to communicate and present basic knowledge on the rules of functioning of the modern financial system.	K_K01	
	3	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: podstawy finansów (fundamentals of finance)					
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 financial 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	2	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
6. Summary of public finance knowledge.			1	1	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	
	EGZAMIN PISEMNY			EP1,EP2,EP3	
	KOŁOKWIUM			EP1,EP2,EP3	
	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	Final exam: Written exam, in the form of a multiple choice test (80% points), with 2-4 additional short questions (20% points). Exam grading: 50% pass, 75% grade 4.0. Tutorial grading: Written test (30% points) and student participation in tutorials (70%). Written test - multiple choice test. Written test grading: 50% pass, 75% grade 4.0. Students must pass the written test in order to pass the tutorial. Student participation in tutorials: graded written homework (80%) and active participation in the discussions and presentations during classes (20%).				
	Grade calculation principles				

The final grade will be calculated as a weighted mean of the final exam grade (60%) and tutorial grade (40%).

	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
Final grade calculation method	1	podstawy finansów (fundamentals of finance)		Nieobliczana	
	1	podstawy finansów (fundamentals of finance) [wykład]	egzamin		
	1	podstawy finansów (fundamentals of finance) [ćwiczenia]	zaliczenie z oceną		
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	9	0
Private reading and studying	8	0
Participation in tutorials	6	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-EaITA-O-I-S-24/25Z							
Course title: podstawy programowania komputerów (introduction to computer programming) (KIERUNKOWE)					Course code: EFZ71AIJ3433_11S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english 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	pg		
Total			45			4	
Course / module coordinator	dr hab. JAKUB SWACHA						
Course instructor	dr hab. JAKUB SWACHA						
Course / module objectives	To acquire knowledge of computer programming on the example of the Python language, and to master practical skills of programming in Python.						
Prerequisites	Knowledge of basic computer skills.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the basic terms and structures characteristic of structured programming.			K_W08	
	2	EP2	Student knows the phases of software development life-cycle.			K_W08	
skills	1	EP3	Student is able to independently design, implement and test programs in Python.			K_U08	
	2	EP4	Student is able to implement programs according to given specifications.			K_U08	
	3	EP5	Student is able to work with other developers in the implementation of a joint software development project.			K_U18	
social competences	1	EP6	Student is aware of the allowed terms of use of software under various licenses.			K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: podstawy programowania komputerów (introduction to computer programming)							
Format of instruction: lecture							
1. Basic terminology of programming. Methods of algorithm specification.					3	2	0
2. Computer as an object of programming.					3	2	0
3. Programming languages. Programming paradigms.					3	1	0
4. The components of program. Simple and complex instructions.					3	2	0
5. Strings, lists, tuples and their processing.					3	2	0
6. Functions and modules.					3	2	0

7. Dictionaries and sets. Files and databases.			3	2	0	
8. Software testing and documenting.			3	2	0	
Format of instruction: laboratory						
1. Python syntax.			3	2	0	
2. Simple programs with input/output and calculations.			3	2	0	
3. Using conditional statements.			3	4	0	
4. Using loops. Processing data sequences.			3	4	0	
5. Built-in functions.			3	2	0	
6. Standard modules.			3	4	0	
7. Defining functions. Recursion.			3	4	0	
8. Defining classes. Inheritance.			3	4	0	
9. Files and databases.			3	2	0	
10. Testing programs. Debugger.			3	2	0	
Modes of delivery		- lecture supported with multimedia presentation - application development, programming - case study - problem solving - working 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	
		KOŁOKWIUM			EP1,EP2	
		SPRAWDZIAN			EP3	
		PROJEKT			EP4,EP5,EP6	
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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		Credit for lectures: the lectures grade is based on the results of a single-choice test covering the content of the lectures. Grading scale: 3.0: more than 50% points; 4.0: more than 70%, 5.0: more than 85%.				
		Credit for laboratory classes: the grade is a weighted average of a programming test consisting of writing a computer program designated by the teacher (35% points), group project - a program written in collaboration with other students (topic selected by the group) (35% points), and completing laboratory exercises during the semester (30% points). Grading scale for laboratory classes: 3.0: more than 50% points; 4.0: more than 70%, 5.0: more than 85%.				
		Grade calculation principles				
		The final grade of the course is an arithmetic mean of the laboratory exercises grade and the lectures grade.				
Final grade calculation method		Sem.	Course	Type of credit	Grade calc. method	Weight for the average
		3	podstawy programowania komputerów (introduction to computer programming)		Arytmetyczna	
		3	podstawy programowania komputerów (introduction to computer programming) [laboratorium]	zaliczenie z oceną		
		3	podstawy programowania komputerów (introduction to computer programming) [wykład]	zaliczenie z oceną		
Basic reading		Petkovic L. (2012): Introduction to Computing Using Python, Wiley				
		Swacha J. (2020): Introduction to programming in Python 3, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin				

Supplementary reading	Matthes E. (2019): Python Crash Course, 2nd Edition: A Hands-On, Project-Based Introduction to Programming, No Starch Press	
	Miller B., Ranum D. (2019): How to Think Like a Computer Scientist. Learning with Python: Interactive Edition, Runestone Interactive	
	Miller B., Ranum D. (2019): Problem Solving with Algorithms and Data Structures, Runestone Interactive	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	3	0
Preparation for contact hours	12	0
Private reading and studying	12	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	6	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Unit: Inżynieria informatyczna biznesu (IT engineering in business) [moduł]							
Course title: podstawy sieci komputerowych (computer networks) (KIERUNKOWE)					Course code: US71AIJ2717_48S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. JAKUB SWACHA					
Course instructor		dr hab. JAKUB SWACHA , mgr inż. Piotr Niemcewicz					
Course / module objectives		Acquiring knowledge on computer networks and practical skills in designing, configuring and managing computer networks, including security issues.					
Prerequisites		Basic computer skills.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Students know how computer networks are organized, and how they work.			K_W08	
	2	EP2	Students know the tools used for diagnosing and managing computer networks.			K_W08	
skills	1	EP3	Students can diagnose and configure computer networks.			K_U08	
social competences	1	EP4	Students are able to form their own ideas and beliefs and to participate in decision-making process regarding issues related to computer networks.			K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: podstawy sieci komputerowych (computer networks)							
Format of instruction: lecture							
1. A conceptual introduction to the physical network infrastructure. Introduction to the organization of logical networks. Introduction to Active Directory					4	2	0
2. Introduction to TCP/IP and TCP/IP addressing. Introduction to name resolution. Configuration of dynamic IP addressing					4	2	0
3. A conceptual introduction to content delivery. Introduction to IP communication. Procedures to perform subnetting					4	1	0
4. A conceptual introduction to IPv6 addressing. Introduction to unicast IPv6 addresses. Configuration of IPv6					4	1	0
5. Introduction to administrative tools in Windows Server 2016. Introduction to performance monitoring tools in Windows Server 2016. Procedures to perform server administration					4	2	0
6. Introduction to securely accessing Web content and files. A conceptual introduction to public key infrastructure					4	2	0

7. Introduction to perimeter security. Configuration of Windows Firewall. Procedures to monitor and troubleshoot Windows Firewall			4	1	0
8. Introduction to remote access. Configuration of a network policy server. Introduction to routing. Configuration of routing			4	2	0
9. Various methods to implement server scalability and availability. Implementation of Windows network load balancing Introduction to server virtualization. Implementation of server virtualization			4	1	0
10. A conceptual introduction to printing. Introduction to the printing processes. Configuration of network printers Implementation of print management			4	1	0
Format of instruction: laboratory					
1. A conceptual introduction to the physical network infrastructure. Introduction to the organization of logical networks. Introduction to Active Directory			4	2	0
2. Introduction to TCP/IP and TCP/IP addressing. Introduction to name resolution. Configuration of dynamic IP addressing			4	1	0
3. A conceptual introduction to content delivery. Introduction to IP communication. Procedures to perform subnetting			4	1	0
4. A conceptual introduction to IPv6 addressing. Introduction to unicast IPv6 addresses. Configuration of IPv6			4	1	0
5. Introduction to administrative tools in Windows Server 2016. Introduction to performance monitoring tools in Windows Server 2016. Procedures to perform server administration			4	2	0
6. Introduction to securely accessing Web content and files. A conceptual introduction to public key infrastructure			4	2	0
7. Introduction to perimeter security. Configuration of Windows Firewall. Procedures to monitor and troubleshoot Windows Firewall			4	1	0
8. Introduction to remote access. Configuration of a network policy server. Introduction to routing. Configuration of routing			4	2	0
9. Various methods to implement server scalability and availability. Implementation of Windows network load balancing Introduction to server virtualization. Implementation of server virtualization			4	2	0
10. A conceptual introduction to printing. Introduction to the printing processes. Configuration of network printers Implementation of print management			4	1	0
Modes of delivery	- lecture supported with multimedia presentation - case study - problem solving				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	SPRAWDZIAN			EP1,EP2,EP3,EP4	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP3,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Laboratories are evaluated based on individual practical exercises. Lectures are evaluated based on single-choice test.				
	Grade calculation principles				
	The final grade is the average of lecture grade (50% points) and laboratories grade (50% points). The final grade is based on the number of points (Polish grade scale): - 91-100: 5, - 81-90: 4,5, - 71-80: 4, - 61-70: 3,5, - 50-60: 3, - less than 50: 2.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	podstawy sieci komputerowych (computer networks)		Arytmetyczna	
	4	podstawy sieci komputerowych (computer networks) [laboratorium]	zaliczenie z oceną		
	4	podstawy sieci komputerowych (computer networks) [wykład]	zaliczenie z oceną		
Basic reading	Eckert J. (2020): Hands-On Microsoft Windows Server 2019. 3rd Ed., Cengage Learning				
	Callaway J. (2020): Computer Networking for Beginners, KDP Print				
	Tanenbaum A.S., Feamster N. (2019): Computer networks, Pearson Education				
Supplementary reading	Boyle R.J., Clements J.A. (2014): Applied Networking Labs, Pearson Education				

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: polityka gospodarcza (economic policy) (PODSTAWOWE)					Course code: EFZ71AIJ3432_2S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	konwersatorium	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr IZABELA SZAMREJ-BARAN						
Course instructor	dr IZABELA SZAMREJ-BARAN						
Course / module objectives	To acquaint students with the basic knowledge of economic policy, in particular with the economic impact of regulation and state intervention in the economy. To study the sources, essence, objectives, functions and instruments of various economic policies.						
Prerequisites	fundamentals of macroeconomics, the ability to analyze, teamwork, open-mindedness to discussion.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student defines the basic concepts of economic policy.			K_W01	
skills	1	EP2	Student describes and explains the theoretical and practical aspects of economic policy.			K_U03	
	2	EP3	Student uses theoretical concepts to explain the relationship between the state and the market in modern economies and economic development.			K_U01 K_U03	
social competences	1	EP4	Student critically assesses economic policy decisions.			K_K02 K_K04	
	2	EP5	Student complements and broadens the acquired knowledge and skills in the field of economic policy, is aware of the importance of the concept of lifelong learning.			K_K02	
	3	EP6	Student is prepared for active teamwork aimed at solving common problems in the public interest			K_K01 K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: polityka gospodarcza (economic policy)							
Format of instruction: konwersatorium							
1. Concept, determinants and economic policy objectives. Functions and fields of economic policy.					2	2	0
2. Instruments of economic policy: fiscal policy, monetary policy, income policy.					2	3	0
3. Counter-cyclical policy and contemporary crises.					2	1	0
4. Economic growth and development - the basic problems. Pro-growth policies.					2	1	0
5. Industrial policy. The investment policy. Science and innovation policy.- and other growth factors.					2	2	0

6. Structural policy. Structural changes in the economy. Types and structural policies. Structural problems of transition.				2	2	0
7. Labor market regulation. Employment policy and its functions. Instrumentation.				2	2	0
8. Regional economic policy in Poland and the European Union.				2	2	0
Modes of delivery	multimedia presentation, case studies, group work, texts analysing/watching films with discussion, gamification					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3,EP4	
	PREZENTACJA				EP5,EP6	
	PROJEKT				EP4,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Credit for seminar: The student will get credit if hers/his assessment of the test, presentation and project is positive. 50% test, 30% presentation, 20% project					
	Grade calculation principles					
	The final grade of the course is equal to the grade from seminar.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	polityka gospodarcza (economic policy)			Nieobliczana	
	2	polityka gospodarcza (economic policy) [konwersatorium]		zaliczenie z oceną		
Basic reading	Agns Bénassy-Quéré, Benoît Coeuré, Pierre Jacquet, and Jean Pisani-Ferry Economic (2010): Policy Theory and Practice,, Oxford University Press, New York					
	Lee Coppock, Dirk Mateer (2018): Principles of Economics (2nd Ed., Norton&Company, New York					
	Milton Friedman (2011): , , (2011): Price Theory, Transaction Publishers, New Jersey					
	Nicola Acocella (Translated from the Italian by Brendan Jones) (2005): Economic Policy in the Age of Globalisation,, Cambridge University Press, Cambridge					
Supplementary reading	Friedman M. (2008): Ile państwa w gospodarce, C.H. Beck					
	Horodecka A. (2008): Ewolucja celów polityki gospodarczej, PWN					
	Kryk B. (red), autorzy m.in: Szamrej-Baran I. (2012): Polityka gospodarcza,, Wydawnictwo Economicus, Szczecin					
	Noga M., Stawiska M.K. (2009): Modele rozwoju gospodarczego dla Polski w dobie integracji europejskiej i globalizacji, CeDeWu					
	Winiarski B. (red.) (2006): Polityka gospodarcza, PWN					
	Włudyka T. (red.) (2007): Polityka gospodarcza,, Oficyna Wolters Kluwer Polska					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		15		0		
Participation in test / exam		0		0		
Preparation for contact hours		0		0		
Private reading and studying		9		0		
Participation in tutorials		6		0		

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Unit: Rynek i konkurencja (Market and competition) [moduł]						
Course title: polityka regulacyjna państwa (state intervention policy) (KIERUNKOWE)					Course code: US71AIJ2860_58S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator	dr MAGDALENA SOBOŃ					
Course instructor	dr hab. TOMASZ BERNAT					
Course / module objectives	The aim is to present the basic issues of state intervention policy, in particular the influence on individual markets, the behavior of individual corporate entities, consumers and businesses.					
Prerequisites	The student knows the basics of economics and the principles of market economy, student versed in current economic events. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news of economic life.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Students have knowledge of the nature and causes of state regulatory policy, premises of State influence on functioning of enterprises, the tools and methods of regulation of the market and the impact of regulation on businesses and their business models.			K_W01 K_W02 K_W03
skills	1	EP2	Student has the ability to determine the causes of regulatory policy and its impact on the functioning of the business, knows the tools and means to control the market process, is able to determine the impact of state regulatory policy on the business.			K_U01 K_U02 K_U03 K_U05
social competences	1	EP3	Student develops ability to assess the effectiveness of state regulatory policy in the functioning of enterprises and its impact on building business models.			K_K01 K_K02 K_K04
CONTENT					Semester	No. of hours
						including e-learning
Subject title: polityka regulacyjna państwa (state intervention policy)						
Format of instruction: lecture						
1. Introduction to the theory of regulation					5	2 0
2. Reasons of control - market failure, public goods, asymmetric information, dominant market position					5	2 0

3. Issues of political philosophy			5	2	0
4. Theories of state intervention - neo-classical approach			5	2	0
5. Theories of state intervention - public choice approach			5	2	0
6. Theories of state intervention - transactions costs approach			5	2	0
7. Theories of state intervention - information theoretic approach			5	2	0
8. Review and summary of the course			5	1	0
Format of instruction: discussion classes					
1. Reasons of state intervention - examples			5	2	0
2. Competition regulatory and law			5	2	0
3. Consumer protection			5	2	0
4. Taxes			5	2	0
5. Labour market regulations			5	2	0
6. Advertising regulations			5	2	0
7. Telecommunication market regulations			5	2	0
8. Review and summary of the course			5	1	0
Modes of delivery	Lectures with case studies are the main form of knowledge transfer. The main way to carry out the exercises is discussion about state intervention activities in different countries.				
	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	
	KOŁOKWIUM			EP1,EP2,EP3	
	PREZENTACJA			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	Criteria: 85% attendance on classes, positive assessment of presentation and passed test.				
	Grade calculation principles				
	The final grade of the course is calculated as the grade point average of exercises (50%) and lectures (50%).				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	polityka regulacyjna państwa (state intervention policy)		Arytmetyczna	
	5	polityka regulacyjna państwa (state intervention policy) [ćwiczenia]	zaliczenie z oceną		
	5	polityka regulacyjna państwa (state intervention policy) [wykład]	zaliczenie z oceną		
Basic reading	Karagiannis Nikolaos (2007): Modern State Intervention in the Era of Globalisation, Edward Elgar Publishing				
	Karagiannis Nikolaos, King John E. (2019): A Modern Guide to State Intervention Economic Policies for Growth and Sustainability, Edward Elgar Publishing, Cheltenham UK				
	Poynter G (2021): The Political Economy of State Intervention, Routledge, UK				
Supplementary reading	Gerber L (2005): The Irony of State Intervention, Northern Illinois University Press				

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	4	0
Participation in tutorials	13	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-EaITA-O-I-S-24/25Z						
Unit: Rynek nieruchomości (Real estate markets) [moduł]						
Course title: pośrednictwo w obrocie nieruchomościami (real estate brokerage) (KIERUNKOWE)					Course code: US71AIJ2857_57S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	lecture	15	0	pg	2
Total			15			2
Course / module coordinator	dr ANNA GDAKOWICZ					
Course instructor	dr ANNA GDAKOWICZ					
Course / module objectives	Acquiring basic economic and legal knowledge concerning real estate brokerage.					
Prerequisites	- Knowledge: a student knows the material of the basic economics at the level of first degree studies in economics - Skills: a student is able to independently perform logical reasoning on economic issues at the level of first degree studies in economics - Competence (attitudes): a student has inculcated habits of systematic self-learning and individual use of the literature					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has the knowledge of the specific character, features and functions of the real estate market.			K_W16
	2	EP2	Student has the knowledge of the types of property rights.			K_W16
	3	EP3	Student has the knowledge of the agency agreement.			K_W16
skills	1	EP4	Student has the ability to make a description of the real estate.			K_U15
	2	EP5	Student has the ability to simulate a transaction.			K_U15
social competences	1	EP6	Student is ready to use available research results.			K_K02
	2	EP7	Student is ready to conduct an analysis of legal acts.			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: pośrednictwo w obrocie nieruchomościami (real estate brokerage)						
Format of instruction: lecture						
1. The real estate market					5	2 0
2. Features of the real estate market					5	2 0
3. Functions of the real estate market					5	2 0
4. Legal title to the property as an object of circulation					5	2 0

5. Parties to the transaction				5	2	0
6. An agency contract - types. Description of the property				5	2	0
7. Presentation of a real estate				5	2	0
8. Tools supporting the work of a real estate agent				5	1	0
Modes of delivery	Multimedia presentation, method of cases. Simulation methods, group work, analysis of source documents.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PREZENTACJA				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	PROJEKT				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP1,EP2,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	Form and terms of examination: - Students knowledge is assessed on the basis of their presence and their independent work concerning the description of a real estate transaction. Evaluation: - A student receives a sufficient grade if he attends classes and prepares a presentation of a real estate					
	Grade calculation principles					
	The final grade is the grade of the lecture.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	5	pośrednictwo w obrocie nieruchomościami (real estate brokerage)			Ważona	
	5	pośrednictwo w obrocie nieruchomościami (real estate brokerage) [wykład]		zaliczenie z oceną		1,00
Basic reading	Alysse Musgrave (2018): Buying a Home 6th edition, Alysse Musgrave, Dallas/Houston					
	David C.Ling, Wayne R.Archer (2018): Real Estate Principles. A Value Approach. 5th edition, McGraw-Hill, New York					
Supplementary reading	Danielle Kennedy, Warren Jamison (2011): How to List & Sell Real Estate, CENGAGE Learning					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		15		0		
Participation in test / exam		0		0		
Preparation for contact hours		0		0		
Private reading and studying		12		0		
Participation in tutorials		10		0		
Preparation of project / essay / etc.		13		0		
Preparation for test / exam		0		0		
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: praktyka zawodowa (professional practice) (INNE DO ZALICZENIA)					Course code: US71AIJ2717_71S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 4 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	praktyka	0	0	p	4	
Total			0			4	
Course / module coordinator		dr PIOTR SZKUDLAREK					
Course instructor		dr TOMASZ ŁUKASZEWSKI					
Course / module objectives		The aim is to create conditions for the development of professional competence through confrontation of knowledge and skills acquired during the learning process with practice.					
Prerequisites		Fulfilling the formal requirements for the organization of internship in accordance with the Regulations of Student internships on Faculty of Economics, Finance and Management of the University of Szczecin					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
skills	1	EP1	Student continuously improves their theoretical knowledge and practical skills			K_U18	
social competences	1	EP2	Student is ready to operate on the labor market and look for a workplace appropriate to qualifications			K_K03 K_K05	
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: praktyka zawodowa (professional practice)							
Format of instruction: praktyka							
1. Learning the activity of the institution and its environment					4	4	0
2. Learning the organizational structure of the institution and the range of activities of the host department					4	4	0
3. Learning the laws and regulations regulating the activities at the workplace					4	4	0
4. Learning the internal normative acts regulating the financial and accounting management and OHS and fire training					4	4	0
5. Carrying out tasks and activities in accordance with the framework of student internship program, annexed to the agreement, under the direction of the tutor.					4	104	0
Modes of delivery		Professional activities carried out under the direction of the tutor in the selected workplaces.					
		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	
	OPINIE W DZIENNIKU PRAKTYK					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	Credit without a grade on the basis of the submitted documents specified in the Regulations for Student Internships at the Faculty of Economics, Finance and Management of the University of Szczecin and an interview with the student. The pass mark is the achievement of the assumed learning outcomes						
	Grade calculation principles						
	The internship is credited with Internships Supervisor for EITA on the basis of the documentation assessment and an interview with the student						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	4	praktyka zawodowa (professional practice)				Nieobliczana	
	4	praktyka zawodowa (professional practice) [praktyka]			zaliczenie		
Basic reading	Terms of Student Internships at the Faculty of Economics, Finance and Management, University of Szczecin						
	The Framework Program of Internships, University of Szczecin						
Supplementary reading							
STUDENT WORKLOAD							
		No. of hours					
					including e-learning		
Contact hours		0			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		0					
ECTS credits		4					

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: prawo (law) (OGÓLNOUCZELNIA NE)					Course code: US71AIJ2468_7S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english 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 PRZEMYSŁAW KATNER					
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 of economic institutions, particularly in relation to IT.					
Prerequisites	Willingness to acquire legal knowledge.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the fundamental legal concepts in English.			K_W07
	2	EP2	Student has the knowledge about the fundamental branches and fields of law in the comparison scope.			K_W07
	3	EP3	Student has the knowledge about the fundamental law systems (common Law and Civil Law).			K_W07
	4	EP4	Student has the knowledge about the fundamental law institutions in the field of public law, private law and the European Union law.			K_W07
	5	EP5	Student has the knowledge about means, which enable presenting legal problems in the right way to solve them with IT.			K_W08
skills	1	EP6	Student can distinguish the fundamental legal concepts and define them.			K_U07
	2	EP7	Student understands fundamental legal verdicts, can analyze basic legal cases			K_U07
	3	EP8	Student can present an abstract of legal acts through Mind Mapping.			K_U07
	4	EP9	Student can prepare legal newsletters			K_U07
	5	EP10	Student can summarize legal verdicts.			K_U07
social competences	1	EP11	Student is able to work in a team using fundamental legal terminology.			K_K01
	2	EP12	Student is able to participate in the creation process of summarizing a legal verdict or a legal act in an interdisciplinary team of lawyers, econmists, IT professionals.			K_K01 K_K02
	3	EP13	Student has a fundamental competences for working with basic IT tools, when analyzing fundamental legal problems.			K_K04

CONTENT			Semester	No. of hours	
					including e-learning
Subject title: prawo (law)					
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	3	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	4	0
Modes of delivery	Explaining the legal concepts and institutions during lectures. Understanding, discussing and summarizing legal texts. Analyzing legal texts. Discussions about important cases and important legal 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,EP10,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP11,EP12,EP13	
	Metody i formy 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 by written tests. Students will receive a positive mark if he/she passes all 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	prawo (law)		Ważona	
	1	prawo (law) [wykład]	zaliczenie z oceną		1,00
Basic reading	W. Dajczak, A. Szwarc, P. Wiliński (eds) (2011): Handbook of Polish Law, ParkPrawo, Wydawnictwo Szkolne PWN Sp. z o.o., Warszawa - Bielsko Biała 2011				
Supplementary reading	A. Skorupa-Wulczyńska (2016): Legal English. Civil and Commercial Law. A Handbook, Warszawa				
	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	0	0
Private reading and studying	18	0
Participation in tutorials	10	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-EaITA-O-I-S-24/25Z							
Course title: problemy współczesnej ekonomii (modern economics) (PODSTAWOWE)					Course code: EFZ71AIJ3432_5S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor		dr hab. RAFAŁ NAGAJ					
Course / module objectives		Familiarizing the student with issues related to contemporary economy and economics and making students understand them and know the tools to solve these problems. Students will also acquire skills and qualifications to analyse basic economic phenomena in contemporary economies.					
Prerequisites		The student has the ability to use basic quantitative methods and logical thinking. The student has knowledge of the basics of macroeconomics and basic macroeconomic aggregates					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	The student knows the contemporary macro- and microeconomic trends, has knowledge about economic growth and the business cycle.		K_W01	
		2	EP2	Student knows the instruments used to monitor the economic situation.		K_W01 K_W05	
skills		1	EP3	Student is able to correctly identify, classify and explain instruments of economic policy.		K_U01 K_U03	
social competences		1	EP4	The student is ready to deepen knowledge and participate in the decision-making process in changing economic conditions.		K_K02 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: problemy współczesnej ekonomii (modern economics)							
Format of instruction: lecture							
1. The main areas of interest of modern (contemporary) economics.					6	2	0
2. Economic growth and economic development. Cyclical fluctuations in the contemporary economy.					6	4	0
3. The role of the state in modern economy.					6	2	0
4. The functioning of the economy in the short and long term. Model IS-LM-BP and AD-AS.					6	4	0
5. Competitiveness of economies and globalization and economic development in the modern (contemporary) world.					6	2	0
6. Repetition and summary of modern economics issues.					6	1	0
Format of instruction: laboratory							

1. Basic economic problems in modern world economies. Statistical overview in major national and international institutions/organizations.				6	4	0
2. Economic growth in terms of mathematical and statistical: measures of calculation of economic growth.				6	2	0
3. Condition of the economy and the business cycle stages.				6	3	0
4. The relationship between short-term and long-term equilibrium in the economy.				6	2	0
5. Competitiveness of economies and socio-economic development - statistical data analysis.				6	3	0
6. Repetition and summary of modern economics issues.				6	1	0
Modes of delivery	Case study, multimedia lectures					
	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	
	KOŁOKWIUM				EP1,EP2,EP3,EP4	
	SPRAWDZIAN				EP1,EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Evaluation of the classes: Students are assessed on the basis of a written colloquium. The colloquium consists of open questions/tasks solved using a computer with internet access. Evaluation of the lectures: students are assessed on the basis of a written test in the form of a test questions. EVALUATING: Student will receive a satisfactory grade, if shows a basic understanding of issues (has an elementary knowledge) related to economics and problems of contemporary economies in the world.					
	Grade calculation principles					
	The final grade is the arithmetic mean of the grades obtained for the classes and lectures. If the result of this arithmetic mean is ambiguous, then the grade of the lectures is decisive.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	6	problemy współczesnej ekonomii (modern economics)		Arytmetyczna		
	6	problemy współczesnej ekonomii (modern economics) [laboratorium]	zaliczenie z oceną			
	6	problemy współczesnej ekonomii (modern economics) [wykład]	zaliczenie z oceną			
Basic reading	Hayek, F.A. (Ed. Klausinger H.) (2013): Business cycles. Part 1, Routledge/Taylor & Francis, London					
	Hayek, F.A. (Ed. Klausinger H.) (2013) (2013): Business cycles. Part 2, Routledge/Taylor & Francis., London					
	Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York					
Supplementary reading	Jones, C.I. (2018): Macroeconomics 4th Edition, Norton & Company, Inc., London					
	Kuroki, R. (2013): Keynes and modern economics, Routledge/Taylor & Francis Group, London					
	Urbanek, P. (Ed.) (2016): Economy Today An Interdisciplinary Approach to Contemporary Economic Challenges, E-book					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30			0	
Participation in test / exam		3			0	
Preparation for contact hours		10			0	
Private reading and studying		15			0	

Participation in tutorials	7	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: rachunkowość - podstawy (fundamentals of accounting) (PODSTAWOWE)					Course code: US71AIJ2964_21S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			30			3
Course / module coordinator		dr PRZEMYSŁAW MUĆKO				
Course instructor		dr PRZEMYSŁAW MUĆKO				
Course / module objectives		The aim is to educate students about the role of accounting as the basic information system in the enterprise and to develop elemental skills necessary to participate in processing accounting data.				
Prerequisites		Student knows the basics of entrepreneurship, the basic distinction between economic categories, such as resources, processes. Students can work in a team and understand the importance of lifelong learning.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the basic source of law governing the conduct of corporate accounting.			K_W07 K_W09
	2	EP2	Student knows the scope and the general structure of the financial statements.			K_W07 K_W09
skills	1	EP3	Student can classify resources and claims in the balance sheet and determine the result of the simple business operations on the profit and loss account.			K_U07 K_U09
	2	EP4	Student can post business operations (balance sheet and income operations) and recognizes their impact on the financial statement items.			K_U07 K_U09
social competences	1	EP5	Student can complement and improve their knowledge and skills.			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: rachunkowość - podstawy (fundamentals of accounting)						
Format of instruction: lecture						
1. The essence, the features and functions of accounting. The scope of accounting. Introduction to accounting law.					2	1 0
2. The scope and importance of the financial statements.					2	1 0
3. Assets and liabilities of the company and its classification. Equity. Balance sheet.					2	2 0
4. Business operations. The impact of business operations on the components of the balance sheet.					2	1 0
5. Documentation of business transactions.					2	1 0

6. The account - construction and operation. Types of accounts. The principle of double-entry bookkeeping. Registration rules for balance sheet accounts.		2	2	0
7. Income statement. Basic categories of profits - income, expenses, losses, gains.		2	1	0
8. Principles of operation of the profit and loss accounts. Financial result and comparative variant function.		2	2	0
9. The overriding principles of accounting.		2	1	0
10. Control and Subsidiary Accounts. Trial balance.		2	1	0
11. Preparing a simplified balance sheet and profit and loss account for the basis of the trial balance		2	1	0
12. Examples of ethical dilemmas		2	1	0
Format of instruction: discussion classes				
1. The elements of the balance sheet and profit and loss account published by selected entities (assessment the initial requierment of knowledge and skills of students).		2	1	0
2. Definitions of accounting. Users of accounting information. Aim of finanancial reporting.		2	1	0
3. Discussion of selected accounting regulations (management and supervisory boards, documentation, inventory, reporting deadlines, the importance of accounting policy, and charts of accounts).		2	1	0
4. The balance sheet structure and substance of the balance sheet items.		2	1	0
5. Preparation and interpretation of the importance of the balance sheet position.		2	1	0
6. Business operations and their documentation.		2	1	0
7. The impact of transactions on the balance sheet.		2	1	0
8. The principle of double-entry bookkeeping.		2	1	0
9. Trial balance.		2	1	0
10. Income, revenues and gains. Cost, expenses and loses. Principles of recognizing income. Recording income opreactions in accounting books.		2	1	0
11. Financial performance. The preparation of the profit and loss account.		2	1	0
12. Comprehensive example		2	2	0
13. Understanding the importance of accounting information based on a simplified financial statements (working with documents)		2	1	0
14. Verification of knowledge and skills (colloquia).		2	1	0
Modes of delivery	Simulation methods, Group work, Multimedia presentation, Cases studies, Analysis of source documents			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP4
	KOŁOKWIUM			EP3,EP4
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP5
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
Grading criteria	The form and terms of credit: Students are assessed on the basis of the classroom activities and written colloquium, including verification based on exercises for checking the ability to prepare and interpret simplified financial statements, and records of business transactions (students can use charts of accounts). The form and terms of the exam: a written examination testing the knowledge and skills of students in the recording various business transactions and preparing basic financial statements. The examination covers the part of the test (about 40% of the points - the multiple-choice test and open-ended questions) and the registration and reporting tasks (about 60% of the points). Students may use during the examination charts of accounts. Rating: The student passes the exam, if he/she can post basic operations and the prepare balance sheet, and knows the basic concepts of accounting basics .			
	Grade calculation principles			

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

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	rachunkowość - podstawy (fundamentals of accounting)		Ważona	
	2	rachunkowość - podstawy (fundamentals of accounting) [ćwiczenia]	zaliczenie z oceną		0,25
	2	rachunkowość - podstawy (fundamentals of accounting) [wykład]	egzamin		0,75
Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, Financial Times Prentice Hall, Harlow, , Harlow, England				
	Franklin, M., Graybeal, P., Cooper, D., (2019): Principles of Accounting, Volume 1: Financial Accounting., OpenStax, Rice University, Houston, Texas				
	Thomas P Edmonds, Christopher Edmonds, Philip R Olds, Frances M McNair, Bor-Yi Tsay (2018): Survey of Accounting (Irwin Accounting) 5th Edition., McGraw-Hill Education, 13e, international student edition, New York				
	Walther L. M. (2017): Financial Accounting Textbook, CreateSpace Independent Publishing Platform				
Supplementary reading					

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: rachunkowość w przedsiębiorstwie (accounting in enterprise) (KIERUNKOWE)					Course code: US71AIJ2964_29S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory			Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr MAGDALENA JANOWICZ				
Course instructor		dr PRZEMYSŁAW MUĆKO				
Course / module objectives		The aim of the course is to demonstrate the basic elements of drawing up financial statements by adjusting the balance. The aim is also for the student to acquire practical skills in preparing financial statements and understanding the information provided by these statements.				
Prerequisites		Basic knowledge of accounting.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Student has the knowledge of the scope of the financial statements, reporting requirements, methods of preparation of financial statements, the rules for reporting and audit of financial statements.		K_W09
skills		1	EP2	Student is able to determine the impact of transactions on financial statements.		K_U09
		2	EP3	Students can prepare basic elements of a financial statement.		K_U09
social competences		1	EP4	Student is ready to evaluate solutions adopted by an economic entity in its financial statements.		K_K02 K_K04
CONTENT					Semester	No. of hours
Subject title: rachunkowość w przedsiębiorstwie (accounting in enterprise)						
Format of instruction: lecture						
1. The nature and objectives of financial reporting. Factors affecting the evolution of the financial statements. The scope of the financial statements. Current trends in financial reporting (harmonization and standarization processess).				3	1	0
2. Introduction to accounting valuation methods.				3	1	0
3. Information content of the statement of financial position.				3	2	0
4. The preparation of the statement of financial position - recognition and measurement of selected items of assets, liabilities and equity. Impairment loss.				3	4	0
5. Income statement				3	2	0
6. Framework for the preparation and interpretation of the statement of cash flows.				3	2	0
7. Statement of changes in equity.				3	1	0

8. Information content of the notes to financial statements.				3	1	0	
9. Verification of the course effects.				3	1	0	
Format of instruction: discussion classes							
1. Elements of the financial statements of the selected entities (initial assessment of the knowledge and skills of students). Discussion of the objectives of the projects.				3	1	0	
2. The statement of financial position (balance sheet) - a case study..				3	3	0	
3. Measurement and valuation of assets - a case study.				3	3	0	
4. Elements of the profit and loss account. Other comprehensive income. Comprehensive income statement.				3	2	0	
5. Cash flow statement - definitions, type of activities. Direct and indirect method.				3	2	0	
6. Statement of changes in equity. Notes to the financial statement. Limitations of the financial information provided by accounting.				3	2	0	
7. The effect of economic events on the date presented in a financial statement.				3	1	0	
8. Verification of the course effects.				3	1	0	
Modes of delivery	Multimedia presentation, method of cases, simulation methods, the use of a computer program, the analysis of source documents.						
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.						
Assessment methods						No. of learning outcome from the syllabus	
	KOŁOKWIUM					EP1,EP2,EP3	
	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	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 exercises), including verification based on exercises checking the ability to prepare financial statements as well as checking students' knowledge of valuation and measurement rules and their effect on the values presented in the financial statements.						
	Forms of the assignments for each part of the course: - for the lectures: a test (multiple choice, fill-in-the-gaps, open questions/assignments) testing students' knowledge of students in rules of preparing financial statements, - for the exercises: a written assignment testing students skills in preparing financial statements, consisting of reporting tasks (up to 6 short exercises) .						
	Rating: The student receives a passing grade assuming, they achieved the minimal required percentage of points from the assignment (i.e. 51%). The grading scale is consistent with the rules mentioned in the study programme.						
	Every student has the right to have their grade 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 calculation method	Final grade: Final grade is equal to the weighted average of the classes grade (50% weighted) and lecture grade (50% weighted) - upon condition that both grades are at least satisfactory (3,0).						
	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	3	rachunkowość w przedsiębiorstwie (accounting in enterprise)				Arytmetyczna	
	3	rachunkowość w przedsiębiorstwie (accounting in enterprise) [wykład]			zaliczenie z oceną		
	3	rachunkowość w przedsiębiorstwie (accounting in enterprise) [ćwiczenia]			zaliczenie z oceną		
Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, 18 edition., Pearson, Harlow						
	Karwowski W. (2015): Accounting and financial reporting, SGH, Warszawa						

Supplementary reading	Janowicz M. (2021): Rachunek przepływów pieniężnych w: Sprawozdania finansowe i ich analiza - zbiór zadań, red. W. Gos, SKwP, Warszawa	
	Janowicz M. (2021): Rachunek przepływów pieniężnych w: Sprawozdania finansowe i ich analiza, red. W. Gos, SKwP, Warszawa	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	0	0
Preparation for contact hours	15	0
Private reading and studying	15	0
Participation in tutorials	6	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	9	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: rynkowe zachowania konsumentów (consumers behaviour) (PODSTAWOWE)					Course code: EFZ71AIJ3433_4S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	lecture	15	0	X	1
Total			15			1
Course / module coordinator	dr hab. KATARZYNA WŁODARCZYK					
Course instructor	dr MAŁGORZATA WIŚCICKA-FERNANDO					
Course / module objectives	The transfer of knowledge in the field of consumer behaviour and the factors influencing them and the basic trends in consumers' behaviour and their decision-making process. Developing skills of both group and individually work and awareness of the need of life long learning.					
Prerequisites	Knowledge of marketing issues, methods and techniques of marketing research, marketing strategy developmen.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the essence of the consumer behaviour. Student explains the importance of consumer behaviour as an important factor influencing the operation of the market entities.			K_W04
skills	1	EP2	The student can search for solutions to the issues which are discussed by using his knowledge and evaluate consumer behaviour. He is involved in the implementation of team tasks and can freely communicate in English in an international team.			K_U04 K_U16 K_U17
social competences	1	EP3	Student is ready to prepare and carry out consumer behaviour tasks and projects. The student has criticism of unfair market practices designed to manipulate the consumer.			K_K01 K_K02
CONTENT					Semester	No. of hours
Subject title: rynkowe zachowania konsumentów (consumers behaviour)						
Format of instruction: lecture						
1. Consumer Behaviour- introduction to the subject					5	2 0
2. Factors Influencing Consumer behaviour					5	2 0
3. Perception, Motivation and Personality					5	2 0
4. Group aspects of behaviour					5	3 0
5. Consumer as decision Makers					5	2 0
6. Consumer research					5	4 0

Modes of delivery	Multimedia presentation, discussion, case studies, group work, presentation of the project by the 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	
	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	Scientific article and presentation of the article by the students. The final grade evaluation: Scientific article about consumer behavior. The student chooses / inventes the topic that interests him / her and makes presentation main topics.				
	Grade calculation principles				
	The final grade is equal to the grade of the lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	rynkowe zachowania konsumentów (consumers behaviour)		Nieobliczana	
	5	rynkowe zachowania konsumentów (consumers behaviour) [wykład]	brak zaliczenia		
Basic reading	Ashutosh R. Patil ; contributors Richard P. Bagozzi, Dawn Iacobucci, Robert Meyer, Kent B. Monroe. (2011): Consumer behavior : information processing and decision making, SAGE				
	J. O'Shaughnessy (2012): Consumer Behaviour: Perspectives, Findings and Explanations				
	Leon G. Schiffman, Joseph Wisenblit (2015): Consumer behavior, Global ed.				
	M. R. Solomon (2017): Consumer Behavior: Buying, Having, and Being, Prentice Hall College Div				
	Zubin Sethna & Jim Blythe. (2016): Consumer Behaviour, 3th edition., SAGE Publishing, Los Angeles; London; New Delhi; Singapore; Washington; Melbourne				
Supplementary reading	C. Whan Park ; contributors William O. Bearden, Valerie S. Folkes, Mary Gilly, Flemming Hansen, David W. Stewart (2012): Consumer behavior: empirical research, SAGE				
	P. Kotler, V. Wong, J. Saunders, G. Armstrong (2004): Principles of Marketing, European Edition				
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.		1		0	
Preparation for test / exam		1		0	
TOTAL workload		25			
ECTS credits		1			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: seminarium dyplomowe (seminar) (KIERUNKOWE)					Course code: US71AIJ2855_54S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language, semester: 5 - english language, semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	seminarium	15	0	pg	1	
3	5	seminarium	15	0	pg	1	
	6	seminarium	15	0	pg	8	
Total			45			10	
Course / module coordinator	dr hab. RAFAŁ NAGAJ						
Course instructor	dr hab. JACEK BATÓG						
Course / module objectives	The aim of the seminar is to select a topic, formulate a goal and research hypotheses and write a master thesis.						
Prerequisites	Student has knowledge, skills and competences in the field of economics studies of the first degree.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	has knowledge of how to choose a subject and formulate a goal and research hypotheses			K_W06	
	2	EP2	is familiar with available and useful research methods in the field of economic sciences			K_W05 K_W06 K_W10	
skills	1	EP3	is able to create coherent texts, to construct chapters of his master thesis from them and to formulate research conclusions			K_U05 K_U06	
social competences	1	EP4	understands the need for lifelong learning			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: seminarium dyplomowe (seminar)							
Format of instruction: seminarium							
1. Basics of conducting scientific research methodology. Presentation of the form and content of the Bachelor thesis					4	8	0
2. Selection of the diploma thesis topic according to interests and specialization					4	7	0
3. Presentation of the formal requirements for the diploma thesis					5	1	0
4. Preparation and presentation of esseys related to the topic of the thesis					5	4	0
5. Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research					5	2	0
6. Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis					5	4	0
7. Presentation of the theoretical chapters of the thesis and their acceptance					5	4	0

8. Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis				6	4	0
9. Presentation of results and discussion of the conclusions of the conducted analytical research				6	3	0
10. Formulating and presentation of empirical part of the thesis				6	4	0
11. Final formulating of empirical part and overall thesis construction				6	4	0
Modes of delivery	Lectures, discussions, 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	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2	
	PRACA DYPLOMOWA				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	Passing in the form of an assessment of the prepared essay, outline and subsequent parts and the entire thesis					
	Grade calculation principles					
	The grade for a course is equal to the grade for credit					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	seminarium dyplomowe (seminar)			Nieobliczana	
	4	seminarium dyplomowe (seminar) [seminarium]		zaliczenie z oceną		
	5	seminarium dyplomowe (seminar)			Nieobliczana	
	5	seminarium dyplomowe (seminar) [seminarium]		zaliczenie z oceną		
	6	seminarium dyplomowe (seminar)			Nieobliczana	
	6	seminarium dyplomowe (seminar) [seminarium]		zaliczenie z oceną		
Basic reading	Literature depending on the subject of research					
Supplementary reading	Literature depending on the subject of research					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		45		0		
Participation in test / exam		0		0		
Preparation for contact hours		25		0		
Private reading and studying		46		0		
Participation in tutorials		20		0		
Preparation of project / essay / etc.		114		0		
Preparation for test / exam		0		0		
TOTAL workload		250				
ECTS credits		10				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: statystyka opisowa (descriptive statistics) (KIERUNKOWE)					Course code: US71AIJ2856_9S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	4	
		laboratory	15	0	pg		
		lecture	15	0	e		
Total			45			4	
Course / module coordinator		dr KRZYSZTOF DMYTRÓW					
Course instructor		dr DOMINIK ROZKRUT					
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 "Mathematics" 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_W10	
	2	EP2	Student knows the research methods in the social sciences and methods of measurement specific for social and economic sciences.			K_W06 K_W10	
	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_W06 K_W10	
skills	1	EP4	Student is able to quantitatively describe the socio-economic phenomena on the basis of both primary and secondary data.			K_U06 K_U10 K_U15	
	2	EP5	Student is able to estimate strength and direction of relationships.			K_U05 K_U06 K_U10	
	3	EP6	Student is able to describe dynamics of phenomena, use economic indices.			K_U05 K_U10	
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_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: statystyka opisowa (descriptive statistics)							

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, measurement scales. The structure of mass processes.	1	2	0
2. One-dimensional populations, empirical distributions, moments and quantiles for metric scales, measures of central tendency, measures of dispersion, measures of skewness, measures of kurtosis.	1	3	0
3. Correlation coefficients, Chi2, variance equality. Multidimensional analysis, partial correlations.- dimensional populations, tables, ranks, types of relationships.	1	4	0
4. Empirical and theoretical regressions, the method of least squares for linear regression, measures of regression fit.	1	2	0
5. Measurement of dynamics of economic and social phenomena. Time series, chronological mean. Analysis of shortterm changes, individual indices, the average rate of change, average absolute change. Aggregate indexes. Price indices. Aggregate indices for relative values.	1	2	0
6. Decomposition of time series, trend and seasonality. Linear and exponential trend. Additive and multiplicative seasonality.	1	2	0
Format of instruction: discussion classes			
1. Statistics, populations, data, notation, tables and charts, measurement scales. Measures of central tendency, dispersion, skewness, kurtosis.	1	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.	1	5	0
3. Analysis of dynamics: - short-term analysis: differences and indexes, - long-term analysis: analysis of trends and seasonality.	1	5	0
Format of instruction: laboratory			
1. Statistics, populations, data, notation, tables and charts, measurement scales. Measures of central tendency, dispersion, skewness, kurtosis.	1	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.	1	5	0
3. Analysis of dynamics: - short-term analysis: differences and indexes, - long-term analysis: analysis of trends and seasonality.	1	5	0
Modes of delivery	The course comprises lectures using (where appropriate) transparencies / presentations of research of socioeconomic phenomena, exercises 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	
	EGZAMIN PISEMNY	EP1,EP2,EP3	
	KOLOKWIIUM	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 exam consisting of 7 single-choice and 3 multiple-choice test questions. The exam 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 exercises: Students are assessed on the basis of two written tests covering writing 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 laboratories:
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 the lecture, classes and laboratories.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	statystyka opisowa (descriptive statistics)		Arytmetyczna	
	1	statystyka opisowa (descriptive statistics) [ćwiczenia]	zaliczenie z oceną		
	1	statystyka opisowa (descriptive statistics) [laboratorium]	zaliczenie z oceną		
	1	statystyka opisowa (descriptive statistics) [wykład]	egzamin		
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	45	0
Participation in test / exam	7	0
Preparation for contact hours	14	0
Private reading and studying	7	0
Participation in tutorials	14	0
Preparation of project / essay / etc.	13	0
Preparation for test / exam	0	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Unit: University-wide lecture (wykład ogólnouczelniany) [moduł]							
Course title: subject (przedmiot) (OGÓLNOUCZELNIA NE)					Course code: EFZ71AIJ3362_6S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective			Language of instruction: semester: 4 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	lecture	15	0	pg	1	
Total			15			1	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor							
Course / module objectives		Familiarizing students with research issues in the field and discipline. Encouraging the student to research.					
Prerequisites		No prerequisites					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	Student knows and understands the most important scientific problems included in the course.	K_W01 K_W16			
skills	1	EP2	Student is able to use the terminology appropriate for the course issues.	K_U18			
	2	EP3	Student can independently prepare a short essay based on the literature on the subject.	K_U17			
social competences	1	EP4	Student is ready to think independently and to critically assess the level of his knowledge.	K_K04			
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: subject (przedmiot)							
Format of instruction: lecture							
1. Presentation of the problems of the lecture and the requirements for passing the course.					4	2	0
2. Providing literature and sources used during the lecture, referring the student to supplementary literature.					4	2	0
3. Presentation of specific issues within the scope of the monographic lecture.					4	10	0
4. Summary and final conclusions.					4	1	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
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Positive evaluation of the written work.				
	Grade calculation principles				
	The final grade for the subject is the grade of the lecture.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	subject (przedmiot)		Ważona	
	4	subject (przedmiot) [wykład]	zaliczenie z oceną		1,00
Basic reading	Literatura zostanie podana na wykładzie zgodnie z jego tematyką. :				
Supplementary reading	Wybrane pozycje wskazane studentowi. :				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		0	0		
Private reading and studying		3	0		
Participation in tutorials		2	0		
Preparation of project / essay / etc.		5	0		
Preparation for test / exam		0	0		
TOTAL workload		25			
ECTS credits		1			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Unit: University-wide lecture (wykład ogólnouczelniany)							
Course title: subject (przedmiot) (OGÓLNOUCZELNIA NE)					Course code: EFZ71AIJ3362_4S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective			Language of instruction: semester: 3 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lecture	15	0	pg	1	
Total			15			1	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor							
Course / module objectives		Familiarizing students with research issues in the field and discipline. Encouraging the student to research.					
Prerequisites		No prerequisites					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows and understands the most important scientific problems included in course.			K_W16	
skills	1	EP2	Student is able to use the terminology appropriate for the course issues.			K_U18	
	2	EP3	Student can independently prepare a short essey based on the literature on the subject.			K_U17	
social competences	1	EP4	Student is ready to think independently and to critically assess the level of his knowledge.			K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: subject (przedmiot)							
Format of instruction: lecture							
1. Presentation of the problems of the lecture and the requirements for passing the course.					3	2	0
2. Providing literature and sources used during the lecture, referring the student to supplementary literature.					3	2	0
3. Presentation of specific issues within the scope the monographic lecture.					3	10	0
4. Summary and final conclusions.					3	1	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
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Positive evaluation of the written work.				
	Grade calculation principles				
	The final grade for the subject is the grade from the lecture.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	subject (przedmiot)		Ważona	
	3	subject (przedmiot) [wykład]	zaliczenie z oceną		1,00
Basic reading	Literatura zostanie podana na wykładzie zgodnie z jego tematyką. :				
Supplementary reading	Wybrane pozycje wskazane studentowi. :				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		0	0		
Private reading and studying		2	0		
Participation in tutorials		3	0		
Preparation of project / essay / etc.		5	0		
Preparation for test / exam		0	0		
TOTAL workload		25			
ECTS credits		1			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-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: EFZ71AIJ3362_8S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective			Language of instruction: semester: 6 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator							
Course instructor							
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	0
2. Digital Cinema: Space Conquest.					6	3	0
3. Nonanthropocentric Character of Digital Cinema.					6	2	0
4. From Temporality to Time in Digital Cinema					6	2	0
5. Digital Film -Viewer-World: the Montage of Attractions.					6	4	0

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
	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	The grade awarded for the final test is the grade awarded for the course				
	Grade calculation principles				
	Grade calculation principles: final test 30 pkt, pass 60%				
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)		Ważona	
	6	Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej) [wykład]	zaliczenie z oceną		1,00
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		0	
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-EaITA-O-I-S-24/25Z						
Unit: Inżynieria informatyczna biznesu (IT engineering in business) [moduł]						
Course title: systemy mobilne (mobile systems) (KIERUNKOWE)					Course code: US71AIJ2717_49S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	15	0	pg	2
Total			15			2
Course / module coordinator	dr TOMASZ ZDZIEBKO					
Course instructor	dr TOMASZ ZDZIEBKO					
Course / module objectives	The aim is to provide knowledge on technologies used in mobile devices, skills in using them by end-users and designers to design application for mobile devices					
Prerequisites	Student has good knowledge about usage and limitations of mobile applications					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	has knowledge on tools and methodologies used to design mobile devices			K_W08 K_W13 K_W15
	2	EP2	has knowledge on designing mobile applications			K_W08 K_W13 K_W15
skills	1	EP3	has ability to design and prototype mobile applications			K_U08
social competences	1	EP4	can think out ways of monetizing mobile applications			K_K01
CONTENT					Semester	No. of hours
						including e-learning
Subject title: systemy mobilne (mobile systems)						
Format of instruction: laboratory						
1. Usability and User Experience Design					4	3 0
2. Design for Mobile Constraints					4	2 0
3. Requirements specification					4	2 0
4. Application prototyping					4	4 0
5. Monetization of mobile apps					4	2 0
6. Presentations of group projects with discussion and evaluation					4	2 0

Modes of delivery	- project work - group work - solving tasks - application design, application prototyping				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	SPRAWDZIAN				EP1,EP2,EP3
	PROJEKT				EP1,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The credit for laboratory classes consists of two parts: - evaluation from performing exercises (tasks) during laboratory classes (50 points), - group project in the field of mobile application design (50 points).				
	Grade calculation principles				
	The final grade is equal to the grade obtained for the laboratory classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	systemy mobilne (mobile systems)		Nieobliczana	
	4	systemy mobilne (mobile systems) [laboratorium]	zaliczenie z oceną		
Basic reading	J. Nielsen (2014): Mobile Usability, New Riders				
	Steve Krug (2013): Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter) 3rd Edition, New Riders				
Supplementary reading	Dharma Prakash Agrawal (2016): Introduction to Wireless & Mobile Systems, 4th Edition, Cengage Learning, Boston				
	(2013): MIT App Inventor, http://appinventor.mit.edu/				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		9	0		
Private reading and studying		6	0		
Participation in tutorials		9	0		
Preparation of project / essay / etc.		11	0		
Preparation for test / exam		0	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: systemy pozyskiwania danych (data acquisition systems) (KIERUNKOWE)					Course code: EFZ71AIJ3432_2S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory			Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr DOMINIK ROZKRUT				
Course instructor		dr DOMINIK ROZKRUT				
Course / module objectives		- gaining abilities of acquiring data from different sources - gaining knowledge about information system of public statistics in Poland and in European Union - acquiring abilities to find and evaluate the quality of data sources - providing students with an understanding of the impact that information and the systems that manage it have on the ways in which information is gathered, processed, stored and disseminated in society				
Prerequisites		- knowledge and abilities from "Statistics" course - knowledge and abilities from "Macroeconomics" course				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the structure and organization of public statistics in Poland and European Union.			K_W11
	2	EP2	Student knows the official data sources and methods of their acquisition.			K_W10
	3	EP3	Student knows the statistical surveys programme of the public statistics in Poland.			K_W01
skills	1	EP4	Student is able to define information needs, find and evaluate data sources.			K_U10 K_U17
	2	EP5	Student is able to classify data and present tchem accordingly.			K_U08 K_U10 K_U17
	3	EP6	Student is able to use data acquisition techniques in order to diagnose economic processes.			K_U10 K_U17
social competences	1	EP7	Student uses results of surveys conducted by statistical institutions, including acknowledging the importance and consequences of cooperation with public statistics institution.			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: systemy pozyskiwania danych (data acquisition systems)						
Format of instruction: lecture						
1. Definition of information, types and functions of information in economy. Economics of information. Information processes and data acquisition techniques. Types of statistical surveys.					1	2 0
2. Data structures. Electronic data exchange protocols.					1	2 0

3. State information infrastructure. Main resources of state information infrastructure. Functions of state information systems.		1	2	0	
4. The role of public statistics system in the state information infrastructure. Legal basis for the functioning of the public statistics system in Poland and the European Union. Structure and organization of public statistics system in in Poland and the European Union. Structure and organization of public statistics system in Poland. European Statistical System.		1	2	0	
5. Statistical research programme of public statistics, European statistical programme.		1	2	0	
6. Information resources of international organizations.		1	2	0	
7. Commercial data sources, domain information systems. Specialized data search tools. Assessment of sources reliability and data quality.		1	3	0	
Format of instruction: discussion classes					
1. Defining information needs. Searching for information resources. Examples of statistical databases systems.		1	2	0	
2. Methods of gathering, processing and storing data. Statistical meta information and para information systems.		1	2	0	
3. Geographic Information System (GIS).		1	2	0	
4. Information resources of Polish public statistics.		1	2	0	
5. Information resources of international organizations: International Monetary Fund, World Trade Organization, The Organisation for Economic Co-operation and Development, World Bank, Bank for International Settlements, United Nations.		1	2	0	
6. Information resources of the commercial and domain databases.		1	2	0	
7. Internet as a data source. Assessment of sources reliability and data quality.		1	3	0	
Modes of delivery	The course uses lectures with (when needed) multimedia presentations of statistical surveys of socio-Metody kształcenia economic processes and lab classes based on individual and group work covering practical assignments related to collecting, processing and storing data.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	SPRAWDZIAN			EP1,EP2,EP3	
	PROJEKT			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	Lectures: Written txt (min 60% of proper answers to pass).				
	Laboratories: Project - a project to achieve the learning outcomes tested on practical skills and teamwork.				
	Grade calculation principles				
The final grade is weighted average of the grades received form on practical skills and teamwork.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	systemy pozyskiwania danych (data acquisition systems)		Nieobliczana	
	1	systemy pozyskiwania danych (data acquisition systems) [wykład]	zaliczenie z oceną		
	1	systemy pozyskiwania danych (data acquisition systems) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Oleński J. (2006): Infrastruktura informacyjna państwa w globalnej gospodarce, Uniwersytet Warszawski, Warszawa				
	Statistical Survey Programme of Public Statistics (current). Program Badań Statystycznych Statystyki Publicznej (aktualny) :				
	Statistical Work Programme of the Commission (current). :				
Supplementary reading	Cieciura M. : Podstawy technologii informacyjnych z przykładami zastosowań, Vizja Pressit				
	SDMX User Guide, version 2009-1-7. :				
	Ustawa o statystyce publicznej z 29 czerwca 1995 (z późn.zmianami). :				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	12	0
Private reading and studying	7	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	8	0
Preparation for test / exam	0	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: systemy wspomagania decyzji (decision support systems) (KIERUNKOWE)					Course code: EFZ71AIJ3433_3S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	laboratory	15	0	pg	2
		lecture	15	0	pg	
Total			30			2
Course / module coordinator		dr inż. MARCIN MASTALERZ				
Course instructor						
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 basic 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_W10
skills	1	EP2	Student uses tools to analyze quantitative and qualitative data for decision support.			K_U10 K_U14
	2	EP3	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_U16
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_K02
CONTENT					Semester	No. of hours
Subject title: systemy wspomagania decyzji (decision support systems)						
Format of instruction: lecture						
1. Division into groups of 2-3 people to describe the project for which the developed models and software tools will be used.					5	2 0
2. Computer modeling of decision-making problems based on qualitative and quantitative data using the Naylor procedure.					5	4 0
3. Computer modeling of qualitative multi-criteria decision-making problems based on AHP (Analytic Hierarchy Process) and ELECTRE.					5	3 0
4. Designing and generating analyzes supporting decisions for various levels of management.					5	2 0
5. Examples of using data warehouses.					5	2 0

6. Knowledge verification.				5	2	0
Format of instruction: laboratory						
1. 1. Types of decisions at various levels of management, approaches to their formalization, information in decision-making, Decision support systems (DSS) - definitions, functions and characteristics of their elements.				5	2	0
2. The process of modeling decision-making situations. Computer analysis of economic systems.				5	2	0
3. Research on the possibilities of using software to support digital modeling of economies and decision-making situations. DSS systems, EIS MSS and the role of data banks, methods, models and knowledge in decision support. Integrated decision support system.				5	3	0
4. Problems of mapping multidimensional structures and hierarchical consolidation of results in decision support systems. data warehouses in decision support. Use of ETL, OLAP and Data Mining technologies.				5	2	0
5. Business Intelligence technology and Business Intelligence applications in supporting information management and delivery. Characteristics of the BI market in the world and in Poland.				5	2	0
6. Corporate Performance Management systems and the use of Internet technologies to support decisions in the company.				5	2	0
7. Artificial intelligence and expert systems as a class of knowledge-based systems.				5	2	0
Modes of delivery		As part of the course implementation, the method of using artificial intelligence is determined by the teacher in accordance with the best practices and standards of the University of Szczecin. The instructor informs students about the scope and possibilities of using SI during the first classes, indicating a catalog of tools or applications adapted to the learning outcomes and teaching needs and possibilities within a given subject.				
		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				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).				
		Grade calculation principles				
		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.				
Final grade calculation method		Sem.	Course	Type of credit	Grade calc. method	Weight for the average
		5	systemy wspomagania decyzji (decision support systems)		Ważona	
		5	systemy wspomagania decyzji (decision support systems) [laboratorium]	zaliczenie z oceną		0,70
		5	systemy wspomagania decyzji (decision support systems) [wykład]	zaliczenie z oceną		0,30
Basic reading		Anna Maria Gil-Lafuente, Constantin Zopounidis (2015): Decision Making and Knowledge Decision Support Systems, Springer				
		Ramesh Sharda, Dursun Delen, Efraim Turban (2014): Business Intelligence and Analytics: Systems for Decision Support.(10th Edition), Pearson				
		Vaughn Robert H. (2010): Decision-making Training, American Society for Training and Development				
		Wilfried Grossmann, Stefanie Rinderle-Ma (2015): Fundamentals of Business Intelligence, springer				

Supplementary reading	Blake Chris (2008): The art of decisions: how to manage in an uncertain world, Pearson Education	
	Drażek Z. (2005): Aspekty metodologiczne modelowania w zarządzaniu, Uniwersytet Szczeciński, Szczecin	
	Gluchowski P., Gabriel, Chamoni P. (2007): Management Support Systeme..Computergestützte Informationssysteme für Führungskräfte und Entscheidungsträger., Springer	
	Howson C. (2013): Successful Business Intelligence, Second Edition, Unlock the Value of BI & Big Data 2nd Edition, McGraw-Hill	
	Max H. Bazerman, Don A. Moore (2008): Judgment in managerial decision making, 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	1	0
Private reading and studying	2	0
Participation in tutorials	4	0
Preparation of project / essay / etc.	6	0
Preparation for test / exam	5	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: szkolenie BHP (occupational safety and health training) (INNE DO ZALICZENIA)					Course code: EFZ71AIJ3434_1S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including 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	Acquisition of knowledge and skills in the field of occupational health and safety, fire protection, first aid in emergencies and the rights and obligations of a university student.						
Prerequisites	No requirements						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows and understands the legal, organizational and ethical conditions of professional activity during education at a university				
skills	1	EP2	The student is able to identify errors and omissions in practice.				
	2	EP3	The student is able to conduct basic resuscitation procedures, recognize threats and take appropriate action.				
social competences	1	EP4	The student performs tasks in a way that ensures their own safety and that of the environment, including compliance with the safety rules.				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: szkolenie BHP (occupational safety and health training)							
Format of instruction: lecture							
1. 1. Legal regulations: legal regulation on occupational safety and health protection in Polish and European Union legislation, obligations of universities, superiors in the field of ensuring safe and hygienic conditions for learning and internships, ergonomic factors in shaping the conditions during education at the university, including hygienic standards for permanent rooms work.					1	1	1
2. 2. Physical, biological and chemical hazardous factors in laboratory classes, workshops and field activities. Accident hazards during classes and during apprenticeships, sports camps, outdoor activities. Avoiding threats, with particular emphasis on collective and individual protection measures, post-accident procedures (legal regulations, accident insurance).					1	2	2
3. 3. Providing first aid in emergencies, recognizing the state of a sudden health threat, cardiopulmonary resuscitation with the use of an AED defibrillator, first aid kit service.					1	1	1
4. 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, handy 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	Completed practical training in CPR.				
	Grade calculation principles				
	Completion of the e-learning course in the field of health and safety - obtaining min. 60% correct answers out of all test questions.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	szkolenie BHP (occupational safety and health training)		Nieobliczana	
	1	szkolenie BHP (occupational safety and health training) [wykład]	zaliczenie		
Basic reading	M. Goniewicz (2022): Pierwsza pomoc. Podręcznik dla studentów, PZWL Wydawnictwo Lekarskie, Warszawa				
	Zarządzenie Rektora US w sprawie organizowania szkoleń w zakresie BHP dla studentów i doktorantów US, Szczecin				
	(2022): Kodeks pracy – tekst jednolity, Dziennik Ustaw RP, Warszawa				
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-EaITA-O-I-S-24/25Z							
Course title: szkolenie biblioteczne (library training) (INNE DO ZALICZENIA)					Course code: EFZ71AIWH_7S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 1 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	lecture	2	2	p	0	
Total			2			0	
Course / module coordinator		mgr DANUTA STAWIŃSKA					
Course instructor		mgr DANUTA STAWIŃSKA					
Course / module objectives		Transfer of knowledge about the rules of using the library, the library collection and the Library and Information System of the University of Szczecin.					
Prerequisites		n terms of knowledge: basic knowledge about the library. In terms of skills: has the ability to learn. In terms of social competence: awareness of the impact of individual actions on the interests of other members of the community.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Gain knowledge of the legal and organisational conditions of using the library and information system of the university within the field of study.				
skills	1	EP2	The student is able to use the resources of the library and information system of the university in accordance with the rules in force.				
social competences	1	EP3	Fulfilling information needs and the rules of access to the resources of the library and information system of the university in a manner that does not hinder access for other users of the Library.				
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: szkolenie biblioteczne (library training)							
Format of instruction: lecture							
1. Library training					1	2	0
Modes of delivery		- lecture with multimedia presentation - e-learning (library training is partly done through 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
	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	Credit for classes: Familiarisation with the online presentation, successful completion of the test. A positive grade is a minimum of 60%.				
	Grade calculation principles				
	The final course grade is equal to the grade for classes. The credit is in the form of an ungraded credit.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	szkolenie biblioteczne (library training)		Nieobliczana	
	1	szkolenie biblioteczne (library training) [wykład]	zaliczenie		
Basic reading	Organisational Regulations of the Faculty of Economics, Finance and Management :				
	Regulations of the departments of the Library (Lending Library, Reading Room, Scientific Information Centre) :				
	Regulations of the Main Library of the US :				
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-EaITA-O-I-S-24/25Z							
Course title: technologie informacyjne (information technologies - IT) (KIERUNKOWE)					Course code: US71AIJ2721_12S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator	dr AGATA WAWRZY尼亚K						
Course instructor	dr AGATA WAWRZY尼亚K						
Course / module objectives	The course covers theoretical issues concerning the use of information technology and aims at the acquisition by the student practical skills in using software to prepare to win ECDL certificates.						
Prerequisites	Basic computer skills, the basics of using the Internet						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has an understanding of the role of information in the modern economy			K_W08	
skills	1	EP2	use of software applications (word processing, spreadsheet, presentation graphics) in business issues			K_U08 K_U13	
social competences	1	EP3	Students can complement and improve the acquired knowledge and skills in the use of information technology			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: technologie informacyjne (information technologies - IT)							
Format of instruction: lecture							
1. Role and importance of information in modern economy					1	2	0
2. Computer devices - principle and parameters of functionality					1	4	0
3. System software and utilities - examples, use, built-in tools					1	2	0
4. The process of computerization of organizations - models, available systems, types of licenses.					1	2	0
5. Environment of the Internet as a place to search, collect and share information					1	2	0
6. Safety of the use of information technology					1	2	0
7. Development trends of the Internet, telecommunication services and electronic devices in business applications					1	1	0
Format of instruction: laboratory							
1. Fundamentals of operation systems					1	2	0

2. Text Editor - creating and editing documents, construction and formatting tables, formatting of AutoShapes, text boxes, use of other implemented tools, working with a large document			1	4	0
3. Spreadsheet - introduction, interface, basic formulas, cell formatting, spreadsheet, charts, functions, import / export of data, the analysis of large data files, management decisions			1	4	0
4. Search tools, communication and sharing of information on the Internet, the process of synchronizing resources for personal time management			1	3	0
5. Presentation of information on the Internet - project			1	2	0
Modes of delivery	laboratory classes (solving practical tasks) based on Microsoft applications, open source solutions and network applications, 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	
	KOŁOKWIUM			EP1,EP2	
	PROJEKT			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 (min. 60% of proper answers to pass). Laboratories: Practical test (50% weighting) - test achievement of learning outcomes in terms of skills. Test is a challenge for formatting and making calculations, analysis, and visualization of data in a given time during the course. Project (50% weighting) - a project to achieve the learning outcomes tested on practical skills and teamwork. Projects will cover the proper preparation of the presentation on a chosen topic and the implementation of a given website theme. To pass the subject a student must obtain a minimum of 60% of points of practical test and project. In the period of hybrid or distance learning only, the conditions for completing the course will change to the following requirements: - the condition for getting credit for the lecture is preparing a presentation on a given topic and presenting it through MS Teams. In the period of hybrid or distance learning only, the methods of verification of learning outcomes will change to the following: - presentation - EP1,EP2.				
	Grade calculation principles				
	The final grade of the course is an average of laboratory and lecture grades.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	technologie informacyjne (information technologies - IT)		Arytmetyczna	
	1	technologie informacyjne (information technologies - IT) [wykład]	zaliczenie z oceną		
	1	technologie informacyjne (information technologies - IT) [laboratorium]	zaliczenie z oceną		
Basic reading	Kennedy J. A. (2011): Complete ECDL 5, Gill & Macmillan				
	(2016): ECDL Presentation Software. Using Powerpoint , CiA Training Ltd				
	(2016): ECDL Spreadsheet Software. Using Excel , CiA Training Ltd				
	(2016): ECDL Word Processing Software, CiA Training Ltd				
Supplementary reading	Dooley J., Evans V., Wright S. (2018): Career Paths. Information Technology, Express Publishing				
	Walkenbach J. (2016): Excel 20016. Bible, Wiley				
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	9	0
Participation in tutorials	7	0
Preparation of project / essay / etc.	14	0
Preparation for test / exam	8	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Unit: Technologie internetowe w biznesie (IT in business) [moduł]						
Course title: tworzenie serwisów internetowych (websites design) (KIERUNKOWE)					Course code: US71AIJ2717_62S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	laboratory	30	0	pg	2
Total			30			2
Course / module coordinator	dr GRZEGORZ SZYJEWSKI					
Course instructor	dr MICHAŁ NOWAKOWSKI					
Course / module objectives	Acquisition of knowledge in creating websites design on the Internet with the use of scripting languages and technologies CMS and application of knowledge in practical activities.					
Prerequisites	Ability of using text editor and understanding of programming code structure concept.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has the knowledge to be able to characterize the technology used on the server side web			K_W08
	2	EP4	Student has an understanding of key terms about semantic web, knowledge management and content management technologies			K_W13
skills	1	EP2	Student can implement a service project in CMS technology			K_U14
social competences	1	EP3	Student is ready to work in a team designed to service architecture.			K_K01
CONTENT					Semester	No. of hours
Subject title: tworzenie serwisów internetowych (websites design)						
Format of instruction: laboratory						
1. Basics of HTML and CSS.					5	6 0
2. Creating simple HTML/CSS document.					5	2 0
3. Using external frameworks and projects to create website.					5	6 0
4. Advanced use of Bootstrap framework.					5	4 0
5. Using stock templates and graphics.					5	6 0
6. Using CMS to create website.					5	6 0

Modes of delivery	Working with the code editor and other on-line tools on the computer.				
	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	Credit for laboratory classes: it depends on the prepared project evaluation and the quality of the project presentation. Complete website must be prepared and presented. Project quality (general design, used methods, code structure) - 85% Presentation of the project - 15%				
	Grade calculation principles				
	Final grade is the same as the project evaluation grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	tworzenie serwisów internetowych (websites design)		Nieobliczana	
	5	tworzenie serwisów internetowych (websites design) [laboratorium]	zaliczenie z oceną		
Basic reading	Bootstrap (2021): Bootstrap framework, online				
	w3schools.com (2021): Bootstrap 4 Tutorial, online				
	w3schools.com (2021): HTML Tutorial, online				
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		3		0	
Participation in tutorials		2		0	
Preparation of project / essay / etc.		6		0	
Preparation for test / exam		2		0	
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Course title: wnioskowanie statystyczne (statistical inference) (KIERUNKOWE)					Course code: US71AIJ2856_22S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	30	0	pg	4	
		lecture	15	0	pg		
Total			45			4	
Course / module coordinator	dr hab. CHRISTIAN LIS						
Course instructor	dr hab. CHRISTIAN LIS						
Course / module objectives	Acquisition of the ability to apply statistical inference methods in the study of economic and social phenomena.						
Prerequisites	- ability to apply the methods of the course "Descriptive Statistics"; - ability to apply the methods of the "Mathematics" module. - knowledge of measures describing the structure of the population, measures of coexistence relations (correlation coefficient, chi2 statistic)						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the properties of estimators describing population structure and parameters describing dependencies between variables and properties of their distributions.			K_W08 K_W10	
	2	EP2	Student knows methods of obtaining estimators.			K_W06 K_W10	
	3	EP3	Student knows the stages of verification of statistical hypotheses in the social sciences.			K_W10	
skills	1	EP4	Student can choose model of estimation and make an estimation of parameters describing the structure of the collectivity and interdependence parameters, including model assumptions.			K_U06 K_U10	
social competences	1	EP5	Student is able to carry out a verification of statistical hypotheses concerning distribution parameters describing the structure of population and occurrence of dependencies.			K_K01 K_K02	
	2	EP6	Student appreciates the importance and consequences of cooperation with the departments of public statistics in the study conducted by a representative method.			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: wnioskowanie statystyczne (statistical inference)							
Format of instruction: lecture							

1. Transformations of random variables, linear transformations of variables with normal distribution. Nonlinear transformations of variables with normal distribution.			2	2	0
2. Sampling, simple samples.			2	2	0
3. Point estimation assumptions, estimators - their properties and distributions. Error of estimator. Estimates of estimators and errors of estimators. Interval estimation.			2	3	0
4. Methods of obtaining estimators - method of maximum likelihood, method of moments.			2	2	0
5. Concept and types of statistical hypotheses, I and II type error in the hypotheses verification, critical regions of the tests.			2	2	0
6. Parametric tests, testing stages, test for the parameters describing structures, correlation and regression coefficients significance tests.			2	2	0
7. Nonparametric tests: tests of compliance with a hypothetical distribution, test of randomness, test of two structures compatibility (Kolmogorov-Smirnov).			2	2	0
Format of instruction: discussion classes					
1. Interval and point estimation in the structure analysis. Error and accuracy of estimation.			2	6	0
2. Interval and point estimation in the interdependence analysis.			2	6	0
3. The maximum likelihood method. The method of moments.			2	2	0
4. Verification of parametric hypothesis in the analysis of structures, tests of means, fractions, variance. Stages of verification of statistical hypotheses. The critical regions of tests.			2	6	0
5. Verification of parametric hypothesis in the analysis of interdependence. Tests of significance.			2	4	0
6. Nonparametric tests of empirical distributions compatibility with a normal distribution (Kolmogorov compatibility tests), test of independence.			2	2	0
7. Repetition and summary of the subject material.			2	4	0
Modes of delivery	The course comprises lectures using (where appropriate) transparencies/presentations concerning random variables and exercises - working individually and in groups.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3	
	SPRAWDZIAN			EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Assessment form of classes content: - Students are assessed on the basis of three written tests covering writing skills verification based on solving practical tasks of interval estimation and verification of parametric and nonparametric hypotheses according to the material provided on exercises (students can use standardized statistical tables and formulas). Coursework must be included for a minimum of 60%. Assessment form of lectures content: - written test concerning knowledge of the effects 01, 02, 03. This includes open-ended questions relating to analytical examples related to research conducted by the Central Statistical Office by representative method (effect 07), in which the student must demonstrate knowledge of the principles necessary to drive the estimation and verification of statistical measures. During the test students may use the standardized statistical tables and formulas.				
	Grade calculation principles				
	The final grade is the arithmetic mean of the grades for the lectures and for classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	wnioskowanie statystyczne (statistical inference)		Arytmetyczna	
	2	wnioskowanie statystyczne (statistical inference) [ćwiczenia]	zaliczenie z oceną		
	2	wnioskowanie statystyczne (statistical inference) [wykład]	zaliczenie z oceną		

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

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: wprowadzenie do sztucznej inteligencji (Introduction to artificial intelligence) (KIERUNKOWE)					Course code: EFZ71AIJ3432_1S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lecture	15	0	pg	1
Total			15			1
Course / module coordinator	dr inż. MARCIN GRYCZKA					
Course instructor	dr inż. MARCIN GRYCZKA					
Course / module objectives	Understanding the fundamentals of AI, exploring selected AI applications in economics and business, evaluating the ethical and societal implications of AI, analyzing the economic impact of AI, understanding AI in global context, future trends and opportunities in AI					
Prerequisites	A basic understanding of economic principles, theories, and models; principles of microeconomics, macroeconomics and international economics; basic computer literacy; critical thinking and problem solving skills					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the key challenges concerning artificial intelligence (AI) and its socio-economic consequences for global economy.			K_W03 K_W08
skills	1	EP2	Student is able to analyze general phenomena in world economy, to assess their impact on different stakeholders, and to recognize their positive and negative consequences for selected economies.			K_U03 K_U05
social competences	1	EP3	Student recognizes the influence of technological change, especially development of AI, on socio-economic environment.			K_K02 K_K04
CONTENT					Semester	No. of hours
						including e-learning
Subject title: wprowadzenie do sztucznej inteligencji (Introduction to artificial intelligence)						
Format of instruction: lecture						
1. Artificial Intelligence (AI): Concepts and History					3	2 0
2. AI in Economics and Business: Applications and Case Studies					3	2 0
3. The Economic Impact of AI: Labor, Productivity, and Growth					3	2 0
4. Ethical, Legal, and Social Implications of AI					3	2 0
5. Global Perspectives on AI: Policy and Economic Competitiveness					3	2 0
6. The Future of Work and AI					3	2 0
7. Emerging Technologies and Future Trends in AI					3	2 0
8. Final written test					3	1 0

Modes of delivery	lectures, PowerPoint presentations, usage of Internet resources and electronic databases, usage of ChatGPT, student 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	
	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	Lecture credit based on final test results (written test with multi-choice and/or open-ended questions), 50 points in total				
	Grade calculation principles				
	The final grade of the course is calculated as follows: student needs at least 30 points to pass the course, i.e. 30-33 points equals grade 3.0, 34-37 points ? grade 3.5, 38-41 points ? grade 4.0, 42-45 points ? grade 4.5, 46 points or more ? grade 5.0				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	wprowadzenie do sztucznej inteligencji (Introduction to artificial intelligence)		Ważona	
	3	wprowadzenie do sztucznej inteligencji (Introduction to artificial intelligence) [wykład]	zaliczenie z oceną		1,00
Basic reading	A. Agrawal, J. Gans, A. Goldfarb (2022): Prediction Machines: The Simple Economics of Artificial Intelligence, Harvard Business Review Press, Boston, MA				
	C. O'Neil (2017): Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy, Crown, New York				
	M. Mitchell (2019): Artificial Intelligence: A Guide for Thinking Humans, Picador (Macmillan Publishing Group), New York				
	R. Bootle (2021): The AI Economy: Work, Wealth and Welfare in the Age of the Robot, Nicholas Brealey Publishing, London and Boston				
	S. Russell (2020): Human Compatible: Artificial Intelligence and the Problem of Control, Penguin Books, London				
Supplementary reading	E. Brynjolfsson, A. McAfee (2016): The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies, W. W. Norton & Company, New York				
	K.-F. Lee (2018): AI Superpowers: China, Silicon Valley, and the New World Order, Harper Business, Boston and New York				
	M. Tegmark (2018): Life 3.0: Being Human in the Age of Artificial Intelligence, Vintage Books, New York				
	N. Bostrom (2016): Superintelligence: Paths, Dangers, Strategies, Oxford University Press, Oxford				
	P. Domingos (2018): The Master Algorithm: How the Quest for the Ultimate Learning Machine Will Remake Our World, Basic Books, New York				
	S.U. Noble (2018): Algorithms of Oppression: How Search Engines Reinforce Racism, New York University Press, New York				
STUDENT WORKLOAD					
		No. of hours			
				including e-learning	
Contact hours		15		0	
Participation in test / exam		1		0	
Preparation for contact hours		5		0	
Private reading and studying		4		0	
Participation in tutorials		0		0	
Preparation of project / essay / etc.		0		0	
Preparation for test / exam		0		0	

TOTAL workload	25
ECTS credits	1

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Unit: Rynek i konkurencja (Market and competition) [moduł]							
Course title: wspólny rynek europejski (common european market) (KIERUNKOWE)					Course code: US71AIJ2860_59S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr hab. TOMASZ BERNAT						
Course instructor	dr hab. TOMASZ BERNAT						
Course / module objectives	The course addresses to the problems of systematically analyze of the European Union (EU) and the larger project of economic and political integration in Europe. The aim is to provide a thorough understanding of the complex process of the creation of a single internal market within the European Union.						
Prerequisites	This is an middle level economics class and requires that you have taken elementary macroeconomics course						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Students have a good overview of the political, legal and economical theoretical discussions within the field of market integration.			K_W01 K_W02 K_W03	
skills	1	EP2	Students are able to carry out and solve practical cases and problems regarding cross-national transactions of goods, services, labour and capital.			K_U01 K_U02 K_U03 K_U05	
social competences	1	EP3	Students are ready to formulate their own ideas using their own knowledge as well as expert knowledge.			K_K02 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: wspólny rynek europejski (common european market)							
Format of instruction: lecture							
1. Formation and development of common and internal market. Free movement of goods, services, people and capital, influence of these four freedoms on the environment of the entrepreneurship in the EU.					5	3	0
2. Stages of EU Economic Integration - Constructing the Common Market					5	2	0
3. New EU member states on the internal market					5	2	0
4. Stages of EU Economic Integration - the Economic and Monetary Union (EMU) and its policy-making					5	2	0
5. Financing the European Union - the Community Budget					5	2	0
6. I European Union Horizontal Policies - Regional and Structural Policy					5	2	0

7. European Union Sectoral Policies - Common Agricultural Policy				5	2	0
Modes of delivery	combination of lectures, class discussions, presentations and 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	
	KOŁOKWIUM				EP1,EP2,EP3	
	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	Lectures will be assessed based on the performance during regular lectures, data gathering and analysis project.					
	Grade calculation principles					
	The final grade is equal to the grade received for the lectures.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	5	wspólny rynek europejski (common european market)		Nieobliczana		
	5	wspólny rynek europejski (common european market) [wykład]	zaliczenie z oceną			
Basic reading	Campbell Balfour (2020): Industrial Relations in the Common Market, Taylor & Francis Group, New York					
	Cavusgil, S.T.; Knight,G.; Riesenberger, J.R. (2011): International Business: The New Realities, second edition, Pearson					
	Cristina SinOrlanda TavaresSónia CardosoMaria J. Rosa (2018): European Higher Education and the Internal Market, Palgrave Macmillan, Switzerland					
	Kristen Feiter (2020): The European Union's Single Market. Integration Towards the European Energy Union, GRIN Verlag					
Supplementary reading	Council of the European Union http://ue.eu					
	European Commission http://ec.europa.eu					
	European Parliament www.europarl.eu					
	European Union Studies Association www.eustudies.org					
	Journal of Common Market Studies, Inderscience					
	US Mission to the European Union www.useu.be					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		15			0	
Participation in test / exam		0			0	
Preparation for contact hours		0			0	
Private reading and studying		9			0	
Participation in tutorials		7			0	
Preparation of project / essay / etc.		14			0	
Preparation for test / exam		5			0	

TOTAL workload	50
ECTS credits	2

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z							
Unit: Rynek nieruchomości (Real estate markets) [moduł]							
Course title: wycena nieruchomości (real estate appraisal) (KIERUNKOWE)					Course code: US71AIJ2855_55S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. IWONA FORYŚ					
Course instructor		dr hab. SEBASTIAN KOKOT					
Course / module objectives		Introducing approaches, methods and techniques of real estate appraisal to the students					
Prerequisites		Student knows concepts and definitions of real estate management					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows how to interpret process and result of real estate valuation			K_W16	
	2	EP3	Student has the knowledge of methods of real estate valuation			K_W16	
skills	1	EP2	Student is able to do real estate valuation			K_U15	
social competences	1	EP4	Student is ready to use their knowledge and expert knowledge in real estate appraisal domain			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: wycena nieruchomości (real estate appraisal)							
Format of instruction: lecture							
1. Who is real estate valuer?					5	2	0
2. Value of real estate					5	2	0
3. Comparison approach					5	4	0
4. Income capitalization approach					5	3	0
5. Cost approach					5	2	0
6. Mixed approach					5	2	0
Format of instruction: laboratory							

1. Comparison approach - tasks			5	4	0
2. Income capitalization approach - tasks			5	4	0
3. Cost approach - tasks			5	3	0
4. Mixed approach - tasks			5	4	0
Modes of delivery	Multimedia presentation and taks				
	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	
	PRACA PISEMNA/ ESEJ/ RECENZJA			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 Exercise: Real Estate Valuation Raport				
	Grade calculation principles				
	The final grade of the course is average grading of lectures and laboratory exercises.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	wycena nieruchomości (real estate appraisal)		Arytmetyczna	
	5	wycena nieruchomości (real estate appraisal) [wykład]	zaliczenie z oceną		
	5	wycena nieruchomości (real estate appraisal) [laboratorium]	zaliczenie z oceną		
Basic reading	(2018): European Valuation Standards, TEGoVA				
	(2005): International Valuation Standards., IVSC				
Supplementary reading	Rzeczoznawca Majątkowy - journal.				
	Wycena - journal.				
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		6	0		
Preparation of project / essay / etc.		10	0		
Preparation for test / exam		7	0		
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: wychowanie fizyczne (physical education) (OGÓLNOUCZELNIA NE)					Course code: US71AIJ2401_32S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective			Language of instruction: semester: 3 - polish language, semester: 4 - 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	pg	0
Total			60			0
Course / module coordinator		mgr CEZARY JANISZYN				
Course instructor		mgr CEZARY JANISZYN				
Course / module objectives						
Prerequisites						
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
CONTENT					Semester	No. of hours
						including e-learning
Subject title:						
Format of instruction:						
Modes of delivery						
	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
	Metody i formy 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
	3	wychowanie fizyczne (physical education)		Nieobliczana	
	3	wychowanie fizyczne (physical education) [zajęcia z wychowania fizycznego]	zaliczenie		
	4	wychowanie fizyczne (physical education)		Nieobliczana	
	4	wychowanie fizyczne (physical education) [zajęcia z wychowania fizycznego]	zaliczenie z oceną		
Basic reading					
Supplementary reading					
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-EaITA-O-I-S-24/25Z							
Course title: zarządzanie finansami przedsiębiorstw (corporate finance management) (KIERUNKOWE)					Course code: US71AIWNEiZ_70S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	2	
		lecture	15	0	pg		
Total			30			2	
Course / module coordinator		dr hab. AGNIESZKA PREŚ-PEREPECZO					
Course instructor		dr hab. AGNIESZKA PREŚ-PEREPECZO					
Course / module objectives		The aim of the course is to familiarize students with the issues relating to the financial management in the long and short term, including capital management, value management and liquidity management.					
Prerequisites		The student has knowledge of the background of corporate finance, financial accounting, investment appraisal and civil and commercial law. The student has following skills: is able to make financial calculations, to analyze the processes in the company.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows the rules of strategic and operational financial management.			K_W07 K_W09	
	2	EP2	The student knows the impact of financial and investment decisions on corporate value creation.			K_W07 K_W09 K_W10	
	3	EP3	The student knows methods and tools of liquidity assessment, working capital and cash management.			K_W07 K_W09 K_W10	
skills	1	EP4	The student is able to analyze costs and benefits of capital sources.			K_U07 K_U09 K_U10	
	2	EP5	The student is able to analyze the impact of the financial and investment decisions on the company value creation.			K_U07 K_U09 K_U10	
	3	EP7	The student is able to prepare the cash budget and the demand for external financing.			K_U07 K_U09 K_U10	
	4	EP10	The student is able to complete and improve the knowledge and skills.			K_U18	
social competences	1	EP9	The student is ready to think creatively.			K_K01 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: zarządzanie finansami przedsiębiorstw (corporate finance management)							
Format of instruction: lecture							

1. The needs, objectives and complexity of corporate financial management.		5	1	0
2. The legal form, size of the company, firm's life cycle and access to sources of capital.		5	1	0
3. Financial and investments decisions and the company value creation.		5	2	0
4. Dividend policy: theory and practice		5	2	0
5. Mergers and acquisitions		5	2	0
6. Operating finance management		5	1	0
7. Working capital and cash management		5	2	0
8. Budgeting and reporting in operating finance management		5	2	0
9. Financial risk management		5	2	0
Format of instruction: discussion classes				
1. Costs and benefits of capital sources - case study		5	3	0
2. Case studies of sources of value creation		5	3	0
3. Measuring of the company value creation in examples		5	4	0
4. The assessment of liquidity and the risk of its loss		5	1	0
5. Working capital and cash management - case study		5	2	0
6. Financial risk management - case study		5	2	0
Modes of delivery	Multimedia presentation, calculations, case studies, 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
	KOŁOKWIUM			EP1, EP2, EP3
	SPRAWDZIAN			EP4, EP5, EP7, EP9
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP10, EP4, EP5, EP7, EP9
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
Grading criteria	The final grade of lectures is positive when a student gives a correct answers to questions in a written test, more than 50% (kolokwium)			
	The final grade of classes is a weighted average and consists of: - 80% positive solution of examples (Sprawdzian), more than 50%. - 20% current verification of knowledge and skills during the course.			
	Grade calculation principles			
	The final grade of the Corporate Finance Management course is the average of positive marks achieved in lectures and classes.			
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method
	5	zarządzanie finansami przedsiębiorstw (corporate finance management)		Arytmetyczna
	5	zarządzanie finansami przedsiębiorstw (corporate finance management) [ćwiczenia]	zaliczenie z oceną	
	5	zarządzanie finansami przedsiębiorstw (corporate finance management) [wykład]	zaliczenie z oceną	

Basic reading	Brigham E. F., Ehrhardt M. C. (2014): Financial Management. Theory and Practice, 14th edition, South-Western CENGAGE Learning	
	Brigham E. F., Ehrhardt M. C. (2019): Financial Management. Theory and Practice, 16th edition, South-Western CENGAGE Learning	
	Ehrhardt M.C, Brigham E.F. (2017): Corporate Finance: A Focused Approach 6th Edition., Cengage Learning, Boston,	
Supplementary reading	Brigham E.F. Houston J. (2015): Zarządzanie finansami, Wydawnictwo Naukowe PWN , Warszawa	
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	5	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	4	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: zarządzanie informacją (information management) (KIERUNKOWE)					Course code: US71AIJ2717_64S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	laboratory	30	0	pg	2
Total			30			2
Course / module coordinator	dr KAROLINA MUSZYŃSKA					
Course instructor	dr KAROLINA MUSZYŃSKA					
Course / module objectives	The goal of the course is to familiarize the student with structures of information systems in organizations as well as methods, forms and tools of data collection, processing and sharing.					
Prerequisites	Computer literacy					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the concepts of information, knowledge, information management cycle, information architecture and methods of processing and protecting data as well as databases, data warehouses and content information systems			K_W08 K_W13
	2	EP2	Student knows different information systems used in organizations and IT professionals responsible for information management in organizations			K_W08 K_W13 K_W15
skills	1	EP4	Student can design the structure of a database, implement and use it with the support of appropriate tools			K_U08 K_U12 K_U16
social competences	1	EP5	Student is ready to supplement their knowledge regarding information management and use it to support organizations in solving information management problems			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: zarządzanie informacją (information management)						
Format of instruction: laboratory						
1. Importance of information in organizations management					5	2 0
2. Structure of the information system of an organization					5	2 0
3. Techniques of data collection in organizations (databases, data warehouses, content management systems)					5	4 0
4. Techniques for processing and analysis of information					5	2 0
5. Data sharing techniques in IT solutions of organizations. Data security					5	2 0
6. Introduction do databases and database management system					5	2 0

7. Defining database structure (tables, relationships) - exercises				5	4	0
8. Constructing queries, designing forms and reports - exercises				5	10	0
9. Summary of knowledge on information management and overview of developed projects				5	2	0
Modes of delivery	online presentations developed jointly by students, online tutorial regarding database creation and management					
	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	
	KOŁOKWIUM				EP1,EP2	
	PROJEKT				EP4,EP5	
	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	Student is evaluated on the basis of a written test, a project of designing and implementing a database and performing indicated tasks during the course. To get a positive grade from the test the student must get at least 51% of points. The same applies to the project. Performing 100% of course tasks raises the final grade by half grade. Performing 80-99% of course tasks has no influence on the final grade. Performing 60-79% of course tasks lowers the final grade by half grade. Performing less then 60% of course tasks lowers the final grade by one grade.					
	Grade calculation principles					
	The final grade is an arithmetic average of the test and the project grades and can be additionally influenced by the performance of course tasks, as explained in the conditions for obtaining a pass.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	5	zarządzanie informacją (information management)			Nieobliczana	
	5	zarządzanie informacją (information management) [laboratorium]		zaliczenie z oceną		
Basic reading	Laudon K.C., Laudon J.P. (2019): Management Information Systems: Managing the Digital Firm, Global Edition, Pearson					
Supplementary reading	McKnight W. (2014): Information management : strategies for gaining a competitive advantage with data , Morgan Kaufmann Publishers					
	Steenbeek I. (2019): The Data Management Toolkit: A step-by-step implementation guide for the pioneers of data management, Data Crossroads					
	Whitman M.E., Mattord H. (2018): Management of Information Security 6th Edition, Cengage Learning					
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		3		0		
Participation in tutorials		4		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-EaITA-O-I-S-24/25Z							
Unit: Rynek nieruchomości (Real estate markets) [moduł]							
Course title: zarządzanie nieruchomościami (real estate management) (KIERUNKOWE)					Course code: US71AIJ2857_56S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	2	
		lecture	15	0	pg		
Total			30			2	
Course / module coordinator	dr ANNA GDAKOWICZ						
Course instructor	dr ANNA GDAKOWICZ						
Course / module objectives	Acquiring basic economic and legal knowledge concerning management of various types of real estates.						
Prerequisites	- Knowledge: a student knows the material of the basic economics at the level of first degree studies in economics, particularly has knowledge in the field of management, knows the basics of financial mathematics - Skills: a student is able to independently perform logical reasoning on economic issues at the level of first degree studies in economics - Competence (attitudes): a student has inculcated habits of systematic self-learning and individual use of the literature Relation to programme effects						
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	Student has the knowledge of legal regulations in the field of real estate management.	K_W16			
	2	EP2	Student has the knowledge of the different types of properties to manage.	K_W16			
	3	EP9	Student has the knowledge of the management plan for the property.	K_W16			
skills	1	EP4	Student has the ability to prepare a management plan for the property.	K_U07 K_U17			
	2	EP8	Student is able to work in a group, carry out assigned tasks responsibly.	K_U18			
social competences	1	EP7	Student is ready to use available research results conducted by institutions and industry organizations, recognizing the importance of the cooperation of these organizations and sharing information.	K_K02			
	2	EP10	Student is ready to present his/her own solutions for the property.	K_K04			
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: zarządzanie nieruchomościami (real estate management)							

Format of instruction: lecture						
1. Professional Property Management				5	3	0
2. Property Management Economics and Planning				5	2	0
3. The Management Plan for the Property				5	2	0
4. Residential Property				5	2	0
5. Office Property				5	2	0
6. Retail Property				5	2	0
7. Specialized Housing				5	2	0
Format of instruction: discussion classes						
1. How to became a property manager				5	3	0
2. Property managers associations				5	2	0
3. The management plan for the property				5	2	0
4. Selecting a property				5	2	0
5. Purpose and Client Objectives				5	2	0
6. Property analysis				5	2	0
7. Market Analysis				5	2	0
Modes of delivery	Multimedia presentation, method of cases. Simulation methods, group work, analysis of source documents					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2	
	PROJEKT				EP1,EP10,EP4,EP7,EP8,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP10,EP2,EP4,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	Form and terms of examination: Lecture: Students are evaluated on the basis of a written test on the basis of knowledge verification. Discussion classes: Students are evaluated on the basis of independent work in groups carried out during the classes and the draft plan for real estate management.					
	Grade calculation principles					
	Final grade from the course is the arithmetic mean of grades from lectures and classes.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	5	zarządzanie nieruchomościami (real estate management)		Nieobliczana		
	5	zarządzanie nieruchomościami (real estate management) [ćwiczenia]	zaliczenie z oceną			
	5	zarządzanie nieruchomościami (real estate management) [wykład]	zaliczenie z oceną			
Basic reading	Robert C.Kyle, Marie S.Spodek, Floyd M. Baird (2016): Property Management 10th Edition, Dearborn Real Estate Education, La Crosse					
Supplementary reading	Brandon & Heather Turner (2016): The Book on Managing Rental Properties, BiggerPockets Publishing, Denver					

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	6	0
Private reading and studying	4	0
Participation in tutorials	4	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	4	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: zarządzanie pracą zespołową (team work management) (KIERUNKOWE)					Course code: EFZ71AIJ3433_6S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	2
Total			15			2
Course / module coordinator	dr JAROSŁAW POTERAŁSKI					
Course instructor	dr ALEKSANDRA RUDAWSKA					
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_W11 K_W12 K_W14
	2	EP2	Student describes factors that determine effective teamwork			K_W12 K_W14
skills	1	EP3	Student identifies problems occurring during teamwork and proposes solutions			K_U18
	2	EP4	Student prepares written assignments on the topic of teamwork			K_U16 K_U17
	3	EP5	Student is ready to formulate their own ideas and prepare projects.			K_U01 K_U04
CONTENT					Semester	No. of hours
Subject title: zarządzanie pracą zespołową (team work management)						
Format of instruction: discussion classes						
1. The essence of teamwork					1	2 0
2. Teamwork building blocks					1	3 0
3. Teamwork development					1	2 0
4. Leadership in teams					1	2 0
5. Problem solving and decision making in teams					1	2 0
6. Team effectiveness					1	2 0
7. Communication and conflict management in a team					1	2 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
	KOLOKWIUM				EP1,EP2
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP3,EP4,EP5
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
	Credit consists of three elements: -Case study on topic: "Effective teamwork" based on articles from "Harvard Business Review" and selected example of a team - written assignment and presentation - 60% -Class assignments and case studies - 10% -Final test - 30%				
	Grade calculation principles				
Final grade calculation method	The final grade is the grade obtained from the exercises.				
	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	zarządzanie pracą zespołową (team work management)		Ważona	
Basic reading	1	zarządzanie pracą zespołową (team work management) [ćwiczenia]	zaliczenie z oceną		1,00
	Katzenbach J.R. , Smith D.K. , (2005): The discipline of teams., Harvard Business Review July-August, pp. 162-171				
Supplementary reading	West M. A. , . Wiley-Blackwell (2012): Effective Teamwork: Practical Lessons from Organizational Research, 3rd ed., Wiley-Blackwell				
	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)				
STUDENT WORKLOAD	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				
	No. of hours				
					including e-learning
Contact hours	15				0
Participation in test / exam	2				0
Preparation for contact hours	0				0
Private reading and studying	5				0
Participation in tutorials	6				0
Preparation of project / essay / etc.	12				0
Preparation for test / exam	10				0
TOTAL workload	50				
ECTS credits	2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Course title: zarządzanie projektami (project management) (KIERUNKOWE)					Course code: US71AIJ2717_44S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator	dr TOMASZ ŁUKASZEWSKI					
Course instructor	dr GRZEGORZ SZYJEWSKI					
Course / module objectives	The objective of this course is to introduce students to the fundamentals of project management framework, with special emphasis on the problems of defining, planning and implementation of projects.					
Prerequisites	No requirements.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has knowledge about system and object lifecycle problems in the area of software engineering.			K_W13
skills	1	EP2	Student has ability to plan, to schedule and to implement systems or processes using proper methods and techniques			K_U12 K_U17
social competences	1	EP3	Student is ready to prepare projects and cooperate within a group and be its leader.			K_K01 K_K03
CONTENT					Semester	No. of hours
						including e-learning
Subject title: zarządzanie projektami (project management)						
Format of instruction: lecture						
1. Introduction to Project management					6	2 0
2. Scope management in projects					6	3 0
3. Time management in projects					6	2 0
4. Cost management and project finance					6	4 0
5. Risk management in projects					6	2 0
6. Project tracking and controlling					6	2 0
Format of instruction: laboratory						
1. IT Project Scheduling					6	2 0

2. Development of Work Breakdown Structure (WBS)				6	3	0
3. Time analysis using Critical Path Method				6	2	0
4. Resource definition and assignment.				6	2	0
5. Cost management and project budgeting				6	2	0
6. Using IT application (MS Project) to support Project management				6	2	0
7. Project tracking				6	2	0
Modes of delivery	Project development Working in groups Case studies Lectures with visual techniques					
	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	The grade for laboratories depends on evaluation of the project developed in MS Project The grade for the lecture and the cvaluation of the Project Control Book					
	To get a pass student has to be able to develop a project and to analyze it.					
	Grade calculation principles					
	The final grade is the arithmetic average of grades obtained from the lecture and laboratories.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	6	zarządzanie projektami (project management)			Arytmetyczna	
	6	zarządzanie projektami (project management) [laboratorium]		zaliczenie z oceną		
	6	zarządzanie projektami (project management) [wykład]		zaliczenie z oceną		
Basic reading	Project Management Institute (2013): A guide to the project management body of knowledge : (PMBOK Guide), Project Management Institute					
Supplementary reading	Kathy Schwalbe (2012): An Introduction to project management , Kathy Schwalbe, LLC,					
	Trevor Leonard Young (2013): Successful project management, Kogan Page					
STUDENT WORKLOAD						
		No. of hours				
			including e-learning			
Contact hours		30		0		
Participation in test / exam		4		0		
Preparation for contact hours		5		0		
Private reading and studying		5		0		
Participation in tutorials		8		0		
Preparation of project / essay / etc.		15		0		
Preparation for test / exam		8		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-24/25Z						
Unit: Analiza i diagnoza w przedsiębiorstwie (Analysis and diagnosis in enterprise [moduł])						
Course title: zarządzanie ryzykiem (risk management) (KIERUNKOWE)					Course code: US71AIJ2860_45S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. TOMASZ BERNAT				
Course instructor		dr hab. TOMASZ BERNAT				
Course / module objectives		Study how to think about business from the perspective of of the risks that threaten its existence. Analysis and application of ways of controlling risks.				
Prerequisites		The student knows the basics of economics, finance, mathematics and the principles of market economy, student know current economic events. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news from economic life.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows basic methodology of risk management			K_W01 K_W06 K_W07 K_W10
skills	1	EP2	Student can make an analysis of company activity in pattern of risk and methods of avoiding the risk			K_U01 K_U03 K_U05 K_U07
social competences	1	EP3	Student is ready to cooperate within an international group of people in order to carry out business tasks and projects.			K_K01
CONTENT					Semester	No. of hours
Subject title: zarządzanie ryzykiem (risk management)						
Format of instruction: lecture						
1. Risk - definitions and classifications					4	2 0
2. The risk management process					4	2 0
3. Risk management objectives vs. goals of the enterprise					4	1 0
4. Identification of risks in business					4	2 0
5. The risk assessment					4	2 0

6. Composure risk				4	2	0	
7. The financing and insurance risk				4	2	0	
8. Risk management in practice				4	2	0	
Format of instruction: discussion classes							
1. Risk - definitions and classifications, uncentainty, the risk management process				4	2	0	
2. Risk management process, objectives vs. goals of the enterprise in the risk management, the practice of risk management				4	2	0	
3. Identification of risks in business, the objective of risk identification, methods if identification, practice of identification				4	2	0	
4. The risk assessment definition, the methods of risk assessment, practice of risk assessment				4	2	0	
5. Composure risk, alternative objectives of risk composure, optimal decision, the practice of risk composure				4	2	0	
6. The financing and insurance risk, method of risk financing, insurance, the types of insurance, insurance as a risk management tool, optimalisation of the risk financing				4	2	0	
7. Risk management in practice, the case studies analysis, using the methods of risk management				4	3	0	
Modes of delivery	Main form of knowledge transfer is lectures with case studies. The main way of excercises is case studies solving, also discussions and solving exercises in 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	
	KOŁOKWIUM					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	Credit for classes: presentation of the own case studies with the example of risk management. The activities of the students during the exercises will be taken under consideration and a support for exercise mark. Credit for lectures: a test done on e-studia system.						
	Grade calculation principles						
	The final grade of the course is calculated on the basis arithmetic average exercise and lecture.						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	4	zarządzanie ryzykiem (risk management)				Arytmetyczna	
	4	zarządzanie ryzykiem (risk management) [ćwiczenia]			zaliczenie z oceną		
	4	zarządzanie ryzykiem (risk management) [wykład]			zaliczenie z oceną		
Basic reading	The Art of Service - Enterprise Risk Management Plan Publishing (2021): Enterprise Risk Management Plan A Complete Guide, theartofservice.com						
	George Rejda, Michael McNamara (2016): Principles of Risk Management and Insurance, Pearson Series in Finance, London						
Supplementary reading	Christopher J Hodson (2019): Cyber Risk Management: Prioritize Threats, Identify Vulnerabilities and Apply Controls , Kogan Page, New York						
	Christian B. Smart (2021): Solving for Project Risk Management: Understanding the Critical Role of Uncertainty in Project Management, MCGraw Hill, New York						
	journal : International Journal of Risk Assessment and Management, Inderscience						
	journal : Risk Management , Palgrave Macmillan						
STUDENT WORKLOAD							
		No. of hours					
					including e-learning		

Contact hours	30	0
Participation in test / exam	0	0
Preparation for contact hours	12	0
Private reading and studying	10	0
Participation in tutorials	8	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-EaITA-O-I-S-24/25Z						
Course title: zastosowania pakietów statystycznych (statistical software applications) (KIERUNKOWE)					Course code: US71AIJ2856_35S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	30	0	pg	2
Total			30			2
Course / module coordinator	dr KRZYSZTOF DMYTRÓW					
Course instructor	dr KRZYSZTOF DMYTRÓW					
Course / module objectives	Goal of the course/module: to teach students handling of statistical software such as Analysis ToolPak and R language, especially in order to recognise and analyse statistical regularities of economic variables distributions, correlations between variables and dynamics of variables observed in many markets.					
Prerequisites	1. Knowledge: a knowledge of descriptive statistics, statistical inference, econometric modelling and general economic knowledge of macro- and microeconomics phenomena analysis is demanded. 2. Skills: abilities to determining descriptive parameters in statistics, drawing conclusions from data deriving from random sample, interpreting analysis results and drawing logical conclusions as a result of inductive reasoning. 3. Competencies (Attitudes): Student is aware of advantages and disadvantages of using statistical computer software.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student is aware of advantages and disadvantages of using selected statistical software			K_W08
	2	EP2	Student knows methods and tools in the processing and storage of information, and is able to prepare and analyse statistical data			K_W06 K_W10
	3	EP3	Student knows assumptions, methods and tools of economic phenomena forecasting			K_W08 K_W10
skills	1	EP4	Student is able to use his knowledge about statistical software applications such as Analysis ToolPak and R language in order to analyse real economic phenomena and processes			K_U06 K_U10
	2	EP5	Student is able to analyse causes and course of economic phenomena using statistical software applications such as Analysis ToolPak, or R language in the right way			K_U10
	3	EP6	Student is able to forecast economic phenomena using statistical software applications such as Analysis ToolPak, or R language in the right way			K_U10
social competences	1	EP7	Student understands the need of continual learning because of permanent computer tools and statistical software development			K_K02
	2	EP8	Student realizes that the statistical software is highly important in real economic applications			K_K02
CONTENT					Semester	No. of hours
						including e-learning

Subject title: zastosowania pakietów statystycznych (statistical software applications)					
Format of instruction: laboratory					
1. Methods of distribution analysis for economic variables, using statistical software called Analysis ToolPak (in Excel). Statistical data preparing and analysis with the use of tools such as Histogram, Descriptive Statistics, Rank and Percentile.			4	4	0
2. Regression and correlation analysis for economic variables, using Analysis ToolPak's tools such as Covariance, Correlation, Regression.			4	4	0
3. The probability determining for selected distributions of random variables and statistical hypothesis verification with the use of Analysis ToolPak's tools such as Random Number Generation, Sampling, Analysis of Variance (ANOVA): Single Factor, Two-Factor with Replication, Two-Factor without Replication. F-test Two Sample for Variance, t-test: Paired Two Sample for Means, t-test: Two-Sample Assuming Equal Variances, t-test: Two-Sample Assuming Unequal Variances, z-test: Two Sample for Means.			4	2	0
4. Application of R language using in the distribution analysis for economic variables.			4	4	0
5. The probability determining for selected distributions of random variables and statistical hypothesis verification with the use of R language, such as: Analysis of Variance (ANOVA): Single Factor, Two-Factor with Replication, Two-Factor without Replication. F-test Two Sample for Variance, t-test: Paired Two Sample for Means, t-test: Two-Sample Assuming Equal Variances, t-test: Two-Sample Assuming Unequal Variances, z-test: Two Sample for Means.			4	4	0
6. Correlation and regression analysis in R language			4	4	0
7. Time series and forecasting in R language: trend analysis, analysis of seasonality and exponential smoothing models.			4	2	0
8. Measuring the similarity. Multivariate statistical analysis: Cluster analysis, factor analysis, classification trees and linear ordering. Application of GDM in R software environmental.			4	6	0
Modes of delivery	Education methods: A short introduction to the lesson as a multimedia presentation (15-20 min.), explaining the main goal of laboratories and problems to sort out. The rest of lessons - computer work supervised by teacher.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Students are assessed on the basis of the project. Its completeness and correctness is taken into account. Students receive grade 3.0 if they obtain at least 50% of total number of points from the project. Students receive grade 3.5 if they obtain at least 70% of total number of points from the project. Students receive grade 4.0 if they obtain at least 80% of total number of points from the project. Students receive grade 4.5 if they obtain at least 90% of total number of points from the project. Students receive grade 5.0 if they obtain at least 95% of total number of points from the project.				
	Grade calculation principles				
	The final grade is equal to the grade obtained from laboratories.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	zastosowania pakietów statystycznych (statistical software applications)		Nieobliczana	
	4	zastosowania pakietów statystycznych (statistical software applications) [laboratorium]	zaliczenie z oceną		
Basic reading	Aczel, A., Sounderpandian, J. (2009): Complete Business Statistics 7th Edition, McGraw-Hill/Irwin				
	Cleff, Thomas (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel, Springer, Cham				
Supplementary reading	Venables, W. N., Smith, D. M. and the R Core Team (2021): An Introduction to R				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30	0		
Participation in test / exam		0	0		

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: algebra liniowa (linear algebra) (PODSTAWOWE)					Course code: US71AIJ2857_14S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	2	discussion classes	30	0	pg	4	
		lecture	15	0	e		
Total			45			4	
Course / module coordinator		dr hab. MAŁGORZATA GUZOWSKA					
Course instructor		dr hab. MAŁGORZATA GUZOWSKA					
Course / module objectives		Completing and revising mathematical knowledge so that the students can successfully study the state-of-art economics, statistics and econometrics as well as other fields of science where economic calculation plays a fundamental role and which deal with best practices in decision-making.					
Prerequisites		- knowledge: a candidate demonstrates the knowledge of mathematics on the basic high school level; - skills: a candidate can solve mathematical problems on the elementary level; - competence (attitude): a candidate demonstrates excellent learning skills.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows definitions and the elementary properties of linear space.			K_W05	
	2	EP2	Student knows the elementary properties of the real matrixes as well as can recognize and interpret the procedures of solving any system of linear equations.			K_W05	
	3	EP3	Student knows terms and methods related to square forms, eigenvectors and eigenvalues.			K_W05	
skills	1	EP4	Student can use vector and matrices calculus and can apply them to solving the systems of linear equations and simple economic problems.			K_U05	
	2	EP5	Student can examine the properties of quadratic and determine eigenvectors and eigenvalues.			K_U05	
	3	EP6	Student can easily communicate in English in an international group of people in order to carry out mathematical or business tasks.			K_U05 K_U16	
social competences	1	EP7	Student is ready to critically assess his knowledge of mathematical tools and to supplement and deepen his knowledge as well as to use his knowledge and expert knowledge to solve socio-economic problems.			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: algebra liniowa (linear algebra)							
Format of instruction: lecture							

1. Basic algebraic structures			2	2	0
2. Vector spaces: linear combination and linear independence of vector, bases and dimension for vector spaces.			2	2	0
3. Algebraic operations on matrices and their properties			2	2	0
4. Determinants. Laplace's expansion. Trace and rank of a matrix.			2	2	0
5. Inverse of matrices. Matrices equation.			2	2	0
6. System of linear equations and it solutions.			2	2	0
7. Linear and quadratic forms. Canonical form of a square form. Classification of quadratic forms, Sylvester s law, positive define (negative define) quadratic form. Eigenvalues and eigenvectors and their application in economics.			2	3	0
Format of instruction: discussion classes					
1. Vector spaces: linear combination and linear independence of vector, bases and dimension for vector spaces			2	3	0
2. Algebraic operations on matrices: matrix addition, scalar multiplication, transpose and matrix multiplication.			2	3	0
3. Determinants. Laplace expansion. Properties of the determinant.			2	2	0
4. Inverse of matrices. Matrices equation.			2	4	0
5. Systems of linear equations and methods of solving them (Gaussian elimination, Cramer method, Kronecker - Capelli theorem).			2	6	0
6. Systems of linear inequalities.			2	4	0
7. Linear and quadratic forms. Canonical form of a square form. Classification of quadratic forms, Sylvester s law. Eigenvalues and eigenvectors.			2	4	0
8. Application of linear algebra in economics.			2	4	0
Modes of delivery	Lectures with slides shows. Exercises - problem solving				
Assessment methods					No. of learning outcome from the syllabus
	EGZAMIN PISEMNY				EP1,EP2,EP3
	KOŁOKWIUM				EP4,EP5,EP6,EP7
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Credits are given to students who have learned the following skills, by: 5 short one-question (exercise) tests with passing score of 5 -10 points; 1 final test (5 exercises, 10 points each). Total passing score: minimum 25 points under the condition of all the short tests being passed; The examination form and requirements: The final examination tests if a student has achieved all the projected learning outcomes concerning knowledge. It consists of 10 questions. The passing score is 50%. The way of calculating the grade Fail (2.0) 0%-50% Satisfactory (3.0) 51% -60% Satisfactory plus (3.5) 61% - 70% Good (4.0) 71% - 80% Good plus (4.5) 81% - 90% Very good (5.0) 91% -100%				
	Grade calculation principles				
	The final grade is calculated as a weighted average of partial and final tests.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	algebra liniowa (linear algebra)		Arytmetyczna	
	2	algebra liniowa (linear algebra) [wykład]	egzamin		
	2	algebra liniowa (linear algebra) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Barbara Batóg, Beata Bieszk-Stolorz, Iwona Foryś, Małgorzata Guzowska, Krzysztof Heberlein (2021): Mathematics for Students of Economics, Finance, and Management, Difin				
	G. Strang (2003): Linear Algebra And Its Application				

Supplementary reading	C. Edwards, D. Penney (2005): Differential equations and Linear Algebra, Pearson Prentice Hall	
	V. Ilyin, E. Poznyak (1986): Linear Algebra, MIRPublisher	
STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	45	0
Participation in test / exam	3	0
Preparation for contact hours	15	0
Private reading and studying	8	0
Participation in tutorials	14	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	15	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise) (PODSTAWOWE)					Course code: EFZ71AIJ3432_3S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english 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	
		laboratory	15	0	pg		
		lecture	15	0	e		
Total			45			4	
Course / module coordinator		dr hab. MAŁGORZATA PORADA-ROCHOŃ					
Course instructor		dr MIRELA ROMANOWSKA					
Course / module objectives		Teach students the ability to search and measure relationships between economic phenomena in business entities and the impact of the environment on their behavior. Understanding and interpretation of using research methods by financial information contained in the financial statements in order to make the right decisions and efficient business management.					
Prerequisites		- knowledge - the student knows the basics of accounting, management, business economics, - skills - students can read with understanding basic information such as in the financial statements and other sources - competence (attitudes) - student has instilled habits of lifelong learning, the ability to work in a group and is prepared to observe and analyze the environment.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Student has an understanding of the basic information content of financial statements and reports.		K_W07	
		2	EP2	Student has an understanding of the basic construction rules of evaluation measures phenomena that characterize the company.		K_W07	
skills		1	EP3	Student has the ability to use of basic theoretical knowledge to describe and analyze specific phenomena and processes taking place in the enterprise.		K_U07	
		2	EP4	Student has the ability to the use of appropriate methods to evaluate the effects.		K_U13	
		3	EP5	Student has the ability to use of basic theoretical knowledge to describe and analyze specific phenomena and processes taking place in the enterprise.		K_U07	
social competences		1	EP6	Student has the ability to make decisions and to take any responsibility for them.		K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise)							
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	1	0
4. A preliminary assessment of the situation of the assets.		3	2	0
5. A preliminary assessment of the situation of the capital.		3	1	0
6. Evaluation of short-term and long-term static liquidity.		3	2	0
7. Cash conversion cycle.		3	2	0
8. The nature and assessment of net working capital.		3	1	0
9. Concept and measurement of profitability.		3	2	0
Format of instruction: discussion classes				
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. Analysis of a company's financial condition - case study.		3	2	0
6. Project presentation.		3	2	0
7. Summarising knowledge.		3	1	0
8. The role of Corporate Social Responsibility in financial analysis - examples.		3	2	0
Format of instruction: laboratory				
1. Study of short-term and long-term financial static liquidity of company X.		3	2	0
2. Establishing and interpretation of the cash conversion cycle (operating, net).		3	2	0
3. Evaluation of net working capital in the company X. Identifying and interpretation of the cash conversion cycle (operating, net).		3	2	0
4. Assessment of the company's profitability.		3	3	0
5. Corporate debt analysis.		3	2	0
6. Analysis of a company's financial condition - case study.		3	4	0
Modes of delivery	Lectures, case study, exercises.			
Assessment methods				No. of learning outcome from the syllabus
	EGZAMIN PISEMNY			EP1,EP2,EP3
	KOŁOKWIUM			EP3,EP4,EP5
	PROJEKT			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 lectures: in the form of a written exam. Credit for classes and laboratory classes: consists of a written test (50%) and a project (50%). Test tests the achievements in the field of knowledge (theoretical questions) and student skill (practical tasks together with an interpretation).			
	Grade calculation principles			
	The final grade is a weighted average of: 30% of the laboratory classes grade, 30% of the classes grade, and 40% grade of the lectures. Grading of the credit: 51-60% of points - satisfactory; 61-70% - satisfactory +; 71-80% - good; 81-90% - good +; from 91%- very good.			

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise)		Ważona	
	3	analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise) [wykład]	egzamin		0,40
	3	analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise) [laboratorium]	zaliczenie z oceną		0,30
	3	analiza ekonomiczna w przedsiębiorstwie (economic analysis in enterprise) [ćwiczenia]	zaliczenie z oceną		0,30
Basic reading	Bragg S.M. (2014): Financial Analysis: Second Edition A Business Decision Guide. Edition: 2				
	Brigham E.F., Houston J.F. (2009): Fundamentals of Financial Management, South-Western Cengage Learning				
	Friedlob G.T., Schleifer L.F. (2003): Essentials of Financial Analysis, John Wiley & Sons				
Supplementary reading	Lee A.C., Lee J.C., Lee C.F. (2009): Financial Analysis, Planning & Forecasting: Theory and Application" Financial Analysis, Planning & Forecasting: Theory and Application, World Scientific Publishing Co. Pte. Ltd				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		45	0		
Participation in test / exam		4	0		
Preparation for contact hours		15	0		
Private reading and studying		15	0		
Participation in tutorials		8	0		
Preparation of project / essay / etc.		5	0		
Preparation for test / exam		8	0		
TOTAL workload		100			
ECTS credits		4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Inżynieria informatyczna biznesu (IT engineering in business) [moduł]							
Course title: analiza i projektowanie systemów informacyjnych (IS analysis and design) (KIERUNKOWE)					Course code: US71AIJ2717_50S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		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 KAROLINA MUSZYŃSKA					
Course instructor		dr KAROLINA MUSZYŃSKA					
Course / module objectives		The goal of the course is to familiarize the student with the theoretical issues of information systems analysis and design and IT tools supporting this field, as well as to help the student acquire the ability to use these tools and utilize the acquired knowledge for analyzing and designing information systems.					
Prerequisites		Basic skills in computer and Internet use.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows and understands the concepts of information systems analysis and design.			K_W08	
	2	EP2	Student is familiar with the methods of information systems analysis and design and knows how to capture and define requirements.			K_W13	
	3	EP3	Student is familiar with IT tools supporting the analysis and design of information systems.			K_W08	
skills	1	EP4	Student can use the theoretical knowledge to analyze an exemplary information system, to model selected functions and information structures, using appropriate methods and tools.			K_U08 K_U12	
	2	EP5	Student can use the acquired methods and IT tools to design the user's interface for an exemplary system.			K_U08 K_U12	
	3	EP6	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_U16 K_U18	
social competences	1	EP7	Student is ready to supplement their knowledge and use it to solve issues regarding development of information systems in organizations.			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: analiza i projektowanie systemów informacyjnych (IS analysis and design)							
Format of instruction: lecture							

1. Introduction to the analysis and design of information systems (concepts, methods, tools).			4	2	0
2. Methods of gathering, defining and documenting system requirements; modeling the functions and dynamics of the system - use case diagrams.			4	2	0
3. Modeling the information structures - class/object diagrams.			4	2	0
4. Modeling the functions and dynamics of the system - activity and sequence diagrams.			4	2	0
5. Designing the database and physical structure of the system - generating physical data model from class diagram.			4	2	0
6. Types and principles of designing system user interface.			4	2	0
7. Alternative approaches to system analysis and design.			4	3	0
Format of instruction: laboratory					
1. Definition of the design task (characteristics of the organization, organizational structure, problems that require informatization and system goals).			4	2	0
2. Identification and description of users' requirements, functional structure and system users.			4	2	0
3. Modeling the functions - use case diagrams.			4	4	0
4. Modeling the information structures - class diagram.			4	4	0
5. Modeling the dynamics of the system - activity diagrams.			4	4	0
6. Interaction diagrams - sequence diagrams.			4	4	0
7. Design of database and physical structure of the system.			4	2	0
8. Design of windows form user's interface.			4	4	0
9. Design of web form user's interface.			4	4	0
Modes of delivery	multimedia presentations, teamwork, case study, lecture based on multimedia presentations				
Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP3
	PROJEKT				EP4,EP5,EP6,EP7
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Written test verifies the achievement of learning outcomes in terms of knowledge regarding information systems analysis and design, as well as methods and tools supporting this area. To get a positive grade from the test a minimum of 51% of points must be obtained. Project verifies the achievement of learning outcomes on practical skills and teamwork. Projects focus on performing analysis and design for a sample system using the known tools /diagrams. To get a positive grade from the project a minimum of 51% of points must be obtained.				
	Grade calculation principles				
	The final grade of the course is a weighted average of the two grades - from the written test (30%) and the project (70%). The pass is granted only in case of positive assessment of both the written test and the project.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design)		Ważona	
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design) [laboratorium]	zaliczenie z oceną		0,70
	4	analiza i projektowanie systemów informacyjnych (IS analysis and design) [wykład]	zaliczenie z oceną		0,30
Basic reading	Valacich J.S., George J.F. (2020): Modern Systems Analysis and Design, 9th Edition, Pearson				
Supplementary reading	Seidl M., Scholz M., Huemer Ch., Kappel G. (2015): UML @ Classroom: An Introduction to Object-Oriented Modeling, Springer				
	Wrycza S., Marcinkowski B., Maślankowski J. (2012): UML 2.x. Ćwiczenia zaawansowane, Helion				
	Wrycza S., Marcinkowski B., Wyrzykowski K. (2006): Język UML 2.0 w modelowaniu systemów informatycznych, Helion				

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: analiza matematyczna (mathematical analysis) (PODSTAWOWE)					Course code: US71AIJ2857_1S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	1	discussion classes	30	0	pg	4	
		lecture	15	0	e		
Total			45			4	
Course / module coordinator		dr BARBARA BATÓG					
Course instructor		dr BARBARA BATÓG					
Course / module objectives		Course deals with differential and integral calculus for single and many variable functions; elements of this course will be used in other courses (for example economics, statistics and econometrics)					
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 studies systematically					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	student is able to explain the concept of limits, continuity, monotonicity, extrema, convexity, curvature, inflection points and asymptotes for single variable function.			K_W05	
	2	EP2	Student is able to explain the concept of indefinite and definite integral for single variable function.			K_W05	
	3	EP3	Student knows necessary and sufficient conditions of existing of extrema of many variable functions.			K_W05	
skills	1	EP4	Student is able to analyze the properties of single variable functions by means of derivatives; student computes elasticities and marginal values.			K_U05	
	2	EP5	Student is able to use integration by substitution and by parts in computing basic types of indefinite and definite integrals.			K_U05	
	3	EP6	Student is able to compute local extrema of many variable functions.			K_U05	
social competences	1	EP7	Student is ready to apply mathematical analysis in economic problems.			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: analiza matematyczna (mathematical analysis)							
Format of instruction: lecture							
1. Cartesian product. Definition and properties of functions: injection, surjection, bijection, monotonicity, inverse functions, cyclometric functions, function composition. Elementary functions. Examples of countable and uncountable sets.					1	2	0
2. Metric space. Neighborhood and punctured neighborhood, open and closed set, bounded set. Limits of the sequences. converaent and diveraent sequences. Euler's number e. indeterminate forms.					1	2	0

3. Definition and properties of limits and continuity.			1	1	0
4. Difference quotient, definition and properties of derivative of single variable function, properties of differentiable function, derivatives of elementary functions; rules for finding the derivatives, differential, higher-order derivatives. Derivatives in geometry and economics.			1	2	0
5. Lagrange's and Rolle's theorems. Application of derivatives to analyze single variable functions: necessary and sufficient conditions of existing of local and global extrema, monotonicity, inflection points, curvature. L'Hôpital's rule. Asymptotes.			1	4	0
6. Indefinite integrals, integration by substitution and by parts.			1	1	0
7. Riemann definite integral, fundamental theorem of integral calculus. Improper integrals. Relationship between definite integral and area.			1	2	0
8. Differentiability, partial derivatives and local extrema of many variable functions.			1	1	0
Format of instruction: discussion classes					
1. Cartesian product. Definition and properties of functions: injection, surjection, bijection, monotonicity, inverse functions, cyclometric functions, function composition. Elementary functions.			1	4	0
2. Limits of the sequences, convergent and divergent sequences, Euler's number e, indeterminate forms.			1	2	0
3. Limits and continuity of functions.			1	2	0
4. Computing the derivatives of single variable functions.			1	4	0
5. Application of derivatives to analyze single variable functions: necessary and sufficient conditions of existing of local and global extrema, monotonicity, inflection points, curvature. L'Hôpital's rule. Asymptotes.			1	6	0
6. Computing basic types of indefinite integrals by means of integrating by substitution and by parts.			1	4	0
7. Computing basic types of definite integrals. Area of figures.			1	4	0
8. Partial derivatives and local extrema of many variable functions.			1	4	0
Modes of delivery	Lecture, exercises in groups.				
Assessment methods					No. of learning outcome from the syllabus
	EGZAMIN PISEMNY				EP1,EP2,EP3,EP4,EP5,EP6,EP7
	KOŁOKWIUM				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	Exercises: 2 colloquia - max. 5 problems each Lectures: exam - max. 5 problems and max. 5 theoretical questions.				
	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	analiza matematyczna (mathematical analysis)		Arytmetyczna	
	1	analiza matematyczna (mathematical analysis) [ćwiczenia]	zaliczenie z oceną		
	1	analiza matematyczna (mathematical analysis) [wykład]	egzamin		
Basic reading	Batóg B., Bieszk-Stolorz B., Foryś I., Guzowska M., Heberlein K. (2021): Mathematics for Students of Economics, Finance and Management, Difin				
	Hoffmann L.D., Bradley G.L. (2006): Calculus for Business, Economics, and the Social and Life Sciences, McGraw-Hill Science/Engineering/Math				
	Marvin L. Bittinger, David J.Ellenbogen, Scott A.Surgent (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				
STUDENT WORKLOAD					
		No. of hours			
				W tym e-learning	
Contact hours		45		0	

Participation in test / exam	6	0
Preparation for contact hours	15	0
Private reading and studying	5	0
Participation in tutorials	13	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	16	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) (PODSTAWOWE)					Course code: US71AIJ2861_15S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	2	discussion classes	15	0	pg	4	
		lecture	15	0	pg		
Total			30			4	
Course / module coordinator		prof. dr hab. IGA RUDAWSKA					
Course instructor		prof. dr hab. IGA RUDAWSKA					
Course / module objectives		To make students familiar with the principles of analysis of market position of enterprise. To make students able to practice skills referring analysis of market position of company.					
Prerequisites		Regarding knowledge: a student knows principles of macroeconomics and principles of management. Regarding skills: a student can interpret basic market mechanisms. Regarding social competencies: a student can work in a team.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has a basic knowledge about purposes, specifics and structure of market position analysis of an enterprise.			K_W01	
	2	EP2	Student knows principles of methods and tools of market position analysis of an enterprise.			K_W05	
skills	1	EP3	Student can give the proper solutions to typical problems encountered in analysis of market position of an enterprise.			K_U05	
	2	EP4	Student can apply basic methods and tools of market position analysis.			K_U04	
social competences	1	EP5	Student is ready to take part in preparing projects regarding analysis of market position.			K_K01	
	2	EP6	Student is ready to formulate opinions and views referring different aspects of analysis of market position in entrepreneurship.			K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position)							
Format of instruction: lecture							
1. Domain of market position analysis in enterprise.					2	1	0
2. Levels and basic elements of market position analysis of enterprise.					2	2	0
3. External analysis of a company.					2	3	0
4. Sectoral analysis.					2	3	0

5. Resources and capabilities in enterprise.				2	2	0	
6. Competitive advantage and the scope of a company.				2	2	0	
7. Implications of the internalization of market position analysis of enterprise.				2	2	0	
Format of instruction: discussion classes							
1. Exercise on the domain of market position analysis of enterprise				2	1	0	
2. Exercise on the levels and elements of market position analysis of enterprise.				2	1	0	
3. Designing external analysis of a company.				2	2	0	
4. Designing sectoral analysis.				2	2	0	
5. Exercise on the resources and capabilities of a company.				2	2	0	
6. Exercise on the competitive advantage				2	2	0	
7. Exercise on the implications of the internalization of market position analysis.				2	2	0	
8. Concluding exercise on applying market position analysis of enterprise.				2	3	0	
Modes of delivery	PPT presentation, case studies, discussion based on papers, team work						
Assessment methods						No. of learning outcome from the syllabus	
	KOŁOKWIUM					EP1,EP2,EP6	
	PROJEKT					EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	The final grade of the course will be calculated on the basis of two assignments worth: -50% colloquium (60% points) - open questions -50% poster prepared within groups The condition for passing the exercises is getting a positive grade for a poster. The condition for passing the lectures is getting a positive mark in the test.						
	Grade calculation principles						
	The final grade from the course is equal to the arithmetic mean of grades from the exercises and the lecture.						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position)				Nieobliczana	
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) [wykład]			zaliczenie z oceną		
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) [ćwiczenia]			zaliczenie z oceną		
Basic reading	A.Warner (2010): Strategic analysis and choices, A structured approach, Business Expert Press, New York						
	M.M. Crossan, M.J. Rouse et al (2011): Strategic analysis and action, 8th edition, Pearson Canada , Toronto						
	R.M.Grant (2013): Contemporary strategic analysis: text and cases, John Wiley and Sons Ltd., 8th edition, Chichester						
	Rothaermel, Frank T. (2017): Strategic management. 3th Edition, McGraw-Hill Education, New York						
Supplementary reading	Harvard Business Review – current issues :						
	J. Blue (2015): Strategic Analysis Report, Tesla Motors & Powerwal						
STUDENT WORKLOAD							
		No. of hours					
					W tym e-learning		
Contact hours		30			0		
Participation in test / exam		7			0		

Preparation for contact hours	19	0
Private reading and studying	10	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	19	0
Preparation for test / exam	0	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: bankowość (banking) (PODSTAWOWE)					Course code: US71AIWNEiZ_16S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	2	discussion classes	15	0	pg	4	
		lecture	15	0	pg		
Total			30			4	
Course / module coordinator	dr DOROTA SKAŁA						
Course instructor	dr AGNIESZKA PREŚ-PEREPECZO						
Course / module objectives	The goal of this course is to introduce topics that may be used to identify and understand the primary processes taking place within the banking system.						
Prerequisites	The student understands the basic functionality of financial institutions, has an ability to analyse basic processes taking place in the financial sector, understands the need for the continuous study process.						
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Student defines and describes the rules and features regarding bank activities.		K_W02	
		2	EP2	The student describes the role of banking system in the economy and its effect on financial stability.		K_W02	
		3	EP3	The student has knowledge of the banking system structure and the effects of its evolution.		K_W02	
skills		1	EP4	The student is able to identify factors shaping the financial situation and market position of banks.		K_U02 K_U17	
		2	EP5	The student is able to analyse basic elements influencing the risk-profitability relation in a bank.		K_U02	
social competences		1	EP6	The student is prepared to clearly present strenghts and weaknesses of individual banks.		K_K01 K_K04	
		2	EP7	The student is interested in further studies and analyses regarding bank activities.		K_K04	
		3	EP8	The student is prepared to act as an active member of a team, analysing the basic characteristics of chosen banks.		K_K01 K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: bankowość (banking)							
Format of instruction: lecture							
1. The structure and changes within the modern banking system. Ownership changes. Regulatory framework. The role and types of banks. The role of banking systems in modern economies.					2	3	0
2. Bank funding structures: sources, stability and maturity.					2	2	0
3. Main categories of bank assets and their links with risk and profitability.					2	2	0

4. Assets and liabilities management in banking. Bank risk - credit risk, liquidity risk, market risk and operational risk.				2	4	0
5. Bank capital, capital adequacy, Basle I, II and III agreements.				2	2	0
6. The banking system and the financial safety net. Banking supervision and deposit insurance systems. Moral hazard problems.				2	2	0
Format of instruction: discussion classes						
1. The analysis of changes in the modern banking systems. Privatisation, nationalisation and shareholder structure, private versus public banks - discussion.				2	2	0
2. Bank balance sheet and income statement analysis.				2	4	0
3. Main elements of the asset and liability transactions and intermediation functions of commercial banks, banking activities within the regulatory framework.				2	2	0
4. Bank risk - credit risk (case study).				2	2	0
5. Market risk and capital adequacy: problem solving, calculations.				2	2	0
6. Student presentations - analysis of chosen banks, in the context of their shareholder structure, size, market position, profitability and risk.				2	2	0
7. Summary and final conclusions.				2	1	0
Modes of delivery	Powerpoint presentations, text analysis and discussion, team projects (student presenations)					
Assessment methods						No. of learning outcome from the syllabus
	KOŁOKWIUM					EP1,EP2,EP3
	PREZENTACJA					EP4,EP5,EP6,EP7,E P8
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Lecture grading: Written test, in the form of a multiple choice test (80% points), with 2-4 additional short questions (20% points). Exam grading: 50% pass, 75% grade 4.0. Tutorial grades: student presentations, homework assignments and reports handed in at the end of each class. Student presentations: group projects (3 students max), oral presentations of chosen banks during the final class based on powerpoint presentations.					
	Grade calculation principles					
	The final grade will be calculated as a weighted mean of the written test grade (70%) and project/presentation grade (30%). Students have to receive a positive grade on the tutorial in order to participate in the final exam (lectures).					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	bankowość (banking)			Nieobliczana	
	2	bankowość (banking) [wykład]		zaliczenie z oceną		
	2	bankowość (banking) [ćwiczenia]		zaliczenie z oceną		
Basic reading	De Haan, J., Oosterloo, S., Schoenmaker, D. (2018): Financial Markets and Institutions, Cambridge University Press					
	Matthews, K., Mishkin, F., Giuliodori, M. (2013): The Economics of Money, Banking and Financial Market, Pearson					
Supplementary reading	Choudhry, M. (2012): Principles of Banking, Wiley					
	Koch, T, MacDonald, S. (2009): Bank Management, South Western College Pub					
	Saunders, A., Cornett, M. (2011): Financial Institutions Management: a Risk Management Approach, MC Graw-Hill					
STUDENT WORKLOAD						
		No. of hours				
		W tym e-learning				
Contact hours		30		0		
Participation in test / exam		0		0		
Preparation for contact hours		16		0		
Private reading and studying		13		0		

Participation in tutorials	9	0
Preparation of project / essay / etc.	16	0
Preparation for test / exam	16	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-Ea/TA-O-I-S-23/24Z							
Course title: bazy danych na potrzeby ekonomii (databases in economic applications) (KIERUNKOWE)					Course code: US71AIJ2721_67S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	5	laboratory	15	0	pg	3	
		lecture	15	0	e		
Total			30			3	
Course / module coordinator		dr AGATA WAWRZY尼亚K					
Course instructor		dr AGATA WAWRZY尼亚K					
Course / module objectives		The aim of the course is transferring knowledge of design methodology for relational database; developing skills in modeling relational databases and implementation in MS SQL Server environment. The aim of the course is also preparing students for using databases in economic applications.					
Prerequisites		Skills: student is computer literate and works in Microsoft Windows operating environment; Competencies: student is able to work in a team, has deep-rooted habits of lifelong learning and consciously benefits from information technologies. Knowledge: student has a general knowledge of functioning of economic entities;					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has knowledge concerning functioning and construction of databases.			K_W13	
	2	EP2	Student mastered the knowledge in the scope of: database design, data structure, database normalization.			K_W13	
	3	EP3	Student knows the Structured Query Language (SQL) basic concepts and principles.			K_W13	
skills	1	EP4	Student demonstrates the ability to practical use of the database in economic applications.			K_U12	
	2	EP5	Student can independently design the structure of relational database model.			K_U12	
	3	EP6	Student implements physical database model in MS SQL Server.			K_U12	
	4	EP7	Student is able to generate queries in SQL, create forms and reports.			K_U12	
social competences	1	EP8	Student is ready to participate in the preparation of projects in a team.			K_K01	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: bazy danych na potrzeby ekonomii (databases in economic applications)							
Format of instruction: lecture							
1. An introduction to databases . Applications of databases in economics and business					5	2	0
2. Database Analysis					5	2	0

3. Database design - Entity Relationship Diagram. Database normalization and normal forms (1NF - 6NF)			5	2	0
4. Database language - SQL. Types of commands, types of data, functions, group functions			5	2	0
5. SQL - defining data			5	2	0
6. SQL - data manipulation (select, insert, update, delete)			5	3	0
7. Database transactions. Data security (access and protection)			5	2	0
Format of instruction: laboratory					
1. The Database Environment and Development Process			5	2	0
2. Modeling Data in the Organization			5	2	0
3. Logical Database Design and Relational Model			5	2	0
4. MS SQL Server - database management (new database, create table, create index)			5	1	0
5. MS SQL Server - SELECT statement with clauses: where, order by, asc, desc, and, or, between, like, top			5	3	0
6. MS SQL Server - join clauses in SQL: inner join, right outer join, left outer join, full outer join, cross join			5	2	0
7. MS SQL Server - SQL aggregation, group by clause, having clause, subqueries, create view statement, procedures			5	2	0
8. Laboratory examination - practical test			5	1	0
Modes of delivery	Computer laboratory., Lecture illustrated by multimedia presentations.				
Assessment methods					No. of learning outcome from the syllabus
	EGZAMIN PISEMNY				EP1,EP2,EP3
	SPRAWDZIAN				EP4,EP5,EP6,EP7
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				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	Credit for laboratory classes: points for tasks getting during laboratories (40%) and practical test (60%). Credit for lectures: the lecture grade is equal to the exam grade. The exam consists of 5 theoretical questions. Student passes the course when knows basic concepts from the scope of database design principles and is able to perform basic operations in the chosen database management system (based on SQL).				
	Grade calculation principles				
	The final grade is an average of the grades received from the laboratory examination and the exam.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	bazy danych na potrzeby ekonomii (databases in economic applications)		Arytmetyczna	
	5	bazy danych na potrzeby ekonomii (databases in economic applications) [laboratorium]	zaliczenie z oceną		
	5	bazy danych na potrzeby ekonomii (databases in economic applications) [wykład]	egzamin		
Basic reading	Forta B. (2014): SQL in 10 Minutes, Sams Teach Yourself (4th Edition), Pearson Education				
	Hoffer J. A., Prescott Ramesh V. & Topi H. (2013): Modern Database Management (11th ed.), Pearson Education				
Supplementary reading	Coronel C. (2017): Database Systems: Design, Implementation, & Management - 12th edition, Cengage Learning				
	Date C. J. (2012): Database Design and Relational Theory: Normal Forms and All That Jazz, O'Reilly Media				
	Pratt Ph. J. (2015): Concepts of Database Management - 8th edition, Cengage Learning				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		

Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	8	0
Private reading and studying	11	0
Participation in tutorials	10	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-EaITA-O-I-S-23/24Z						
Course title: ekonometria (econometrics) (KIERUNKOWE)					Course code: US71AIJ2855_24S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english 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
		laboratory	15	0	pg	
		lecture	15	0	e	
Total			45			4
Course / module coordinator	dr hab. JACEK BATÓG					
Course instructor	dr hab. JACEK BATÓG					
Course / module objectives	Acquirement of basic knowledge on econometric methods and their applications in quantitative analysis of economic processes as well as possession of skills of exploitation of chosen function of Excel spreadsheet and chosen statistical programme related to estimation and verification of linear econometric models.					
Prerequisites	Student in the area of: - knowledge: shows acquaintance of problems and methods of algebra, mathematical analysis, descriptive statistics, probability theory, mathematical statistics and basics of macroeconomics, microeconomics and finance, - skills: can perform basic mathematical operations, calculate chosen statistical measures, verify hypothesis and use basic function of Excel spreadsheet.					
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Student knows specificity and structure of econometric model as well as stages of modeling of dynamics and interdependency.		K_W05 K_W10
		2	EP2	Student understand of theoretical foundations of estimation and verification of linear econometric model as well as basic issues from econometric forecasting.		K_W05 K_W10
skills		1	EP3	Student can construct econometric models of dynamics and interdependency and interpret obtained results.		K_U06 K_U10
		2	EP4	Student can compute forecasts of economic phenomena using simple econometric models of time series and assess their quality.		K_U06 K_U10
		3	EP5	Student can use functions of Excel spreadsheet related to estimation and verification of linear econometric models.		K_U06 K_U10 K_U15
social competences		1	EP6	The student appreciates the importance of teamwork and of independently extending his/her knowledge.		K_K01 K_K02
CONTENT					Semester	No. of hours
Subject title: ekonometria (econometrics)						

Format of instruction: lecture					
1. Definition and subject of econometrics. Types of statistical regularities. Econometric model.			3	2	0
2. Stages of econometric modelling.			3	2	0
3. Estimation of structural parameters of econometric models - OLS.			3	3	0
4. Verification of econometric models. Chosen challenges of building of econometric models.			3	3	0
5. Nonlinear models - building and applications.			3	3	0
6. Econometric forecasting - introduction.			3	2	0
Format of instruction: discussion classes					
1. Specification of independent variables.			3	2	0
2. Selection of analytical form of econometric models.			3	1	0
3. Estimation and verification of linear econometric models.			3	6	0
4. Nonlinear models in analysis of economic phenomena.			3	3	0
5. Econometric forecasting.			3	3	0
Format of instruction: laboratory					
1. Examples of specification of independent variables.			3	2	0
2. Examples of selection of analytical form of econometric models.			3	1	0
3. Examples of estimation and verification of linear econometric models.			3	7	0
4. Exploitation of nonlinear models in analysis of economic phenomena.			3	2	0
5. Examples of econometric forecasting.			3	2	0
6. Project presentation and discussion.			3	1	0
Modes of delivery	Lectures with use of multimedia presentations. Solving problems by means of Excel spreadsheet and chosen statistical programme. Team work oriented on project preparation.				
Assessment methods					No. of learning outcome from the syllabus
	EGZAMIN USTNY				EP1,EP2
	KOŁOKWIUM				EP3,EP4,EP5
	PROJEKT				EP3,EP4,EP5,EP6
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Form and requirements of exercise and laboratory credit: - students are assessed by means of test (exercises) and the group project (laboratory), which verify achievement of educational effects of skills, - a lecture mark is identical with an exam mark. Form and requirements of exam: - students are assessed by means of oral exam (2 questions) which allows to verify of achievement of educational effects of knowledge (after drawing of questions students have some minutes to prepare their answers).				
	Grade calculation principles				
	Final grade of the course: - student can be granted a satisfactory credit when he is able at least to discuss problems related to statistical regularities, formulation of model hypothesis, estimation of structural parameters and verification of econometric models, as well as solve assignments related to these issues, - the final mark is equal to a weighted average calculated from three partial marks: exercises (weight 0,3), laboratory (weight 0,3) and exam (weight 0,4).				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	ekonometria (econometrics)		Ważona	
	3	ekonometria (econometrics) [laboratorium]	zaliczenie z oceną		0,30
	3	ekonometria (econometrics) [wykład]	egzamin		0,40
	3	ekonometria (econometrics) [ćwiczenia]	zaliczenie z oceną		0,30

Basic reading	Hayashi F. (2001): Econometrics, Princeton University Press	
	Johnston J. (1991): Econometric methods, McGraw-Hill International Edition	
	Myoung-jae Lee (2016): Matching, Discontinuity, Difference in Differences, and Beyond 1st Edition, Oxford University Press	
	William H. Greene (2012): Econometric Analysis, 7th edition., Prentice Hall	
	Wooldridge J.M. (2013): Introductory Econometrics. A Modern Approach, South-Western	
Supplementary reading	Batóg J., Batóg B. (2015): Conditional Income Convergence in the European Union: R&D Spending and Export Influence, Transformations in Business & Economics, Vol. 14, No. 3C (36C), Wilno	
	Hozer J. (1997): Ekonometria, Katedra Ekonometrii i Statystyki, Stowarzyszenie Pomoc i Rozwój	
	Hozer J. (2007): Ekonometria stosowana w przykładach i zadaniach, Katedra Ekonometrii i Statystyki US, Stowarzyszenie Pomoc i Rozwój	
	Maddala G.S. (2021): Ekonometria, Wydawnictwo Naukowe PWN	
STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	45	0
Participation in test / exam	3	0
Preparation for contact hours	13	0
Private reading and studying	5	0
Participation in tutorials	14	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Analiza i diagnoza w przedsiębiorstwie (Analysis and diagnosis in enterprise [moduł])							
Course title: ekonomika przedsiębiorstw (corporate economics) (KIERUNKOWE)					Course code: US71AIJ2713_47S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr WOJCIECH LEOŃSKI					
Course instructor		dr WOJCIECH LEOŃSKI , dr KAROLINA BEYER					
Course / module objectives		To introduce the student to the mechanism of the functioning and development of economic organisations, their functioning principles, internal and external determinants of functioning enterprises. The student acquires the ability to analyze micro and macro environment of enterprises.					
Prerequisites		Knowledge: the student should know basic economic terms. Skills: the student can work in groups and use the case study. Competencies: the student understand the necessity of lifelong learning.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Students know types of organisations and organisational and legal frame of business activity.			K_W12	
	2	EP2	Students know relations between national and international organisations, internal and external elements of business environment, resources of enterprises.			K_W01 K_W12	
skills	1	EP3	The student can choose the right type of business activity and analyze micro and macro environment of enterprises. Moreover students can use different methods to analyze business environment.			K_U16 K_U18	
social competences	1	EP4	Student can speak correctly using acquired knowledge and skills.			K_K01	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: ekonomika przedsiębiorstw (corporate economics)							
Format of instruction: lecture							
1. Introduction of economics. The concept of organisation and the organisational life cycle.					4	2	0
2. Entrepreneur, entrepreneurial skills, types of entrepreneurs, theories.					4	2	0
3. Theoretical and practical basics of the functioning enterprizes. Classification of enterprises. Models of the firm.					4	2	0
4. Organisational and legal frame of business activity. Types of entrepreneurship and entrepreneurial organisations.					4	2	0

5. Business environment of the enterprise - internal. Theories.		4	2	0
6. Business environment of the enterprise - external. Theories.		4	2	0
7. Business management, functions and roles of managers. Management skills.		4	1	0
8. Corporate Social Responsibility.		4	2	0
Format of instruction: discussion classes				
1. The definition of organization, enterprise, organizational life cycle model, mission and vision statement.		4	2	0
2. Legal forms of business - students? presentations and case studies.		4	2	0
3. Relationships between enterprises.		4	2	0
4. Mergers, acquisitions and strategic alliances - case studies and students? presentations.		4	2	0
5. Strategic analysis of a company - individual or group work under project.		4	2	0
6. Enterprises resources. Human Resources management. The attraction, selection, training, assessment, and rewarding of employees.		4	2	0
7. The issue of intellectual capital of a company.		4	2	0
8. Verification of education effects.		4	1	0
Modes of delivery	-the lecture with using a presentation software program -the discussion of students -working individually and in a team -case study -students presentation on chosen topics			
Assessment methods				No. of learning outcome from the syllabus
	KOŁOKWIUM			EP1,EP2
	PROJEKT			EP2,EP3,EP4
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,EP4
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	Evaluation of the exercises: The grade will be calculated on the basis of three assignments worth: 70% written test combine of open questions 20% individual or group work under presentations and strategic analysis project 10% discussions during classes, solving case studies.			
	Evaluation of lectures: Written test, in the form of a multiple choice single answer questions.			
	Grade calculation principles			
Final grade calculation method	The final grade will be calculated as the arithmetic mean of grades from exercises and lectures.			
	Sem.	Course	Type of credit	Grade calc. method
	4	ekonomika przedsiębiorstw (corporate economics)		Arytmetyczna
	4	ekonomika przedsiębiorstw (corporate economics) [ćwiczenia]	zaliczenie z oceną	
Basic reading	4	ekonomika przedsiębiorstw (corporate economics) [wykład]	zaliczenie z oceną	
	Begg D. (2014): Economics, McGraw-Hill Education - Europe			
	Ebert Ronald J. (2019): Business Essentials, Global Edition, Pearson Education Limited			
	Griffin R. W. (2016): Management, Cengage Learning			
	Suszyński C. (2013): Business Enterprise. The Integration of Approaches, Warsaw School of Economics Press			
Supplementary reading	Vance D. (2018): Business Essentials, Cambridge Scholars Publishing; 1st edition, Cambridge			
	Gregory N. Mankiw (2016): Essentials of Economics, Cengage			

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	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-EaITA-O-I-S-23/24Z							
Course title: E-learning Training (szkolenie e-learningowe) (INNE DO ZALICZENIA)					Course code: EFZ71AIJ2362_2S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
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	Train students in the field of distance learning methods and techniques, including the functionality of an e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment using the methods and techniques of distance learning.						
Prerequisites	Active student account in the stud.usz.edu.pl domain. Basics of computer operation						
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 completing subjects taught with the use of distance learning methods and techniques			
		3	EP3	Knows the rules of navigating the e-learning platform			
skills		1	EP4	Can log into the distance learning platform			
		2	EP5	Can contact the lecturer and university employees in electronic form			
		3	EP6	Is able to find the right subject taught online and correctly take the exam / test online			
social competences		1	EP7	Has the ability to cooperate and communicate with other students and lecturers in the remote work mode			
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: E-learning Training (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					

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	Passing without a grade on the basis of the test results.				
	Grade calculation principles				
	Obtaining at least 60% correct answers.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	E-learning Training (szkolenie e-learningowe)		Nieobliczana	
	1	E-learning Training (szkolenie e-learningowe) [ćwiczenia]	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-EaITA-O-I-S-23/24Z							
Unit: Foreign language (język obcy) [moduł]							
Course title: English language (język angielski) (OGÓLNOUCZELNIANE)					Course code: EFZ71AIJ3507_8S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language, semester: 4 - english language, semester: 5 - english language, semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	3	lektorat	30	0	pg	2	
	4	lektorat	30	0	pg	2	
3	5	lektorat	30	0	pg	3	
	6	lektorat	30	0	pg	3	
Total			120			10	
Course / module coordinator		mgr MONIKA MATUSZCZYK					
Course instructor		mgr MONIKA MATUSZCZYK , mgr MIROSŁAW LICHOSIK					
Course / module objectives		Get students acquainted with the vocabulary regarding economic issues so that they are able to freely communicate in English, present their point of view and arguments as well as formulate written statements regarding business issues.					
Prerequisites		Level of language competence defined as B2					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	He/She knows the vocabulary regarding economy and its functioning, foreign trade and globalization			K_W03	
skills	1	EP2	Student is able to communicate freely with an English-speaking interlocutor on economic topics, is able to analyze and present his point of view and arguments			K_U16	
	2	EP3	Student can carry out a written analysis of business problems in the form of an email, formal letter, report.			K_U16	
social competences	1	EP4	He/She is ready to supplement and improve acquired knowledge and skills; understands the need for lifelong learning.			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: English language (język angielski)							
Format of instruction: lektorat							
1. Activities to improve all language competences related to vocabulary and topics within the scope proposed in the textbook.					3	24	0
2. Classes devoted to the repetition of the material covered.					3	6	0

3. Activities to improve all language competences related to vocabulary and topics within the scope proposed in the textbook.			4	24	0
4. Classes devoted to the repetition of the material covered.			4	6	0
5. Activities to improve all language competences related to vocabulary and topics within the scope proposed in the textbook.			5	24	0
6. Classes devoted to the repetition of the material covered.			5	6	0
7. Activities to improve all language competences related to vocabulary and topics within the scope proposed in the textbook.			6	24	0
8. Classes devoted to the repetition of the material covered.			6	6	0
Modes of delivery	conversation, simulation of scenes related to the work environment, listening to business dialogues and presentations (audio), watching short videos (video), reading, analyzing and translating advanced business texts, writing texts (letters, emails, reports), presentations of self-prepared topics related to the field of study (projector)				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP3	
	SPRAWDZIAN			EP1,EP3	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP3	
	PREZENTACJA			EP1,EP2	
	PROJEKT			EP1,EP2,EP3,EP4	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Assessment criteria: attendance, active participation in classes, passing partial tests, written essays and presentations.				
	Grade calculation principles				
	The grade for the semester is based on grades from tests, essays, and class participation.				
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]	zaliczenie z oceną		
Basic reading	John Allison,Rachel Appleby (2013): The Business Advanced, Macmillan, Oxford				
Supplementary reading	Artykuły z internetu				

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	120	0
Participation in test / exam	10	0
Preparation for contact hours	30	0
Private reading and studying	20	0

Participation in tutorials	20	0
Preparation of project / essay / etc.	25	0
Preparation for test / exam	25	0
TOTAL workload	250	
ECTS credits	10	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: finanse przedsiębiorstw (corporate finance) (PODSTAWOWE)					Course code: EFZ71AIJ3432_1S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator		dr hab. ADAM ADAMCZYK					
Course instructor		dr hab. ADAM ADAMCZYK					
Course / module objectives		The aim of the course is explain to the students the mechanisms of firm financing, gaining knowledge of the norms and rules, affecting the finances of the company. The goal is also to teach students how to determine the variable value of money over time, estimate the cost of capital, and value stocks and bonds.					
Prerequisites		The student has a general knowledge of finance and accounting, knows and understands the relationship between financial sphere and the real economy macroeconomic environment. He understands the need for lifelong learning.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Student knows and understands the mechanism of corporate finance.		K_W02	
skills		1	EP2	Student is able to identify, classify the business funding.		K_U01	
		2	EP3	Student is able to use tools of financial management.		K_U02	
social competences		1	EP4	Student understands the need for learning throughout life.		K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: finanse przedsiębiorstw (corporate finance)							
Format of instruction: lecture							
1. The finance function, corporate objectives, sources of capital.					4	2	0
2. Introduction to financial statement analysis.					4	2	0
3. Sources of finance.					4	2	0
4. Cost of capital.					4	2	0
5. Capital structure theories.					4	2	0
6. Payout policy theories.					4	2	0
7. Capital budgeting- the capital investments process.					4	2	0
8. Working capital management.					4	1	0
Modes of delivery		Multimedia presentations related to commentary on current issues in the field of corporate finance, problem solving,, Case studies					

Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	A credit for lectures: written test. The scale of grading: 55% - passed (grade 3,0) 65%- grade 3,5 70%- grade 4 85%- grade 4,5 90%- grade 5				
	Grade calculation principles				
	The final course grade is equal to the lecture grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	finanse przedsiębiorstw (corporate finance)		Nieobliczana	
	4	finanse przedsiębiorstw (corporate finance) [wykład]	zaliczenie z oceną		
Basic reading	R.A. Brealey, S.C. Myers, A.J. Marcus (2018): Fundamentals of Corporate Finance, 9th Edition, C Graw Hill Education, New York				
	R.A. Brealey, S.C. Myers, F. Allen (2011): Principles of corporate finance: Concise, 2nd. international ed., McGrath-Hill, Boston				
Supplementary reading	I. Welch (2014): Corporate Finance, 3rd. (free online access).				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		15	0		
Participation in test / exam		2	0		
Preparation for contact hours		10	0		
Private reading and studying		10	0		
Participation in tutorials		7	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		6	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: finanse publiczne (public finance) (PODSTAWOWE)					Course code: US71AIWNEiZ_25S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	3	lecture	30	0	e	3	
Total			30			3	
Course / module coordinator	dr NATALIA MARSKA-DZIOBA						
Course instructor	dr NATALIA MARSKA-DZIOBA						
Course / module objectives	The goal of this course is to provide students with tools, and the skills to use these tools, to understand and analyze processes in public finance.						
Prerequisites	Students have knowledge of the fundamentals of finance, accounting, law, and macroeconomics. Students have the ability to analyze the consequences of the use of certain financial instruments. Students can use the sources of knowledge available on the Internet and in the trade press.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows a role and a size of the public sector.			K_W02	
	2	EP2	Student knows key factors determining a national fiscal architecture.			K_W06	
skills	1	EP3	Student is able to define and characterize public resources, public expenditure and public debt policy.			K_U02 K_U03	
	2	EP4	Student can use public finance data and formulate policy applications.			K_U06 K_U10	
	3	EP5	Student can evaluate public finance policies.			K_U17	
social competences	1	EP6	Student is ready and willing to communicate and present critical ideas and proposals refering to the public finance.			K_K01 K_K04	
	2	EP7	Student is interested in further studies and perfecting skills in the field of public finance.			K_K02 K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: finanse publiczne (public finance)							
Format of instruction: lecture							
1. The nature of public finance and the main divisions of the subject. Public finance and private finance.					3	2	0
2. Public goods, public choice and political process.					3	3	0
3. Sources of public revenues. Taxes, fees and revenues from public property and public enterprises.					3	2	0
4. Taxation. Characteristics of a good tax system. Taxes and equity.					3	2	0
5. Theory of income taxation. Income taxation in Poland and other countries.					3	2	0

6. Theory of consumption taxation. Consumption taxation in Poland and other countries.				3	2	0
7. Polish taxation system against European countries' regulations.				3	2	0
8. Classification of public expenditure. The effects of public expenditure.				3	2	0
9. Central and local public finance systems.				3	2	0
10. Social security and social insurance.				3	2	0
11. Budget balance - deficit or surplus. Limitations and effect of budget imbalance.				3	2	0
12. Public debt management - tools, methods and assumptions. Public debt limitations.				3	3	0
13. Budgeting in public sector.				3	2	0
14. Private-public partnership				3	2	0
Modes of delivery	Interactive lectures focused on current policy debates and issues, reports analysis.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				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	The condition to pass is to receive a positive mark of an exam.					
	Grade calculation principles					
	The final grade for the subject equals the grade for the exam.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	finanse publiczne (public finance)			Nieobliczana	
	3	finanse publiczne (public finance) [wykład]		egzamin		
Basic reading	Jonathan Gruber (2016): Public Finance and Public Policy, Worth Publishers, New York,					
	Stiglitz J. E. (2015): Economics of the Public Sector (IV ed.), W. Norton & Co					
	Ulbrich H. (ed.) (2011): Public finance in theory and practice, Routledge					
Supplementary reading	Allen R., Hemming R., Potter B.H. (eds) (2016): The international handbook of public financial management, Palgrave Macmillan					
	European Commission (2020): Taxation Trends in the European Union 2020 ed, Publications Office of the European Union					
	Sobczak E., Raszkowski A, Sztando A. (eds) (2016): Local and regional economy in theory and practice, Publishing House of Wrocław University of Economics,					
STUDENT WORKLOAD						
		No. of hours				
					W tym e-learning	
Contact hours		30			0	
Participation in test / exam		2			0	
Preparation for contact hours		0			0	
Private reading and studying		15			0	
Participation in tutorials		10			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-EaITA-O-I-S-23/24Z							
Unit: Foreign language (język obcy) [moduł]							
Course title: German language (język niemiecki) (OGÓLNOUCZELNIANE)					Course code: EFZ71AIJ3508_7S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 3 - język niemiecki, semester: 4 - język niemiecki, semester: 5 - język niemiecki, semester: 6 - język niemiecki			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	3	lektorat	30	0	pg	2	
	4	lektorat	30	0	pg	2	
3	5	lektorat	30	0	pg	3	
	6	lektorat	30	0	pg	3	
Total			120			10	
Course / module coordinator		mgr KAJETANA GUTT-JAKUBIAK					
Course instructor		mgr KAJETANA GUTT-JAKUBIAK					
Course / module objectives		Improved linguistic competence in general and specialised vocabulary, communication skills, advanced grammatical structures and techniques of working with source texts in German at B2 level					
Prerequisites		Level of linguistic competence defined as level B1					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
skills	1	EP1	The student recognizes the appropriate linguistic register in oral and written expression.			K_U09 K_U12	
	2	EP2	The student identifies and defines the known grammatical and lexical structures.			K_U09 K_U12	
	3	EP3	The student is able to select appropriate language phrases and reproduce them in different situational patterns.			K_U09 K_U12	
	4	EP4	The student is able to summarise an oral or written statement clearly and comprehensibly.			K_U10 K_U12	
	5	EP5	He/She is able to express opinions, make recommendations, express likes and dislikes and interests, which forms the basis for conversational classes.			K_U10 K_U11 K_U12	
	6	EP6	Creates coherent and logical texts on a given topic in the form of a formal letter, informal letter, review			K_U10 K_U12	
social competences	1	EP7	Demonstrates an active attitude towards continuous learning and improvement of language skills			K_K01	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: German language (język niemiecki)							
Format of instruction: lektorat							

1. Course content determined by the teacher with reference to the Common European Framework of Reference for Languages B1 level			3	30	0
2. Course content determined by the teacher with reference to the Common European Framework of Reference for Languages - level B1+			4	30	0
3. Curriculum content determined by the teacher with reference to the Common European Framework of Reference for Languages - level B1+			5	30	0
4. Course content determined by the teacher with reference to the Common European Framework of Reference for Languages - level B2			6	30	0
Modes of delivery	-conversations -simulating scenes from everyday life -listening to dialogues, texts and messages -watching short films -reading, analysing and translating texts -grammar exercises (written and interactive) -writing short texts (e-mails, letters) -presentations of self-prepared issues				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	PRACA PISEMNA/ ESEJ/ RECENZJA			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	The course ends with a credit on the basis of partial grades received during the semester for specific student activities and works: attendance, activity, prepared project and a test. Questions about the knowledge and skills acquired during the classes - a satisfactory grade is awarded if 60% of the points are obtained Assessment: The student will receive a satisfactory grade - when he/she has acquired language skills at B1 level by extending and systematising knowledge of German grammar and vocabulary, which verifies the achieved learning outcomes in terms of knowledge and skills acquired during class participation.				
	Grade calculation principles				
	The final grade is equal to the grade for the credit test as indicated in the study plan.				
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]	zaliczenie z oceną		1,00
	4	German language (język niemiecki)		Ważona	
	4	German language (język niemiecki) [lektorat]	zaliczenie z oceną		1,00
	5	German language (język niemiecki)		Ważona	
	5	German language (język niemiecki) [lektorat]	zaliczenie z oceną		1,00
	6	German language (język niemiecki)		Ważona	
	6	German language (język niemiecki) [lektorat]	zaliczenie z oceną		1,00
Basic reading	(2017): Panorama B1 , Cornelsen Verlag				
	(2014): Sicher B1+, Hueber Verlag				
Supplementary reading	(2016): Sprach training Studio D , Cornelsen Verlag				
	(2013): Studio D B1, Cornelsen Verlag				
	(2015): Studio D B2, Cornelsen Verlag				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		120	0		
Participation in test / exam		0	0		

Preparation for contact hours	40	0
Private reading and studying	10	0
Participation in tutorials	50	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	20	0
TOTAL workload	250	
ECTS credits	10	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: globalizacja biznesu (business globalization) (PODSTAWOWE)					Course code: US71AIJ2860_36S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	6	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr inż. MARCIN GRYCZKA						
Course instructor	dr hab. TOMASZ BERNAT						
Course / module objectives	This course provides an overview of current challenges and opportunities for business in the international environment in the context of globalization, the role of Multinational Corporations (MNCs) and their responsibilities to the society.						
Prerequisites	Elementary microeconomics and macroeconomics knowledge						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has an understanding of the global economy, the globalization process and business in the global environment			K_W01 K_W02 K_W03 K_W07	
skills	1	EP2	Student is able to present the evolution of MNCs in the international arena.			K_U01 K_U02 K_U03 K_U05 K_U07	
	2	EP3	Student is able to identify the sources of debates around the importance and influence of MNCs in the global world			K_U06 K_U07 K_U10	
social competences	1	EP4	Student is ready to carry out business tasks and projects in international teams.			K_K01	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: globalizacja biznesu (business globalization)							
Format of instruction: lecture							
1. Globalization and regionalization - selected issues					6	3	0
2. Multinational corporations and their role in the global economy					6	3	0
3. Foreign direct investment and its importance in the contemporary world economy					6	3	0
4. New trends in the global economy - creative economy, green economy, circular economy, sharing economy					6	3	0
5. Economy 4.0 - selected trends and issues					6	3	0
Modes of delivery	The course will be studied through lectures, debates and case studies on specific aspects						

Assessment methods					No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Students will be required to write one argumentative essay related to the influences of globalization on different aspects: economic, political, social or cultural, OR approaching the role of MNCs in different economies, with a focus on their social responsibilities in that economy (70 points for that part). Additionally students are obliged to participate classes atively (30 points for that part).				
	Grade calculation principles				
	The final grade of the course is calculated as follows: student needs at least 55 points to pass the course, i.e. 55-68 points equals grade 3.0, 69-75 - grade 3.5, 76-84 - grade 4.0, 85-92 - grade 4.5, 93 points or more - grade 5.0 The final grade of the course is equal to the grade of the lectures				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	globalizacja biznesu (business globalization)		Nieobliczana	
	6	globalizacja biznesu (business globalization) [wykład]	zaliczenie z oceną		
Basic reading	Baldwin R. (2016): The Great Convergence: Information Technology and the New Globalization, Harvard University Press				
	Bijaoui I. (2017): SMEs in an Era of Globalization, Palgrave Macmillan, New York				
	Ghahroudi M.R. (2018): Foreign Direct Investment, World Scientific Publishing				
	Griffin R.W., Pustay M. (2014): International Business, Global Edition., Pearson Education Limited				
	Mazzucato M. (2018): The Value of Everything: Making and Taking in the Global Economy, Penguin				
Supplementary reading	Ball, D.; McCulloch, W.H.; Frantz P.L.; Geringer, M.; Minor, M.S. (2007): International Business: The Challenge of Global Competition., McGraw Hill				
	Mairescu R., Wrigley B. (2017): Diversity in Multinational Corporations, Routledge				
	Ramge T., Schwochow J. (2018): The Global Economy as You've Never Seen It: 99 Ingenious Infographics That Put It All Together, The Experiment				
	Rivera-Batiz F.L., Rivera-Batiz L.A. (2018): International Trade, Capital Flows and Economic Development, World Scientific Publishing Company				
	Rygman A.M. (2010): Oxford Handbook of International Business, Oxford University Press				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		0	0		
Private reading and studying		6	0		
Participation in tutorials		14	0		
Preparation of project / essay / etc.		15	0		
Preparation for test / exam		0	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: informatyka ekonomiczna (economic informatics) (KIERUNKOWE)					Course code: US71AIJ2717_26S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 3 - english 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	pg		
Total			30			3	
Course / module coordinator		dr OLGA PILIPCZUK					
Course instructor		dr OLGA PILIPCZUK					
Course / module objectives		The aim of the course is to provide the knowledge about the types and the role of information systems used in business organizations. The practical aspects cover getting skills of business process creation, analysis and measurement using BPM software.					
Prerequisites		The student knows the basics of the economy. The student knows the basics of management. The student knows the basics of information technology.					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student has a basic knowledge of informatics systems used in business organizations.	K_W13 K_W15			
skills	1	EP2	The student is able to model and analyze processes using ARIS methodology.	K_U12 K_U17			
	2	EP3	The student defines the requirements for an information system to meet the needs of economic organization.	K_U08			
social competences	1	EP4	The student is ready for entrepreneurial and team thinking.	K_K01			
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: informatyka ekonomiczna (economic informatics)							
Format of instruction: lecture							
1. The basics of Economic Informatics. Enterprise Information systems.					3	2	0
2. Fundamentals of Business Process Management. BPM systems.					3	3	0
3. The basics of ARIS Methodology.					3	4	0
4. Business Process measurement.					3	2	0
5. Business Process Improvement methodologies.					3	2	0
6. New trends in BPM. Intelligent and Cognitive BPM.					3	2	0
Format of instruction: laboratory							

1. BPM software overview.				3	2	0
2. Business proces modelling.				3	8	0
3. Business process measurement.				3	3	0
4. Business process improvement.				3	2	0
Modes of delivery	multimedia presentations, Computer labs with BPM software tool.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP2,EP3	
	PREZENTACJA				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	Lectures: Theoretical knowledge is checked on the basis of the test and the presentations. The grade for lectures is an average of the written test and the presentation. Test results evaluation method: - 3,0 - student must obtain 56% of points. - 3,5 - student must obtain 61% of points - 4,0 - student must obtain 71% of points. - 4,5 - student must obtain 81% of points - 5,0 student must obtain 96% of the points. Labs: The knowledge is checked on the basis of the project.					
	Grade calculation principles					
	The final grade is calculated as an average of lectures and labs					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	3	informatyka ekonomiczna (economic informatics)		Arytmetyczna		
	3	informatyka ekonomiczna (economic informatics) [wykład]	zaliczenie z oceną			
	3	informatyka ekonomiczna (economic informatics) [laboratorium]	zaliczenie z oceną			
Basic reading	Davis R., Brabander E. (2007): ARIS Design Platform, Getting started with BPM, Springer					
	Dumas, M., La Rosa, M., Mendling, J., Reijers, H. (2018): Fundamentals of Business Process Management, Springer-Verlag Berlin Heidelberg					
	Garimella K., Lees M., Willams B. (2008): BPM Basics for dummies, Wiley					
	Scheer A.-W. (2000): ARIS-Business process modelling, 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			6		0	
Private reading and studying			8		0	
Participation in tutorials			8		0	
Preparation of project / essay / etc.			10		0	
Preparation for test / exam			9		0	

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Unit: Metody analiz rynkowych (Market research methods) [moduł]						
Course title: inwestycje na rynku kapitałowym (capital market investments) (KIERUNKOWE)					Course code: US71AIJ2931_53S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	4	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. SEBASTIAN MAJEWSKI				
Course instructor		dr hab. SEBASTIAN MAJEWSKI				
Course / module objectives		Acquire basic knowledge about the organization of the capital market as part of the financial market. Introduction to methods of analysis of basic financial instruments, methods and strategies of investing accessible to individual investors. The indication of the benefits and threats of applied investment strategies.				
Prerequisites		- Student knows the basic economic and financial issues, has a basic knowledge of mathematics, statistics, econometrics, financial mathematics, economics, finance and financial analysis, - Student is able to search the relationship between the economic and financial phenomena, and to use the basic functions of Excel spreadsheet. - Student has the ability to work in a team, has habits of lifelong learning.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Student knows the structure and functioning of the capital market.		K_W01
		2	EP2	Student knows the basics of valuation of financial instruments and investment strategies.		K_W02
skills		1	EP3	Student can independently make investment decisions on the capital market, and to use economic and financial data to interpret the events on the capital market.		K_U13
		2	EP4	Student is able to make the valuation of financial instruments, using technical and fundamental analysis, and also to use an analysis of the profitability of the investment. 		K_U15
		3	EP5	Student is able to classify investments in terms of their profitability and risk.		K_U13
social competences		1	EP6	Student is able to complement and improve his knowledge and skills in fields of making rational investment decisions in the capital market.		K_K01
		2	EP7	Student is creative in obtaining information about the situation on the capital market, is inquiring in analyzing of development of the capital market, and also is focused on the quantitative description of the phenomena occurring in the capital market.		K_K04

CONTENT			Semester	No. of hours	
					w tym e-learning
Subject title: inwestycje na rynku kapitałowym (capital market investments)					
Format of instruction: lecture					
1. The nature and functions of the capital market as a part of the financial market. Principles of the Polish capital market functioning.			4	2	0
2. Instruments of capital market.			4	2	0
3. Technical analysis - assumptions, charts, trends, formations and indicators.			4	2	0
4. Fundamental analysis - assumptions, steps of analysis.			4	2	0
5. Investing on the capital market - investment strategies, sources of information and their interpretation. Short- and long-term investing.			4	2	0
6. The risk on the market and its valuation. Risk management.			4	2	0
7. Portfolio Analysis - selected methods.			4	2	0
8. Financial conglomerates - instruments from different market segments.			4	1	0
Format of instruction: laboratory					
1. Rate of return - the types and properties.			4	2	0
2. Technical analysis.			4	2	0
3. Fundamental analysis - static and dynamic analysis.			4	2	0
4. Market valuation of the shares.			4	3	0
5. Valuation of risk.			4	3	0
6. Portfolios methods - Markowitzs and Sharpes models.			4	3	0
Modes of delivery	The course comprises lectures using multimedia tools and exercises in computer labs - solving problems form the capital market with the use of EXCEL spreadsheet and Statistica, a case study methods for explaining the problems / processes on the capital market with the use of statistical and econometric tools.				
Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP3,EP4,EP5,EP6,EP7
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Students are evaluated on the basis of a written test concerning knowledge from both lectures and laboratories.				
	Grade calculation principles				
	The final grade of the course is possible only when a student gets the positive grade from the test.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	inwestycje na rynku kapitałowym (capital market investments)		Arytmetyczna	
	4	inwestycje na rynku kapitałowym (capital market investments) [wykład]	zaliczenie z oceną		
	4	inwestycje na rynku kapitałowym (capital market investments) [laboratorium]	zaliczenie z oceną		
Basic reading	E.J. Elton (2017): Modern Portfolio Theory and Investment Analysis, John Wiley & Sons				
	J. Teall (2018): Financial Trading and Investing, Elsevier Books				
	P. Hopkin (2018): Fundamentals of Risk Management, Kogan Page				

Supplementary reading	Czekaj J. (2008): Rynki, instrumenty i instytucje finansowe, PWN	
	Jajuga K., Jajuga T. (2009): Inwestycje. Instrumenty finansowe, aktywa niefinansowe, ryzyko finansowe, inżynieria finansowa, PWN	
	Sopoćko A. (2010): Rynkowe instrumenty finansowe, PWN	
	Tarczyński W. (2002): Fundamentalny portfel papierów wartościowych, PWE	
	Tarczyński W., Łuniewska M. (2004): Dywersyfikacja ryzyka na polskim rynku kapitałowym, Placet	
STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	10	0
Private reading and studying	13	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-Ea/TA-O-I-S-23/24Z							
Unit: Rynek i konkurencja (Market and competition) [moduł]							
Course title: konkurencja i koncentracja rynkowa (competition and monopoly) (KIERUNKOWE)					Course code: US71AIJ2860_60S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective			Language of instruction: semester: 5 - english 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 hab. TOMASZ BERNAT					
Course instructor		dr hab. TOMASZ BERNAT					
Course / module objectives		Study questions and issues of market concentration that face enterprise on the basis of economic theory the market is concentrated. Analysis of the impact of different models on the market behavior of businesses, consumers and state regulators. An attempt to answer the question of what is better for the market: competition or concentration.					
Prerequisites		The student knows the basics of economics (microeconomics and macroeconomics) and the principles of market economy, student versed in current economic events. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news of economic life.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows definitions from the competition and market monopolisation field.			K_W01 K_W07	
skills	1	EP2	Student has the abilities of analysis of the company activity on market under the perspective of competition and possibility to posses market power.			K_U01 K_U03 K_U07	
social competences	1	EP3	Student can think in creative and innovative way and easily communicate in English.			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: konkurencja i koncentracja rynkowa (competition and monopoly)							
Format of instruction: lecture							
1. Principles of market competition					5	3	0
2. The economic foundations of market concentration					5	2	0
3. Competition from the point of view of market actors					5	2	0
4. Concepts of measuring the monopoly power					5	2	0
5. Monopolization and the problem of resource allocation					5	2	0
6. Competition or concentration?					5	2	0
7. Practical examples of concentrated market in contemporary economies					5	2	0

Format of instruction: discussion classes					
1. Principles of market competition			5	3	0
2. The economic foundations of market concentration			5	2	0
3. Competition from the point of view of market actors			5	2	0
4. Concepts of measuring the monopoly power			5	2	0
5. Monopolization and the problem of resource allocation			5	2	0
6. Competition or concentration?			5	2	0
7. Practical examples of concentrated market in contemporary economies			5	0	0
8. Case studies - monopolization vs competition in global market			5	2	0
Modes of delivery	The main form of knowledge transfer is lectures with case studies. The main way of excercises is case studies solving, also discussions. To develop knowledge the exercises in e-learning system will be presented to students.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			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	Credit for the lectures: - Students are assessed on the basis of a written test covering the verification of knowledge based on theory (50% points), for checking the knowledge of the basic principles of the market competition and concentration - partly by e-learning system.				
	Credit for the classes: Students are assessed on the basis of a written test covering the verification of knowledge based on case studies for checking the knowledge of the basic principles of the market competition and concentration - partly by e-learning system.				
	Rating: - The student receives a satisfactory grade - if he can provide some basic definitions of terms related to state intervention. - The student is given a score good - when also can define the basic relationships occurring in different markets acting under concentration and competition. - The student receives a very good - if also able to predict the likely impact of events taking place in the markets.				
	Grade calculation principles				
	The final grade of the course is the arithmetic mean of grades of lectures and of classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	konkurencja i koncentracja rynkowa (competition and monopoly)		Arytmetyczna	
	5	konkurencja i koncentracja rynkowa (competition and monopoly) [ćwiczenia]	zaliczenie z oceną		
	5	konkurencja i koncentracja rynkowa (competition and monopoly) [wykład]	zaliczenie z oceną		
Basic reading	Bernat T. (2009): Competition of entities with reference to competition of the economy , Print Group Daniel Krzanowski				
	G. C. Allen (2010): Monopoly and Restrictive Practices, Routledge , New York				
	Lele M. (2007): Monopoly Rules, Kogan Page Publishers				
	McKenzie R. (2008): In Defense of Monopoly: How Market Power Fosters Creative Production, University of Michigan Press				
Supplementary reading	Shermann R (1989): The Regulation of Monopoly, Cambridge University Press				
STUDENT WORKLOAD					
		No. of hours			
		W tym e-learning			

Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	10	0
Private reading and studying	10	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	3	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Course title: makroekonomia (macroeconomics) (PODSTAWOWE)					Course code: US71AIJ2859_2S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	discussion classes	30	0	pg	4
		lecture	15	0	e	
Total			45			4
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_W01
	2	EP2	Student knows and describes the basic macroeconomic aggregates (ie production, aggregate demand, inflation, unemployment) and the processes taking place within them.			K_W01 K_W02
skills	1	EP3	Student can correctly identify, classify and explain the macroeconomic aggregates.			K_U01
	2	EP4	Student can recognize and describe 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_U01 K_U05
social competences	1	EP5	The student is aware of the importance of knowledge in solving macroeconomic problems.			K_K02
CONTENT					Semester	No. of hours
Subject title: makroekonomia (macroeconomics)						
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	3 0
3. The monetary system and monetary policy.					1	3 0
4. Private and public aggregate demand.					1	3 0

5. Interest rate and aggregate demand.				1	2	0	
Format of instruction: discussion classes							
1. Introduction to economics. Circular flow of income and the equilibrium in the economy.				1	6	0	
2. Basic macroeconomic problems: measurement of global product including GDP, unemployment, inflation.				1	6	0	
3. Financial market. Money and banking system. Monetary policy.				1	4	0	
4. Private and public sector demand versus aggregate demand.				1	6	0	
5. International trade versus aggregate demand. Income and short-term equilibrium on the commodity market.				1	4	0	
6. Repetition and summary of macroeconomic issues.				1	4	0	
Modes of delivery	solving tasks and problem questions, multimedia lectures, explanation of theory						
Assessment methods					No. of learning outcome from the syllabus		
	EGZAMIN PISEMNY				EP1,EP2,EP3,EP4		
	KOŁOKWIUM				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 two written colloquiums/tests. Tests consist of test questions and open tasks. Credit for lectures: Students are assessed on the basis of the written exam that consists of test questions.						
	Graduating: a positive grade means that the the student has scored more than half of the points possible in both the colloquia 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	makroekonomia (macroeconomics)				Arytmetyczna	
	1	makroekonomia (macroeconomics) [wykład]			egzamin		
	1	makroekonomia (macroeconomics) [ćwiczenia]			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		45			0		
Participation in test / exam		6			0		
Preparation for contact hours		10			0		
Private reading and studying		10			0		
Participation in tutorials		15			0		
Preparation of project / essay / etc.		0			0		
Preparation for test / exam		14			0		

TOTAL workload	100
ECTS credits	4

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: marketing (Marketing) (PODSTAWOWE)					Course code: US71AIJ2866_17S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
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 MAŁGORZATA WIŚCICKA-FERNANDO					
Course instructor		prof. dr hab. EDYTA RUDAWSKA , dr MAGDALENA KOWALSKA					
Course / module objectives		The aim is to present the essence of the concept of marketing as a way for running a business.					
Prerequisites		- In the field of knowledge - student defines the basic concepts of economic - In the field of skills - student is able to analyse the rules of the market mechanism - In the field competences (attitudes) - student is able to work in a team and take the discussion in a specified area					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the essence of the company marketing management.			K_W04	
	2	EP2	Student lists and describes the instruments of marketing mix.			K_W04	
skills	1	EP3	Student has the ability to suggest the shape of marketing instruments used by the company - to analyse examples of market practice and develops the concept of marketing to a specific company.			K_U04	
	2	EP4	Student has the ability to cooperate and solve problems in team.			K_U18	
social competences	1	EP5	Student is ready to formulate their own ideas concerning marketing management and make decisions.			K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: marketing (Marketing)							
Format of instruction: lecture							
1. The development of marketing concept					2	2	0
2. Marketing environment					2	2	0
3. Market segmentation, targeting and positioning					2	3	0
4. The development of product concept					2	2	0
5. Pricing strategies					2	2	0

6. Managing marketing channels			2	2	0
7. Marketing communication			2	2	0
Format of instruction: discussion classes					
1. Getting familiar with the specific marketing-oriented companies			2	2	0
2. The analysis of market environment			2	2	0
3. Running the process of target market			2	3	0
4. The development of the concept of the product and product life cycle for the selected product			2	2	0
5. Establishing prices and strategies for price differentiation			2	2	0
6. Selection of the method of distribution of the selected offer			2	2	0
7. Preparation of promotional activities for the selected company			2	2	0
Modes of delivery	Multimedia presentation, discussion, case studies, group work				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			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 classes: Colloquium covering the issues discussed during the exercises consists of open questions verifying the knowledge and skills of students on issues discussed during the exercises. The pass mark for the lecture is based on a test.				
	Credit for lectures: written test.				
	Scale of grading: The student receives adequate assessment if he receives at least 70% of the points available The student receives a good mark if he receives at least 80% of the points available The student receives a very good if he receives at least 90% of the points available				
	Grade calculation principles				
	Final grade of the course - arithmetic average of grades received by the student during classes and lectures (test)				
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]	zaliczenie z oceną		
Basic reading	Kotler P., Armstrong G., (2016): Principles of Marketing, Prentice Hall				
	V. Kumar, Werner Reinartz (2018): Customer Relationship Management: Concept, Strategy, and Tools., Springer Texts in Business and Economics. Springer-Verlag, Berlin				
Supplementary reading	Kettler, K.L., Kotler P., (2015): Marketing Management, Global Edition Pearson				
	Palmer A. (2014): Principles of Services Marketing, Mc Graw Hill Education				
	Ph. Kotler, H. Kartajaya, I. Setiawan (2021): Marketing 5.0, John Wiley & Sons				
STUDENT WORKLOAD					
		No. of hours			
		W tym e-learning			
Contact hours		30	0		
Participation in test / exam		4	0		
Preparation for contact hours		7	0		

Private reading and studying	7	0
Participation in tutorials	12	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-EaITA-O-I-S-23/24Z						
Course title: matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics) (KIERUNKOWE)					Course code: US71AIJ2857_27S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english 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		dr hab. IWONA FORYŚ				
Course instructor		dr hab. IWONA FORYŚ				
Course / module objectives		Obtaining basic knowledge of calculating the value of money over time, getting to know the basic principles and rules applicable in the financial and insurance issues. Acquisition of the ability to use known methods in the analysis of economic and financial developments.				
Prerequisites		- knowledge of the fundamentals of mathematical analysis, probability, descriptive statistics, and math, entrepreneurship, finance and banking, - using the methods of the subject Mathematics as in force on graduation (basic), to use the basic functions of Excel spreadsheet, - the ability to work in a team, the ability to independently use the available literature.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the basic financial and insurance issues which apply quantitative methods.			K_W05 K_W06
	2	EP2	Student knows the methods used in matters of money over time, construction schedules for repayment of loans, evaluation of investment projects.			K_W05
	3	EP3	Student understands the theoretical calculation of insurance rates.			K_W10
skills	1	EP4	Student can describe in a quantitative manner the problems of an economic-financial and interpret the results.			K_U08
	2	EP5	Student adaptation to the analysis of financial markets and insurance methods of financial mathematics.			K_U10
	3	EP6	Student assessment of the financial and social investment decisions.			K_U05
social competences	1	EP7	Student is able to complement and improve their knowledge and skills in English while working individually and in groups using the literature and available data on the economic and financial capacity.			K_K01
CONTENT					Semester	No. of hours
Subject title: matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics)						

Format of instruction: lecture					
1. The possibilities of using mathematics in finance. The theory of interest. Time Value of Money (current and future).			3	2	0
2. Capitalizations of simple, compound, continuous. The intensity of interest. The capitalization of the variable interest rate. Simple and compound discounts.			3	2	0
3. Interest rates - concepts and types. The rate of return. Nominal rate, effective, real. Methods for estimating the discount rate.			3	2	0
4. Rent account (the current value and future cash flows). Annuity century. Create a pension fund. Fixed Annuities, growing in arithmetic and geometric progression. Annuities generalized.			3	2	0
5. Schedules for repayment of loans. Debt cancellation plans. Rules repayment. Fixed repayment installments combined. Conversion and debt consolidation.			3	2	0
6. The use of mathematical finance fixed assets in the economy. Review of methods evaluate the effectiveness of investment projects. Dynamic methods of evaluation of investment projects.			3	2	0
7. Fundamentals of actuarial calculation. Calculation of insurance premiums.			3	3	0
Format of instruction: discussion classes					
1. Introduction to time value of money. Percentage of simple and complex. Determining the value of current and future.			3	4	0
2. The possibilities of using basic formulas in Excel spreadsheet for determining the current and future value. Determination of the effective rate.			3	2	0
3. Nominal rate, effective and real rate. Equivalent rate. The intensity of interest. The capitalization of the variable interest rate.			3	2	0
4. Discount rate methods.			3	2	0
5. Sequences of payment. Annuities compatible and incompatible. Fixed annuity amount. Annuities forming an arithmetic progression, forming a series of geometric pension, annuity generalized.			3	4	0
6. Compatible and incompatible annuities. Arithmetic and geometric annuities.			3	2	0
7. Construction of annuity repayment plan with decreasing and selected rate.			3	4	0
8. The principle of equivalence and installment debt, loan schemes. Conversion. Loans with grace period. Consolidation.			3	4	0
9. Conversion of debt. Loans with grace period. Consolidation.			3	2	0
10. Dynamic measures of evaluation of investment projects.			3	4	0
Modes of delivery	The course comprises lectures with a presentation of research of economic and financial developments and simulations, exercises, and labs - work individually and in groups.				
Assessment methods					No. of learning outcome from the syllabus
	EGZAMIN PISEMNY				EP1,EP2,EP3
	KOŁOKWIUM				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	Lecture: written exam test.				
	Exercise: Partial credit during exercise.				
	Grade calculation principles				
Final course grade - avarage of exam and exercise					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics)		Arytmetyczna	
	3	matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics) [ćwiczenia]	zaliczenie z oceną		
	3	matematyka finansowa i ubezpieczeniowa (financial and insurance mathematics) [wykład]	egzamin		
Basic reading	John McCutcheon, William F. Scott (2005): An Introduction to the Mathematics of Finance, Elsevier Butterworth-Heinemann, Amsterdam,				
	Karatzas I.; Shreve S. (1998): Methods of Mathematical Finance, Springer-Verlag New York				
	Leslie Jane Federer Vaaler, James W. Daniel (2009): Mathematical Interest Theory, 2nd ed., Mathematical Association of America, Washington,				
	Petr Zima, Robert L. Brown (2011): Mathematics of Finance, 2nd ed., Schaum's Outline Series. McGraw-Hill, New York				

Supplementary reading	Borowski J., Goplański R., Kasprzak K., Melon L., Podgórska M. (2003): Matematyka finansowa - przykłady, zadania testy, rozwiązania., Szkoła Główna Handlowa
	Foltynowicz I. (2001): Ćwiczenia z matematyki finansowej w Excelu: w poszukiwaniu równań bankierów., Mikom
	Jaworski P., Micał J. (2005): Modelowanie matematyczne w finansach i ubezpieczeniach., Poltext
	Małłoka M. (2000): Matematyka w finansach i bankowości., Akademia Ekonomiczna w Poznaniu
	Podgórska M., Klimkowska J. (2005): Matematyka finansowa., PWN
	Sharpe W. (1985): Investments, Prentice-Hall
	Smaga E. (2000): Arytmetyka finansowa., PWN

STUDENT WORKLOAD

	No. of hours	
		W tym e-learning
Contact hours	45	0
Participation in test / exam	3	0
Preparation for contact hours	8	0
Private reading and studying	8	0
Participation in tutorials	12	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	12	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-Ea/TA-O-I-S-23/24Z							
Unit: Metody analiz rynkowych (Market research methods) [moduł]							
Course title: metody ilościowe w badaniach marketingowych (quantitative methods in marketing) (KIERUNKOWE)					Course code: US71AIJ2931_52S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. CHRISTIAN LIS					
Course instructor		dr hab. SEBASTIAN MAJEWSKI					
Course / module objectives		Obtaining basic knowledge of measurement in research of attitudes, preferences and motivations. The acquisition of ability to construct a questionnaire in marketing research and planning audit.					
Prerequisites		- the knowledge of procedures for estimating parameters of the population structure, - the knowledge of using methods of module "Statistics"; - the knowledge of terminology of the subject "Marketing".					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the the steps of marketing research, knows the method for determining the personal scope and kind and a size of the sample.			K_W04	
	2	EP2	Student knows the methods of measurement of attitudes, preferences, motivation, market shares, competitive position.			K_W10	
skills	1	EP3	Students can prepare a questionnaire to study the preferences and attitudes.			K_U10	
	2	EP4	Student can critical analyse the conditions of marketing researches.			K_U06	
social competences	1	EP5	Student is ready to use the results of research conducted by the statistical institutes and appreciates the importance and consequences of cooperation with the departments of public statistics.			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: metody ilościowe w badaniach marketingowych (quantitative methods in marketing)							
Format of instruction: lecture							
1. The formulation of goals, the organization of research, description of the field of marketing research.					4	2	0
2. Marketing information system, analysis of environment, the criteria for the quality evaluation of datas secondary sources.					4	2	0
3. _the building of the questionnaire, the number of respondents and the criteria for the respondents' selection					4	2	0

4. The study of motivation. Observations. Experiments.				4	2	0
5. Studies of attitudes, preferences' researches. Measuring scales of attitudes and preferences.				4	2	0
6. Researches of shares of the market. Portfolio methods, the measurement of the competitive position and attractiveness of the market.				4	2	0
7. Methods of multidimensional comparative analysis				4	3	0
Format of instruction: laboratory						
1. Definition of a research and identification of sources of marketing information.				4	3	0
2. Measuring scales in marketing research.				4	3	0
3. Construction of the questionnaire, verification of assumptions, representativeness problems.				4	3	0
4. Measurement in motivational and experimental researches.				4	3	0
5. The application of multidimensional analysis in marketing.				4	3	0
Modes of delivery	The course comprises lectures with a presentation of research of socio-economic phenomena and exercises - case studies (questionnaires analysis and solving of problems tied with observation and measurement), and problem solving.					
Assessment methods						No. of learning outcome from the syllabus
	KOŁOKWIUM					EP1,EP2,EP3,EP4,EP5
	PRACA PISEMNA/ ESEJ/ RECENZJA					EP1,EP2,EP3,EP4,EP5
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Credit for the lecture is on the basis of a written test. Credit for laboratories is on the basis of one work, i.e. a case study (analysis of questionnaires and problem solving related to observation and measurement).					
	Grading: The final grade of the course is possible only when a student gets a positive grade of the test					
	Grade calculation principles					
	The final grade of the course is calculated as follows: - Students are evaluated on the basis of a written test and one work - case study (questionnaires analysis and solving of problems tied with observation and measurement)					
	The final grade is the average of the grades for the lecture and for the laboratory classes.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing)		Arytmetyczna		
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing) [laboratorium]	zaliczenie z oceną			
	4	metody ilościowe w badaniach marketingowych (quantitative methods in marketing) [wykład]	zaliczenie z oceną			
Basic reading	Brandimarte P. (2011): Quantitative Methods, An Introduction for Business Management, John Wiley and Sons Ltd					
	David R. Anderson (2016): Quantitative Methods for Business, Cengage Learning					
	Grover R., Vriens M. (2006): The Handbook of Marketing Research. Uses, Misuses, and Future Advances, SAGE Publications, Inc					
	McClave J.T., Benson P.G., Sincich T. (2018): Statistics For Business nad Economics, Pearson Prentice Hall, 13th Global Edition, New Jersey					
	R. Lyman Ott, Michael Longnecker (2015): An Introduction to Statistical Methods and Data Analysis, Duxbury Thomson Learning, 7th Edition, USA					
	Scott Smith and Gerald Albaum (2005): Fundamentals in Marketing Research, Sage Publications, Inc., London, New Delhi					
	Waters D. (2011): Quantitative Methods for Business, Pearson Education Limited					
Supplementary reading	Dennis D. Boos, L. A. Stefanski (2013): Essential Statistical Inference, Springer-Verlag New York Inc.					
	Freedman D., Pisani R., Purves R. (2007): Statistics, W.W. Norton & Company, 4th Ed., New York, London					
	Walesiak M. (2006): Uogólniona miara odległości w statystycznej analizie wielowymiarowej, WN AE Wrocław					
	Wasserman L. (2005): All of Statistics. The Concise Course of Statistical Inference, Springer					

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: metody wyceny przedsiębiorstw (enterprise appraisal methods) (KIERUNKOWE)					Course code: US71AIJ2715_42S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	6	lecture	15	0	e	2	
Total			15			2	
Course / module coordinator	dr hab. KATARZYNA BYRKA-KITA						
Course instructor	prof. dr hab. DARIUSZ ZARZECKI						
Course / module objectives	Subject covers issues of business valuation methods.						
Prerequisites	- Knowledge: the student knows the basics of accounting, finance, statistics, economic analysis, methods for assessing the effectiveness of investments and financial planning. The student has a general knowledge of the macro- and microeconomics and management; - Skills: the student can handle a spread sheet; - Competence (attitude): students can work in groups, has habits of lifelong learning.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has specific knowledge on nature, purpose and function of the valuation			K_W07	
	2	EP2	Student knows the methods for valuing businesses			K_W07	
skills	1	EP3	Student is able to apply known methods of valuation in practice			K_U07 K_U16	
	2	EP4	Student is able to build a financial model for the valuation of companies			K_U07 K_U16	
social competences	1	EP5	Student is ready to recognize and avoid unethical behaviour in business valuation			K_K03 K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: metody wyceny przedsiębiorstw (enterprise appraisal methods)							
Format of instruction: lecture							
1. The essence of the objectives, functions, business valuations					6	2	0
2. Overview of the basic concepts of enterprise valuation					6	2	0
3. Legal determinants of the valuation of companies in Poland					6	2	0
4. Income approach to valuation of companies					6	2	0
5. Estimating the cost of capital for the purposes of business valuation					6	2	0
6. Market approach to valuing businesses					6	2	0

7. Special cases in the valuation of businesses				6	2	0
8. Summary of the material				6	1	0
Modes of delivery	Lectures with a presentations and examples for practical solutions (case study).					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Credit for lectures: Course ends with an exam test.					
	Grade calculation principles					
	The final grade is equal to the grade from lectures.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	6	metody wyceny przedsiębiorstw (enterprise appraisal methods)		Nieobliczana		
	6	metody wyceny przedsiębiorstw (enterprise appraisal methods) [wykład]	egzamin			
Basic reading	Hitchner James R. (2011): Financial Valuation: Applications and Models, John Wiley & Sons					
	Mercer Z. Christopher, Harms Travis W. (2008): Business Valuation: An Integrated Theory, John Wiley & Sons					
	Pratt Shannon P. (2005): The Market Approach to Valuing Businesses, John Wiley & Sons					
	Zarzecki D. (1999): Metody wyceny przedsiębiorstw, Fundacja Rozwoju Rachunkowości w Polsce					
Supplementary reading	czasopismo (2008): Valuation Strategies, Thomson RIA					
	dane rynkowe (2012): Ibbotson Year Book, Morningstar					
	Zadora H. (2010): Wycena przedsiębiorstw w teorii i praktyce, Wydawnictwo Stowarzyszenia Księgowych w Polsce					
STUDENT WORKLOAD						
		No. of hours				
		W tym e-learning				
Contact hours		15		0		
Participation in test / exam		2		0		
Preparation for contact hours		8		0		
Private reading and studying		8		0		
Participation in tutorials		7		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		10		0		
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Course title: międzynarodowe stosunki ekonomiczne (international economic relations) (PODSTAWOWE)					Course code: US71AIJ2890_37S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	6	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr inż. MARCIN GRYCZKA				
Course instructor		dr inż. MARCIN GRYCZKA				
Course / module objectives		Acquiring the knowledge about the world economy processes, especially the ones concerning goods, services, labor force and capital flows; comprehension of the electronic market and e-commerce phenomena; familiarity with contemporary concepts related to international technology transfer, innovation and competitiveness				
Prerequisites		Basic knowledge in the following fields: microeconomics, macroeconomics, international trade, international finance				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the main trends of economic policies and tendencies in economic globalization, knows the role of foreign trade in economic processes taking place in the world			K_W16
skills	1	EP2	Student is able to correctly identify and explain the economic policies of the state and understands the benefits and risks associated with the development of the world economy and globalization.			K_U16
	2	EP3	Student has the ability to use the English language in terms of knowledge gained in the course of study. Understand the main ideas of complex text on business topics, including understanding the discussion. Can communicate so spontaneously and fluently to perform normal conversation with native speakers. Can formulate clear, detailed oral and written ideas, as well as explain his position on issues that are being discussed, considering the advantages and disadvantages of various option.			K_U16
	3	EP5	Student can freely communicate in English in an international group to carry out business tasks and projects. Is able to interact and work in organizations where the language of communication is English.			K_U16 K_U18
social competences	1	EP4	Student is prepared to form their own ideas and beliefs and to participate in decision-making process in a changing environment conditions.			K_K02
CONTENT					Semester	No. of hours

Subject title: międzynarodowe stosunki ekonomiczne (international economic relations)					
Format of instruction: lecture					
1. World economy - basic concepts			6	2	0
2. Evolution of the international division of labor			6	3	0
3. International services market			6	3	0
4. International labour force flows			6	3	0
5. Foreign direct investment - theoretical issues			6	2	0
6. WTO and its role in the international trade			6	2	0
Format of instruction: discussion classes					
1. Formal markets and their transition into electronic markets			6	3	0
2. International technology transfer and knowledge diffusion			6	3	0
3. Foreign direct investment - practical issues			6	2	0
4. International trade statistics ? selected issues			6	4	0
5. New phenomena in global economy			6	3	0
Modes of delivery	lectures, discussions, PowerPoint presentations, usage of Internet resources and electronic databases				
Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP4
	PREZENTACJA				EP2,EP3,EP5
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Self-prepared presentation on topic selected AND AGREED with the lecturer (maximum 60 points for this part), final written test consisting of 25 questions (multi-choice, 1 point each) plus 1 open-ended question (5 points) (maximum 30 points for this part), student's activity during classes (maximum 10 points for this part).				
	Grade calculation principles				
	The final grade of the course is calculated as follows: student needs at least 55 points to pass the course, i.e. 55-68 points equals grade 3.0, 69-75 - grade 3.5, 76-84 - grade 4.0, 85-92 - grade 4.5, 93 points or more - grade 5.0.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	międzynarodowe stosunki ekonomiczne (international economic relations)		Ważona	
	6	międzynarodowe stosunki ekonomiczne (international economic relations) [wykład]	zaliczenie z oceną		0,30
	6	międzynarodowe stosunki ekonomiczne (international economic relations) [ćwiczenia]	zaliczenie z oceną		0,70
Basic reading	Carbaugh R. (2018): International Economics, Cengage				
	Chesbrough H. (2011): Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era., Jossey-Bass, A Wiley Imprint				
	Dicken P. (2015): Global Shift: Mapping the Changing Contours of the World Economy., Guilford Publications				
	Feenstra R., Taylor A. (2017): International Economics, Worth Publishers				
	Gopinath G., Helpman E. and Rogoff K. (eds.) (2014): Handbook of International Economics, Volume 4, Elsevier				
	Krugman P.R., Obstfeld M., Melitz M. (2017): International Economics: Theory and Policy, Pearson Education Limited				
	Schenk C.R. (2021): International Economic Relations since 1945, Routledge				

Supplementary reading	Bingham A., Spradlin D. (2011): The Open Innovation Marketplace. Creating Value in the Challenge Driven Enterprise., FT Press	
	Ghahroudi M.R. (2018): Foreign Direct Investment, World Scientific Publishing	
	Moosa I. (2002): Foreign Direct Investment. Theory, Evidence and Practice, Palgrave Macmillan UK	
	Rugman A.M. (ed.) (2010): The Oxford Handbook of International Business., Oxford University Press	
STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	13	0
Private reading and studying	10	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	0	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: mikroekonomia (microeconomics) (PODSTAWOWE)					Course code: US71AIJ2860_18S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	2	discussion classes	30	0	pg	4	
		lecture	15	0	e		
Total			45			4	
Course / module coordinator		dr hab. TOMASZ BERNAT					
Course instructor		dr hab. TOMASZ BERNAT					
Course / module objectives		The aim is to present the basic issues of microeconomics course, in particular the functioning of individual markets, the behavior of individual entities, micro-economic theory of choice: consumers and businesses, the basic conceptual methods and tools for the analysis of micro-economic activities of economic agents.					
Prerequisites		The student knows the basics of economics and the principles of market economy, student is orientented in current economic events. Students are able to solve the basic tasks of mathematics and use (properly interpreted) graphs showing the relationship between the main categories, which are subject to economic analysis. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news of economic life.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows basic methodology allowed to analysis basic economic events.			K_W01 K_W03 K_W07	
skills	1	EP2	Students can predict possible scenarios come from different issues from market and can assess company situation in different market structure.			K_U01 K_U05 K_U07	
social competences	1	EP3	Student can think in creative and innovative way and easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_K01 K_K02 K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: mikroekonomia (microeconomics)							
Format of instruction: lecture							
1. Introduction to microeconomics					2	3	0
2. Theory of demand and supply					2	2	0
3. Market equilibrium and its changes					2	2	0
4. Company choice - theory of production					2	2	0
5. Costs, revenue and profits					2	2	0

6. Optimal choice of company			2	2	0
7. Market structure - perfect competition			2	2	0
Format of instruction: discussion classes					
1. Introduction to microeconomics			2	3	0
2. Economics theory of human behaviour			2	3	0
3. Theory of demand and supply			2	3	0
4. Market equilibrium and its changes			2	3	0
5. Company choice - theory of production			2	3	0
6. Costs, revenue and profits			2	3	0
7. Optimal choice of company			2	3	0
8. Market structure - perfect competition			2	3	0
9. Market structure - imperfect competition			2	3	0
10. The case studies analysis			2	3	0
Modes of delivery	Main form of knowledge transfer is lectures with case studies. The main way of excercises is case studies solving, also discussions, graphic and algebraic tasks.				
Assessment methods					No. of learning outcome from the syllabus
	EGZAMIN PISEMNY				EP1
	KOŁOKWIUM				EP1
	PREZENTACJA				EP1,EP2,EP3
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Credit for classes: - Students are assessed on the basis of written colloquia and presentation. Credit for lectures: students are assessed on the basis of a written exam covering the verification of knowledge based on case studies (50% points) and theory (50% points), for checking the knowledge of the basic principles of the functioning of markets and corporate entities (consumers , businesses). Rating: - The student receives a satisfactory grade - if he can provide some basic definitions of terms related to microeconomics and solve simple algebraic tasks. - The student is given a score good - when also can define the basic relationships occurring in different markets , as well as to solve problems in which it can represent causal relationships that take place in the markets. - The student receives a very good - if also able to predict the likely impact of events taking place in the markets , as well as able to solve case studies that require proper to anticipate effects of events occurring in the markets.				
	Grade calculation principles				
	The final course grade is the arithmetic mean of the exercise and lecture grades.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	mikroekonomia (microeconomics)		Arytmetyczna	
	2	mikroekonomia (microeconomics) [wykład]	egzamin		
	2	mikroekonomia (microeconomics) [ćwiczenia]	zaliczenie z oceną		
Basic reading	N. Gregory Mankiw (2017): Principles of Microeconomics, New York				
	Perloff J. (2007): Microeconomics, Pearson International Edition				
Supplementary reading	Forbes				
	The Economist				
	The Financial Time				

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation) (KIERUNKOWE)					Course code: US71AIJ2895_68S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	5	laboratory	15	0	pg	2	
		lecture	15	0	pg		
Total			30			2	
Course / module coordinator	dr AGATA WAWRZY尼亚K						
Course instructor	dr hab. MAŁGORZATA ŁATUSZYŃSKA						
Course / module objectives	Preparing students for the use of computer simulation methods in conducting business analysis in enterprises.						
Prerequisites	Knowledge: a student has a general understanding of the functioning of business objects; Skills: a student is able to operate a computer in MS Windows operating environment; Competence: a student is able to work in a group.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has the knowledge about the capabilities and limitations of computer simulation methods in the analysis of the business.			K_W08	
skills	1	EP2	Student can create computer simulation models to solve specific business problems.			K_U08	
	2	EP3	Student is able to plan the simulation experiments and interpret the results.			K_U10	
social competences	1	EP4	Student is ready to formulate his own ideas for solving business problems using methods and tools for modeling and simulation of processes.			K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation)							
Format of instruction: lecture							
1. Introduction to computer simulation. Basic concepts and definitions					5	3	0
2. System Dynamics as the technique of continuous simulation					5	6	0
3. Techniques of discrete simulation					5	2	0
4. Languages and tools of computer simulation					5	2	0
5. An overview of applications of computer simulation methods for economic and business problems solving (case studies)					5	2	0
Format of instruction: laboratory							
1. Discussion on character of causal relationships appearing in economic objects					5	2	0

2. Acquisition of ability to work in simulation package environment				5	4	0
3. Constructing and solving simulation models in simulation package environment for specific decision-making problems (practical tasks)				5	7	0
4. Evaluation of achieved educational effects				5	2	0
Modes of delivery	Lectures: multimedia presentation Laboratories: discussion, case studies, performing simulation experiments, the development of the project, working in groups.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1	
	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: grade based on a written test. Laboratories: the number of points received for the realization of individual and group projects (max. 20 points): for 20 points: 5,0; 18-19: 4,5; 16-17: 4,0; 14-15: 3,5; 12-13: 3,0, 11 and under: 2.0) - mark from the laboratories.					
	Grade calculation principles					
	The condition for obtaining the final grade is to pass lectures and laboratories at a minimum 3.0. The final grade of the course results from the arithmetic mean of all grades obtained for lectures and laboratories.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	5	modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation)		Arytmetyczna		
	5	modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation) [laboratorium]	zaliczenie z oceną			
	5	modelowanie i symulacje w analizie biznesowej (computer aided modelling and simulation) [wykład]	zaliczenie z oceną			
Basic reading	Kirkwood C.W. (2013): System Dynamics Methods: A Quick Introduction, Arizona State University					
	Sterman J.D. (2000): Business Dynamics: Systems Thinking and Modeling for a Complex World, McGraw-Hill/Irwin					
	Warren K. (2002): Competitive Strategy Dynamics, John Wiley & Sons					
	(2013): Road Maps: A Guide to Learning System Dynamics, http://clexchange.org/curriculum/roadmaps.asp					
Supplementary reading	Łatuszyńska M. (2008): Symulacja komputerowa dynamiki systemów, Wydawnictwo PWSZ					
	Mielczarek B. (2009): Modelowanie symulacyjne w zarządzaniu. Symulacja dyskretna, Oficyna Wydawnicza Politechniki Wrocławskiej					
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		6			0	
Participation in tutorials		6			0	
Preparation of project / essay / etc.		0			0	
Preparation for test / exam		4			0	
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: multimedia w działalności biznesowej (multimedia applications in business) (KIERUNKOWE)					Course code: EFZ71AIJ3432_10S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	2	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator	dr GRZEGORZ WOJARNIK						
Course instructor	mgr AGNIESZKA MILUNIEC , dr GRZEGORZ WOJARNIK						
Course / module objectives	Preparing students to communicate effectively with contemporary tools and resources to build the audiovisual and multimedia presentations and applications for business purposes.						
Prerequisites	Knowledge of basis of computer programming.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the concepts and technologies in the field of multimedia applications and how to use them in the enterprise.			K_W13 K_W15	
skills	1	EP2	Student has an ability to use choosen desktop programming technologies to create multimedia projects.			K_U08	
	2	EP3	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_U16 K_U18	
social competences	1	EP4	Thanks to multimedia technologies, the student is ready to convey his ideas, works and projects to the auditorium.			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: multimedia w działalności biznesowej (multimedia applications in business)							
Format of instruction: lecture							
1. The essence of multimedia. Classification models of multimedia systems, multimedia data manipulation, multimedia equipment.					2	2	0
2. Images, audio, animation, video, interactivity, graphics and audio conversion.					2	2	0
3. Mind mapping.					2	2	0
4. Computer graphics - types of graphics, formats, software, automatic animation, video morphing.					2	2	0
5. Areas of use of multimedia in the enterprise, teaching, remote education, entertainment, media advertising, internet marketing.					2	2	0
6. Process of creating multimedia content.					2	2	0

7. Multimedia designing team.			2	2	0
8. Examples of applications and prepare a multimedia presentation in different technologies.			2	1	0
Format of instruction: laboratory					
1. Discussion topics laboratories and the introduction to XAML.			2	2	0
2. Introduction to desktop program design, the main menu tool in programming tool.			2	1	0
3. The use of choosen programming language in desktop applications.			2	2	0
4. Rules of XAML language as a declarative XML-based language.			2	3	0
5. Basic XAML controls.			2	3	0
6. Desktop applications, multimedia elements.			2	4	0
Modes of delivery	Multimedia presentation, teamwork, project in MS Silverlight technology.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP4	
	PROJEKT			EP1,EP2,EP3,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Laboratory classes: A credit in the form of a final project and a multimedia presentation made by the student. Lectures: Credit in the form of a test, which may also be conducted by means of distance communication. To pass the test a minimum of 50% of correct answers is required.				
	Grade calculation principles				
	Arithmetic mean of grades from lectures and laboratory classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	multimedia w działalności biznesowej (multimedia applications in business)		Nieobliczana	
	2	multimedia w działalności biznesowej (multimedia applications in business) [wykład]	zaliczenie z oceną		
	2	multimedia w działalności biznesowej (multimedia applications in business) [laboratorium]	zaliczenie z oceną		
Basic reading	Troncy R., Huet B., Schenk S. (2011): Multimedia Semantics, Wiley				
Supplementary reading	Anderson J., McRee J., Wilson R. (2010): Effective UI, O Reilly				
	Parent R. (2011): Animacja komputerowa. Algorytmy i techniki, PWN, Warszawa				
	Rudny T. (2010): Multimedia i grafika komputerowa. Podręcznik do nauki zawodu technik informatyk, Helion				
STUDENT WORKLOAD					
		No. of hours			
				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		3		0	
Preparation of project / essay / etc.		10		0	
Preparation for test / exam		10		0	

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Technologie internetowe w biznesie (IT in business) [moduł]							
Course title: narzędzia behawioralne w ekonomii (Behavioural tools in economics) (KIERUNKOWE)					Course code: EFZ71AIJ3432_5S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	5	konwersatorium	15	0	pg	3	
		laboratory	15	0	pg		
Total			30			3	
Course / module coordinator	dr hab. RAFAŁ NAGAJ						
Course instructor	dr PIOTR SZKUDLAREK						
Course / module objectives	Presentation of behavioural aspects of the problems of evaluation and economic decision-making and how they are used in economic practice. Based on the results of research, special attention is paid to the process of evaluation and decision-making in the context of heuristics, cognitive limitations, self-control, emotions, motivation, morality or social interaction.						
Prerequisites	Knowledge of economy-wide issues.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student is familiar with behavioural economics tools for analysing economic behaviour.			K_W04 K_W08 K_W10 K_W16	
skills	1	EP2	The student uses the tools used in behavioural economics to analyse economic behaviour (economic experiments, economic games, specialised apparatus and software).			K_U04 K_U08 K_U10	
	2	EP3	The student analyses and evaluates the influence of behavioural factors on the evaluation and economic decision-making process.			K_U13 K_U17	
social competences	1	EP4	The student demonstrates creativity in individual and group tasks.			K_K01	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: narzędzia behawioralne w ekonomii (Behavioural tools in economics)							
Format of instruction: konwersatorium							
1. Origins of behavioural economics and main research areas.					5	1	0
2. Dualism of cognition and decision-making processes.					5	1	0
3. Moral and social values in economic behaviour.					5	2	0
4. Mood and emotion in the evaluation and economic decision-making process.					5	2	0

5. Heuristics and cognitive biases in evaluation and decision-making.			5	3	0
6. Preferences under uncertainty and risk. Prospect theory and its implications.			5	2	0
7. Psychology of the stock market.			5	2	0
8. Nudges - shaping the choice architecture.			5	1	0
9. A synthesis of the issues surrounding behavioural tools in economics.			5	1	0
Format of instruction: laboratory					
1. Principles of planning and conducting economic experiments. Organisation and stages of behavioural economics research.			5	1	0
2. Introduction to methods, techniques and tools used in behavioural economics - part 1: Eye tracking.			5	2	0
3. Introduction to methods, techniques and tools used in behavioural economics - part 2: Electroencephalography.			5	2	0
4. Introduction to methods, techniques and tools used in behavioural economics - part 3: Biometric methods.			5	2	0
5. Formulation of research problems and questions in a group project (self-study). Selection and size of the research sample.			5	1	0
6. Implementation of research (economic experiment) using a selected behavioural tool.			5	4	0
7. Quantitative and qualitative analysis of the collected empirical material, interpretation of the results obtained and formulation of conclusions from the experiment carried out.			5	2	0
8. Communication of results - preparation of a written study of the results (research report) and preparation of a scientific presentation and/or poster.			5	1	0
Modes of delivery	- multimedia presentation - development of the project - working in groups - carrying out an economic experiment - discussion - brainstorming				
Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1
	PROJEKT				EP2,EP3,EP4
	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	The grade for the conversation classes is given on the basis of a written colloquium.				
	The credit grade for laboratory classes is given on the basis of: - written project: preparing a project and conducting an economic experiment using a selected behavioural tool (carried out as part of the laboratories) (60%) - activity during laboratory classes: engaging in group tasks and preparing a group project/economic experiment design and presenting its results (40%)				
	Grade calculation principles				
	The final (coordinator) grade for the course is given on the basis of the arithmetic mean of the grades obtained for the conversation classes and for the laboratory classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	narzędzia behawioralne w ekonomii (Behavioural tools in economics)		Ważona	
	5	narzędzia behawioralne w ekonomii (Behavioural tools in economics) [konwersatorium]	zaliczenie z oceną		0,50
	5	narzędzia behawioralne w ekonomii (Behavioural tools in economics) [laboratorium]	zaliczenie z oceną		0,50

Basic reading	Jaśkowski P. (2009): Neuronauka poznawcza. Jak mózg tworzy umysł, VIZJA PRESS&IT, Warszawa	
	Jaśkowski P. (2004): Zarys psychofizjologii, Wydawnictwo Wyższej Szkoły Finansów i Zarządzania w Warszawie, Warszawa	
	Kahneman D. (2022): Thinking, Fast and Slow, Penguin Books, London	
	Noga M. (2017): Neuroekonomia a ekonomia głównego nurtu, CeDeWu, Warszawa	
	Thaler R.H. (2016): Misbehaving. The Making of Behavioral Economics, Penguin Books, London	
	Tyszka T. (2010): Decyzje. Perspektywa psychologiczna i ekonomiczna, Wydawnictwo Naukowe SCHOLAR, Warszawa	
	Zaleśkiewicz T. (2012): Psychologia ekonomiczna, Wydawnictwo Naukowe PWN, Warszawa	
Supplementary reading	Ariely D. (2013): The (honest) truth about dishonesty, Perennial, New York	
	Dawson R. (2008): Sekrety podejmowania trafnych decyzji, MT Biznes, Warszawa	
	Krawczyk M. (red.) (2012): Ekonomia eksperymentalna, Oficyna Wolters Kluwer business, Warszawa	
	Mruk H., Sznajder M. (2008): Neuromarketing. Interdyscyplinarne spojrzenie na klienta, Wydawnictwo Uniwersytetu Przyrodniczego w Poznaniu, Poznań	
	Orlik K. (2017): Makroekonomia behawioralna, CeDeWu, Warszawa	
	Stasiuk K., Maison D. (2015): Psychologia konsumenta, Wydawnictwo Naukowe PWN, Warszawa	
	Thaler R.H., Sunstein C.R. (2022): Nudge. Improving Decision About Health, Wealth and Happiness, Penguin Books, London	
	Zielonka P. (2021): Giełda i psychologia, CeDeWu, Warszawa	
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	5	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-EaITA-O-I-S-23/24Z						
Unit: Technologie internetowe w biznesie (IT in business) [moduł]						
Course title: narzędzia IT w marketingu (IT tools in marketing) (KIERUNKOWE)					Course code: EFZ71AIJ3432_9S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	laboratory	15	0	pg	2
Total			15			2
Course / module coordinator	dr AGATA WAWRZY尼亚K					
Course instructor	dr BARBARA WĄSIKOWSKA					
Course / module objectives	The aim of the course is to familiarise the student with the important role of information technology (IT) in modern business and marketing (in the context of improving productivity and saving costs). IT and marketing work together to maximise a company's marketing potential. The student will acquire skills to use various IT technologies and tools (CRM, CMS, analytical and reporting tools, marketing automation, big data, mobile applications, etc.) which are increasingly being used by marketers. The student will acquire competences in IT in order to implement necessary software to support marketing activities.					
Prerequisites	Basic knowledge of marketing and information technologies.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student understand the important role of IT in marketing (in keeping abreast of changing technologies).			K_W15
	2	EP2	Student describes various IT tools to store and analyse data in the marketing information system.			K_W15
skills	1	EP3	Student can compare and contrast different IT tools allowing to conduct advertising and promotional campaigns.			K_U08
	2	EP4	Student is able to collect, analyze, process and critically assess the usefulness of marketing information obtained via the Internet.			K_U04
social competences	1	EP5	Student is able to establish contacts and to function on the Internet being aware of threats resulting with limitations of social media.			K_K05
CONTENT					Semester	No. of hours
Subject title: narzędzia IT w marketingu (IT tools in marketing)						
Format of instruction: laboratory						
1. The essence and significance of IT tools in marketing. Chief Marketing Officer (CMO) in the role of an agent of change. CMO as a chief marketing technologist.					5	1 0
2. Digital channels: social media, mobile marketing, online advertising.					5	1 0
3. Computer implementation of tasks in the process of the customer service. Customer relationship management systems (CRM systems).					5	1 0

4. Content Management Systems (CMS).				5	1	0
5. Mobile tools in marketing.				5	1	0
6. Marketing through search engines and Internet messengers. The positioning and optimization of web pages.				5	2	0
7. Tools allowing to conduct advertising campaigns (e.g. Google AdWords, Facebook Ads).				5	1	0
8. Tools supporting conducting promotional campaigns (e.g. AdWords Editor, Hootsuite, Buffer).				5	1	0
9. Analytical and reporting tools (e.g. Google Analytics, Crazyegg, Brand24, Mention, Share Tally, Website Grader).				5	2	0
10. null				5	1	0
11. Modern technologies: marketing automation, big data, social enterprise and marketing operations.				5	1	0
12. Integrated marketing software. Business solutions and case studies.				5	2	0
Modes of delivery	Case studies, Multimedia presentation, Group work					
Assessment methods					No. of learning outcome from the syllabus	
	PROJEKT				EP3,EP4,EP5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Credit for laboratory classes - students are assessed on the basis of practical tasks and a project. Students need to score at least 60% of the points in order to get a credit. Practical tasks verify outcomes in terms of knowledge and skills. Project - a project to achieve the learning outcomes tested on practical skills and teamwork. The course grade will be a weighted average of the scores from the practical tasks (40%) and project (60%).					
	Grade calculation principles					
	The final grade for the course is equal to the grade for the laboratory classes.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	5	narzędzia IT w marketingu (IT tools in marketing)			Nieobliczana	
	5	narzędzia IT w marketingu (IT tools in marketing) [laboratorium]		zaliczenie z oceną		
Basic reading	D. Chaffey, F. Ellis-Chadwick (2019): Digital Marketing: Strategy, Implementation and Practice, Pearson Education Limited					
	D. Ryan (2016): Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publisher					
Supplementary reading	J. Sterne (2017): Artificial Intelligence for Marketing: Practical Applications, John Wiley & Sons					
	M. Johnsen (2016): Multilingual Digital Marketing: Become The Market Leader, Maria Johnsen					
STUDENT WORKLOAD						
		No. of hours				
				W tym e-learning		
Contact hours		15		0		
Participation in test / exam		2		0		
Preparation for contact hours		8		0		
Private reading and studying		5		0		
Participation in tutorials		8		0		
Preparation of project / essay / etc.		6		0		
Preparation for test / exam		6		0		

TOTAL workload	50
ECTS credits	2

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: negocjacje w biznesie (business negotiations) (PODSTAWOWE)					Course code: US71AIJ2935_38S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	6	laboratory	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr SANDRA MISIAK-KWIT						
Course instructor	dr ANNA WIECZOREK-SZYMAŃSKA						
Course / module objectives	The purpose of this course is to introduce students to the theory and practice of business negotiation.						
Prerequisites	The basic knowledge of business communication, international economic relations, human resources.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the structure of negotiations, basic styles and strategies.			K_W14	
	2	EP2	Student knows the rules of ethical negotiations.			K_W14	
skills	1	EP3	Student is able to perform brief negotiations on a given topic.			K_U11	
	2	EP4	Student is able to use chosen negotiation techniques in practice.			K_U18	
social competences	1	EP5	Student is ready to negotiate ethically and responsibly in the professional life.			K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: negocjacje w biznesie (business negotiations)							
Format of instruction: laboratory							
1. Structure of Negotiations. BATNA					6	2	0
2. Ethical Negotiations vs. Distributive Negotiation					6	3	0
3. Role of place, time and team in Negotiating. Preparation for Negotiations					6	2	0
4. Bargaining strategies and styles					6	3	0
5. Communication in Negotiations					6	2	0
6. Negotiations in international business and Cross-Cultural Negotiation					6	3	0
Modes of delivery	Workshop, active learning methods, role playing, text and cases analysis, movies with examples, group discussions.						

Assessment methods					No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	To get a pass the student must get positive results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation and actively collaborate and cooperate during the course.				
	Grade calculation principles				
	The final grade is obtained on the basis of the following: - Results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation (60%) - Commitment to collaboration and cooperative working (40%)				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	negocjacje w biznesie (business negotiations)		Nieobliczana	
	6	negocjacje w biznesie (business negotiations) [laboratorium]	zaliczenie z oceną		
Basic reading	Fells Ray (2013): Effective negotiation : from research to results, Cambridge University Press, New York				
	Lewicki R.J., Barry B., Saunders D.M. (2010): Negotiation., McGraw-Hill, New York				
	Shell, Richard G. (2006): Bargaining for Advantage?Negotiations Strategies for Reasonable People., Penguin Books, New York				
Supplementary reading	Hames D. S. (2012): Negotiation: closing deals, settling disputes, and making team decisions, SAGE, Thousand Oaks				
	March R.M., Su-Hua Wu (2007): The Chinese Negotiator: How to Succeed in the World?s Largest Market, Kodansha International Ltd.				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		15	0		
Participation in test / exam		1	0		
Preparation for contact hours		5	0		
Private reading and studying		4	0		
Participation in tutorials		10	0		
Preparation of project / essay / etc.		15	0		
Preparation for test / exam		0	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Metody analiz rynkowych (Market research methods) [moduł]							
Course title: ocena przedsięwzięć innowacyjnych (innovative initiative evaluation) (KIERUNKOWE)					Course code: EFZ71AIJ3433_13S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr KATARZYNA ŁOBACZ					
Course instructor		dr KATARZYNA ŁOBACZ					
Course / module objectives		Obtaining basic knowledge of evaluation of the innovative projects, their financing, organization and requirements. Student acquires also the skills of proper evaluation of innovative projects.					
Prerequisites		Knowledge: the student knows the basic concepts of management, microeconomics, macroeconomics and basics of finance. Skills: assessment of the economic entity in the specific market conditions. Social competence: the student is able to work in a team, has instilled habots of lifelong learning.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	A student knows the basic categories of asset used for innovative projects.			K_W14 K_W16	
	2	EP2	A student knows the selection of innovative assessment techniques such as the scoring system, benchmarking, QuickLook.			K_W02 K_W12 K_W16	
skills	1	EP3	A student on the basis of certain parameters can evaluate the status of the innovative project and identify potential sources of financing.			K_U07 K_U13 K_U16 K_U17	
	2	EP4	A student is able to identyfy problems and propose the directions of changes to improve the innovation project.			K_U13 K_U16 K_U17	
	3	EP5	A student is able to identify sources od innovative risk in the projects.			K_U01 K_U07 K_U13 K_U16 K_U17	
	4	EP6	A student is able to access and evaluate the various stages of evaluation of innovative projects.			K_U01 K_U07 K_U13 K_U16 K_U17	
social competences		1	EP7	A student is ready to develop and improve his ability to work in the group and comply with ethical provisions in his professional life.			K_K01 K_K05

CONTENT			Semester	No. of hours	
					w tym e-learning
Subject title: ocena przedsięwzięć innowacyjnych (innovative initiative evaluation)					
Format of instruction: lecture					
1. The asset in the development of innovative business and economy			4	2	0
2. Macroeconomic conditions of innovative projects			4	1	0
3. Strategies for innovation in the enterprises			4	2	0
4. Risk and uncertainly in innovative projects			4	2	0
5. Financing of innovative projects			4	2	0
6. Methods of asseessment of innovative projects			4	2	0
7. Evaluation and criteria for success of innovative projects financed form public funds			4	2	0
8. Evaluation and criteria for success of innovative projects funded by provate sector			4	2	0
Format of instruction: laboratory					
1. Types, systematics and functions of asset in innovative projects			4	2	0
2. Analysis of the market and competition			4	2	0
3. Protection against the risk of an innovative project			4	2	0
4. Sources of financing of innovative projects			4	2	0
5. The process of innovation in the enterprises			4	2	0
6. Innovative projects - case studies			4	4	0
7. Calculation of the effectiveness of innovative projects			4	1	0
Modes of delivery	Lecture with audiovisual aids, discoussions, case study analysis				
Assessment methods				No. of learning outcome from the syllabus	
	KOLOKWIMUM			EP1,EP2	
	PREZENTACJA			EP7	
	PROJEKT			EP3,EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Credit for laboratory classes: the execution of a final essay: preparation of the project and its presentation or research and presentation of the results - the project is testing the achievement of learning outcomes in terms of skills. Credit for lectures: evaluation of the lectures is obtained form the test - a written test of the learning outcomes achieved in terms of knowledge gained during participation in lectures and excercises. The student receives a satisfactory grade, when he can discuss the basic knowledge of evaluation of the innovative projects, their financing, organization and requirements, which checks the achieved learning outcomes in terms of knowledge and skills obtained through participation in lectures and exercises.				
	Grade calculation principles				
	Final grade od the course is the average of the grades obtained for lectures and laboratory classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	ocena przedsięwzięć innowacyjnych (innovative initiative evaluation)		Arytmetyczna	
	4	ocena przedsięwzięć innowacyjnych (innovative initiative evaluation) [wykład]	zaliczenie z oceną		
	4	ocena przedsięwzięć innowacyjnych (innovative initiative evaluation) [laboratorium]	zaliczenie z oceną		

Basic reading	Drucker P.F. (2007): Innovation and Entrepreneurship,, Taylor & Francis	
	Fagerberg J., Mowery D.C., Nelson R.R. (2005): The Oxford Handbook of Innovation, Oxford University Press,, New York	
	OECD; Oslo Manual : The Measurement of Scientific and Technological Activities, Proposed Guidelines for Collecting and Interpreting Technological Innovation Data,, Eurostat	
	Shane S. (ed.) J (2008): Handbook of Technology and Innovation Management, ohn Willey & Sons Limited, Chichester	
	Szopik-Dępczyńska K. (2021): User-driven innovation in R&D departments in Poland, Wydawnictwo Uniwersytetu Szczecińskiego, Szczecin	
	Tidd J, Bessant J. (2009): Innovation Management. Integrating Technological, Market and Organisational Change.ion, John Wolley & Sons Limited	
Supplementary reading	Chesbrough H. , (2006): Open Innovation. The New Imperative for Creating and Profiting from Technology, Harvard Business School Publishing Corporation	
STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	9	0
Private reading and studying	8	0
Participation in tutorials	7	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	9	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Analiza i diagnoza w przedsiębiorstwie (Analysis and diagnosis in enterprise [moduł])							
Course title: ocena ryzyka działalności gospodarczej (risk evaluation of economic activity) (KIERUNKOWE)					Course code: US71AIJ2715_46S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. TOMASZ WIŚNIEWSKI					
Course instructor		dr hab. TOMASZ WIŚNIEWSKI					
Course / module objectives		The aim of the course is to familiarize students with the nature and risks and practical skills in the use of risk analysis methods					
Prerequisites		Social competence: students can work in groups, has instilled habits of lifelong learning. Skills: the student is able to use a Excel spreadsheet. Knowledge: the student knows the basics of accounting, financial and economic analysis, basic statistical methods and principles of financial planning. The student has a general knowledge of macro and microeconomics and management.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the concept of risk and its possible influence on businesses.			K_W14	
	2	EP2	Student knows the methods of risk analysis.			K_W14	
skills	1	EP3	Student can apply the known methods of risk analysis.			K_U10 K_U14	
	2	EP4	Student is able to assess the risks related to the business.			K_U10 K_U14	
social competences	1	EP5	Student is ready to formulate their own ideas and make decisions and carry out business responsibly and ethically.			K_K04 K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: ocena ryzyka działalności gospodarczej (risk evaluation of economic activity)							
Format of instruction: lecture							
1. The nature of risk and risk measures					4	2	0
2. Classification of risk analysis methods					4	1	0
3. Qualitative risk assessment					4	2	0
4. Sensitivity analysis					4	2	0

5. Scenario and probabilistic analysis				4	2	0
6. Decision trees method				4	2	0
7. Monte Carlo simulation method				4	4	0
Format of instruction: laboratory						
1. Types of risk in business				4	2	0
2. Application of the Monte Carlo simulation methods				4	5	0
3. Sensitivity analysis				4	2	0
4. Scenario analysis				4	2	0
5. Application of the decision trees method				4	4	0
Modes of delivery	Lectures with multimedia presentations and laboratories with self-work					
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	Positive assessment of the project (one assessment for both lectures and laboratories).					
	Grade calculation principles					
	Final grade is equal to the project grade.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	ocena ryzyka działalności gospodarczej (risk evaluation of economic activity)			Arytmetyczna	
	4	ocena ryzyka działalności gospodarczej (risk evaluation of economic activity) [laboratorium]		zaliczenie z oceną		
	4	ocena ryzyka działalności gospodarczej (risk evaluation of economic activity) [wykład]		zaliczenie z oceną		
Basic reading	Crouhy M., Galai D, Mark R (2014): The Essentials of Risk Management, McGraw-Hill Education, 2nd. ed.					
	Vose D. (2008): Risk Analysis: A Quantitative Guide, John Wiley & Sons, 3rd ed.					
	Yoe, Charles (2019): Primer on risk analysis decision making under uncertainty, CRC Press, 2nd ed.					
	Yoe, Charles (2019): Principles of Risk Analysis Decision Making Under Uncertainty, CRC Press, 2nd ed.					
Supplementary reading	Dariusz Zarzecki (2014): KLASYCZNE METODY ANALIZY RYZYKA PROJEKTÓW INWESTYCYJNYCH, ZARZĄDZANIE FINANSAMI I RACHUNKOWOŚĆ 2 (3) 2014, 31–44.					
	Marcin Pawlak (2016): Metody analizy ryzyka w ocenie efektywności projektów inwestycyjnych, Finanse, Rynki Finansowe, Ubezpieczenia nr 4/2016 (82), cz. 2, s. 617–624.					
	T. Wiśniewski (2008): Ocena efektywności inwestycji rzeczowych ze szczególnym uwzględnieniem ryzyka, Uniwersytet Szczeciński					
STUDENT WORKLOAD						
		No. of hours				
		W tym e-learning				
Contact hours		30		0		
Participation in test / exam		0		0		
Preparation for contact hours		15		0		
Private reading and studying		12		0		
Participation in tutorials		10		0		

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: ochrona własności intelektualnej (intellectual property protection) (OGÓLNOUCZELNIANE)					Course code: EFZ71AIJ3435_3S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	1	lecture	8	0	pg	1	
Total			8			1	
Course / module coordinator	dr PRZEMYSŁAW KATNER						
Course instructor	dr PRZEMYSŁAW KATNER						
Course / module objectives	To acquire knowledge and skill to analyse the basic issues of the copyright and industrial property laws.						
Prerequisites	Student has a basic knowledge of civil law.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows and understands basic concepts and principles of the protection of industrial property and of copyright and the need for intellectual property management.			K_W07	
skills	1	EP2	Student uses acquired knowledge in their activity.			K_U07	
	2	EP3	Student is ready to systematically deepen their knowledge, in particular regarding legal status updates.			K_U02	
social competences	1	EP4	Student is convinced of importance of behaving in professional manner and obeying rules of professional ethics.			K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: ochrona własności intelektualnej (intellectual property protection)							
Format of instruction: lecture							
1. Introduction to intellectual property law. The scope of the act of 4 February 1994 on copyright and related rights.					1	1	0
2. The subject of copyright and the content of copyright.					1	1	0
3. The duration of author's economic rights.					1	1	0
4. The transfer of author's economic rights and the protection of author's moral and economic rights.					1	1	0
5. The scope of the act of 30 June 2000 on law of industrial property.					1	1	0
6. Inventions, utility models and industrial models.					1	2	0
7. Trademarks and geographical indications. Pursuing claims on account of violating exclusive rights.					1	1	0
Modes of delivery	Problem lecture.						

Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				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 lectures are assessed based on the multiple choice test (with negative points) that consists of 20 questions. Grading scale: 5.0 - 23-25 points; 4.5 - 21-22 points, 4.0 - 18-20 points, 3.5 - 16-17 points, 3.0 - 13-15 points.				
	Grade calculation principles				
	The final grade is based on the grade of the lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	ochrona własności intelektualnej (intellectual property protection)		Nieobliczana	
	1	ochrona własności intelektualnej (intellectual property protection) [wykład]	zaliczenie z oceną		
Basic reading	Act of 30 June 2000 on law of industrial property.				
	Act of 4 February 1994 on copyright and related rights.				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		8	0		
Participation in test / exam		2	0		
Preparation for contact hours		0	0		
Private reading and studying		7	0		
Participation in tutorials		4	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		4	0		
TOTAL workload		25			
ECTS credits		1			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: organizacja i zarządzanie (organization and management) (PODSTAWOWE)					Course code: EFZ71AIJ3433_3S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	1	lecture	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr ALEKSANDRA RUDAWSKA						
Course instructor	dr ALEKSANDRA RUDAWSKA						
Course / module objectives	The course covers important concepts and practices of modern management. The topics are discussed in line with the organizational models and the management functions i.e. planning, organising, leading/motivating and controlling. Additionally, one of the course goals is to develop students skills in the field of: application of the decision making procedure, describing external environment of organization and identifying opportunities and threats, proposing control system to deal with organizational problem.						
Prerequisites	Student describes basic economic and social terms and understands the necessity of continuous learning.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student defines basic concepts related to the management process and organizational functioning.			K_W12 K_W14	
	2	EP2	Student explains the influence of the environment on the organization and identifies challenges that the contemporary environment makes to the organization.			K_W01 K_W12 K_W16	
	3	EP3	Student explains the essence of every management function as well as basic theories describing that functions.			K_W12 K_W14	
skills	1	EP4	Student does decision making process consistent with the rational approach.			K_U11 K_U13 K_U17	
	2	EP5	Student participates in class discussions using English and presents management issues in English.			K_U16	
	3	EP6	Student identifies element of the organization and its external environment and assesses environmental influence on the organization.			K_U04 K_U18	
social competences	1	EP7	Student identifies dilemmas connected with the managerial work.			K_K01 K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: organizacja i zarządzanie (organization and management)							
Format of instruction: lecture							
1. Managing organizations in contemporary world - the challenges the managers are facing.					1	4	0
2. _how to deliver value_					1	2	0

3. Organizing - designing organization structure.			1	3	0
4. Organizational culture.			1	2	0
5. Leading people: leadership and motivating.			1	4	0
Modes of delivery	Discussions in groups., Lecture with usage of the multimedia presentation with numerous practical examples., Individual and group assignments showing practical applications of chosen managerial instruments and enabling checking how students understand issues discussed during classes.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			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	Single choice test				
	Grade calculation principles				
	Less than 55% of points - mark: 2,0 55%-66% of points - mark: 3,0 67%-74% of points - mark: 3,5 75%-82% of points - mark: 4,0 83%-89% of points - mark:4,5 90% or more - mark: 5,0				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	organizacja i zarządzanie (organization and management)		Nieobliczana	
	1	organizacja i zarządzanie (organization and management) [wykład]	zaliczenie z oceną		
Basic reading	Bateman T.S., Snell S.A., Konopaske R. (2019): Management: Leading & Collaborating in a Competitive World, McGraw-Hill				
Supplementary reading	Garvin D. A., Roberto M.A. (2001): What You Don't Know About Making Decisions, Harvard Business Review				
	Jones G. (2013): Organizational Theory, Design and Change 7th ed., Pearson				
	Mullins L.J. (2019): Organisational Behaviour in the Workplace, 12th ed., Pearson				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours	15		0		
Participation in test / exam	4		0		
Preparation for contact hours	10		0		
Private reading and studying	8		0		
Participation in tutorials	5		0		
Preparation of project / essay / etc.	0		0		
Preparation for test / exam	8		0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Course title: podstawy finansów (fundamentals of finance) (PODSTAWOWE)					Course code: US71AIWNEiZ_4S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english 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 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_W02
	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
	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 K_U02
	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_U01

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_K01		
	2	EP8	The student is prepared to communicate and present basic knowledge on the rules of functioning of the modern financial system.	K_K01		
	3	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: podstawy finansów (fundamentals of finance)						
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 financial 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	2	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
6. Summary of public finance knowledge.				1	1	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	
	EGZAMIN PISEMNY				EP1,EP2,EP3	
	KOŁOKWIUM				EP1,EP2,EP3	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP4,EP5,EP6,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Final exam: Written exam, in the form of a multiple choice test (80% points), with 2-4 additional short questions (20% points). Exam grading: 50% pass, 75% grade 4.0. Tutorial grading: Written test (30% points) and student participation in tutorials (70%). Written test - multiple choice test. Written test grading: 50% pass, 75% grade 4.0. Students must pass the written test in order to pass the tutorial. Student participation in tutorials: graded written homework (80%) and active participation in the discussions and presentations during classes (20%).					
	Grade calculation principles					
	The final grade will be calculated as a weighted mean of the final exam grade (60%) and tutorial grade (40%).					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	1	podstawy finansów (fundamentals of finance)		Nieobliczana		

1	podstawy finansów (fundamentals of finance) [wykład]	egzamin		
1	podstawy finansów (fundamentals of finance) [ćwiczenia]	zaliczenie z oceną		

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	9	0
Private reading and studying	8	0
Participation in tutorials	6	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-EaITA-O-I-S-23/24Z							
Course title: podstawy programowania komputerów (introduction to computer programming) (KIERUNKOWE)					Course code: EFZ71AIJ3433_11S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english 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	pg		
Total			45			4	
Course / module coordinator		dr hab. JAKUB SWACHA					
Course instructor		dr hab. JAKUB SWACHA					
Course / module objectives		To acquire knowledge of computer programming on the example of the Python language, and to master practical skills of programming in Python.					
Prerequisites		Knowledge of basic computer skills.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Student knows the basic terms and structures characteristic of structured programming.		K_W08	
		2	EP2	Student knows the phases of software development life-cycle.		K_W08	
skills		1	EP3	Student is able to independently design, implement and test programs in Python.		K_U08	
		2	EP4	Student is able to implement programs according to given specifications.		K_U08	
		3	EP5	Student is able to work with other developers in the implementation of a joint software development project.		K_U18	
social competences		1	EP6	Student is aware of the allowed terms of use of software under various licenses.		K_K03	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: podstawy programowania komputerów (introduction to computer programming)							
Format of instruction: lecture							
1. Basic terminology of programming. Methods of algorithm specification.					3	2	0
2. Computer as an object of programming.					3	2	0
3. Programming languages. Programming paradigms.					3	1	0
4. The components of program. Simple and complex instructions.					3	2	0
5. Strings, lists, tuples and their processing.					3	2	0
6. Functions and modules.					3	2	0

7. Dictionaries and sets. Files and databases.			3	2	0
8. Software testing and documenting.			3	2	0
Format of instruction: laboratory					
1. Python syntax.			3	2	0
2. Simple programs with input/output and calculations.			3	2	0
3. Using conditional statements.			3	4	0
4. Using loops. Processing data sequences.			3	4	0
5. Built-in functions.			3	2	0
6. Standard modules.			3	4	0
7. Defining functions. Recursion.			3	4	0
8. Defining classes. Inheritance.			3	4	0
9. Files and databases.			3	2	0
10. Testing programs. Debugger.			3	2	0
Modes of delivery	- lecture supported with multimedia presentation - application development, programming - case study - problem solving - working in groups - project development				
Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2
	SPRAWDZIAN				EP3
	PROJEKT				EP4,EP5,EP6
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Credit for lectures: the lectures grade is based on the results of a single-choice test covering the content of the lectures. Grading scale: 3.0: more than 50% points; 4.0: more than 70%, 5.0: more than 85%.				
	Credit for laboratory classes: the grade is a weighted average of a programming test consisting of writing a computer program designated by the teacher (35% points), group project - a program written in collaboration with other students (topic selected by the group) (35% points), and completing laboratory exercises during the semester (30% points). Grading scale for laboratory classes: 3.0: more than 50% points; 4.0: more than 70%, 5.0: more than 85%.				
	Grade calculation principles				
	The final grade of the course is an arithmetic mean of the laboratory exercises grade and the lectures grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	podstawy programowania komputerów (introduction to computer programming)		Arytmetyczna	
	3	podstawy programowania komputerów (introduction to computer programming) [laboratorium]	zaliczenie z oceną		
	3	podstawy programowania komputerów (introduction to computer programming) [wykład]	zaliczenie z oceną		
Basic reading	Petkovic L. (2012): Introduction to Computing Using Python, Wiley				
	Swacha J. (2020): Introduction to programming in Python 3, Wydawnictwo Naukowe Uniwersytetu Szczecinskiego, Szczecin				

Supplementary reading	Matthes E. (2019): Python Crash Course, 2nd Edition: A Hands-On, Project-Based Introduction to Programming, No Starch Press	
	Miller B., Ranum D. (2019): How to Think Like a Computer Scientist. Learning with Python: Interactive Edition, Runestone Interactive	
	Miller B., Ranum D. (2019): Problem Solving with Algorithms and Data Structures, Runestone Interactive	
STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	45	0
Participation in test / exam	3	0
Preparation for contact hours	12	0
Private reading and studying	12	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	6	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Inżynieria informatyczna biznesu (IT engineering in business) [moduł]							
Course title: podstawy sieci komputerowych (computer networks) (KIERUNKOWE)					Course code: US71AIJ2717_48S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. JAKUB SWACHA					
Course instructor		dr hab. JAKUB SWACHA , mgr inż. Piotr Niemcewicz					
Course / module objectives		Acquiring knowledge on computer networks and practical skills in designing, configuring and managing computer networks, including security issues.					
Prerequisites		Basic computer skills.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Students know how computer networks are organized, and how they work.		K_W08	
		2	EP2	Students know the tools used for diagnosing and managing computer networks.		K_W08	
skills		1	EP3	Students can diagnose and configure computer networks.		K_U08	
social competences		1	EP4	Students are able to form their own ideas and beliefs and to participate in decision-making process regarding issues related to computer networks.		K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: podstawy sieci komputerowych (computer networks)							
Format of instruction: lecture							
1. A conceptual introduction to the physical network infrastructure. Introduction to the organization of logical networks. Introduction to Active Directory					4	2	0
2. Introduction to TCP/IP and TCP/IP addressing. Introduction to name resolution. Configuration of dynamic IP addressing					4	2	0
3. A conceptual introduction to content delivery. Introduction to IP communication. Procedures to perform subnetting					4	1	0
4. A conceptual introduction to IPv6 addressing. Introduction to unicast IPv6 addresses. Configuration of IPv6					4	1	0
5. Introduction to administrative tools in Windows Server 2016. Introduction to performance monitoring tools in Windows Server 2016. Procedures to perform server administration					4	2	0
6. Introduction to securely accessing Web content and files. A conceptual introduction to public key infrastructure					4	2	0

7. Introduction to perimeter security. Configuration of Windows Firewall. Procedures to monitor and troubleshoot Windows Firewall			4	1	0
8. Introduction to remote access. Configuration of a network policy server. Introduction to routing. Configuration of routing			4	2	0
9. Various methods to implement server scalability and availability. Implementation of Windows network load balancing Introduction to server virtualization. Implementation of server virtualization			4	1	0
10. A conceptual introduction to printing. Introduction to the printing processes. Configuration of network printers Implementation of print management			4	1	0
Format of instruction: laboratory					
1. A conceptual introduction to the physical network infrastructure. Introduction to the organization of logical networks. Introduction to Active Directory			4	2	0
2. Introduction to TCP/IP and TCP/IP addressing. Introduction to name resolution. Configuration of dynamic IP addressing			4	1	0
3. A conceptual introduction to content delivery. Introduction to IP communication. Procedures to perform subnetting			4	1	0
4. A conceptual introduction to IPv6 addressing. Introduction to unicast IPv6 addresses. Configuration of IPv6			4	1	0
5. Introduction to administrative tools in Windows Server 2016. Introduction to performance monitoring tools in Windows Server 2016. Procedures to perform server administration			4	2	0
6. Introduction to securely accessing Web content and files. A conceptual introduction to public key infrastructure			4	2	0
7. Introduction to perimeter security. Configuration of Windows Firewall. Procedures to monitor and troubleshoot Windows Firewall			4	1	0
8. Introduction to remote access. Configuration of a network policy server. Introduction to routing. Configuration of routing			4	2	0
9. Various methods to implement server scalability and availability. Implementation of Windows network load balancing Introduction to server virtualization. Implementation of server virtualization			4	2	0
10. A conceptual introduction to printing. Introduction to the printing processes. Configuration of network printers Implementation of print management			4	1	0
Modes of delivery	- lecture supported with multimedia presentation - case study - problem solving				
Assessment methods					No. of learning outcome from the syllabus
	SPRAWDZIAN				EP1,EP2,EP3,EP4
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Laboratories are evaluated based on individual practical exercises. Lectures are evaluated based on single-choice test.				
	Grade calculation principles				
	The final grade is the average of lecture grade (50% points) and laboratories grade (50% points). The final grade is based on the number of points (Polish grade scale): - 91-100: 5, - 81-90: 4,5, - 71-80: 4, - 61-70: 3,5, - 50-60: 3, - less than 50: 2.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	podstawy sieci komputerowych (computer networks)		Arytmetyczna	
	4	podstawy sieci komputerowych (computer networks) [wykład]	zaliczenie z oceną		
	4	podstawy sieci komputerowych (computer networks) [laboratorium]	zaliczenie z oceną		
Basic reading	Eckert J. (2020): Hands-On Microsoft Windows Server 2019. 3rd Ed., Cengage Learning				
	Callaway J. (2020): Computer Networking for Beginners, KDP Print				
	Tanenbaum A.S., Feamster N. (2019): Computer networks, Pearson Education				
Supplementary reading	Boyle R.J., Clements J.A. (2014): Applied Networking Labs, Pearson Education				
STUDENT WORKLOAD					
		No. of hours			
		W tym e-learning			

Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	12	0
Private reading and studying	9	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: polityka gospodarcza (economic policy) (PODSTAWOWE)					Course code: EFZ71AIJ3432_2S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	2	konwersatorium	15	0	pg	2	
Total			15			2	
Course / module coordinator		dr IZABELA SZAMREJ-BARAN					
Course instructor		dr IZABELA SZAMREJ-BARAN					
Course / module objectives		To acquaint students with the basic knowledge of economic policy, in particular with the economic impact of regulation and state intervention in the economy. To study the sources, essence, objectives, functions and instruments of various economic policies.					
Prerequisites		fundamentals of macroeconomics, the ability to analyze, teamwork, open-mindedness to discussion.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Student defines the basic concepts of economic policy.		K_W01	
skills		1	EP2	Student describes and explains the theoretical and practical aspects of economic policy.		K_U03	
		2	EP3	Student uses theoretical concepts to explain the relationship between the state and the market in modern economies and economic development.		K_U01 K_U03	
social competences		1	EP4	Student critically assesses economic policy decisions.		K_K02 K_K04	
		2	EP5	Student complements and broadens the acquired knowledge and skills in the field of economic policy, is aware of the importance of the concept of lifelong learning.		K_K02	
		3	EP6	Student is prepared for active teamwork aimed at solving common problems in the public interest		K_K01 K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: polityka gospodarcza (economic policy)							
Format of instruction: konwersatorium							
1. Concept, determinants and economic policy objectives. Functions and fields of economic policy.					2	2	0
2. Instruments of economic policy: fiscal policy, monetary policy, income policy.					2	3	0
3. Counter-cyclical policy and contemporary crises.					2	1	0
4. Economic growth and development - the basic problems. Pro-growth policies.					2	1	0
5. Industrial policy. The investment policy. Science and innovation policy.- and other growth factors.					2	2	0

6. Structural policy. Structural changes in the economy. Types and structural policies. Structural problems of transition.				2	2	0
7. Labor market regulation. Employment policy and its functions. Instrumentation.				2	2	0
8. Regional economic policy in Poland and the European Union.				2	2	0
Modes of delivery	informative lecture, multimedia presentation, case studies, group work, texts analysing/watching films with discussion, gamification					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3,EP4	
	PREZENTACJA				EP5,EP6	
	PROJEKT				EP4,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Credit for lectures: The student will get credit if hers/his assessment of the test, presentation and project is positive. 50% test, 30% presentation, 20% project					
	Grade calculation principles					
	The final grade of the course is equal to the grade from lectures.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	polityka gospodarcza (economic policy)			Nieobliczana	
	2	polityka gospodarcza (economic policy) [konwersatorium]		zaliczenie z oceną		
Basic reading	Agns Bénassy-Quéré, Benoît Coeuré, Pierre Jacquet, and Jean Pisani-Ferry Economic (2010): Policy Theory and Practice,, Oxford University Press, New York					
	Lee Coppock, Dirk Mateer (2018): Principles of Economics (2nd Ed., Norton&Company, New York					
	Milton Friedman (2011): , , (2011): Price Theory, Transaction Publishers, New Jersey					
	Nicola Acocella (Translated from the Italian by Brendan Jones) (2005): Economic Policy in the Age of Globalisation,, Cambridge University Press, Cambridge					
Supplementary reading	Friedman M. (2008): Ile państwa w gospodarce, C.H. Beck					
	Horodecka A. (2008): Ewolucja celów polityki gospodarczej, PWN					
	Kryk B. (red), autorzy m.in: Szamrej-Baran I. (2012): Polityka gospodarcza,, Wydawnictwo Economicus, Szczecin					
	Noga M., Stawiska M.K. (2009): Modele rozwoju gospodarczego dla Polski w dobie integracji europejskiej i globalizacji, CeDeWu					
	Winiarski B. (red.) (2006): Polityka gospodarcza, PWN					
	Włudyka T. (red.) (2007): Polityka gospodarcza,, Oficyna Wolters Kluwer Polska					
STUDENT WORKLOAD						
		No. of hours				
		W tym e-learning				
Contact hours		15			0	
Participation in test / exam		0			0	
Preparation for contact hours		0			0	
Private reading and studying		9			0	
Participation in tutorials		6			0	
Preparation of project / essay / etc.		10			0	
Preparation for test / exam		10			0	

TOTAL workload	50
ECTS credits	2

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Rynek i konkurencja (Market and competition) [moduł]							
Course title: polityka regulacyjna państwa (state intervention policy) (KIERUNKOWE)					Course code: US71AIJ2860_58S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective			Language of instruction: semester: 5 - english 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 MAGDALENA SOBOŃ						
Course instructor	dr hab. TOMASZ BERNAT						
Course / module objectives	The aim is to present the basic issues of state intervention policy, in particular the influence on individual markets, the behavior of individual corporate entities, consumers and businesses.						
Prerequisites	The student knows the basics of economics and the principles of market economy, student versed in current economic events. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news of economic life.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Students have knowledge of the nature and causes of state regulatory policy, premises of State influence on functioning of enterprises, the tools and methods of regulation of the market and the impact of regulation on businesses and their business models.			K_W01 K_W02 K_W03	
skills	1	EP2	Student has the ability to determine the causes of regulatory policy and its impact on the functioning of the business, knows the tools and means to control the market process, is able to determine the impact of state regulatory policy on the business.			K_U01 K_U02 K_U03 K_U05	
social competences	1	EP3	Student develops ability to assess the effectiveness of state regulatory policy in the functioning of enterprises and its impact on building business models.			K_K01 K_K02 K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: polityka regulacyjna państwa (state intervention policy)							
Format of instruction: lecture							
1. Introduction to the theory of regulation					5	2	0
2. Reasons of control - market failure, public goods, asymmetric information, dominant market position					5	2	0

3. Issues of political philosophy				5	2	0
4. Theories of state intervention - neo-classical approach				5	2	0
5. Theories of state intervention - public choice approach				5	2	0
6. Theories of state intervention - transactions costs approach				5	2	0
7. Theories of state intervention - information theoretic approach				5	2	0
8. Review and summary of the course				5	1	0
Format of instruction: discussion classes						
1. Reasons of state intervention - examples				5	2	0
2. Competition regulatory and law				5	2	0
3. Consumer protection				5	2	0
4. Taxes				5	2	0
5. Labour market regulations				5	2	0
6. Advertising regulations				5	2	0
7. Telecommunication market regulations				5	2	0
8. Review and summary of the course				5	1	0
Modes of delivery	Lectures with case studies are the main form of knowledge transfer. The main way to carry out the exercises is discussion about state intervention activities in different countries.					
Assessment methods						No. of learning outcome from the syllabus
	KOŁOKWIUM					EP1,EP2,EP3
	PREZENTACJA					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	Criteria: 85% attendance on classes, positive assessment of presentation and passed test.					
	Grade calculation principles					
	The final grade of the course is calculated as the grade point average of exercises (50%) and lectures (50%).					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	5	polityka regulacyjna państwa (state intervention policy)		Arytmetyczna		
	5	polityka regulacyjna państwa (state intervention policy) [wykład]	zaliczenie z oceną			
	5	polityka regulacyjna państwa (state intervention policy) [ćwiczenia]	zaliczenie z oceną			
Basic reading	Karagiannis Nikolaos (2007): Modern State Intervention in the Era of Globalisation, Edward Elgar Publishing					
	Karagiannis Nikolaos, King John E. (2019): A Modern Guide to State Intervention Economic Policies for Growth and Sustainability, Edward Elgar Publishing, Cheltenham UK					
	Poynter G (2021): The Political Economy of State Intervention, Routledge, UK					
Supplementary reading	Gerber L (2005): The Irony of State Intervention, Northern Illinois University Press					
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	4	0
Participation in tutorials	13	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-EaITA-O-I-S-23/24Z						
Unit: Rynek nieruchomości (Real estate markets) [moduł]						
Course title: pośrednictwo w obrocie nieruchomościami (real estate brokerage) (KIERUNKOWE)					Course code: US71AIJ2857_57S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	lecture	15	0	pg	2
Total			15			2
Course / module coordinator	dr ANNA GDAKOWICZ					
Course instructor	dr ANNA GDAKOWICZ					
Course / module objectives	Acquiring basic economic and legal knowledge concerning real estate brokerage.					
Prerequisites	- Knowledge: a student knows the material of the basic economics at the level of first degree studies in economics - Skills: a student is able to independently perform logical reasoning on economic issues at the level of first degree studies in economics - Competence (attitudes): a student has inculcated habits of systematic self-learning and individual use of the literature					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has the knowledge of the specific character, features and functions of the real estate market.			K_W16
	2	EP2	Student has the knowledge of the types of property rights.			K_W16
	3	EP3	Student has the knowledge of the agency agreement.			K_W16
skills	1	EP4	Student has the ability to make a description of the real estate.			K_U15
	2	EP5	Student has the ability to simulate a transaction.			K_U15
social competences	1	EP6	Student is ready to use available research results.			K_K02
	2	EP7	Student is ready to conduct an analysis of legal acts.			K_K02
CONTENT					Semester	No. of hours
Subject title: pośrednictwo w obrocie nieruchomościami (real estate brokerage)						
Format of instruction: lecture						
1. The real estate market					5	2 0
2. Features of the real estate market					5	2 0
3. Functions of the real estate market					5	2 0
4. Legal title to the property as an object of circulation					5	2 0

5. Parties to the transaction				5	2	0
6. An agency contract - types. Description of the property				5	2	0
7. Presentation of a real estate				5	2	0
8. Tools supporting the work of a real estate agent				5	1	0
Modes of delivery	Multimedia presentation, method of cases. Simulation methods, group work, analysis of source documents.					
Assessment methods					No. of learning outcome from the syllabus	
	PREZENTACJA				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	PROJEKT				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP1,EP2,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	Form and terms of examination: - Students knowledge is assessed on the basis of their presence and their independent work concerning the description of a real estate transaction. Evaluation: - A student receives a sufficient grade if he attends classes and prepares a presentation of a real estate					
	Grade calculation principles					
	The final grade is the grade of the lecture.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	5	pośrednictwo w obrocie nieruchomościami (real estate brokerage)		Ważona		
	5	pośrednictwo w obrocie nieruchomościami (real estate brokerage) [wykład]	zaliczenie z oceną		1,00	
Basic reading	Alysse Musgrave (2018): Buying a Home 6th edition, Alysse Musgrave, Dallas/Houston					
	David C.Ling, Wayne R.Archer (2018): Real Estate Principles. A Value Approach. 5th edition, McGraw-Hill, New York					
Supplementary reading	Danielle Kennedy, Warren Jamison (2011): How to List & Sell Real Estate, CENGAGE Learning					
STUDENT WORKLOAD						
		No. of hours				
		W tym e-learning				
Contact hours		15		0		
Participation in test / exam		0		0		
Preparation for contact hours		0		0		
Private reading and studying		12		0		
Participation in tutorials		10		0		
Preparation of project / essay / etc.		13		0		
Preparation for test / exam		0		0		
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: praktyka zawodowa (professional practice) (INNE DO ZALICZENIA)					Course code: US71AIJ2717_71S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 4 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	praktyka	0	0	p	4	
Total			0			4	
Course / module coordinator		dr PIOTR SZKUDLAREK					
Course instructor		dr TOMASZ ŁUKASZEWSKI					
Course / module objectives		The aim is to create conditions for the development of professional competence through confrontation of knowledge and skills acquired during the learning process with practice.					
Prerequisites		Fulfilling the formal requirements for the organization of internship in accordance with the Regulations of Student internships on Faculty of Economics, Finance and Management of the University of Szczecin					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
skills	1	EP1	Student continuously improves their theoretical knowledge and practical skills			K_U18	
social competences	1	EP2	Student is ready to operate on the labor market and look for a workplace appropriate to qualifications			K_K03 K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: praktyka zawodowa (professional practice)							
Format of instruction: praktyka							
1. Learning the activity of the institution and its environment					4	4	0
2. Learning the organizational structure of the institution and the range of activities of the host department					4	4	0
3. Learning the laws and regulations regulating the activities at the workplace					4	4	0
4. Learning the internal normative acts regulating the financial and accounting management and OHS and fire training					4	4	0
5. Carrying out tasks and activities in accordance with the framework of student internship program, annexed to the agreement, under the direction of the tutor.					4	104	0
Modes of delivery		Professional activities carried out under the direction of the tutor in the selected workplaces.					
Assessment methods						No. of learning outcome from the syllabus	
		OPINIE W DZIENNIKU PRAKTYK				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	Credit without a grade on the basis of the submitted documents specified in the Regulations for Student Internships at the Faculty of Economics, Finance and Management of the University of Szczecin and an interview with the student. The pass mark is the achievement of the assumed learning outcomes				
	Grade calculation principles				
	The internship is credited with Internships Supervisor for EITA on the basis of the documentation assessment and an interview with the student				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	praktyka zawodowa (professional practice)		Nieobliczana	
	4	praktyka zawodowa (professional practice) [praktyka]	zaliczenie		
Basic reading	Terms of Student Internships at the Faculty of Economics, Finance and Management, University of Szczecin				
	The Framework Program of Internships, University of Szczecin				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		0	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		0			
ECTS credits		4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Course title: prawo (law) (OGÓLNOUCZELNIANE)					Course code: US71AIJ2468_7S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english 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 PRZEMYSŁAW KATNER					
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 of economic institutions, particularly in relation to IT.					
Prerequisites	Willingness to acquire legal knowledge.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the fundamental legal concepts in English.			K_W07
	2	EP2	Student has the knowledge about the fundamental branches and fields of law in the comparison scope.			K_W07
	3	EP3	Student has the knowledge about the fundamental law systems (common Law and Civil Law).			K_W07
	4	EP4	Student has the knowledge about the fundamental law institutions in the field of public law, private law and the European Union law.			K_W07
	5	EP5	Student has the knowledge about means, which enable presenting legal problems in the right way to solve them with IT.			K_W08
skills	1	EP6	Student can distinguish the fundamental legal concepts and define them.			K_U07
	2	EP7	Student understands fundamental legal verdicts, can analyze basic legal cases			K_U07
	3	EP8	Student can present an abstract of legal acts through Mind Mapping.			K_U07
	4	EP9	Student can prepare legal newsletters			K_U07
	5	EP10	Student can summarize legal verdicts.			K_U07
social competences	1	EP11	Student is able to work in a team using fundamental legal terminology.			K_K01
	2	EP12	Student is able to participate in the creation process of summarizing a legal verdict or a legal act in an interdisciplinary team of lawyers, econmists, IT professionals.			K_K01 K_K02
	3	EP13	Student has a fundamental competences for working with basic IT tools, when analyzing fundamental legal problems.			K_K04

CONTENT				Semester	No. of hours	
						w tym e-learning
Subject title: prawo (law)						
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	3	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	4	0
Modes of delivery	Explaining the legal concepts and institutions during lectures. Understanding, discussing and summarizing legal texts. Analyzing legal texts. Discussions about important cases and important legal acts.					
Assessment methods						No. of learning outcome from the syllabus
	SPRAWDZIAN					EP1,EP10,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)					EP11,EP12,EP13
	Metody i formy 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 by written tests. Students will receive a positive mark if he/she passes all 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	prawo (law)			Ważona	
	1	prawo (law) [wykład]		zaliczenie z oceną		1,00
Basic reading	W. Dajczak, A. Szwarc, P. Wiliński (eds) (2011): Handbook of Polish Law, ParkPrawo, Wydawnictwo Szkolne PWN Sp. z o.o., Warszawa - Bielsko Biała 2011					
Supplementary reading	A. Skorupa-Wulczyńska (2016): Legal English. Civil and Commercial Law. A Handbook, Warszawa					
	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		0		0		

Private reading and studying	18	0
Participation in tutorials	10	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-EaITA-O-I-S-23/24Z							
Course title: problemy współczesnej ekonomii (modern economics) (PODSTAWOWE)					Course code: EFZ71AIJ3432_5S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	6	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor		dr hab. RAFAŁ NAGAJ					
Course / module objectives		Familiarizing the student with issues related to contemporary economy and economics and making students understand them and know the tools to solve these problems. Students will also acquire skills and qualifications to analyse basic economic phenomena in contemporary economies.					
Prerequisites		The student has the ability to use basic quantitative methods and logical thinking. The student has knowledge of the basics of macroeconomics and basic macroeconomic aggregates					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	The student knows the contemporary macro- and microeconomic trends, has knowledge about economic growth and the business cycle.		K_W01	
		2	EP2	Student knows the instruments used to monitor the economic situation.		K_W01 K_W05	
skills		1	EP3	Student is able to correctly identify, classify and explain instruments of economic policy.		K_U01 K_U03	
social competences		1	EP4	The student is ready to deepen knowledge and participate in the decision-making process in changing economic conditions.		K_K02 K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: problemy współczesnej ekonomii (modern economics)							
Format of instruction: lecture							
1. The main areas of interest of modern (contemporary) economics.					6	2	0
2. Economic growth and economic development. Cyclical fluctuations in the contemporary economy.					6	4	0
3. The role of the state in modern economy.					6	2	0
4. The functioning of the economy in the short and long term. Model IS-LM-BP and AD-AS.					6	4	0
5. Competitiveness of economies and globalization and economic development in the modern (contemporary) world.					6	2	0
6. Repetition and summary of modern economics issues.					6	1	0
Format of instruction: laboratory							

1. Basic economic problems in modern world economies. Statistical overview in major national and international institutions/organizations.				6	4	0
2. Economic growth in terms of mathematical and statistical: measures of calculation of economic growth.				6	2	0
3. Condition of the economy and the business cycle stages.				6	3	0
4. The relationship between short-term and long-term equilibrium in the economy.				6	2	0
5. Competitiveness of economies and socio-economic development - statistical data analysis.				6	3	0
6. Repetition and summary of modern economics issues.				6	1	0
Modes of delivery	Case study, multimedia lectures					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3,EP4	
	SPRAWDZIAN				EP1,EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Evaluation of the classes: Students are assessed on the basis of a written colloquium. The colloquium consists of open questions/tasks solved using a computer with internet access. Evaluation of the lectures: students are assessed on the basis of a written test in the form of a test questions. EVALUATING: Student will receive a satisfactory grade, if shows a basic understanding of issues (has an elementary knowledge) related to economics and problems of contemporary economies in the world.					
	Grade calculation principles					
	The final grade is the arithmetic mean of the grades obtained for the classes and lectures. If the result of this arithmetic mean is ambiguous, then the grade of the lectures is decisive.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	6	problemy współczesnej ekonomii (modern economics)		Arytmetyczna		
	6	problemy współczesnej ekonomii (modern economics) [laboratorium]	zaliczenie z oceną			
	6	problemy współczesnej ekonomii (modern economics) [wykład]	zaliczenie z oceną			
Basic reading	Hayek, F.A. (Ed. Klausinger H.) (2013): Business cycles. Part 1, Routledge/Taylor & Francis, London					
	Hayek, F.A. (Ed. Klausinger H.) (2013) (2013): Business cycles. Part 2, Routledge/Taylor & Francis., London					
	Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York					
Supplementary reading	Jones, C.I. (2018): Macroeconomics 4th Edition, Norton & Company, Inc., London					
	Kuroki, R. (2013): Keynes and modern economics, Routledge/Taylor & Francis Group, London					
	Urbanek, P. (Ed.) (2016): Economy Today An Interdisciplinary Approach to Contemporary Economic Challenges, E-book					
STUDENT WORKLOAD						
		No. of hours				
					W tym e-learning	
Contact hours		30			0	
Participation in test / exam		3			0	
Preparation for contact hours		10			0	
Private reading and studying		15			0	
Participation in tutorials		7			0	
Preparation of project / essay / etc.		0			0	
Preparation for test / exam		10			0	

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: rachunkowość - podstawy (fundamentals of accounting) (PODSTAWOWE)					Course code: US71AIJ2964_21S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
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	e		
Total			30			3	
Course / module coordinator		dr PRZEMYSŁAW MUĆKO					
Course instructor		dr PRZEMYSŁAW MUĆKO					
Course / module objectives		The aim is to educate students about the role of accounting as the basic information system in the enterprise and to develop elemental skills necessary to participate in processing accounting data.					
Prerequisites		Student knows the basics of entrepreneurship, the basic distinction between economic categories, such as resources, processes. Students can work in a team and understand the importance of lifelong learning.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the basic source of law governing the conduct of corporate accounting.			K_W07 K_W09	
	2	EP2	Student knows the scope and the general structure of the financial statements.			K_W07 K_W09	
skills	1	EP3	Student can classify resources and claims in the balance sheet and determine the result of the simple business operations on the profit and loss account.			K_U07 K_U09	
	2	EP4	Student can post business operations (balance sheet and income operations) and recognizes their impact on the financial statement items.			K_U07 K_U09	
social competences	1	EP5	Student can complement and improve their knowledge and skills.			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: rachunkowość - podstawy (fundamentals of accounting)							
Format of instruction: lecture							
1. The essence, the features and functions of accounting. The scope of accounting. Introduction to accounting law.					2	1	0
2. The scope and importance of the financial statements.					2	1	0
3. Assets and liabilities of the company and its classification. Equity. Balance sheet.					2	2	0
4. Business operations. The impact of business operations on the components of the balance sheet.					2	1	0
5. Documentation of business transactions.					2	1	0

6. The account - construction and operation. Types of accounts. The principle of double-entry bookkeeping. Registration rules for balance sheet accounts.		2	2	0
7. Income statement. Basic categories of profits - income, expenses, losses, gains.		2	1	0
8. Principles of operation of the profit and loss accounts. Financial result and comparative variant function.		2	2	0
9. The overriding principles of accounting.		2	1	0
10. Control and Subsidiary Accounts. Trial balance.		2	1	0
11. Preparing a simplified balance sheet and profit and loss account for the basis of the trial balance		2	1	0
12. Examples of ethical dilemmas		2	1	0
Format of instruction: discussion classes				
1. The elements of the balance sheet and profit and loss account published by selected entities (assessment the initial requierment of knowledge and skills of students).		2	1	0
2. Definitions of accounting. Users of accounting information. Aim of finanancial reporting.		2	1	0
3. Discussion of selected accounting regulations (management and supervisory boards, documentation, inventory, reporting deadlines, the importance of accounting policy, and charts of accounts).		2	1	0
4. The balance sheet structure and substance of the balance sheet items.		2	1	0
5. Preparation and interpretation of the importance of the balance sheet position.		2	1	0
6. Business operations and their documentation.		2	1	0
7. The impact of transactions on the balance sheet.		2	1	0
8. The principle of double-entry bookkeeping.		2	1	0
9. Trial balance.		2	1	0
10. Income, revenues and gains. Cost, expenses and loses. Principles of recognizing income. Recording income opreactions in accounting books.		2	1	0
11. Financial performance. The preparation of the profit and loss account.		2	1	0
12. Comprehensive example		2	2	0
13. Understanding the importance of accounting information based on a simplified financial statements (working with documents)		2	1	0
14. Verification of knowledge and skills (colloquia).		2	1	0
Modes of delivery	Cases studies, Analysis of source documents, Simulation methods, Group work, Multimedia presentation			
Assessment methods		No. of learning outcome from the syllabus		
	EGZAMIN PISEMNY	EP1,EP2,EP3,EP4		
	KOŁOKWIUM	EP3,EP4		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)	EP5		
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
Grading criteria	The form and terms of credit: Students are assessed on the basis of the classroom activities and written colloquium, including verification based on exercises for checking the ability to prepare and interpret simplified financial statements, and records of business transactions (students can use charts of accounts). The form and terms of the exam: a written examination testing the knowledge and skills of students in the recording various business transactions and preparing basic financial statements. The examination covers the part of the test (about 40% of the points - the multiple-choice test and open-ended questions) and the registration and reporting tasks (about 60% of the points). Students may use during the examination charts of accounts. Rating: The student passes the exam, if he/she can post basic operations and the prepare balance sheet, and knows the basic concepts of accounting basics .			
	Grade calculation principles			
	Final grade: * Final grade is equal to the weighted average of the exam grade (75% weighted) and classes grade (25% weighted) - upon condition that both grade are at least satisfactory (3,0).			

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	rachunkowość - podstawy (fundamentals of accounting)		Ważona	
	2	rachunkowość - podstawy (fundamentals of accounting) [wykład]	egzamin		0,75
	2	rachunkowość - podstawy (fundamentals of accounting) [ćwiczenia]	zaliczenie z oceną		0,25
Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, Financial Times Prentice Hall, Harlow, , Harlow, England				
	Franklin, M., Graybeal, P., Cooper, D., (2019): Principles of Accounting, Volume 1: Financial Accounting., OpenStax, Rice University, Houston, Texas				
	Thomas P Edmonds, Christopher Edmonds, Philip R Olds, Frances M McNair, Bor-Yi Tsay (2018): Survey of Accounting (Irwin Accounting) 5th Edition., McGraw-Hill Education, 13e, international student edition, New York				
	Walther L. M. (2017): Financial Accounting Textbook, CreateSpace Independent Publishing Platform				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		30	0		
Participation in test / exam		2	0		
Preparation for contact hours		10	0		
Private reading and studying		7	0		
Participation in tutorials		12	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		14	0		
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: rachunkowość w przedsiębiorstwie (accounting in enterprise) (KIERUNKOWE)					Course code: US71AIJ2964_29S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	3	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr MAGDALENA JANOWICZ					
Course instructor		dr PRZEMYSŁAW MUĆKO					
Course / module objectives		The aim of the course is to demonstrate the basic elements of drawing up financial statements by adjusting the balance. The aim is also for the student to acquire practical skills in preparing financial statements and understanding the information provided by these statements.					
Prerequisites		Basic knowledge of accounting.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has the knowledge of the scope of the financial statements, reporting requirements, methods of preparation of financial statements, the rules for reporting and audit of financial statements.			K_W09	
skills	1	EP2	Student is able to determine the impact of transactions on financial statements.			K_U09	
	2	EP3	Students can prepare basic elements of a financial statement.			K_U09	
social competences	1	EP4	Student is ready to evaluate solutions adopted by an economic entity in its financial statements.			K_K02 K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: rachunkowość w przedsiębiorstwie (accounting in enterprise)							
Format of instruction: lecture							
1. The nature and objectives of financial reporting. Factors affecting the evolution of the financial statements. The scope of the financial statements. Current trends in financial reporting (harmonization and standarization processess).					3	1	0
2. Introduction to accounting valuation methods.					3	1	0
3. Information content of the statement of financial position.					3	2	0
4. The preparation of the statement of financial position - recognition and measurement of selected items of assets, liabilities and equity. Impairment loss.					3	4	0
5. Income statement					3	2	0
6. Framework for the preparation and interpretation of the statement of cash flows.					3	2	0
7. Statement of changes in equity.					3	1	0

8. Information content of the notes to financial statements.		3	1	0	
9. Verification of the course effects.		3	1	0	
Format of instruction: discussion classes					
1. Elements of the financial statements of the selected entities (initial assessment of the knowledge and skills of students). Discussion of the objectives of the projects.		3	1	0	
2. The statement of financial position (balance sheet) - a case study..		3	3	0	
3. Measurement and valuation of assets - a case study.		3	3	0	
4. Elements of the profit and loss account. Other comprehensive income. Comprehensive income statement.		3	2	0	
5. Cash flow statement - definitions, type of activities. Direct and indirect method.		3	2	0	
6. Statement of changes in equity. Notes to the financial statement. Limitations of the financial information provided by accounting.		3	2	0	
7. The effect of economic events on the date presented in a financial statement.		3	1	0	
8. Verification of the course effects.		3	1	0	
Modes of delivery	Multimedia presentation, method of cases, simulation methods, the use of a computer program, the analysis of source documents.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	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 exercises), including verification based on exercises checking the ability to prepare financial statements as well as checking students' knowledge of valuation and measurement rules and their effect on the values presented in the financial statements.				
	Forms of the assignments for each part of the course: - for the lectures: a test (multiple choice, fill-in-the-gaps, open questions/assignments) testing students' knowledge of students in rules of preparing financial statements, - for the exercises: a written assignment testing students skills in preparing financial statements, consisting of reporting tasks (up to 6 short exercises) .				
	Rating: The student receives a passing grade assuming, they achieved the minimal required percentage of points from the assignment (i.e. 51%). The grading scale is consistent with the rules mentioned in the study programme.				
	Every student has the right to have their grade 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: Final grade is equal to the weighted average of the classes grade (50% weighted) and lecture grade (50% weighted) - upon condition that both grades are at least satisfactory (3,0).			
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	rachunkowość w przedsiębiorstwie (accounting in enterprise)			Arytmetyczna
	3	rachunkowość w przedsiębiorstwie (accounting in enterprise) [ćwiczenia]		zaliczenie z oceną	
	3	rachunkowość w przedsiębiorstwie (accounting in enterprise) [wykład]		zaliczenie z oceną	
Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, 18 edition., Pearson, Harlow				
	Karwowski W. (2015): Accounting and financial reporting, SGH, Warszawa				
Supplementary reading	Janowicz M. (2021): Rachunek przepływów pieniężnych w: Sprawozdania finansowe i ich analiza - zbiór zadań, red. W. Gos, SKwP, Warszawa				
	Janowicz M. (2021): Rachunek przepływów pieniężnych w: Sprawozdania finansowe i ich analiza, red. W. Gos, SKwP, Warszawa				

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	30	0
Participation in test / exam	0	0
Preparation for contact hours	15	0
Private reading and studying	15	0
Participation in tutorials	6	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	9	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems) (KIERUNKOWE)					Course code: US71AIJ2717_43S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	6	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr MAŁGORZATA WIŚCICKA-FERNANDO					
Course instructor		dr OLGA PILIPCZUK					
Course / module objectives		The aim of the course is to provide knowledge about the types and the role of accounting modules in integrated information systems. In terms of skills for the subject the objective is to develop the practical skills of using accounting software.					
Prerequisites		The student knows the basics of accounting The student knows the basics of information systems					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has a basic knowledge of integrated computer systems used in business organizations with special emphasis on accounting modules.			K_W09	
skills	1	EP2	Student can enter, edit, and analyze the economic events in the accounting IT modules.			K_U09	
	2	EP3	Student can prepare various statements using the accounting IT modules.			K_U09	
social competences	1	EP4	Student is ready to conduct business and social activities using the IIS			K_K01 K_K05	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems)							
Format of instruction: lecture							
1. Information systems in business organizations: types, tasks, role.					6	2	0
2. International accounting software market overview					6	2	0
3. Cloud accounting software for small businesses					6	3	0
4. All inclusive integrated accounting systems					6	2	0
5. Invoice processing, e-invoicing modules					6	2	0
6. Processing of tax returns modules					6	2	0
7. The methods and procedures of accounting system choosing					6	2	0

Format of instruction: laboratory					
1. An overview of accounting software			6	2	0
2. Invoice processing, e-invoicing software			6	4	0
3. Tax processing in information system			6	2	0
4. Records of fixed assets processing in information system			6	2	0
5. HR and payroll records processing in information system			6	2	0
6. Financial and accounting information analysis using Business Intelligence module.			6	3	0
Modes of delivery	Lectures with multimedia presentations, Laboratory classes with accounting software				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2	
	SPRAWDZIAN			EP3,EP4	
	PREZENTACJA			EP1	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Lectures: The knowledge is checked on the basis of a written theoretical test and a presentation. Labs: The knowledge is checked on the basis of practical lab test. For a 3,0 student must obtain a minimum of 60% of the points for each test. For a 4,0 student must obtain a minimum of 80% of the points of each test. For a 5,0 student must obtain a minimum of 95% of the points of each test.				
	Grade calculation principles				
	The final grade of the course is an average of the grades obtained from the lectures and labs.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems)		Arytmetyczna	
	6	rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems) [wykład]	zaliczenie z oceną		
	6	rachunkowość w zintegrowanych systemach informatycznych (accounting modules in integrated information systems) [laboratorium]	zaliczenie z oceną		
Basic reading	G. H. Bodnar, W. S. Hopwood, G. Bodnar (2013): Accounting Information Systems, 11 edition, Prentice Hall				
	G. Kristandl, M. Quinn (2014): Business Information Systems for Accounting Students, Pearson				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
		W tym e-learning			
Contact hours		30	0		
Participation in test / exam		6	0		
Preparation for contact hours		8	0		
Private reading and studying		7	0		
Participation in tutorials		6	0		
Preparation of project / essay / etc.		10	0		
Preparation for test / exam		8	0		

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: rynkowe zachowania konsumentów (consumers behaviour) (PODSTAWOWE)					Course code: EFZ71AIJ3433_4S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	5	lecture	15	0	X	2	
Total			15			2	
Course / module coordinator	dr hab. KATARZYNA WŁODARCZYK						
Course instructor	dr MAŁGORZATA WIŚCICKA-FERNANDO						
Course / module objectives	The transfer of knowledge in the field of consumer behaviour and the factors influencing them and the basic trends in consumers' behaviour and their decision-making process. Developing skills of both group and individually work and awareness of the need of life long learning.						
Prerequisites	Knowledge of marketing issues, methods and techniques of marketing research, marketing strategy developmen.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the essence of the consumer behaviour. Student explains the importance of consumer behaviour as an important factor influencing the operation of the market entities.			K_W04	
skills	1	EP2	The student can search for solutions to the issues which are discussed by using his knowledge and evaluate consumer behaviour. He is involved in the implementation of team tasks and can freely communicate in English in an international team.			K_U04 K_U16 K_U17	
social competences	1	EP3	Student is ready to prepare and carry out consumer behaviour tasks and projects. The student has criticism of unfair market practices designed to manipulate the consumer.			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: rynkowe zachowania konsumentów (consumers behaviour)							
Format of instruction: lecture							
1. Consumer Behaviour- introduction to the subject					5	2	0
2. Factors Influencing Consumer behaviour					5	2	0
3. Perception, Motivation and Personality					5	2	0
4. Group aspects of behaviour					5	3	0
5. Consumer as decision Makers					5	2	0
6. Consumer research					5	4	0
Modes of delivery	Multimedia presentation, discussion, case studies, group work, presentation of the project by the students.						

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	Scientific article and presentation of the article by the students. The final grade evaluation: Scientific article about consumer behavior. The student chooses / inventes the topic that interests him / her and makes presentation main topics.				
	Grade calculation principles				
	The final grade is equal to the grade of the lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	rynkowe zachowania konsumentów (consumers behaviour)		Nieobliczana	
	5	rynkowe zachowania konsumentów (consumers behaviour) [wykład]	brak zaliczenia		
Basic reading	Ashutosh R. Patil ; contributors Richard P. Bagozzi, Dawn Iacobucci, Robert Meyer, Kent B. Monroe. (2011): Consumer behavior : information processing and decision making, SAGE				
	J. O'Shaughnessy (2012): Consumer Behaviour: Perspectives, Findings and Explanations				
	Leon G. Schiffman, Joseph Wisenblit (2015): Consumer behavior, Global ed.				
	M. R. Solomon (2017): Consumer Behavior: Buying, Having, and Being, Prentice Hall College Div				
	Zubin Sethna & Jim Blythe. (2016): Consumer Behaviour, 3th edition., SAGE Publishing, Los Angeles; London; New Delhi; Singapore; Washington; Melbourne				
Supplementary reading	C. Whan Park ; contributors William O. Bearden, Valerie S. Folkes, Mary Gilly, Flemming Hansen, David W. Stewart (2012): Consumer behavior: empirical research, SAGE				
	P. Kotler, V. Wong, J. Saunders, G. Armstrong (2004): Principles of Marketing, European Edition				
STUDENT WORKLOAD					
		No. of hours			
		W tym e-learning			
Contact hours		15	0		
Participation in test / exam		2	0		
Preparation for contact hours		8	0		
Private reading and studying		6	0		
Participation in tutorials		3	0		
Preparation of project / essay / etc.		12	0		
Preparation for test / exam		4	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: seminarium dyplomowe (seminar) (KIERUNKOWE)					Course code: US71AIJ2855_54S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language, semester: 5 - english language, semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	seminarium	15	0	pg	1	
3	5	seminarium	15	0	pg	1	
	6	seminarium	15	0	pg	8	
Total			45			10	
Course / module coordinator	dr hab. RAFAŁ NAGAJ						
Course instructor	dr hab. JACEK BATÓG						
Course / module objectives	The aim of the seminar is to select a topic, formulate a goal and research hypotheses and write a master thesis.						
Prerequisites	Student has knowledge, skills and competences in the field of economics studies of the first degree.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	has knowledge of how to choose a subject and formulate a goal and research hypotheses			K_W06	
	2	EP2	is familiar with available and useful research methods in the field of economic sciences			K_W05 K_W06 K_W10	
skills	1	EP3	is able to create coherent texts, to construct chapters of his master thesis from them and to formulate research conclusions			K_U05 K_U06	
social competences	1	EP4	understands the need for lifelong learning			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: seminarium dyplomowe (seminar)							
Format of instruction: seminarium							
1. Basics of conducting scientific research methodology. Presentation of the form and content of the Bachelor thesis					4	8	0
2. Selection of the diploma thesis topic according to interests and specialization					4	7	0
3. Presentation of the formal requirements for the diploma thesis					5	1	0
4. Preparation and presentation of esseys related to the topic of the thesis					5	4	0
5. Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research					5	2	0
6. Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis					5	4	0
7. Presentation of the theoretical chapters of the thesis and their acceptance					5	4	0

8. Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis				6	4	0
9. Presentation of results and discussion of the conclusions of the conducted analytical research				6	3	0
10. Formulating and presentation of empirical part of the thesis				6	4	0
11. Final formulating of empirical part and overall thesis construction				6	4	0
Modes of delivery	Lectures, discussions, multimedia presentations					
Assessment methods					No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2	
	PRACA DYPLOMOWA				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	Passing in the form of an assessment of the prepared essay, outline and subsequent parts and the entire thesis					
	Grade calculation principles					
	The grade for a course is equal to the grade for credit					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	seminarium dyplomowe (seminar)			Nieobliczana	
	4	seminarium dyplomowe (seminar) [seminarium]		zaliczenie z oceną		
	5	seminarium dyplomowe (seminar)			Nieobliczana	
	5	seminarium dyplomowe (seminar) [seminarium]		zaliczenie z oceną		
	6	seminarium dyplomowe (seminar)			Nieobliczana	
	6	seminarium dyplomowe (seminar) [seminarium]		zaliczenie z oceną		
Basic reading	Literature depending on the subject of research					
Supplementary reading	Literature depending on the subject of research					
STUDENT WORKLOAD						
		No. of hours				
				W tym e-learning		
Contact hours		45		0		
Participation in test / exam		0		0		
Preparation for contact hours		25		0		
Private reading and studying		46		0		
Participation in tutorials		20		0		
Preparation of project / essay / etc.		114		0		
Preparation for test / exam		0		0		
TOTAL workload		250				
ECTS credits		10				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Course title: statystyka opisowa (descriptive statistics) (KIERUNKOWE)					Course code: US71AIJ2856_9S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	discussion classes	15	0	pg	4
		laboratory	15	0	pg	
		lecture	15	0	e	
Total			45			4
Course / module coordinator		dr KRZYSZTOF DMYTRÓW				
Course instructor		dr DOMINIK ROZKRUT				
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 "Mathematics" 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_W10
		2	EP2	Student knows the research methods in the social sciences and methods of measurement specific for social and economic sciences.		K_W06 K_W10
		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_W06 K_W10
skills		1	EP4	Student is able to quantitatively describe the socio-economic phenomena on the basis of both primary and secondary data.		K_U06 K_U10 K_U15
		2	EP5	Student is able to estimate strength and direction of relationships.		K_U05 K_U06 K_U10
		3	EP6	Student is able to describe dynamics of phenomena, use economic indices.		K_U05 K_U10
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_K02
CONTENT					Semester	No. of hours
Subject title: statystyka opisowa (descriptive statistics)						

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, measurement scales. The structure of mass processes.	1	2	0
2. One-dimensional populations, empirical distributions, moments and quantiles for metric scales, measures of central tendency, measures of dispersion, measures of skewness, measures of kurtosis.	1	3	0
3. Correlation coefficients, Chi2, variance equality. Multidimensional analysis, partial correlations.- dimensional populations, tables, ranks, types of relationships.	1	4	0
4. Empirical and theoretical regressions, the method of least squares for linear regression, measures of regression fit.	1	2	0
5. Measurement of dynamics of economic and social phenomena. Time series, chronological mean. Analysis of shortterm changes, individual indices, the average rate of change, average absolute change. Aggregate indexes. Price indices. Aggregate indices for relative values.	1	2	0
6. Decomposition of time series, trend and seasonality. Linear and exponential trend. Additive and multiplicative seasonality.	1	2	0
Format of instruction: discussion classes			
1. Statistics, populations, data, notation, tables and charts, measurement scales. Measures of central tendency, dispersion, skewness, kurtosis.	1	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.	1	5	0
3. Analysis of dynamics: - short-term analysis: differences and indexes, - long-term analysis: analysis of trends and seasonality.	1	5	0
Format of instruction: laboratory			
1. Statistics, populations, data, notation, tables and charts, measurement scales. Measures of central tendency, dispersion, skewness, kurtosis.	1	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.	1	5	0
3. Analysis of dynamics: - short-term analysis: differences and indexes, - long-term analysis: analysis of trends and seasonality.	1	5	0
Modes of delivery	The course comprises lectures using (where appropriate) transparencies / presentations of research of socioeconomic phenomena, exercises and laboratories - working individually and in groups.		
Assessment methods			No. of learning outcome from the syllabus
	EGZAMIN PISEMNY		EP1,EP2,EP3
	KOŁOKWIUM		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 exam consisting of 7 single-choice and 3 multiple-choice test questions. The exam 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 exercises: Students are assessed on the basis of two written tests covering writing 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 laboratories: 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 the lecture, classes and laboratories.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	statystyka opisowa (descriptive statistics)		Arytmetyczna	
	1	statystyka opisowa (descriptive statistics) [laboratorium]	zaliczenie z oceną		
	1	statystyka opisowa (descriptive statistics) [wykład]	egzamin		
	1	statystyka opisowa (descriptive statistics) [ćwiczenia]	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	45	0
Participation in test / exam	7	0
Preparation for contact hours	14	0
Private reading and studying	7	0
Participation in tutorials	14	0
Preparation of project / essay / etc.	13	0
Preparation for test / exam	0	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: University-wide lecture (wykład ogólnouczeniowy)							
Course title: subject (przedmiot) (OGÓLNOUCZELNIANE)					Course code: EFZ71AIJ3362_4S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective			Language of instruction: semester: 3 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	3	lecture	15	0	pg	1	
Total			15			1	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor							
Course / module objectives		Familiarizing students with research issues in the field and discipline. Encouraging the student to research.					
Prerequisites		No prerequisites					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows and understands the most important scientific problems included in course.			K_W16	
skills	1	EP2	Student is able to use the terminology appropriate for the course issues.			K_U18	
	2	EP3	Student can independently prepare a short essay based on the literature on the subject.			K_U17	
social competences	1	EP4	Student is ready to think independently and to critically assess the level of his knowledge.			K_K04	
CONTENT					Semester	No. of hours	
						w tym e-learning	
Subject title: subject (przedmiot)							
Format of instruction: lecture							
1. Presentation of the problems of the lecture and the requirements for passing the course.					3	2	0
2. Providing literature and sources used during the lecture, referring the student to supplementary literature.					3	2	0
3. Presentation of specific issues within the scope the monographic lecture.					3	10	0
4. Summary and final conclusions.					3	1	0
Modes of delivery		lecture					

Assessment methods					No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Positive evaluation of the written work.				
	Grade calculation principles				
	The final grade for the subject is the grade from the lecture.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	subject (przedmiot)		Ważona	
	3	subject (przedmiot) [wykład]	zaliczenie z oceną		1,00
Basic reading	Literatura zostanie podana na wykładzie zgodnie z jego tematyką. :				
Supplementary reading	Wybrane pozycje wskazane studentowi. :				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		0	0		
Private reading and studying		2	0		
Participation in tutorials		3	0		
Preparation of project / essay / etc.		5	0		
Preparation for test / exam		0	0		
TOTAL workload		25			
ECTS credits		1			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: University-wide lecture (wykład ogólnouczeniowy) [moduł]							
Course title: subject (przedmiot) (OGÓLNOUCZELNIANE)					Course code: EFZ71AIJ3362_6S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	lecture	15	0	pg	1	
Total			15			1	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor							
Course / module objectives		Familiarizing students with research issues in the field and discipline. Encouraging the student to research.					
Prerequisites		No prerequisites					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows and understands the most important scientific problems included in the course.			K_W01 K_W16	
skills	1	EP2	Student is able to use the terminology appropriate for the course issues.			K_U18	
	2	EP3	Student can independently prepare a short essay based on the literature on the subject.			K_U17	
social competences	1	EP4	Student is ready to think independently and to critically assess the level of his knowledge.			K_K04	
CONTENT					Semester	No. of hours	
						w tym e-learning	
Subject title: subject (przedmiot)							
Format of instruction: lecture							
1. Presentation of the problems of the lecture and the requirements for passing the course.					4	2	0
2. Providing literature and sources used during the lecture, referring the student to supplementary literature.					4	2	0
3. Presentation of specific issues within the scope of the monographic lecture.					4	10	0
4. Summary and final conclusions.					4	1	0
Modes of delivery		Lecture					

Assessment methods						No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA					EP1,EP2,EP3,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Positive evaluation of the written work.						
	Grade calculation principles						
	The final grade for the subject is the grade of the lecture.						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	4	subject (przedmiot)				Ważona	
	4	subject (przedmiot) [wykład]			zaliczenie z oceną		1,00
Basic reading	Literatura zostanie podana na wykładzie zgodnie z jego tematyką. :						
Supplementary reading	Wybrane pozycje wskazane studentowi. :						
STUDENT WORKLOAD							
		No. of hours					
					W tym e-learning		
Contact hours		15			0		
Participation in test / exam		0			0		
Preparation for contact hours		0			0		
Private reading and studying		3			0		
Participation in tutorials		2			0		
Preparation of project / essay / etc.		5			0		
Preparation for test / exam		0			0		
TOTAL workload		25					
ECTS credits		1					

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Inżynieria informatyczna biznesu (IT engineering in business) [moduł]							
Course title: systemy mobilne (mobile systems) (KIERUNKOWE)					Course code: US71AIJ2717_49S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	laboratory	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr TOMASZ ZDZIEBKO						
Course instructor	dr TOMASZ ZDZIEBKO						
Course / module objectives	The aim is to provide knowledge on technologies used in mobile devices, skills in using them by end-users and designers to design application for mobile devices						
Prerequisites	Student has good knowledge about usage and limitations of mobile applications						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	has knowledge on tools and methodologies used to design mobile devices			K_W08 K_W13 K_W15	
	2	EP2	has knowledge on designing mobile applications			K_W08 K_W13 K_W15	
skills	1	EP3	has ability to design and prototype mobile applications			K_U08	
social competences	1	EP4	can think out ways of monetizing mobile applications			K_K01	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: systemy mobilne (mobile systems)							
Format of instruction: laboratory							
1. Usability and User Experience Design					4	3	0
2. Design for Mobile Constraints					4	2	0
3. Requirements specification					4	2	0
4. Application prototyping					4	4	0
5. Monetization of mobile apps					4	2	0
6. Presentations of group projects with discussion and evaluation					4	2	0

Modes of delivery	- project work - group work - solving tasks - application design, application prototyping				
Assessment methods					No. of learning outcome from the syllabus
	SPRAWDZIAN				EP1,EP2,EP3
	PROJEKT				EP1,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The credit for laboratory classes consists of two parts: - evaluation from performing exercises (tasks) during laboratory classes (50 points), - group project in the field of mobile application design (50 points).				
	Grade calculation principles				
	The final grade is equal to the grade obtained for the laboratory classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	systemy mobilne (mobile systems)		Nieobliczana	
	4	systemy mobilne (mobile systems) [laboratorium]	zaliczenie z oceną		
Basic reading	J. Nielsen (2014): Mobile Usability, New Riders				
	Steve Krug (2013): Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter) 3rd Edition, New Riders				
Supplementary reading	Dharma Prakash Agrawal (2016): Introduction to Wireless & Mobile Systems, 4th Edition, Cengage Learning, Boston				
	(2013): MIT App Inventor, http://appinventor.mit.edu/				
STUDENT WORKLOAD					
		No. of hours			
			W tym e-learning		
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		9	0		
Private reading and studying		6	0		
Participation in tutorials		9	0		
Preparation of project / essay / etc.		11	0		
Preparation for test / exam		0	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Course title: systemy pozyskiwania danych (data acquisition systems) (KIERUNKOWE)					Course code: EFZ71AIJ3432_2S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english 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 DOMINIK ROZKRUT				
Course instructor		dr DOMINIK ROZKRUT				
Course / module objectives		- gaining abilities of acquiring data from different sources - gaining knowledge about information system of public statistics in Poland and in European Union - acquiring abilities to find and evaluate the quality of data sources - providing students with an understanding of the impact that information and the systems that manage it have on the ways in which information is gathered, processed, stored and disseminated in society				
Prerequisites		- knowledge and abilities from "Statistics" course - knowledge and abilities from "Macroeconomics" course				
LEARNING OUTCOMES						
Category	No.	Code	Description		Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the structure and organization of public statistics in Poland and European Union.		K_W11	
	2	EP2	Student knows the official data sources and methods of their acquisition.		K_W10	
	3	EP3	Student knows the statistical surveys programme of the public statistics in Poland.		K_W01	
skills	1	EP4	Student is able to define information needs, find and evaluate data sources.		K_U10 K_U17	
	2	EP5	Student is able to classify data and present tchem accordingly.		K_U08 K_U10 K_U17	
	3	EP6	Student is able to use data acquisition techniques in order to diagnose economic processes.		K_U10 K_U17	
social competences	1	EP7	Student uses results of surveys conducted by statistical institutions, including acknowledging the importance and consequences of cooperation with public statistics institution.		K_K02	
CONTENT					Semester	No. of hours
Subject title: systemy pozyskiwania danych (data acquisition systems)						
Format of instruction: lecture						
1. Definition of information, types and functions of information in economy. Economics of information. Information processes and data acquisition techniques. Types of statistical surveys.					1	2 0
2. Data structures. Electronic data exchange protocols.					1	2 0

3. State information infrastructure. Main resources of state information infrastructure. Functions of state information systems.		1	2	0	
4. The role of public statistics system in the state information infrastructure. Legal basis for the functioning of the public statistics system in Poland and the European Union. Structure and organization of public statistics system in Poland and the European Union. Structure and organization of public statistics system in Poland. European Statistical System.		1	2	0	
5. Statistical research programme of public statistics, European statistical programme.		1	2	0	
6. Information resources of international organizations.		1	2	0	
7. Commercial data sources, domain information systems. Specialized data search tools. Assessment of sources reliability and data quality.		1	3	0	
Format of instruction: discussion classes					
1. Defining information needs. Searching for information resources. Examples of statistical databases systems.		1	2	0	
2. Methods of gathering, processing and storing data. Statistical meta information and para information systems.		1	2	0	
3. Geographic Information System (GIS).		1	2	0	
4. Information resources of Polish public statistics.		1	2	0	
5. Information resources of international organizations: International Monetary Fund, World Trade Organization, The Organisation for Economic Co-operation and Development, World Bank, Bank for International Settlements, United Nations.		1	2	0	
6. Information resources of the commercial and domain databases.		1	2	0	
7. Internet as a data source. Assessment of sources reliability and data quality.		1	3	0	
Modes of delivery	The course uses lectures with (when needed) multimedia presentations of statistical surveys of socio-Metody kształcenia economic processes and lab classes based on individual and group work covering practical assignments related to collecting, processing and storing data.				
Assessment methods				No. of learning outcome from the syllabus	
	SPRAWDZIAN			EP1,EP2,EP3	
	PROJEKT			EP4,EP5,EP6,EP7	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Lectures: Written txt (min 60% of proper answers to pass).				
	Laboratories: Project - a project to achieve the learning outcomes tested on practical skills and teamwork.				
	Grade calculation principles				
	The final grade is weighted average of the grades received form on practical skills and teamwork.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	systemy pozyskiwania danych (data acquisition systems)		Nieobliczana	
	1	systemy pozyskiwania danych (data acquisition systems) [wykład]	zaliczenie z oceną		
	1	systemy pozyskiwania danych (data acquisition systems) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Oleński J. (2006): Infrastruktura informacyjna państwa w globalnej gospodarce, Uniwersytet Warszawski, Warszawa				
	Statistical Survey Programme of Public Statistics (current). Program Badań Statystycznych Statystyki Publicznej (aktualny) :				
	Statistical Work Programme of the Commission (current). :				
Supplementary reading	Cieciura M. : Podstawy technologii informacyjnych z przykładami zastosowań, Vizja Pressit				
	SDMX User Guide, version 2009-1-7. :				
	Ustawa o statystyce publicznej z 29 czerwca 1995 (z późn.zmianami). :				

STUDENT WORKLOAD		
	No. of hours	
		W tym e-learning
Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	12	0
Private reading and studying	7	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	8	0
Preparation for test / exam	0	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: systemy wspomagania decyzji (decision support systems) (KIERUNKOWE)					Course code: US71AIJ2720_31S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	3	laboratory	15	0	pg	2	
		lecture	15	0	pg		
Total			30			2	
Course / module coordinator	dr inż. MARCIN MASTALERZ						
Course instructor	prof. dr hab. ZYGMUNT DRAŻEK						
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 modulu: 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 basic 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_W10	
skills	1	EP3	Student uses tools to analyze quantitative and qualitative data for decision support.			K_U10 K_U14	
	2	EP4	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects			K_U16	
social competences	1	EP2	Student is ready to broaden their knowledge to solve social and business problems using decision models and decision support systems.			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: systemy wspomagania decyzji (decision support systems)							
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.					3	2	0
2. The process of decision-making situations modeling. Computer analysis of economic systems.					3	2	0
3. Study of the applicability of the software to support the digital modeling of economies and decision-making situations. The DSS, EIS MSS systems and the role of data banks, methods, models and knowledge in decision support. Integrated decision support system.					3	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.					3	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.			3	2	0
6. Corporate Performance Management systems and the use of web technologies in supporting decisions in the company.			3	2	0
7. Artificial intelligence and expert systems as a class of systems based on the knowledge.			3	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.			3	2	0
2. Computer modeling of decision making problems based on qualitative and quantitative data relying on the Naylor procedure.			3	4	0
3. Computer modeling of qualitative multi-criteria decision-making problems based on AHP (Analytic Hierarchy Process) and ELECTRE.			3	3	0
4. Design and generation of decision support analysis for the different management levels.			3	2	0
5. Examples of the use of the data warehouses.			3	2	0
6. Assessment.			3	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				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
	3	systemy wspomagania decyzji (decision support systems)		Ważona	
	3	systemy wspomagania decyzji (decision support systems) [wykład]	zaliczenie z oceną		0,30
	3	systemy wspomagania decyzji (decision support systems) [laboratorium]	zaliczenie z oceną		0,70
Basic reading	Anna Maria Gil-Lafuente, Constantin Zopounidis (2015): Decision Making and Knowledge Decision Support Systems, Springer				
	Ramesh Sharda, Dursun Delen, Efraim Turban (2014): Business Intelligence and Analytics: Systems for Decision Support.(10th Edition), Pearson				
	Vaughn Robert H. (2010): Decision-making Training., American Society for Training and Development				
	Wilfried Grossmann, Stefanie Rinderle-Ma (2015): Fundamentals of Business Intelligence, Prentice Hall, Springer				

Supplementary reading	Blake Chris (2008): The art of decisions: how to manage in an uncertain world., Pearson Education	
	Drażek Z. (2005): Aspekty metodologiczne modelowania w zarządzaniu, US	
	Gluchowski P., Gabriel, Chamoni P (2007): Management Support Systeme..Computergestützte Informationssysteme für Führungskräfte und Entscheidungsträger., Springer	
	Howson C. (2013): Successful Business Intelligence, Second Edition: Unlock the Value of BI & Big Data 2nd Edition, McGraw-Hill	
	Max H. Bazerman, Don A. Moore (2008): Judgment in managerial decision making, 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	1	0
Private reading and studying	2	0
Participation in tutorials	4	0
Preparation of project / essay / etc.	6	0
Preparation for test / exam	5	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: szkolenie BHP (occupational safety and health training) (INNE DO ZALICZENIA)					Course code: EFZ71AIJ3434_1S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english 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	Acquisition of knowledge and skills in the field of occupational health and safety, fire protection, first aid in emergencies and the rights and obligations of a university student.						
Prerequisites	No requirements						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows and understands the legal, organizational and ethical conditions of professional activity during education at a university				
skills	1	EP2	The student is able to identify errors and omissions in practice.				
	2	EP3	The student is able to conduct basic resuscitation procedures, recognize threats and take appropriate action.				
social competences	1	EP4	The student performs tasks in a way that ensures their own safety and that of the environment, including compliance with the safety rules.				
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: szkolenie BHP (occupational safety and health training)							
Format of instruction: lecture							
1. 1. Legal regulations: legal regulation on occupational safety and health protection in Polish and European Union legislation, obligations of universities, superiors in the field of ensuring safe and hygienic conditions for learning and internships, ergonomic factors in shaping the conditions during education at the university, including hygienic standards for permanent rooms work.					1	1	1
2. 2. Physical, biological and chemical hazardous factors in laboratory classes, workshops and field activities. Accident hazards during classes and during apprenticeships, sports camps, outdoor activities. Avoiding threats, with particular emphasis on collective and individual protection measures, post-accident procedures (legal regulations, accident insurance).					1	2	2
3. 3. Providing first aid in emergencies, recognizing the state of a sudden health threat, cardiopulmonary resuscitation with the use of an AED defibrillator, first aid kit service.					1	1	1
4. 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, handy 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	Completed practical training in CPR.				
	Grade calculation principles				
	Completion of the e-learning course in the field of health and safety - obtaining min. 60% correct answers out of all test questions.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	szkolenie BHP (occupational safety and health training)		Nieobliczana	
	1	szkolenie BHP (occupational safety and health training) [wykład]	zaliczenie		
Basic reading	M. Goniewicz (2022): Pierwsza pomoc. Podręcznik dla studentów, PZWL Wydawnictwo Lekarskie, Warszawa				
	Zarządzenie Rektora US w sprawie organizowania szkoleń w zakresie BHP dla studentów i doktorantów US, Szczecin				
	(2022): Kodeks pracy – tekst jednolity, Dziennik Ustaw RP, Warszawa				
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-EaITA-O-I-S-23/24Z							
Course title: szkolenie biblioteczne (library training) (INNE DO ZALICZENIA)					Course code: EFZ71AIWH_7S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 1 - english 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		Transfer of knowledge about the rules of using the library, the library collection and the Library and Information System of the University of Szczecin.					
Prerequisites		n terms of knowledge: basic knowledge about the library. In terms of skills: has the ability to learn. In terms of social competence: awareness of the impact of individual actions on the interests of other members of the community.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Gain knowledge of the legal and organisational conditions of using the library and information system of the university within the field of study.				
skills	1	EP2	The student is able to use the resources of the library and information system of the university in accordance with the rules in force.				
social competences	1	EP3	Fulfilling information needs and the rules of access to the resources of the library and information system of the university in a manner that does not hinder access for other users of the Library.				
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: szkolenie biblioteczne (library training)							
Format of instruction: lecture							
1. Library training					1	2	0
Modes of delivery		- lecture with multimedia presentation - e-learning (library training is partly done through e-learning)					
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	Credit for classes: Familiarisation with the online presentation, successful completion of the test. A positive grade is a minimum of 60%.				
	Grade calculation principles				
	The final course grade is equal to the grade for classes. The credit is in the form of an ungraded credit.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	szkolenie biblioteczne (library training)		Nieobliczana	
	1	szkolenie biblioteczne (library training) [wykład]	zaliczenie		
Basic reading	Organisational Regulations of the Faculty of Economics, Finance and Management :				
	Regulations of the departments of the Library (Lending Library, Reading Room, Scientific Information Centre) :				
	Regulations of the Main Library of the US :				
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-EaITA-O-I-S-23/24Z						
Course title: technologie informacyjne (information technologies - IT) (KIERUNKOWE)					Course code: US71AIJ2721_12S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	1	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator	dr AGATA WAWRZY尼亚K					
Course instructor	dr AGATA WAWRZY尼亚K					
Course / module objectives	The course covers theoretical issues concerning the use of information technology and aims at the acquisition by the student practical skills in using software to prepare to win ECDL certificates.					
Prerequisites	Basic computer skills, the basics of using the Internet					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has an understanding of the role of information in the modern economy			K_W08
skills	1	EP2	use of software applications (word processing, spreadsheet, presentation graphics) in business issues			K_U08 K_U13
social competences	1	EP3	Students can complement and improve the acquired knowledge and skills in the use of information technology			K_K02
CONTENT					Semester	No. of hours
Subject title: technologie informacyjne (information technologies - IT)						
Format of instruction: lecture						
1. Role and importance of information in modern economy					1	2 0
2. Computer devices - principle and parameters of functionality					1	4 0
3. System software and utilities - examples, use, built-in tools					1	2 0
4. The process of computerization of organizations - models, available systems, types of licenses.					1	2 0
5. Environment of the Internet as a place to search, collect and share information					1	2 0
6. Safety of the use of information technology					1	2 0
7. Development trends of the Internet, telecommunication services and electronic devices in business applications					1	1 0
Format of instruction: laboratory						
1. Fundamentals of operation systems					1	2 0

2. Text Editor - creating and editing documents, construction and formatting tables, formatting of AutoShapes, text boxes, use of other implemented tools, working with a large document			1	4	0
3. Spreadsheet - introduction, interface, basic formulas, cell formatting, spreadsheet, charts, functions, import / export of data, the analysis of large data files, management decisions			1	4	0
4. Search tools, communication and sharing of information on the Internet, the process of synchronizing resources for personal time management			1	3	0
5. Presentation of information on the Internet - project			1	2	0
Modes of delivery	laboratory classes (solving practical tasks) based on Microsoft applications, open source solutions and network applications, multimedia presentations				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2	
	PROJEKT			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 (min. 60% of proper answers to pass). Laboratories: Practical test (50% weighting) - test achievement of learning outcomes in terms of skills. Test is a challenge for formatting and making calculations, analysis, and visualization of data in a given time during the course. Project (50% weighting) - a project to achieve the learning outcomes tested on practical skills and teamwork. Projects will cover the proper preparation of the presentation on a chosen topic and the implementation of a given website theme. To pass the subject a student must obtain a minimum of 60% of points of practical test and project. In the period of hybrid or distance learning only, the conditions for completing the course will change to the following requirements: - the condition for getting credit for the lecture is preparing a presentation on a given topic and presenting it through MS Teams. In the period of hybrid or distance learning only, the methods of verification of learning outcomes will change to the following: - presentation - EP1,EP2.				
	Grade calculation principles				
	The final grade of the course is an average of laboratory and lecture grades.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	technologie informacyjne (information technologies - IT)		Arytmetyczna	
	1	technologie informacyjne (information technologies - IT) [laboratorium]	zaliczenie z oceną		
	1	technologie informacyjne (information technologies - IT) [wykład]	zaliczenie z oceną		
Basic reading	Kennedy J. A. (2011): Complete ECDL 5, Gill & Macmillan				
	(2016): ECDL Presentation Software. Using Powerpoint , CiA Training Ltd				
	(2016): ECDL Spreadsheet Software. Using Excel , CiA Training Ltd				
	(2016): ECDL Word Processing Software, CiA Training Ltd				
Supplementary reading	Dooley J., Evans V., Wright S. (2018): Career Paths. Information Technology, Express Publishing				
	Walkenbach J. (2016): Excel 20016. Bible, Viley				
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		9		0	

Participation in tutorials	7	0
Preparation of project / essay / etc.	14	0
Preparation for test / exam	8	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Technologie internetowe w biznesie (IT in business) [moduł]							
Course title: tworzenie serwisów internetowych (websites design) (KIERUNKOWE)					Course code: US71AIJ2717_62S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english 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 GRZEGORZ SZYJEWSKI						
Course instructor	dr MICHAŁ NOWAKOWSKI						
Course / module objectives	Acquisition of knowledge in creating websites design on the Internet with the use of scripting languages and technologies CMS and application of knowledge in practical activities.						
Prerequisites	Ability of using text editor and understanding of programming code structure concept.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has the knowledge to be able to characterize the technology used on the server side web			K_W08	
	2	EP4	Student has an understanding of key terms about semantic web, knowledge management and content management technologies			K_W13	
skills	1	EP2	Student can implement a service project in CMS technology			K_U14	
social competences	1	EP3	Student is ready to work in a team designed to service architecture.			K_K01	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: tworzenie serwisów internetowych (websites design)							
Format of instruction: laboratory							
1. Basics of HTML and CSS.					5	6	0
2. Creating simple HTML/CSS document.					5	2	0
3. Using external frameworks and projects to create website.					5	6	0
4. Advanced use of Bootstrap framework.					5	4	0
5. Using stock templates and graphics.					5	6	0
6. Using CMS to create website.					5	6	0
Modes of delivery	Working with the code editor and other on-line tools on the computer.						

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	Credit for laboratory classes: it depends on the prepared project evaluation and the quality of the project presentation. Complete website must be prepared and presented. Project quality (general design, used methods, code structure) - 85% Presentation of the project - 15%				
	Grade calculation principles				
	Final grade is the same as the project evaluation grade.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	tworzenie serwisów internetowych (websites design)		Nieobliczana	
	5	tworzenie serwisów internetowych (websites design) [laboratorium]	zaliczenie z oceną		
Basic reading	Bootstrap (2021): Bootstrap framework, online				
	w3schools.com (2021): Bootstrap 4 Tutorial, online				
	w3schools.com (2021): HTML Tutorial, online				
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		12	0		
Private reading and studying		8	0		
Participation in tutorials		8	0		
Preparation of project / essay / etc.		13	0		
Preparation for test / exam		2	0		
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Course title: wnioskowanie statystyczne (statistical inference) (KIERUNKOWE)					Course code: US71AIJ2856_22S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory			Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
1	2	discussion classes	30	0	pg	4
		lecture	15	0	pg	
Total			45			4
Course / module coordinator	dr hab. CHRISTIAN LIS					
Course instructor	dr hab. CHRISTIAN LIS					
Course / module objectives	Acquisition of the ability to apply statistical inference methods in the study of economic and social phenomena.					
Prerequisites	- ability to apply the methods of the course "Descriptive Statistics"; - ability to apply the methods of the "Mathematics" module. - knowledge of measures describing the structure of the population, measures of coexistence relations (correlation coefficient, chi2 statistic)					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the properties of estimators describing population structure and parameters describing dependencies between variables and properties of their distributions.			K_W08 K_W10
	2	EP2	Student knows methods of obtaining estimators.			K_W06 K_W10
	3	EP3	Student knows the stages of verification of statistical hypotheses in the social sciences.			K_W10
skills	1	EP4	Student can choose model of estimation and make an estimation of parameters describing the structure of the collectivity and interdependence parameters, including model assumptions.			K_U06 K_U10
social competences	1	EP5	Student is able to carry out a verification of statistical hypotheses concerning distribution parameters describing the structure of population and occurrence of dependencies.			K_K01 K_K02
	2	EP6	Student appreciates the importance and consequences of cooperation with the departments of public statistics in the study conducted by a representative method.			K_K02
CONTENT					Semester	No. of hours
						w tym e-learning
Subject title: wnioskowanie statystyczne (statistical inference)						
Format of instruction: lecture						
1. Transformations of random variables, linear transformations of variables with normal distribution. Nonlinear transformations of variables with normal distribution.					2	2 0

2. Sampling, simple samples.			2	2	0
3. Point estimation assumptions, estimators - their properties and distributions. Error of estimator. Estimates of estimators and errors of estimators. Interval estimation.			2	3	0
4. Methods of obtaining estimators - method of maximum likelihood, method of moments.			2	2	0
5. Concept and types of statistical hypotheses, I and II type error in the hypotheses verification, critical regions of the tests.			2	2	0
6. Parametric tests, testing stages, test for the parameters describing structures, correlation and regression coefficients significance tests.			2	2	0
7. Nonparametric tests: tests of compliance with a hypothetical distribution, test of randomness, test of two structures compatibility (Kolmogorov-Smirnov).			2	2	0
Format of instruction: discussion classes					
1. Interval and point estimation in the structure analysis. Error and accuracy of estimation.			2	6	0
2. Interval and point estimation in the interdependence analysis.			2	6	0
3. The maximum likelihood method. The method of moments.			2	2	0
4. Verification of parametric hypothesis in the analysis of structures, tests of means, fractions, variance. Stages of verification of statistical hypotheses. The critical regions of tests.			2	6	0
5. Verification of parametric hypothesis in the analysis of interdependence. Tests of significance.			2	4	0
6. Nonparametric tests of empirical distributions compatibility with a normal distribution (Kolmogorov compatibility tests), test of independence.			2	2	0
7. Repetition and summary of the subject material.			2	4	0
Modes of delivery	The course comprises lectures using (where appropriate) transparencies/presentations concerning random variables and exercises - working individually and in groups.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3	
	SPRAWDZIAN			EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Assessment form of classes content: - Students are assessed on the basis of three written tests covering writing skills verification based on solving practical tasks of interval estimation and verification of parametric and nonparametric hypotheses according to the material provided on exercises (students can use standardized statistical tables and formulas). Coursework must be included for a minimum of 60%. Assessment form of lectures content: - written test concerning knowledge of the effects 01, 02, 03. This includes open-ended questions relating to analytical examples related to research conducted by the Central Statistical Office by representative method (effect 07), in which the student must demonstrate knowledge of the principles necessary to drive the estimation and verification of statistical measures. During the test students may use the standardized statistical tables and formulas.				
	Grade calculation principles				
	The final grade is the arithmetic mean of the grades for the lectures and for classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	wnioskowanie statystyczne (statistical inference)		Arytmetyczna	
	2	wnioskowanie statystyczne (statistical inference) [wykład]	zaliczenie z oceną		
	2	wnioskowanie statystyczne (statistical inference) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Dennis D. Boos, L. A. Stefanski (2013): Essential Statistical Inference, Springer-Verlag New York Inc.				
	Freedman D., Pisani R., Purves R. (2007): Statistics, W.W. Norton & Company, 4th Ed., New York, London				
	McClave J.T., Benson P.G., Sincich T. (2018): Statistics For Business nad Economics, Pearson Prentice Hall, 13th Global Edition, New Jersey				
	R. Lyman Ott, Michael Longnecker (2015): An Introduction to Statistical Methods and Data Analysis, Duxbury Thomson Learning, 7th Edition, USA				
Supplementary reading	Bąk I., Markowicz I., Mojsiewicz M., Wawrzyniak K. (2005): Statystyka w zadaniach. Cz. II, Wydawnictwo Naukowo-Techniczne				
	Wasserman L. (2005): All of Statistics. The Concise Course of Statistical Inference, Springer				

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Unit: Rynek i konkurencja (Market and competition) [moduł]						
Course title: wspólny rynek europejski (common european market) (KIERUNKOWE)					Course code: US71AIJ2860_59S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
3	5	lecture	15	0	pg	2
Total			15			2
Course / module coordinator	dr hab. TOMASZ BERNAT					
Course instructor	dr hab. TOMASZ BERNAT					
Course / module objectives	The course addresses to the problems of systematically analyze of the European Union (EU) and the larger project of economic and political integration in Europe. The aim is to provide a thorough understanding of the complex process of the creation of a single internal market within the European Union.					
Prerequisites	This is an middle level economics class and requires that you have taken elementary macroeconomics course					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Students have a good overview of the political, legal and economical theoretical discussions within the field of market integration.			K_W01 K_W02 K_W03
skills	1	EP2	Students are able to carry out and solve practical cases and problems regarding cross-national transactions of goods, services, labour and capital.			K_U01 K_U02 K_U03 K_U05
social competences	1	EP3	Students are ready to formulate their own ideas using their own knowledge as well as expert knowledge.			K_K02 K_K04
CONTENT					Semester	No. of hours
Subject title: wspólny rynek europejski (common european market)						
Format of instruction: lecture						
1. Formation and development of common and internal market. Free movement of goods, services, people and capital, influence of these four freedoms on the environment of the entrepreneurship in the EU.					5	3 0
2. Stages of EU Economic Integration - Constructing the Common Market					5	2 0
3. New EU member states on the internal market					5	2 0
4. Stages of EU Economic Integration - the Economic and Monetary Union (EMU) and its policy-making					5	2 0
5. Financing the European Union - the Community Budget					5	2 0
6. I European Union Horizontal Policies - Regional and Structural Policy					5	2 0

7. European Union Sectoral Policies - Common Agricultural Policy				5	2	0
Modes of delivery	combination of lectures, class discussions, presentations and case studies					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3	
	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	Lectures will be assessed based on the performance during regular lectures, data gathering and analysis project.					
	Grade calculation principles					
	The final grade is equal to the grade received for the lectures.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	5	wspólny rynek europejski (common european market)		Nieobliczana		
	5	wspólny rynek europejski (common european market) [wykład]	zaliczenie z oceną			
Basic reading	Campbell Balfour (2020): Industrial Relations in the Common Market, Taylor & Francis Group, New York					
	Cavusgil, S.T.; Knight,G.; Riesenberger, J.R. (2011): International Business: The New Realities, second edition, Pearson					
	Cristina SinOrlanda TavaresSónia CardosoMaria J. Rosa (2018): European Higher Education and the Internal Market, Palgrave Macmillan, Switzerland					
	Kristen Feiter (2020): The European Union's Single Market. Integration Towards the European Energy Union, GRIN Verlag					
Supplementary reading	Council of the European Union http://ue.eu					
	European Commission http://ec.europa.eu					
	European Parliament www.europarl.eu					
	European Union Studies Association www.eustudies.org					
	Journal of Common Market Studies, Inderscience					
	US Mission to the European Union www.useu.be					
STUDENT WORKLOAD						
		No. of hours				
					W tym e-learning	
Contact hours		15			0	
Participation in test / exam		0			0	
Preparation for contact hours		0			0	
Private reading and studying		9			0	
Participation in tutorials		7			0	
Preparation of project / essay / etc.		14			0	
Preparation for test / exam		5			0	
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Rynek nieruchomości (Real estate markets) [moduł]							
Course title: wycena nieruchomości (real estate appraisal) (KIERUNKOWE)					Course code: US71AIJ2855_55S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	5	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. IWONA FORYŚ					
Course instructor		dr hab. SEBASTIAN KOKOT					
Course / module objectives		Introducing approaches, methods and techniques of real estate appraisal to the students					
Prerequisites		Student knows concepts and definitions of real estate managment					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows how to interpret process and result of real estate valuation			K_W16	
	2	EP3	Student has the knowledge of methods of real estate valuation			K_W16	
skills	1	EP2	Student is able to do real estate valuation			K_U15	
social competences	1	EP4	Student is ready to use their knowledge and expert knowledge in real estate appraisal domain			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: wycena nieruchomości (real estate appraisal)							
Format of instruction: lecture							
1. Who is real estate valuer?					5	2	0
2. Value of real estate					5	2	0
3. Comparison approach					5	4	0
4. Income capitalization approach					5	3	0
5. Cost approach					5	2	0
6. Mixed approach					5	2	0
Format of instruction: laboratory							
1. Comparison approach - tasks					5	4	0

2. Income capitalization approach - tasks				5	4	0
3. Cost approach - tasks				5	3	0
4. Mixed approach - tasks				5	4	0
Modes of delivery	Multimedia presentation and taks					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3	
	PRACA PISEMNA/ ESEJ/ RECENZJA				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 Exercise: Real Estate Valuation Raport					
	Grade calculation principles					
	The final grade of the course is average grading of lectures and laboratory exercises.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	5	wycena nieruchomości (real estate appraisal)		Arytmetyczna		
	5	wycena nieruchomości (real estate appraisal) [laboratorium]	zaliczenie z oceną			
	5	wycena nieruchomości (real estate appraisal) [wykład]	zaliczenie z oceną			
Basic reading	(2018): European Valuation Standards, TEGoVA					
	(2005): International Valuation Standards., IVSC					
Supplementary reading	Rzeczoznawca Majątkowy - journal.					
	Wycena - journal.					
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		6		0		
Preparation of project / essay / etc.		10		0		
Preparation for test / exam		7		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z						
Course title: wychowanie fizyczne (physical education) (OGÓLNOUCZELNIA NE)					Course code: US71AIJ2401_32S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specjalty:	
Course / module status elective			Language of instruction: semester: 3 - polish language, semester: 4 - polish language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	3	zajęcia z wychowania fizycznego	30	0	p	0
	4	zajęcia z wychowania fizycznego	30	0	pg	0
Total			60			0
Course / module coordinator		mgr CEZARY JANISZYN				
Course instructor		mgr CEZARY JANISZYN				
Course / module objectives						
Prerequisites						
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
CONTENT					Semester	No. of hours
						w tym e-learning
Subject title:						
Format of instruction:						
Modes of delivery						
Assessment methods						No. of learning outcome from the syllabus
		Metody i formy 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
	3	wychowanie fizyczne (physical education)		Nieobliczana	
	3	wychowanie fizyczne (physical education) [zajęcia z wychowania fizycznego]	zaliczenie		
	4	wychowanie fizyczne (physical education)		Nieobliczana	
	4	wychowanie fizyczne (physical education) [zajęcia z wychowania fizycznego]	zaliczenie z oceną		
Basic reading					
Supplementary reading					
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-EaITA-O-I-S-23/24Z							
Course title: zarządzanie finansami przedsiębiorstw (corporate finance management) (KIERUNKOWE)					Course code: US71AIWNEiZ_70S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	5	discussion classes	15	0	pg	2	
		lecture	15	0	pg		
Total			30			2	
Course / module coordinator		dr AGNIESZKA PREŚ-PEREPECZO					
Course instructor		dr AGNIESZKA PREŚ-PEREPECZO					
Course / module objectives		The aim of the course is to familiarize students with the issues relating to the financial management in the long and short term, including capital management, value management and liquidity management.					
Prerequisites		The student has knowledge of the background of corporate finance, financial accounting, investment appraisal and civil and commercial law. The student has following skills: is able to make financial calculations, to analyze the processes in the company.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows the rules of strategic and operational financial management.			K_W07 K_W09	
	2	EP2	The student knows the impact of financial and investment decisions on corporate value creation.			K_W07 K_W09 K_W10	
	3	EP3	The student knows methods and tools of liquidity assessment, working capital and cash management.			K_W07 K_W09 K_W10	
skills	1	EP4	The student is able to analyze costs and benefits of capital sources.			K_U07 K_U09 K_U10	
	2	EP5	The student is able to analyze the impact of the financial and investment decisions on the company value creation.			K_U07 K_U09 K_U10	
	3	EP7	The student is able to prepare the cash budget and the demand for external financing.			K_U07 K_U09 K_U10	
	4	EP10	The student is able to complete and improve the knowledge and skills.			K_U18	
social competences	1	EP9	The student is ready to think creatively.			K_K01 K_K04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: zarządzanie finansami przedsiębiorstw (corporate finance management)							
Format of instruction: lecture							

1. The needs, objectives and complexity of corporate financial management.		5	1	0
2. The legal form, size of the company, firm's life cycle and access to sources of capital.		5	1	0
3. Financial and investments decisions and the company value creation.		5	2	0
4. Dividend policy: theory and practice		5	2	0
5. Mergers and acquisitions		5	2	0
6. Operating finance management		5	1	0
7. Working capital and cash management		5	2	0
8. Budgeting and reporting in operating finance management		5	2	0
9. Financial risk management		5	2	0
Format of instruction: discussion classes				
1. Costs and benefits of capital sources - case study		5	3	0
2. Case studies of sources of value creation		5	3	0
3. Measuring of the company value creation in examples		5	4	0
4. The assessment of liquidity and the risk of its loss		5	1	0
5. Working capital and cash management - case study		5	2	0
6. Financial risk management - case study		5	2	0
Modes of delivery	Multimedia presentation, calculations, case studies, discussion.			
Assessment methods				No. of learning outcome from the syllabus
	KOŁOKWIUM			EP1, EP2, EP3
	SPRAWDZIAN			EP4, EP5, EP7, EP9
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP10, EP4, EP5, EP7, EP9
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
Grading criteria	The final grade of lectures is positive when a student gives a correct answers to questions in a written test, more than 50% (kolokwium)			
	The final grade of classes is a weighted average and consists of: - 80% positive solution of examples (Sprawdzian), more than 50%. - 20% current verification of knowledge and skills during the course.			
	Grade calculation principles			
Final grade calculation method	The final grade of the Corporate Finance Management course is the average of positive marks achieved in lectures and classes.			
	Sem.	Course	Type of credit	Grade calc. method
	5	zarządzanie finansami przedsiębiorstw (corporate finance management)		Arytmetyczna
	5	zarządzanie finansami przedsiębiorstw (corporate finance management) [wykład]	zaliczenie z oceną	
Basic reading	5	zarządzanie finansami przedsiębiorstw (corporate finance management) [ćwiczenia]	zaliczenie z oceną	
	Brigham E. F., Ehrhardt M. C. (2014): Financial Management. Theory and Practice, 14th edition, South-Western CENGAGE Learning			
	Brigham E. F., Ehrhardt M. C. (2019): Financial Management. Theory and Practice, 16th edition, South-Western CENGAGE Learning			
Supplementary reading	Ehrhardt M.C, Brigham E.F. (2017): Corporate Finance: A Focused Approach 6th Edition., Cengage Learning, Boston,			
	Brigham E.F. Houston J. (2015): Zarządzanie finansami, Wydawnictwo Naukowe 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	4	0
Private reading and studying	5	0
Participation in tutorials	5	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	4	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: zarządzanie informacją (information management) (KIERUNKOWE)					Course code: US71AIJ2717_64S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	5	laboratory	30	0	pg	2	
Total			30			2	
Course / module coordinator	dr KAROLINA MUSZYŃSKA						
Course instructor	dr KAROLINA MUSZYŃSKA						
Course / module objectives	The goal of the course is to familiarize the student with structures of information systems in organizations as well as methods, forms and tools of data collection, processing and sharing.						
Prerequisites	Computer literacy						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the concepts of information, knowledge, information management cycle, information architecture and methods of processing and protecting data as well as databases, data warehouses and content information systems			K_W08 K_W13	
	2	EP2	Student knows different information systems used in organizations and IT professionals responsible for information management in organizations			K_W08 K_W13 K_W15	
skills	1	EP4	Student can design the structure of a database, implement and use it with the support of appropriate tools			K_U08 K_U12 K_U16	
social competences	1	EP5	Student is ready to supplement their knowledge regarding information management and use it to support organizations in solving information management problems			K_K02	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: zarządzanie informacją (information management)							
Format of instruction: laboratory							
1. Importance of information in organizations management					5	2	0
2. Structure of the information system of an organization					5	2	0
3. Techniques of data collection in organizations (databases, data warehouses, content management systems)					5	4	0
4. Techniques for processing and analysis of information					5	2	0
5. Data sharing techniques in IT solutions of organizations. Data security					5	2	0
6. Introduction do databases and database management system					5	2	0

7. Defining database structure (tables, relationships) - exercises				5	4	0
8. Constructing queries, designing forms and reports - exercises				5	10	0
9. Summary of knowledge on information management and overview of developed projects				5	2	0
Modes of delivery	online presentations developed jointly by students, online tutorial regarding database creation and management					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2	
	PROJEKT				EP4,EP5	
	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	Student is evaluated on the basis of a written test, a project of designing and implementing a database and performing indicated tasks during the course. To get a positive grade from the test the student must get at least 51% of points. The same applies to the project. Performing 100% of course tasks raises the final grade by half grade. Performing 80-99% of course tasks has no influence on the final grade. Performing 60-79% of course tasks lowers the final grade by half grade. Performing less then 60% of course tasks lowers the final grade by one grade.					
	Grade calculation principles					
	The final grade is an arithmetic average of the test and the project grades and can be additionally influenced by the performance of course tasks, as explained in the conditions for obtaining a pass.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	5	zarządzanie informacją (information management)		Nieobliczana		
	5	zarządzanie informacją (information management) [laboratorium]	zaliczenie z oceną			
Basic reading	Laudon K.C., Laudon J.P. (2019): Management Information Systems: Managing the Digital Firm, Global Edition, Pearson					
Supplementary reading	McKnight W. (2014): Information management : strategies for gaining a competitive advantage with data , Morgan Kaufmann Publishers					
	Steenbeek I. (2019): The Data Management Toolkit: A step-by-step implementation guide for the pioneers of data management, Data Crossroads					
	Whitman M.E., Mattord H. (2018): Management of Information Security 6th Edition, Cengage Learning					
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		3		0		
Participation in tutorials		4		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-EaITA-O-I-S-23/24Z						
Unit: Rynek nieruchomości (Real estate markets) [moduł]						
Course title: zarządzanie nieruchomościami (real estate management) (KIERUNKOWE)					Course code: US71AIJ2857_56S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 5 - english 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 ANNA GDAKOWICZ					
Course instructor	dr ANNA GDAKOWICZ					
Course / module objectives	Acquiring basic economic and legal knowledge concerning management of various types of real estates.					
Prerequisites	- Knowledge: a student knows the material of the basic economics at the level of first degree studies in economics, particularly has knowledge in the field of management, knows the basics of financial mathematics - Skills: a student is able to independently perform logical reasoning on economic issues at the level of first degree studies in economics - Competence (attitudes): a student has inculcated habits of systematic self-learning and individual use of the literature Relation to programme effects					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has the knowledge of legal regulations in the field of real estate management.			K_W16
	2	EP2	Student has the knowledge of the different types of properties to manage.			K_W16
	3	EP9	Student has the knowledge of the management plan for the property.			K_W16
skills	1	EP4	Student has the ability to prepare a management plan for the property.			K_U07 K_U17
	2	EP8	Student is able to work in a group, carry out assigned tasks responsibly.			K_U18
social competences	1	EP7	Student is ready to use available research results conducted by institutions and industry organizations, recognizing the importance of the cooperation of these organizations and sharing information.			K_K02
	2	EP10	Student is ready to present his/her own solutions for the property.			K_K04
CONTENT					Semester	No. of hours
Subject title: zarządzanie nieruchomościami (real estate management)						

Format of instruction: lecture					
1. Professional Property Management			5	3	0
2. Property Management Economics and Planning			5	2	0
3. The Management Plan for the Property			5	2	0
4. Residential Property			5	2	0
5. Office Property			5	2	0
6. Retail Property			5	2	0
7. Specialized Housing			5	2	0
Format of instruction: discussion classes					
1. How to became a property manager			5	3	0
2. Property managers associations			5	2	0
3. The management plan for the property			5	2	0
4. Selecting a property			5	2	0
5. Purpose and Client Objectives			5	2	0
6. Property analysis			5	2	0
7. Market Analysis			5	2	0
Modes of delivery	Multimedia presentation, method of cases. Simulation methods, group work, analysis of source documents				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2	
	PROJEKT			EP1,EP10,EP4,EP7, EP8,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP10,EP2,EP4,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	Form and terms of examination: Lecture: Students are evaluated on the basis of a written test on the basis of knowledge verification. Discussion classes: Students are evaluated on the basis of independent work in groups carried out during the classes and the draft plan for real estate management.				
	Grade calculation principles				
	Final grade from the course is the arithmetic mean of grades from lectures and classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	zarządzanie nieruchomościami (real estate management)		Arytmetyczna	
	5	zarządzanie nieruchomościami (real estate management) [wykład]	zaliczenie z oceną		
	5	zarządzanie nieruchomościami (real estate management) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Robert C.Kyle, Marie S.Spodek, Floyd M. Baird (2016): Property Management 10th Edition, Dearborn Real Estate Education, La Crosse				
Supplementary reading	Brandon & Heather Turner (2016): The Book on Managing Rental Properties, BiggerPockets Publishing, Denver				
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	12	0
Participation in tutorials	12	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	6	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: zarządzanie pracą zespołową (team work management) (KIERUNKOWE)					Course code: EFZ71AIJ3433_6S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
1	1	discussion classes	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr JAROSŁAW POTERAŁSKI						
Course instructor	dr ALEKSANDRA RUDAWSKA						
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_W11 K_W12 K_W14	
	2	EP2	Student describes factors that determine effective teamwork			K_W12 K_W14	
skills	1	EP3	Student identifies problems occurring during teamwork and proposes solutions			K_U18	
	2	EP4	Student prepares written assignments on the topic of teamwork			K_U16 K_U17	
	3	EP5	Student is ready to formulate their own ideas and prepare projects.			K_U01 K_U04	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: zarządzanie pracą zespołową (team work management)							
Format of instruction: discussion classes							
1. The essence of teamwork					1	2	0
2. Teamwork building blocks					1	3	0
3. Teamwork development					1	2	0
4. Leadership in teams					1	2	0
5. Problem solving and decision making in teams					1	2	0
6. Team effectiveness					1	2	0
7. Communication and conflict management in a team					1	2	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
	KOLOKWIMUM				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	Credit consists of three elements: -Case study on topic: "Effective teamwork" based on articles from "Harvard Business Review" and selected example of a team - written assignment and presentation - 60% -Class assignments and case studies - 10% -Final test - 30%				
	Grade calculation principles				
	The final grade is the grade obtained from the exercises.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	zarządzanie pracą zespołową (team work management)		Ważona	
	1	zarządzanie pracą zespołową (team work management) [ćwiczenia]	zaliczenie z oceną		1,00
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		15		0	
Participation in test / exam		2		0	
Preparation for contact hours		0		0	
Private reading and studying		5		0	
Participation in tutorials		6		0	
Preparation of project / essay / etc.		12		0	
Preparation for test / exam		10		0	
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Course title: zarządzanie projektami (project management) (KIERUNKOWE)					Course code: US71AIJ2717_44S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
3	6	laboratory	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator	dr TOMASZ ŁUKASZEWSKI						
Course instructor	dr GRZEGORZ SZYJEWSKI						
Course / module objectives	The objective of this course is to introduce students to the fundamentals of project management framework, with special emphasis on the problems of defining, planning and implementation of projects.						
Prerequisites	No requirements.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has knowledge about system and object lifecycle problems in the area of software engineering.			K_W13	
skills	1	EP2	Student has ability to plan, to schedule and to implement systems or processes using proper methods and techniques			K_U12 K_U17	
social competences	1	EP3	Student is ready to prepare projects and cooperate within a group and be its leader.			K_K01 K_K03	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: zarządzanie projektami (project management)							
Format of instruction: lecture							
1. Introduction to Project management					6	2	0
2. Scope management in projects					6	3	0
3. Time management in projects					6	2	0
4. Cost management and project finance					6	4	0
5. Risk management in projects					6	2	0
6. Project tracking and controlling					6	2	0
Format of instruction: laboratory							
1. IT Project Scheduling					6	2	0
2. Development of Work Breakdown Structure (WBS)					6	3	0

3. Time analysis using Critical Path Method				6	2	0
4. Resource definition and assignment.				6	2	0
5. Cost management and project budgeting				6	2	0
6. Using IT application (MS Project) to support Project management				6	2	0
7. Project tracking				6	2	0
Modes of delivery	Project development Working in groups Case studies Lectures with visual techniques					
Assessment methods					No. of learning outcome from the syllabus	
	PROJEKT				EP1,EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The grade for laboratories depends on evaluation of the project developed in MS Project The grade for the lecture and the cvaluation of the Project Control Book					
	To get a pass student has to be able to develop a project and to analyze it.					
	Grade calculation principles					
Final grade calculation method	The final grade is the arithmetic average of grades obtained from the lecture and laboratories.					
	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	6	zarządzanie projektami (project management)		Arytmetyczna		
	6	zarządzanie projektami (project management) [laboratorium]	zaliczenie z oceną			
6	zarządzanie projektami (project management) [wykład]	zaliczenie z oceną				
Basic reading	Project Management Institute (2013): A guide to the project management body of knowledge : (PMBOK Guide), Project Management Institute					
Supplementary reading	Kathy Schwalbe (2012): An Introduction to project management , Kathy Schwalbe, LLC,					
	Trevor Leonard Young (2013): Successful project management, Kogan Page					
STUDENT WORKLOAD						
		No. of hours				
		W tym e-learning				
Contact hours		30		0		
Participation in test / exam		4		0		
Preparation for contact hours		5		0		
Private reading and studying		5		0		
Participation in tutorials		8		0		
Preparation of project / essay / etc.		15		0		
Preparation for test / exam		8		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-EaITA-O-I-S-23/24Z							
Unit: Analiza i diagnoza w przedsiębiorstwie (Analysis and diagnosis in enterprise [moduł])							
Course title: zarządzanie ryzykiem (risk management) (KIERUNKOWE)					Course code: US71AIJ2860_45S		
Name of field of study: Economics and IT Applications							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				w tym e-learning			
2	4	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. TOMASZ BERNAT					
Course instructor		dr hab. TOMASZ BERNAT					
Course / module objectives		Study how to think about business from the perspective of of the risks that threaten its existence. Analysis and application of ways of controlling risks.					
Prerequisites		The student knows the basics of economics, finance, mathematics and the principles of market economy, student know current economic events. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news from economic life.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows basic methodology of risk management			K_W01 K_W06 K_W07 K_W10	
skills	1	EP2	Student can make an analysis of company activity in pattern of risk and methods of avoiding the risk			K_U01 K_U03 K_U05 K_U07	
social competences	1	EP3	Student is ready to cooperate within an international group of people in order to carry out business tasks and projects.			K_K01	
CONTENT					Semester	No. of hours	
							w tym e-learning
Subject title: zarządzanie ryzykiem (risk management)							
Format of instruction: lecture							
1. Risk - definitions and classifications					4	2	0
2. The risk management process					4	2	0
3. Risk management objectives vs. goals of the enterprise					4	1	0
4. Identification of risks in business					4	2	0
5. The risk assessment					4	2	0

6. Composure risk			4	2	0
7. The financing and insurance risk			4	2	0
8. Risk management in practice			4	2	0
Format of instruction: discussion classes					
1. Risk - definitions and classifications, uncentainty, the risk management process			4	2	0
2. Risk management process, objectives vs. goals of the enterprise in the risk management, the practice of risk management			4	2	0
3. Identification of risks in business, the objective of risk identification, methods if identification, practice of identification			4	2	0
4. The risk assessment definition, the methods of risk assessment, practice of risk assessment			4	2	0
5. Composure risk, alternative objectives of risk composure, optimal decision, the practice of risk composure			4	2	0
6. The financing and insurance risk, method of risk financing, insurance, the types of insurance, insurance as a risk management tool, optimalisation of the risk financing			4	2	0
7. Risk management in practice, the case studies analysis, using the methods of risk management			4	3	0
Modes of delivery	Main form of knowledge transfer is lectures with case studies. The main way of excercises is case studies solving, also discussions and solving exercises in e-learning system.				
Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				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	Credit for classes: presentation of the own case studies with the example of risk management. The activities of the students during the exercises will be taken under consideration and a support for exercise mark. Credit for lectures: a test done on e-studia system.				
	Grade calculation principles				
	The final grade of the course is calculated on the basis arithmetic average exercise and lecture.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	zarządzanie ryzykiem (risk management)		Arytmetyczna	
	4	zarządzanie ryzykiem (risk management) [ćwiczenia]	zaliczenie z oceną		
	4	zarządzanie ryzykiem (risk management) [wykład]	zaliczenie z oceną		
Basic reading	The Art of Service - Enterprise Risk Management Plan Publishing (2021): Enterprise Risk Management Plan A Complete Guide, theartofservice.com				
	George Rejda, Michael McNamara (2016): Principles of Risk Management and Insurance, Pearson Series in Finance, London				
Supplementary reading	Christopher J Hodson (2019): Cyber Risk Management: Prioritize Threats, Identify Vulnerabilities and Apply Controls , Kogan Page, New York				
	Christian B. Smart (2021): Solving for Project Risk Management: Understanding the Critical Role of Uncertainty in Project Management, MCGraw Hill, New York				
	journal : International Journal of Risk Assessment and Management, Inderscience				
	journal : Risk Management , Palgrave Macmillan				
STUDENT WORKLOAD					
		No. of hours			
		W tym e-learning			
Contact hours		30	0		
Participation in test / exam		0	0		
Preparation for contact hours		12	0		

Private reading and studying	10	0
Participation in tutorials	8	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-EaITA-O-I-S-23/24Z						
Course title: zastosowania pakietów statystycznych (statistical software applications) (KIERUNKOWE)					Course code: US71AIJ2856_35S	
Name of field of study: Economics and IT Applications						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				w tym e-learning		
2	4	laboratory	30	0	pg	2
Total			30			2
Course / module coordinator	dr KRZYSZTOF DMYTRÓW					
Course instructor	dr KRZYSZTOF DMYTRÓW					
Course / module objectives	Goal of the course/module: to teach students handling of statistical software such as Analysis ToolPak and R language, especially in order to recognise and analyse statistical regularities of economic variables distributions, correlations between variables and dynamics of variables observed in many markets.					
Prerequisites	1. Knowledge: a knowledge of descriptive statistics, statistical inference, econometric modelling and general economic knowledge of macro- and microeconomics phenomena analysis is demanded. 2. Skills: abilities to determining descriptive parameters in statistics, drawing conclusions from data deriving from random sample, interpreting analysis results and drawing logical conclusions as a result of inductive reasoning. 3. Competencies (Attitudes): Student is aware of advantages and disadvantages of using statistical computer software.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student is aware of advantages and disadvantages of using selected statistical software			K_W08
	2	EP2	Student knows methods and tools in the processing and storage of information, and is able to prepare and analyse statistical data			K_W06 K_W10
	3	EP3	Student knows assumptions, methods and tools of economic phenomena forecasting			K_W08 K_W10
skills	1	EP4	Student is able to use his knowledge about statistical software applications such as Analysis ToolPak and R language in order to analyse real economic phenomena and processes			K_U06 K_U10
	2	EP5	Student is able to analyse causes and course of economic phenomena using statistical software applications such as Analysis ToolPak, or R language in the right way			K_U10
	3	EP6	Student is able to forecast economic phenomena using statistical software applications such as Analysis ToolPak, or R language in the right way			K_U10
social competences	1	EP7	Student understands the need of continual learning because of permanent computer tools and statistical software development			K_K02
	2	EP8	Student realizes that the statistical software is highly important in real economic applications			K_K02
CONTENT					Semester	No. of hours
Subject title: zastosowania pakietów statystycznych (statistical software applications)						

Format of instruction: laboratory					
1. Methods of distribution analysis for economic variables, using statistical software called Analysis ToolPak (in Excel). Statistical data preparing and analysis with the use of tools such as Histogram, Descriptive Statistics, Rank and Percentile.			4	4	0
2. Regression and correlation analysis for economic variables, using Analysis ToolPak's tools such as Covariance, Correlation, Regression.			4	4	0
3. The probability determining for selected distributions of random variables and statistical hypothesis verification with the use of Analysis ToolPak's tools such as Random Number Generation, Sampling, Analysis of Variance (ANOVA): Single Factor, Two-Factor with Replication, Two-Factor without Replication. F-test Two Sample for Variance, t-test: Paired Two Sample for Means, t-test: Two-Sample Assuming Equal Variances, t-test: Two-Sample Assuming Unequal Variances, z-test: Two Sample for Means.			4	2	0
4. Application of R language using in the distribution analysis for economic variables.			4	4	0
5. The probability determining for selected distributions of random variables and statistical hypothesis verification with the use of R language, such as: Analysis of Variance (ANOVA): Single Factor, Two-Factor with Replication, Two-Factor without Replication. F-test Two Sample for Variance, t-test: Paired Two Sample for Means, t-test: Two-Sample Assuming Equal Variances, t-test: Two-Sample Assuming Unequal Variances, z-test: Two Sample for Means.			4	4	0
6. Correlation and regression analysis in R language			4	4	0
7. Time series and forecasting in R language: trend analysis, analysis of seasonality and exponential smoothing models.			4	2	0
8. Measuring the similarity. Multivariate statistical analysis: Cluster analysis, factor analysis, classification trees and linear ordering. Application of GDM in R software environmental.			4	6	0
Modes of delivery	Education methods: A short introduction to the lesson as a multimedia presentation (15-20 min.), explaining the main goal of laboratories and problems to sort out. The rest of lessons - computer work supervised by teacher.				
Assessment methods				No. of learning outcome from the syllabus	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Students are assessed on the basis of the project. Its completeness and correctness is taken into account. Students receive grade 3.0 if they obtain at least 50% of total number of points from the project. Students receive grade 3.5 if they obtain at least 70% of total number of points from the project. Students receive grade 4.0 if they obtain at least 80% of total number of points from the project. Students receive grade 4.5 if they obtain at least 90% of total number of points from the project. Students receive grade 5.0 if they obtain at least 95% of total number of points from the project.				
	Grade calculation principles				
	The final grade is equal to the grade obtained from laboratories.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	zastosowania pakietów statystycznych (statistical software applications)		Nieobliczana	
	4	zastosowania pakietów statystycznych (statistical software applications) [laboratorium]	zaliczenie z oceną		
Basic reading	Aczel, A., Sounderpandian, J. (2009): Complete Business Statistics 7th Edition, McGraw-Hill/Irwin				
	Cleff, Thomas (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel, Springer, Cham				
Supplementary reading	Venables, W. N., Smith, D. M. and the R Core Team (2021): An Introduction to R				
STUDENT WORKLOAD					
		No. of hours			
		W tym e-learning			
Contact hours		30		0	
Participation in test / exam		0		0	
Preparation for contact hours		3		0	
Private reading and studying		2		0	
Participation in tutorials		5		0	

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

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: algebra liniowa (linear algebra) (PODSTAWOWE)					Kod przedmiotu: US71AIJ2857_14S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 2 - język angielski język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	2	ćwiczenia	30	0	ZO	4
		wykład	15	0	E	
Razem			45			4
Koordynator przedmiotu:	dr hab. MAŁGORZATA GUZOWSKA					
Prowadzący zajęcia:	dr hab. MAŁGORZATA GUZOWSKA					
Cele przedmiotu:	Completing and revising mathematical knowledge so that the students can successfully study the state-of-art economics, statistics and econometrics as well as other fields of science where economic calculation plays a fundamental role and which deal with best practices in decision-making					
Wymagania wstępne:	- knowledge: a candidate demonstrates the knowledge of mathematics on the basic high school level; - skills: a candidate can solve mathematical problems on the elementary level; - competence (attitude): a candidate demonstrates excellent learning skills.					
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student knows definitions and the elementary properties of linear space			K_W05
	2	EP2	Student knows the elementary properties of the real matrixes as well as can recognize and interpret the procedures of solving any system of linear equations			K_W05
	3	EP3	Student knows terms and methods related to square forms, eigenvectors and eigenvalues			K_W05
umiejętności	1	EP4	Student can use vector and matrices calculus and can apply them to solving the systems of linear equations and simple economic problems			K_U05
	2	EP5	Student can examine the properties of quadratic and determine eigenvectors and eigenvalues			K_U05
	3	EP6	Student can easily communicate in English in an international group of people in order to carry out mathematical or business tasks			K_U05 K_U16
kompetencje społeczne	1	EP7	Student is ready to critically assess his knowledge of mathematical tools and to supplement and deepen his knowledge as well as to use his knowledge and expert knowledge to solve socio-economic problems.			K_K02
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
						w tym e-learning
Przedmiot: algebra liniowa (linear algebra)						
Forma zajęć: wykład						

1. Basic algebraic structures		2	2	0
2. Vector spaces: linear combination and linear independence of vector, bases and dimension for vector spaces.		2	2	0
3. Algebraic operations on matrices and their properties		2	2	0
4. Determinants. Laplace's expansion. Trace and rank of a matrix.		2	2	0
5. Inverse of matrices. Matrices equation.		2	2	0
6. System of linear equations and it solutions.		2	2	0
7. Linear and quadratic forms. Canonical form of a square form. Classification of quadratic forms, Sylvester s law, positive define (negative define) quadratic form. Eigenvalues and eigenvectors and their application in economics.		2	3	0
Forma zajęć: ćwiczenia				
1. Vector spaces: linear combination and linear independence of vector, bases and dimension for vector spaces		2	3	0
2. Algebraic operations on matrices: matrix addition, scalar multiplication, transpose and matrix multiplication.		2	3	0
3. Determinants. Laplace expansion. Properties of the determinant		2	2	0
4. Inverse of matrices. Matrices equation.		2	4	0
5. Systems of linear equations and methods of solving them (Gaussian elimination, Cramer method, Kronecker - Capelli theorem)		2	6	0
6. Systems of linear inequalities		2	4	0
7. Linear and quadratic forms. Canonical form of a square form. Classification of quadratic forms, Sylvester s law. Eigenvalues and eigenvectors.		2	4	0
8. Application of linear algebra in economics.		2	4	0
Metody kształcenia	Lectures with slides shows. Exercises - problem solving			
Metody weryfikacji efektów uczenia się				Nr efektu uczenia się z sylabusu
	EGZAMIN PISEMNY			EP1,EP2,EP3
	KOŁOKWIUM			EP4,EP5,EP6,EP7
Forma i warunki zaliczenia	Credits are given to students who have learned the following skills, by: 5 short one-question (exercise) tests with passing score of 5 -10 points; 1 final test (5 exercises, 10 points each). Total passing score: minimum 25 points under the condition of all the short tests being passed; The examination form and requirements: The final examination tests if a student has achieved all the projected learning outcomes concerning knowledge. It consists of 10 questions. The passing score is 50%. The way of calculating the grade Fail (2.0) 0%-50% Satisfactory (3.0) 51% -60% Satisfactory plus (3.5) 61% - 70% Good (4.0) 71% - 80% Good plus (4.5) 81% - 90% Very good (5.0) 91% -100%			
	Zasady wyliczania oceny z przedmiotu			
	The final grade is calculated as a weighted average of partial and final tests.			
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny
	2	algebra liniowa (linear algebra)		Arytmetyczna
	2	algebra liniowa (linear algebra) [wykład]	egzamin	
	2	algebra liniowa (linear algebra) [ćwiczenia]	zaliczenie z oceną	
Literatura podstawowa	Barbara Batóg, Beata Bieszk-Stolorz, Iwona Foryś, Małgorzata Guzowska, Krzysztof Heberlein (2021): Mathematics for Students of Economics, Finance, and Management, Difin			
	G. Strang (2003): Linear Algebra And Its Application			
Literatura uzupełniająca	C. Edwards, D. Penney (2005): Differential equations and Linear Algebra, Pearson Prentice Hall			
	V. Ilyin, E. Poznyak (1986): Linear Algebra, MIRPublisher			

NAKŁAD PRACY STUDENTA		
	Liczba godzin	
		W tym e-learning
Zajęcia dydaktyczne	45	0
Udział w egzaminie/zaliczeniu	3	0
Przygotowanie się do zajęć	15	0
Studiowanie literatury	12	0
Udział w konsultacjach	10	0
Przygotowanie projektu / eseju / itp.	0	0
Przygotowanie się do egzaminu/zaliczenia	15	0
ŁĄCZNY nakład pracy studenta w godz.	100	
Liczba punktów ECTS	4	

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Moduł: Inżynieria informatyczna biznesu (IT engineering in business) [moduł]						
Nazwa przedmiotu: analiza i projektowanie systemów informacyjnych (IS analysis and design) (KIERUNKOWE)					Kod przedmiotu: US71AIJ2717_50S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:	
Status przedmiotu: fakultatywny			Język przedmiotu: semestr: 4 - język angielski język polski			
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
2	4	laboratorium	30	0	ZO	4
		wykład	15	0	ZO	
Razem			45			4
Koordynator przedmiotu:		dr KAROLINA MUSZYŃSKA				
Prowadzący zajęcia:		dr KAROLINA MUSZYŃSKA				
Cele przedmiotu:		The goal of the course is to familiarize the student with the theoretical issues of information systems analysis and design and IT tools supporting this field, as well as to help the student acquire the ability to use these tools and utilize the acquired knowledge for analyzing and designing information systems.				
Wymagania wstępne:		Basic skills in computer and Internet use				
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student knows and understands the concepts of information systems analysis and design			K_W08
	2	EP2	Student is familiar with the methods of information systems analysis and design and knows how to capture and define requirements			K_W13
	3	EP3	Student is familiar with IT tools supporting the analysis and design of information systems			K_W08
umiejętności	1	EP4	Student can use the theoretical knowledge to analyze an exemplary information system, to model selected functions and information structures, using appropriate methods and tools			K_U08 K_U12
	2	EP5	Student can use the acquired methods and IT tools to design the user's interface for an exemplary system			K_U08 K_U12
	3	EP6	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_U16 K_U18
kompetencje społeczne	1	EP7	Student is ready to supplement their knowledge and use it to solve issues regarding development of information systems in organizations			K_K02
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: analiza i projektowanie systemów informacyjnych (IS analysis and design)						
Forma zajęć: wykład						

1. Introduction to the analysis and design of information systems (concepts, methods, tools)			4	2	0	
2. Methods of gathering, defining and documenting system requirements; modeling the functions and dynamics of the system - use case diagrams			4	2	0	
3. Modeling the information structures - class/object diagrams			4	2	0	
4. Modeling the functions and dynamics of the system - activity and sequence diagrams			4	2	0	
5. Designing the database and physical structure of the system - generating physical data model from class diagram			4	2	0	
6. Types and principles of designing system user interface			4	2	0	
7. Alternative approaches to system analysis and design			4	3	0	
Forma zajęć: laboratorium						
1. Definition of the design task (characteristics of the organization, organizational structure, problems that require informatization and system goals)			4	2	0	
2. Identification and description of users' requirements, functional structure and system users			4	2	0	
3. Modeling the functions - use case diagrams			4	4	0	
4. Modeling the information structures - class diagram			4	4	0	
5. Modeling the dynamics of the system - activity diagrams			4	4	0	
6. Interaction diagrams - sequence diagrams			4	4	0	
7. Design of database and physical structure of the system			4	2	0	
8. Design of windows form user's interface			4	4	0	
9. Design of web form user's interface			4	4	0	
Metody kształcenia		multimedia presentations, teamwork, case study, lecture based on multimedia presentations				
Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu	
		KOŁOKWIUM			EP1,EP2,EP3	
		PROJEKT			EP4,EP5,EP6,EP7	
Forma i warunki zaliczenia		Written test verifies the achievement of learning outcomes in terms of knowledge regarding information systems analysis and design, as well as methods and tools supporting this area. To get a positive grade from the test a minimum of 51% of points must be obtained. Project verifies the achievement of learning outcomes on practical skills and teamwork. Projects focus on performing analysis and design for a sample system using the known tools /diagrams. To get a positive grade from the project a minimum of 51% of points must be obtained.				
		Zasady wyliczania oceny z przedmiotu				
		The final grade of the course is a weighted average of the two grades - from the written test (30%) and the project (70%). The pass is granted only in case of positive assessment of both the written test and the project.				
Metoda obliczania oceny końcowej		Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
		4	analiza i projektowanie systemów informacyjnych (IS analysis and design)		Ważona	
		4	analiza i projektowanie systemów informacyjnych (IS analysis and design) [laboratorium]	zaliczenie z oceną		0,70
		4	analiza i projektowanie systemów informacyjnych (IS analysis and design) [wykład]	zaliczenie z oceną		0,30
Literatura podstawowa		Valacich J.S., George J.F. (2020): Modern Systems Analysis and Design, 9th Edition, Pearson				
Literatura uzupełniająca		Seidl M., Scholz M., Huemer Ch., Kappel G. (2015): UML @ Classroom: An Introduction to Object-Oriented Modeling, Springer				
		Wrycza S., Marcinkowski B., Maślankowski J. (2012): UML 2.x. Ćwiczenia zaawansowane, Helion				
		Wrycza S., Marcinkowski B., Wyrzykowski K. (2006): Język UML 2.0 w modelowaniu systemów informatycznych, Helion				
NAKŁAD PRACY STUDENTA						
			Liczba godzin			
						W tym e-learning

Zajęcia dydaktyczne	45	0
Udział w egzaminie/zaliczeniu	3	0
Przygotowanie się do zajęć	10	0
Studiowanie literatury	10	0
Udział w konsultacjach	8	0
Przygotowanie projektu / eseju / itp.	14	0
Przygotowanie się do egzaminu/zaliczenia	10	0
ŁĄCZNY nakład pracy studenta w godz.	100	
Liczba punktów ECTS	4	

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) (PODSTAWOWE)					Kod przedmiotu: US71AIJ2861_15S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 2 - język angielski język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	2	ćwiczenia	15	0	ZO	4
		wykład	15	0	ZO	
Razem			30			4
Koordynator przedmiotu:		prof. dr hab. IGA RUDAWSKA				
Prowadzący zajęcia:		prof. dr hab. IGA RUDAWSKA				
Cele przedmiotu:		To make students familiar with the principles of analysis of market position of enterprise To make students able to practice skills referring analysis of market position of company				
Wymagania wstępne:		Regarding knowledge: a student knows principles of macroeconomics and principles of management Regarding skills: a student can interpret basic market mechanisms Regarding social competencies: a student can work in a team				
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student has a basic knowledge about purposes, specifics and structure of market position analysis of an enterprise			K_W01
	2	EP2	Student knows principles of methods and tools of market position analysis of an enterprise			K_W05
umiejętności	1	EP3	Student can give the proper solutions to typical problems encountered in analysis of market position of an enterprise			K_U05
	2	EP4	Student can apply basic methods and tools of market position analysis			K_U04
kompetencje społeczne	1	EP5	Student is ready to take part in preparing projects regarding analysis of market position			K_K01
	2	EP6	Student is ready to formulate opinions and views referring different aspects of analysis of market position in entrepreneurship			K_K04
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position)						
Forma zajęć: wykład						
1. Domain of market position analysis in enterprise					2	1 0
2. Levels and basic elements of market position analysis of enterprise					2	2 0
3. External analysis of a company					2	3 0
4. Sectoral analysis					2	3 0

5. Resources and capabilities in enterprise			2	2	0
6. Competitive advantage and the scope of a company			2	2	0
7. Implications of the internalization of market position analysis of enterprise			2	2	0
Forma zajęć: ćwiczenia					
1. Exercise on the domain of market position analysis of enterprise			2	1	0
2. Exercise on the levels and elements of market position analysis of enterprise			2	1	0
3. Designing external analysis of a company			2	2	0
4. Designing sectoral analysis			2	2	0
5. Exercise on the resources and capabilities of a company			2	2	0
6. Exercise on the competitive advantage			2	2	0
7. Exercise on the implications of the internalization of market position analysis			2	2	0
8. Concluding exercise on applying market position analysis of enterprise			2	3	0
Metody kształcenia	PPT presentation, case studies, discussion based on papers, team work				
Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu
	KOŁOKWIUM				EP1,EP2,EP6
	PROJEKT				EP3,EP4,EP5
Forma i warunki zaliczenia	The final grade of the course will be calculated on the basis of two assignments worth: -50% colloquium (60% points) - open questions -50% poster prepared within groups The condition for passing the exercises is getting a positive grade for a poster. The condition for passing the lectures is getting a positive mark in the test.				
	Zasady wyliczania oceny z przedmiotu				
	The final grade from the course is equal to the arithmetic mean of grades from the exercises and the lecture.				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position)		Nieobliczana	
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) [ćwiczenia]	zaliczenie z oceną		
	2	analiza pozycji rynkowej przedsiębiorstw (analysis of enterprises' market position) [wykład]	zaliczenie z oceną		
Literatura podstawowa	A.Warner (2010): Strategic analysis and choices, A structured approach, Business Expert Press, New York				
	M.M. Crossan, M.J. Rouse et al (2011): Strategic analysis and action, 8th edition, Pearson Canada , Toronto				
	R.M.Grant (2013): Contemporary strategic analysis: text and cases, John Wiley and Sons Ltd., 8th edition, Chichester				
	Rothaermel, Frank T. (2017): Strategic management. 3th Edition, McGraw-Hill Education, New York				
Literatura uzupełniająca	Harvard Business Review – current issues :				
	J. Blue (2015): Strategic Analysis Report, Tesla Motors & Powerwal				
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
		W tym e-learning			
Zajęcia dydaktyczne		30	0		
Udział w egzaminie/zaliczeniu		7	0		
Przygotowanie się do zajęć		19	0		

Studiowanie literatury	10	0
Udział w konsultacjach	15	0
Przygotowanie projektu / eseju / itp.	19	0
Przygotowanie się do egzaminu/zaliczenia	0	0
ŁĄCZNY nakład pracy studenta w godz.	100	
Liczba punktów ECTS	4	

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: bankowość (banking) (PODSTAWOWE)					Kod przedmiotu: US71AIWNEiZ_16S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne			Profil studiów: ogólnoakademicki		Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 2 - język angielski język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	2	ćwiczenia	15	0	ZO	4
		wykład	15	0	ZO	
Razem			30			4
Koordynator przedmiotu:		dr DOROTA SKAŁA				
Prowadzący zajęcia:		dr AGNIESZKA PREŚ-PEREPECZO				
Cele przedmiotu:		The goal of this course is to introduce topics that may be used to identify and understand the primary processes taking place within the banking system				
Wymagania wstępne:		The student understands the basic functionality of financial institutions, has an ability to analyse basic processes taking place in the financial sector, understands the need for the continuous study process				
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu		Odniesienie do efektów dla programu	
wiedza	1	EP1	Student defines and describes the rules and features regarding bank activities.		K_W02	
	2	EP2	The student describes the role of banking system in the economy and its effect on financial stability.		K_W02	
	3	EP3	The student has knowledge of the banking system structure and the effects of its evolution.		K_W02	
umiejętności	1	EP4	The student is able to identify factors shaping the financial situation and market position of banks.		K_U02 K_U17	
	2	EP5	The student is able to analyse basic elements influencing the risk-profitability relation in a bank.		K_U02	
kompetencje społeczne	1	EP6	The student is prepared to clearly present strenghts and weaknesses of individual banks.		K_K01 K_K04	
	2	EP7	The student is interested in further studies and analyses regarding bank activities.		K_K04	
	3	EP8	The student is prepared to act as an active member of a team, analysing the basic characteristics of chosen banks		K_K01 K_K04	
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: bankowość (banking)						
Forma zajęć: wykład						
1. The structure and changes within the modern banking system. Ownership changes. Regulatory framework. The role and types of banks. The role of banking systems in modern economies.					2	3 0
2. Bank funding structures: sources, stability and maturity.					2	2 0
3. Main categories of bank assets and their links with risk and profitability.					2	2 0

4. Assets and liabilities management in banking. Bank risk - credit risk, liquidity risk, market risk and operational risk.			2	4	0
5. Bank capital, capital adequacy, Basle I, II and III agreements.			2	2	0
6. The banking system and the financial safety net. Banking supervision and deposit insurance systems. Moral hazard problems.			2	2	0
Forma zajęć: ćwiczenia					
1. The analysis of changes in the modern banking systems. Privatisation, nationalisation and shareholder structure, private versus public banks - discussion.			2	2	0
2. Bank balance sheet and income statement analysis			2	4	0
3. Main elements of the asset and liability transactions and intermediation functions of commercial banks, banking activities within the regulatory framework.			2	2	0
4. Bank risk - credit risk (case study).			2	2	0
5. Market risk and capital adequacy: problem solving, calculations.			2	2	0
6. Student presentations - analysis of chosen banks, in the context of their shareholder structure, size, market position, profitability and risk.			2	2	0
7. Summary and final conclusions.			2	1	0
Metody kształcenia		Powerpoint presentations, text analysis and discussion, team projects (student presentations)			
Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu
	KOLOKWIUM				EP1,EP2,EP3
	PREZENTACJA				EP4,EP5,EP6,EP7,E P8
Forma i warunki zaliczenia	Lecture grading: Written test, in the form of a multiple choice test (80% points), with 2-4 additional short questions (20% points). Exam grading: 50% pass, 75% grade 4.0. Tutorial grades: student presentations, homework assignments and reports handed in at the end of each class. Student presentations: group projects (3 students max), oral presentations of chosen banks during the final class based on powerpoint presentations.				
	Zasady wyliczania oceny z przedmiotu				
	The final grade will be calculated as a weighted mean of the written test grade (70%) and project/presentation grade (30%). Students have to receive a positive grade on the tutorial in order to participate in the final exam (lectures).				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	2	bankowość (banking)		Nieobliczana	
	2	bankowość (banking) [ćwiczenia]	zaliczenie z oceną		
	2	bankowość (banking) [wykład]	zaliczenie z oceną		
Literatura podstawowa	De Haan, J., Oosterloo, S., Schoenmaker, D. (2018): Financial Markets and Institutions, Cambridge University Press				
	Matthews, K., Mishkin, F., Giuliodori, M. (2013): The Economics of Money, Banking and Financial Market, Pearson				
Literatura uzupełniająca	Choudhry, M. (2012): Principles of Banking, Wiley				
	Koch, T, MacDonald, S. (2009): Bank Management, South Western College Pub				
	Saunders, A., Cornett, M. (2011): Financial Institutions Management: a Risk Management Approach, MC Graw-Hill				
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
		W tym e-learning			
Zajęcia dydaktyczne		30	0		
Udział w egzaminie/zaliczeniu		0	0		
Przygotowanie się do zajęć		16	0		
Studiowanie literatury		13	0		
Udział w konsultacjach		9	0		

Przygotowanie projektu / eseju / itp.	16	0
Przygotowanie się do egzaminu/zaliczenia	16	0
ŁĄCZNY nakład pracy studenta w godz.	100	
Liczba punktów ECTS	4	

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: E-learning Training (szkolenie e-learningowe) (INNE DO ZALICZENIA)					Kod przedmiotu: EFZ71AIJ2362_2S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne			Profil studiów: ogólnoakademicki		Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 1 - język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	1	ćwiczenia	2	2	Z	0
Razem			2			0
Koordynator przedmiotu:		mgr KONRAD MIELKO				
Prowadzący zajęcia:		mgr KONRAD MIELKO				
Cele przedmiotu:		Przeszkolenie studentów w zakresie metod i technik kształcenia na odległość, w tym z funkcjonalnością platformy e-learningowej oraz formami komunikacji elektronicznej z wykładowcami i administracją na Uczelni. Przedstawienie form i metod oceniania w trybie wykorzystującym metody i techniki kształcenia na odległość.				
Wymagania wstępne:		Aktywne konto studenta w domenie stud.usz.edu.pl. Podstawy obsługi komputera				
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Zna podstawowe metody korzystania z narzędzi chmurowych Microsoft 365 do komunikacji wewnątrz uczelni			
	2	EP2	Ma wiedzę na temat zasad zaliczania przedmiotów prowadzonych z wykorzystaniem metod i technik kształcenia na odległość			
	3	EP3	Zna zasady poruszania się po platformie e-learningowej			
umiejętności	1	EP4	Potrafi zalogować się do platformy nauczania zdalnego			
	2	EP5	Potrafi w formie elektronicznej skontaktować się z wykładowcą i pracownikami uczelni			
	3	EP6	Potrafi odnaleźć właściwy przedmiot wykładany online i przystąpić prawidłowo do egzaminu/zaliczenia online			
kompetencje społeczne	1	EP7	Posiada kompetencje współpracy i komunikacji z innymi studentami i wykładowcami w trybie pracy zdalnej			
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
						w tym e-learning
Przedmiot: E-learning Training (szkolenie e-learningowe)						
Forma zajęć: ćwiczenia						
1. Obsługa platformy e-learningowej					1	1
2. Komunikacja elektroniczna na uczelni					1	1
Metody kształcenia		e-learning z wykorzystaniem platformy Moodle				

Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu
	SPRAWDZIAN				EP1,EP2,EP3,EP4,EP5,EP6,EP7
Forma i warunki zaliczenia	Zaliczenie bez oceny na podstawie wyników sprawdzianu w formie testu				
	Zasady wyliczania oceny z przedmiotu				
	Uzyskanie co najmniej 60% poprawnych odpowiedzi				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	1	E-learning Training (szkolenie e-learningowe)		Nieobliczana	
	1	E-learning Training (szkolenie e-learningowe) [ćwiczenia]	zaliczenie		
Literatura podstawowa					
Literatura uzupełniająca					
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
			W tym e-learning		
Zajęcia dydaktyczne		2	2		
Udział w egzaminie/zaliczeniu		0	0		
Przygotowanie się do zajęć		0	0		
Studiowanie literatury		0	0		
Udział w konsultacjach		0	0		
Przygotowanie projektu / eseju / itp.		0	0		
Przygotowanie się do egzaminu/zaliczenia		0	0		
ŁĄCZNY nakład pracy studenta w godz.		2			
Liczba punktów ECTS		0			

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: makroekonomia (macroeconomics) (PODSTAWOWE)					Kod przedmiotu: US71AIJ2859_2S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 1 - język angielski język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	1	ćwiczenia	30	0	ZO	4
		wykład	15	0	E	
Razem			45			4
Koordynator przedmiotu:		dr hab. RAFAŁ NAGAJ				
Prowadzący zajęcia:		dr hab. RAFAŁ NAGAJ				
Cele przedmiotu:		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.				
Wymagania wstępne:		Student's ability to consider phenomena in a cause and effect manner and willingness to acquire economic knowledge.				
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu		Odniesienie do efektów dla programu	
wiedza	1	EP1	Student has general knowledge about main variables and macroeconomic processes as well as the relationship between economic operators.		K_W01	
	2	EP2	Student knows and describes the basic macroeconomic aggregates (ie production, aggregate demand, inflation, unemployment) and the processes taking place within them.		K_W01 K_W02	
umiejętności	1	EP3	Student can correctly identify, classify and explain the macroeconomic aggregates.		K_U01	
	2	EP4	Student can recognize and describe 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_U01 K_U05	
kompetencje społeczne	1	EP5	The student is aware of the importance of knowledge in solving macroeconomic problems.		K_K02	
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
						w tym e-learning
Przedmiot: makroekonomia (macroeconomics)						
Forma zajęć: wykład						
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	3 0
3. The monetary system and monetary policy.					1	3 0
4. Private and public aggregate demand.					1	3 0

5. Interest rate and aggregate demand.			1	2	0
Forma zajęć: ćwiczenia					
1. Introduction to economics. Circular flow of income and the equilibrium in the economy.			1	6	0
2. Basic macroeconomic problems: measurement of global product including GDP, unemployment, inflation.			1	6	0
3. Financial market. Money and banking system. Monetary policy.			1	4	0
4. Private and public sector demand versus aggregate demand.			1	6	0
5. International trade versus aggregate demand. Income and short-term equilibrium on the commodity market.			1	4	0
6. Repetition and summary of macroeconomic issues.			1	4	0
Metody kształcenia	solving tasks, multimedia lectures				
Metody weryfikacji efektów uczenia się				Nr efektu uczenia się z sylabusu	
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP4	
	KOŁOKWIUM			EP1,EP2,EP3,EP4,E P5	
Forma i warunki zaliczenia	Credit for the classes: Students are assessed on the basis of two written colloquiums/tests. Tests consist of test questions and open tasks. Credit for lectures: Students are assessed on the basis of the written exam that consists of test questions.				
	Graduating: a positive grade means that the the student has scored more than half of the points possible in both the colloquia and the exam.				
	Zasady wyliczania oceny z przedmiotu				
	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.				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	1	makroekonomia (macroeconomics)		Arytmetyczna	
	1	makroekonomia (macroeconomics) [ćwiczenia]	zaliczenie z oceną		
	1	makroekonomia (macroeconomics) [wykład]	egzamin		
Literatura podstawowa	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				
Literatura uzupełniająca	Mankiw, N.G. (2018): Principles of Macroeconomics, 8th Edition, Cengage Learning, Inc.				
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
		W tym e-learning			
Zajęcia dydaktyczne		45		0	
Udział w egzaminie/zaliczeniu		6		0	
Przygotowanie się do zajęć		10		0	
Studiowanie literatury		15		0	
Udział w konsultacjach		10		0	
Przygotowanie projektu / eseju / itp.		0		0	
Przygotowanie się do egzaminu/zaliczenia		14		0	
ŁĄCZNY nakład pracy studenta w godz.		100			
Liczba punktów ECTS		4			

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: multimedia w działalności biznesowej (multimedia applications in business) (KIERUNKOWE)					Kod przedmiotu: EFZ71AIJ3432_10S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne			Profil studiów: ogólnoakademicki		Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 2 - język angielski język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	2	laboratorium	15	0	ZO	3
		wykład	15	0	ZO	
Razem			30			3
Koordynator przedmiotu:	dr GRZEGORZ WOJARNIK					
Prowadzący zajęcia:	mgr AGNIESZKA MILUNIEC , dr GRZEGORZ WOJARNIK					
Cele przedmiotu:	Preparing students to communicate effectively with contemporary tools and resources to build the audiovisual and multimedia presentations and applications for business purposes.					
Wymagania wstępne:	Knowledge of basis of computer programming.					
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student knows the concepts and technologies in the field of multimedia applications and how to use them in the enterprise.			K_W13 K_W15
umiejętności	1	EP2	Student has an ability to use choosen desktop programming technologies to create multimedia projects.			K_U08
	2	EP3	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects.			K_U16 K_U18
kompetencje społeczne	1	EP4	Thanks to multimedia technologies, the student is ready to convey his ideas, works and projects to the auditorium.			K_K02
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: multimedia w działalności biznesowej (multimedia applications in business)						
Forma zajęć: wykład						
1. Istota multimediów. Modele klasyfikacyjne systemów multimedialnych, manipulacja danymi multimedialnymi, sprzęt multimedialny.					2	2 0
2. Obrazy, audio, animacje, wideo, interaktywnosc, grafika i konwersja audio.					2	2 0
3. Mapowanie umysłu.					2	2 0
4. Grafika komputerowa - rodzaje grafiki, formaty, oprogramowanie, animacja automatyczna, video morfowanie.					2	2 0
5. Obszary wykorzystania multimediów w przedsiębiorstwie, nauczaniu, edukacji zdalnej, rozrywce, reklamie medialnej, marketingu internetowym.					2	2 0
6. Proces tworzenia treści multimedialnych.					2	2 0

7. Zespół projektantów multimediiów.			2	2	0	
8. Przykłady zastosowań i przygotowanie prezentacji multimedialnej w różnych technologiach.			2	1	0	
Forma zajęć: laboratorium						
1. Omówienie tematów laboratoriów i wprowadzenie do XAML.			2	2	0	
2. Wprowadzenie do projektowania programów desktopowych, główne narzędzie menu w programowaniu narzędziowym.			2	1	0	
3. Zastosowanie wybranego języka programowania w aplikacjach desktopowych.			2	2	0	
4. Zasady działania języka XAML jako deklaratywnego języka opartego na XML.			2	3	0	
5. Podstawowe kontrolki XAML.			2	3	0	
6. Aplikacje desktopowe, elementy multimedialne.			2	4	0	
Metody kształcenia		Multimedia presentation, teamwork, project in MS Silverlight technology.				
Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu	
		KOŁOKWIUM			EP4	
		PROJEKT			EP1,EP2,EP3,EP4	
Forma i warunki zaliczenia		Laboratory classes: A credit in the form of a final project and a multimedia presentation made by the student. Lectures: Credit in the form of a test, which may also be conducted by means of distance communication. To pass the test a minimum of 50% of correct answers is required.				
		Zasady wyliczania oceny z przedmiotu				
		Arithmetic mean of grades from lectures and laboratory classes.				
Metoda obliczania oceny końcowej		Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
		2	multimedia w działalności biznesowej (multimedia applications in business)		Nieobliczana	
		2	multimedia w działalności biznesowej (multimedia applications in business) [wykład]	zaliczenie z oceną		
		2	multimedia w działalności biznesowej (multimedia applications in business) [laboratorium]	zaliczenie z oceną		
Literatura podstawowa		Troncy R., Huet B., Schenk S. (2011): Multimedia Semantics, Wiley				
Literatura uzupełniająca		Anderson J., McRee J., Wilson R. (2010): Effective UI, O Reilly				
		Parent R. (2011): Animacja komputerowa. Algorytmy i techniki, PWN, Warszawa				
		Rudny T. (2010): Multimedia i grafika komputerowa. Podręcznik do nauki zawodu technik informatyk, Helion				
NAKŁAD PRACY STUDENTA						
			Liczba godzin			
			W tym e-learning			
Zajęcia dydaktyczne			30	0		
Udział w egzaminie/zaliczeniu			2	0		
Przygotowanie się do zajęć			10	0		
Studiowanie literatury			10	0		
Udział w konsultacjach			3	0		
Przygotowanie projektu / eseju / itp.			10	0		
Przygotowanie się do egzaminu/zaliczenia			10	0		
ŁĄCZNY nakład pracy studenta w godz.			75			
Liczba punktów ECTS			3			

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z							
Nazwa przedmiotu: negocjacje w biznesie (business negotiations) (PODSTAWOWE)					Kod przedmiotu: US71AIJ2935_38S		
Nazwa kierunku: Economics and IT Applications							
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:		
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 6 - język angielski język polski			
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS	
				w tym e-learning			
3	6	laboratorium	15	0	ZO	2	
Razem			15			2	
Koordynator przedmiotu:	dr SANDRA MISIAK-KWIT						
Prowadzący zajęcia:	dr ANNA WIECZOREK-SZYMAŃSKA						
Cele przedmiotu:	The purpose of this course is to introduce students to the theory and practice of business negotiation.						
Wymagania wstępne:	The basic knowledge of business communication, international economic relations, human resources.						
EFEKTY UCZENIA SIĘ							
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu	
wiedza	1	EP1	student knows the structure of negotiations, basic styles and strategies			K_W14	
	2	EP2	student knows the rules of ethical negotiations			K_W14	
umiejętności	1	EP3	student is able to perform brief negotiations on a given topic			K_U11	
	2	EP4	student is able to use chosen negotiation techniques in practice			K_U18	
kompetencje społeczne	1	EP5	student is ready to negotiate ethically and responsibly in the professional life			K_K05	
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć	
							w tym e-learning
Przedmiot: negocjacje w biznesie (business negotiations)							
Forma zajęć: laboratorium							
1. Structure of Negotiations. BATNA					6	2	0
2. Ethical Negotiations vs. Distributive Negotiation					6	3	0
3. Role of place, time and team in Negotiating. Preparation for Negotiations					6	2	0
4. Bargaining strategies and styles					6	3	0
5. Communication in Negotiations					6	2	0
6. Negotiations in international business and Cross-Cultural Negotiation					6	3	0
Metody kształcenia		Workshop, active learning methods, role playing, text and cases analysis, movies with examples, group discussions					

Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5
Forma i warunki zaliczenia	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.				
	Zasady wyliczania oceny z przedmiotu				
	The final grade is obtained on the basis of the following: - Results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation (60%) - Commitment to collaboration and cooperative working (40%)				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	6	negocjacje w biznesie (business negotiations)		Nieobliczana	
	6	negocjacje w biznesie (business negotiations) [laboratorium]	zaliczenie z oceną		
Literatura podstawowa	Fells Ray (2013): Effective negotiation : from research to results, Cambridge University Press, New York				
	Lewicki R.J., Barry B., Saunders D.M. (2010): Negotiation., McGraw-Hill, New York				
	Shell, Richard G. (2006): Bargaining for Advantage?Negotiations Strategies for Reasonable People., Penguin Books, New York				
Literatura uzupełniająca	Hames D. S. (2012): Negotiation: closing deals, settling disputes, and making team decisions, SAGE, Thousand Oaks				
	March R.M., Su-Hua Wu (2007): The Chinese Negotiator: How to Succeed in the World?s Largest Market, Kodansha International Ltd.				
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
			W tym e-learning		
Zajęcia dydaktyczne		15	0		
Udział w egzaminie/zaliczeniu		1	0		
Przygotowanie się do zajęć		5	0		
Studiowanie literatury		4	0		
Udział w konsultacjach		10	0		
Przygotowanie projektu / eseju / itp.		15	0		
Przygotowanie się do egzaminu/zaliczenia		0	0		
ŁĄCZNY nakład pracy studenta w godz.		50			
Liczba punktów ECTS		2			

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: organizacja i zarządzanie (organization and management) (PODSTAWOWE)					Kod przedmiotu: EFZ71AIJ3433_3S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:	
Status przedmiotu: obowiązkowy			Język przedmiotu: semestr: 1 - język angielski			
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	1	wykład	15	0	ZO	2
Razem			15			2
Koordynator przedmiotu:		dr ALEKSANDRA RUDAWSKA				
Prowadzący zajęcia:		dr ALEKSANDRA RUDAWSKA				
Cele przedmiotu:		The course covers important concepts and practices of modern management. The topics are discussed in line with the organizational models and the management functions i.e. planning, organising, leading/motivating and controlling. Additionally, one of the course goals is to develop students skills in the field of: application of the decision making procedure, describing external environment of organization and identifying opportunities and threats, proposing control system to deal with organizational problem.				
Wymagania wstępne:		Student describes basic economic and social terms and understands the necessity of continuous learning.				
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student defines basic concepts related to the management process and organizational functioning			K_W12 K_W14
	2	EP2	Student explains the influence of the environment on the organization and identifies challenges that the contemporary environment makes to the organization.			K_W01 K_W12 K_W16
	3	EP3	Student explains the essence of every management function as well as basic theories describing that functions			K_W12 K_W14
umiejętności	1	EP4	Student does decision making process consistent with the rational approach.			K_U11 K_U13 K_U17
	2	EP5	Student participates in class discussions using English and presents management issues in English.			K_U16
	3	EP6	Student identifies element of the organization and its external environment and assesses environmental influence on the organization.			K_U04 K_U18
kompetencje społeczne	1	EP7	Student identifies dilemmas connected with the managerial work.			K_K01 K_K05
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: organizacja i zarządzanie (organization and management)						
Forma zajęć: wykład						

1. Managing organizations in contemporary world - the challenges the managers are facing.			1	4	0
2. Planning: how to deliver value.			1	2	0
3. Organizing - designing organization structure.			1	3	0
4. Organizational culture.			1	2	0
5. Leading people: leadership and motivating			1	4	0
Metody kształcenia	Discussions in groups., Lecture with usage of the multimedia presentation with numerous practical examples., Individual and group assignments showing practical applications of chosen managerial instruments and enabling checking how students understand issues discussed during classes.				
Metody weryfikacji efektów uczenia się				Nr efektu uczenia się z sylabusu	
	KOŁOKWIUM			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.				
Forma i warunki zaliczenia	Single choice test				
	Zasady wyliczania oceny z przedmiotu Less than 55% of points - mark: 2,0 55%-66% of points - mark: 3,0 67%-74% of points - mark: 3,5 75%-82% of points - mark: 4,0 83%-89% of points - mark:4,5 90% or more - mark: 5,0				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	1	organizacja i zarządzanie (organization and management)		Nieobliczana	
	1	organizacja i zarządzanie (organization and management) [wykład]	zaliczenie z oceną		
Literatura podstawowa	Bateman T.S., Snell S.A., Konopaske R. (2019): Management: Leading & Collaborating in a Competitive World, McGraw-Hill				
Literatura uzupełniająca	Garvin D. A., Roberto M.A. (2001): What You Don't Know About Making Decisions, Harvard Business Review				
	Jones G. (2013): Organizational Theory, Design and Change 7th ed., Pearson				
	Mullins L.J. (2019): Organisational Behaviour in the Workplace, 12th ed., Pearson				
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
		W tym e-learning			
Zajęcia dydaktyczne		15	0		
Udział w egzaminie/zaliczeniu		4	0		
Przygotowanie się do zajęć		10	0		
Studiowanie literatury		8	0		
Udział w konsultacjach		5	0		
Przygotowanie projektu / eseju / itp.		0	0		
Przygotowanie się do egzaminu/zaliczenia		8	0		
ŁĄCZNY nakład pracy studenta w godz.		50			
Liczba punktów ECTS		2			

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: problemy współczesnej ekonomii (modern economics) (PODSTAWOWE)					Kod przedmiotu: EFZ71AIJ3432_5S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 6 - język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
3	6	laboratorium	15	0	ZO	3
		wykład	15	0	ZO	
Razem			30			3
Koordynator przedmiotu:		dr hab. RAFAŁ NAGAJ				
Prowadzący zajęcia:		dr hab. RAFAŁ NAGAJ				
Cele przedmiotu:		Familiarizing the student with issues related to contemporary economy and economics and making students understand them and know the tools to solve these problems. Students will also acquire skills and qualifications to analyse basic economic phenomena in contemporary economies.				
Wymagania wstępne:		The student has the ability to use basic quantitative methods and logical thinking. The student has knowledge of the basics of macroeconomics and basic macroeconomic aggregates				
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu		Odniesienie do efektów dla programu	
wiedza	1	EP1	The student knows the contemporary macro- and microeconomic trends, has knowledge about economic growth and the business cycle.		K_W01	
	2	EP2	Student knows the instruments used to monitor the economic situation.		K_W01 K_W05	
umiejętności	1	EP3	Student is able to correctly identify, classify and explain instruments of economic policy.		K_U01 K_U03	
kompetencje społeczne	1	EP4	The student is ready to deepen knowledge and participate in the decision-making process in changing economic conditions.		K_K02 K_K04	
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
						w tym e-learning
Przedmiot: problemy współczesnej ekonomii (modern economics)						
Forma zajęć: wykład						
1. The main areas of interest of modern (contemporary) economics.					6	2 0
2. Economic growth and economic development. Cyclical fluctuations in the contemporary economy.					6	4 0
3. The role of the state in modern economy.					6	2 0
4. The functioning of the economy in the short and long term. Model IS-LM-BP and AD-AS.					6	4 0
5. Competitiveness of economies and globalization and economic development in the modern (contemporary) world.					6	2 0
6. Repetition and summary of modern economics issues.					6	1 0
Forma zajęć: laboratorium						

1. Basic economic problems in modern world economies. Statistical overview in major national and international institutions/organizations.				6	4	0
2. Economic growth in terms of mathematical and statistical: measures of calculation of economic growth.				6	2	0
3. Condition of the economy and the business cycle stages.				6	3	0
4. The relationship between short-term and long-term equilibrium in the economy.				6	2	0
5. Competitiveness of economies and socio-economic development - statistical data analysis.				6	3	0
6. Repetition and summary of modern economics issues.				6	1	0
Metody kształcenia		Case study, multimedia lectures				
Metody weryfikacji efektów uczenia się						Nr efektu uczenia się z sylabusu
		KOŁOKWIUM				EP1,EP2,EP3,EP4
		SPRAWDZIAN				EP1,EP2,EP3
Forma i warunki zaliczenia		Evaluation of the classes: Students are assessed on the basis of a written colloquium. The colloquium consists of open questions/tasks solved using a computer with internet access. Evaluation of the lectures: students are assessed on the basis of a written test in the form of a test questions. EVALUATING: Student will receive a satisfactory grade, if shows a basic understanding of issues (has an elementary knowledge) related to economics and problems of contemporary economies in the world.				
		Zasady wyliczania oceny z przedmiotu				
		The final grade is the arithmetic mean of the grades obtained for the classes and lectures. If the result of this arithmetic mean is ambiguous, then the grade of the lectures is decisive.				
Metoda obliczania oceny końcowej		Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
		6	problemy współczesnej ekonomii (modern economics)		Arytmetyczna	
		6	problemy współczesnej ekonomii (modern economics) [laboratorium]	zaliczenie z oceną		
		6	problemy współczesnej ekonomii (modern economics) [wykład]	zaliczenie z oceną		
Literatura podstawowa		Hayek, F.A. (Ed. Klausinger H.) (2013): Business cycles. Part 1, Routledge/Taylor & Francis, London				
		Hayek, F.A. (Ed. Klausinger H.) (2013) (2013): Business cycles. Part 2, Routledge/Taylor & Francis,, London				
		Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York				
Literatura uzupełniająca		Jones, C.I. (2018): Macroeconomics 4th Edition, Norton & Company, Inc., London				
		Kuroki, R. (2013): Keynes and modern economics, Routledge/Taylor & Francis Group, London				
		Urbanek, P. (Ed.) (2016): Economy Today An Interdisciplinary Approach to Contemporary Economic Challenges, E-book				
NAKŁAD PRACY STUDENTA						
			Liczba godzin			
			W tym e-learning			
Zajęcia dydaktyczne			30		0	
Udział w egzaminie/zaliczeniu			3		0	
Przygotowanie się do zajęć			10		0	
Studiowanie literatury			15		0	
Udział w konsultacjach			7		0	
Przygotowanie projektu / eseju / itp.			0		0	
Przygotowanie się do egzaminu/zaliczenia			10		0	
ŁĄCZNY nakład pracy studenta w godz.			75			
Liczba punktów ECTS			3			

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: rynkowe zachowania konsumentów (consumers behaviour) (PODSTAWOWE)					Kod przedmiotu: EFZ71AIJ3433_4S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne			Profil studiów: ogólnoakademicki		Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 5 - język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
3	5	wykład	15	0	X	2
Razem			15			2
Koordynator przedmiotu:	dr hab. KATARZYNA WŁODARCZYK					
Prowadzący zajęcia:	dr MAŁGORZATA WIŚCICKA-FERNANDO					
Cele przedmiotu:	The transfer of knowledge in the field of consumer behaviour and the factors influencing them and the basic trends in consumers' behaviour and their decision-making process. Developing skills of both group and individually work and awareness of the need of life long learning.					
Wymagania wstępne:	Knowledge of marketing issues, methods and techniques of marketing research, marketing strategy developmen					
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student knows the essence of the consumer behaviour. Student explains the importance of consumer behaviour as an important factor influencing the operation of the market entities.			K_W04
umiejętności	1	EP2	The student can search for solutions to the issues which are discussed by using his knowledge and evaluate consumer behaviour. He is involved in the implementation of team tasks and can freely communicate in English in an international team.			K_U04 K_U16 K_U17
kompetencje społeczne	1	EP3	Student is ready to prepare and carry out consumer behaviour tasks and projects. The student has criticism of unfair market practices designed to manipulate the consumer.			K_K01 K_K02
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
						w tym e-learning
Przedmiot: rynkowe zachowania konsumentów (consumers behaviour)						
Forma zajęć: wykład						
1. Consumer Behaviour- introduction to the subject					5	2 0
2. Factors Influencing Consumer behaviour					5	2 0
3. Perception, Motivation and Personality					5	2 0
4. Group aspects of behaviour					5	3 0
5. Consumer as decision Makers					5	2 0
6. Consumer research					5	4 0
Metody kształcenia		Multimedia presentation, discussion, case studies, group work, presentation of the project by the students				

Metody weryfikacji efektów uczenia się						Nr efektu uczenia się z sylabusu	
	PRACA PISEMNA/ ESEJ/ RECENZJA					EP1,EP2,EP3	
Forma i warunki zaliczenia	Scientific article and presentation of the article by the students. The final grade evaluation: Scientific article about consumer behavior. The student chooses / inventes the topic that interests him / her and makes presentation main topics.						
	Zasady wyliczania oceny z przedmiotu						
	Scientific article and presentation of the article by the students. The final grade evaluation: Scientific article about consumer behavior. The student chooses / inventes the topic that interests him / her and makes presentation main topics.						
Metoda obliczania oceny końcowej	Sem.	Przedmiot			Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	5	rynkowe zachowania konsumentów (consumers behaviour)				Nieobliczana	
	5	rynkowe zachowania konsumentów (consumers behaviour) [wykład]			brak zaliczenia		
Literatura podstawowa	Ashutosh R. Patil ; contributors Richard P. Bagozzi, Dawn Iacobucci, Robert Meyer, Kent B. Monroe. (2011): Consumer behavior : information processing and decision making, SAGE						
	J. O'Shaughnessy (2012): Consumer Behaviour: Perspectives, Findings and Explanations						
	Leon G. Schiffman, Joseph Wisenblit (2015): Consumer behavior, Global ed.						
	M. R. Solomon (2017): Consumer Behavior: Buying, Having, and Being, Prentice Hall College Div						
	Zubin Sethna & Jim Blythe. (2016): Consumer Behaviour, 3th edition., SAGE Publishing, Los Angeles; London; New Delhi; Singapore; Washington; Melbourne						
Literatura uzupełniająca	C. Whan Park ; contributors William O. Bearden, Valerie S. Folkes, Mary Gilly, Flemming Hansen, David W. Stewart (2012): Consumer behavior: empirical research, SAGE						
	P. Kotler, V. Wong, J. Saunders, G. Armstrong (2004): Principles of Marketing, European Edition						
NAKŁAD PRACY STUDENTA							
		Liczba godzin					
					W tym e-learning		
Zajęcia dydaktyczne		15			0		
Udział w egzaminie/zaliczeniu		2			0		
Przygotowanie się do zajęć		8			0		
Studiowanie literatury		6			0		
Udział w konsultacjach		3			0		
Przygotowanie projektu / eseju / itp.		12			0		
Przygotowanie się do egzaminu/zaliczenia		4			0		
ŁĄCZNY nakład pracy studenta w godz.		50					
Liczba punktów ECTS		2					

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: systemy pozyskiwania danych (data acquisition systems) (KIERUNKOWE)					Kod przedmiotu: EFZ71AIJ3432_2S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne			Profil studiów: ogólnoakademicki		Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 1 - język angielski język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	1	ćwiczenia	15	0	ZO	3
		wykład	15	0	ZO	
Razem			30			3
Koordynator przedmiotu:	dr DOMINIK ROZKRUT					
Prowadzący zajęcia:	dr DOMINIK ROZKRUT					
Cele przedmiotu:	- gaining abilities of acquiring data from different sources - gaining knowledge about information system of public statistics in Poland and in European Union - acquiring abilities to find and evaluate the quality of data sources - providing students with an understanding of the impact that information and the systems that manage it have on the ways in which information is gathered, processed, stored and disseminated in society					
Wymagania wstępne:	- knowledge and abilities from "Statistics" course - knowledge and abilities from "Macroeconomics" course					
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student knows the structure and organization of public statistics in Poland and European Union.			K_W11
	2	EP2	Student knows the official data sources and methods of their acquisition.			K_W10
	3	EP3	Student knows the statistical surveys programme of the public statistics in Poland.			K_W01
umiejętności	1	EP4	Student is able to define information needs, find and evaluate data sources.			K_U10 K_U17
	2	EP5	Student is able to classify data and present them accordingly.			K_U08 K_U10 K_U17
	3	EP6	Student is able to use data acquisition techniques in order to diagnose economic processes.			K_U10 K_U17
kompetencje społeczne	1	EP7	Student uses results of surveys conducted by statistical institutions, including acknowledging the importance and consequences of cooperation with public statistics institution.			K_K02
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: systemy pozyskiwania danych (data acquisition systems)						
Forma zajęć: wykład						
1. Definition of information, types and functions of information in economy. Economics of information. Information processes and data acquisition techniques. Types of statistical surveys					1	2 0
2. Data structures. Electronic data exchange protocols.					1	2 0

3. State information infrastructure. Main resources of state information infrastructure. Functions of state information systems.		1	2	0	
4. The role of public statistics system in the state information infrastructure. Legal basis for the functioning of the public statistics system in Poland and the European Union. Structure and organization of public statistics system in in Poland and the European Union. Structure and organization of public statistics system in Poland. European Statistical System.		1	2	0	
5. Statistical research programme of public statistics, European statistical programme.		1	2	0	
6. Information resources of international organizations.		1	2	0	
7. Commercial data sources, domain information systems. Specialized data search tools. Assessment of sources reliability and data quality		1	3	0	
Forma zajęć: ćwiczenia					
1. Defining information needs. Searching for information resources. Examples of statistical databases systems.		1	2	0	
2. Methods of gathering, processing and storing data. Statistical meta information and para information systems.		1	2	0	
3. Geographic Information System (GIS).		1	2	0	
4. Information resources of Polish public statistics.		1	2	0	
5. Information resources of international organizations: International Monetary Fund, World Trade Organization, The Organisation for Economic Co-operation and Development, World Bank, Bank for International Settlements, United Nations.		1	2	0	
6. Information resources of the commercial and domain databases.		1	2	0	
7. Internet as a data source. Assessment of sources reliability and data quality.		1	3	0	
Metody kształcenia	The course uses lectures with (when needed) multimedia presentations of statistical surveys of socio-Metody kształcenia economic processes and lab classes based on individual and group work covering practical assignments related to collecting, processing and storing data.				
Metody weryfikacji efektów uczenia się				Nr efektu uczenia się z sylabusu	
	SPRAWDZIAN			EP1,EP2,EP3	
	PROJEKT			EP4,EP5,EP6,EP7	
Forma i warunki zaliczenia	Lectures: Written txt (min 60% of proper answers to pass).				
	Laboratories: Project - a project to achieve the learning outcomes tested on practical skills and teamwork.				
	Zasady wyliczania oceny z przedmiotu				
	The final grade is weighted average of the grades received form on practical skills and teamwork.				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	1	systemy pozyskiwania danych (data acquisition systems)		Nieobliczana	
	1	systemy pozyskiwania danych (data acquisition systems) [wykład]	zaliczenie z oceną		
	1	systemy pozyskiwania danych (data acquisition systems) [ćwiczenia]	zaliczenie z oceną		
Literatura podstawowa	Oleński J. (2006): Infrastruktura informacyjna państwa w globalnej gospodarce, Uniwersytet Warszawski, Warszawa				
	Statistical Survey Programme of Public Statistics (current). Program Badań Statystycznych Statystyki Publicznej (aktualny) :				
	Statistical Work Programme of the Commission (current). :				
Literatura uzupełniająca	Cieciura M. : Podstawy technologii informacyjnych z przykładami zastosowań, Vizja Pressit				
	SDMX User Guide, version 2009-1-7. :				
	Ustawa o statystyce publicznej z 29 czerwca 1995 (z późn.zmianami). :				
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
		W tym e-learning			
Zajęcia dydaktyczne		30		0	

Udział w egzaminie/zaliczeniu	3	0
Przygotowanie się do zajęć	12	0
Studiowanie literatury	7	0
Udział w konsultacjach	15	0
Przygotowanie projektu / eseju / itp.	8	0
Przygotowanie się do egzaminu/zaliczenia	0	0
ŁĄCZNY nakład pracy studenta w godz.	75	
Liczba punktów ECTS	3	

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: szkolenie BHP (occupational safety and health training) (INNE DO ZALICZENIA)					Kod przedmiotu: EFZ71AIJ3434_1S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:	
Status przedmiotu: obowiązkowy				Język przedmiotu: semestr: 1 - język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	1	ćwiczenia	1	0	Z	0
		wykład	4	4	Z	
Razem			5			0
Koordynator przedmiotu:		mgr APOLONIUSZ KURYLCZYK				
Prowadzący zajęcia:		mgr APOLONIUSZ KURYLCZYK				
Cele przedmiotu:		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.				
Wymagania wstępne:		Basic knowledge of the environment, the ability to learn, the ability to work in a team.				
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu		Odniesienie do efektów dla programu	
wiedza	1	EP1	He knows the laws, organizational and ethical conditions of professional activity within the studied field of study.			
umiejętności	1	EP2	Can identify mistakes and omissions in practice.			
	2	EP3	Can conduct basic life support.			
kompetencje społeczne	1	EP4	Carries out tasks in a way that ensures the safety of himself and the environment, including observing the safety rules.			
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: szkolenie BHP (occupational safety and health training)						
Forma zajęć: wykład						
1. Regulacje prawne: Uregulowanie prawne dotyczące bezpieczeństwa pracy i ochrony zdrowia w prawodawstwie polskim i Unii Europejskiej, Obowiązki uczelni, przełożonych w zakresie zapewnienia bezpiecznych i higienicznych warunków pracy i nauki, czynniki ergonomiczne w kształtowaniu warunków pracy, w tym normy higieniczne dla stałych pomieszczeń pracy					1	1
2. Czynniki niebezpieczne fizyczne, biologiczne i chemiczne na zajęciach laboratoryjnych, pracowniach i zajęciach terenowych: Unikanie zagrożeń ze szczególnym uwzględnieniem środków ochrony zbiorowej i indywidualnej, Postępowanie powypadkowe (regulacje prawne, ubezpieczenia wypadkowe)					1	1
3. Udzielanie pierwszej pomocy w sytuacjach nagłych, wypadku, obsługa apteczki pierwszej pomocy					1	1
4. Podstawy prawne w zakresie ochrony przeciwpożarowej, systemy wykrywania pożarów, substancje palne i wybuchowe, zapobieganie zagrożeniom pożarowym, postępowanie w czasie pożaru i innych miejscowych zagrożeniach, podręczny sprzęt gaśniczy, ewakuacja					1	1
Forma zajęć: ćwiczenia						

1. Basic resuscitation - performing cardiopulmonary resuscitation (PCR).				1	1	0
Metody kształcenia	e-learning course practical training					
Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu	
	SPRAWDZIAN				EP1,EP2,EP3,EP4	
Forma i warunki zaliczenia	Completed practical training in CPR.					
	Zasady wyliczania oceny z przedmiotu					
	Completing an e-learning course in the field of occupational health and safety - obtaining at least 75% correct answers from the test.					
Metoda obliczania oceny końcowej	Sem.	Przedmiot		Rodzaj zaliczenia	Metoda obl. oceny	Waga do Średniej
	1	szkolenie BHP (occupational safety and health training)			Nieobliczana	
	1	szkolenie BHP (occupational safety and health training) [ćwiczenia]		zaliczenie		
	1	szkolenie BHP (occupational safety and health training) [wykład]		zaliczenie		
Literatura podstawowa	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					
Literatura uzupełniająca						
NAKŁAD PRACY STUDENTA						
		Liczba godzin				
		W tym e-learning				
Zajęcia dydaktyczne		5		4		
Udział w egzaminie/zaliczeniu		0		0		
Przygotowanie się do zajęć		0		0		
Studiowanie literatury		0		0		
Udział w konsultacjach		0		0		
Przygotowanie projektu / eseju / itp.		0		0		
Przygotowanie się do egzaminu/zaliczenia		0		0		
ŁĄCZNY nakład pracy studenta w godz.		5				
Liczba punktów ECTS		0				

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-EaITA-O-I-S-22/23Z						
Nazwa przedmiotu: zarządzanie pracą zespołową (team work management) (KIERUNKOWE)					Kod przedmiotu: EFZ71AIJ3433_6S	
Nazwa kierunku: Economics and IT Applications						
Forma studiów: I stopnia lic., stacjonarne		Profil studiów: ogólnoakademicki			Specjalność:	
Status przedmiotu: obowiązkowy			Język przedmiotu: semestr: 1 - język angielski			
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	1	ćwiczenia	15	0	ZO	2
Razem			15			2
Koordinator przedmiotu:	dr JAROSŁAW POTERAŁSKI					
Prowadzący zajęcia:	dr ALEKSANDRA RUDAWSKA					
Cele przedmiotu:	The goal of the course is to familiarize students with the basic principles of team work management, by developing their skills and managerial competence					
Wymagania wstępne:	Basic knowledge of human resources management, communications and strategic planning					
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student explains essence, role and main features of teams and distinguishes teams from groups			K_W11 K_W12 K_W14
	2	EP2	Student describes factors that determine effective teamwork			K_W12 K_W14
umiejętności	1	EP3	Student identifies problems occurring during teamwork and proposes solutions			K_U18
	2	EP4	Student prepares written assignments on the topic of teamwork			K_U16 K_U17
	3	EP5	Student is ready to formulate their own ideas and prepare projects.			K_U01 K_U04
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: zarządzanie pracą zespołową (team work management)						
Forma zajęć: ćwiczenia						
1. The essence of teamwork					1	2 0
2. Teamwork building blocks					1	3 0
3. Teamwork development					1	2 0
4. Leadership in teams					1	2 0
5. Problem solving and decision making in teams					1	2 0
6. Team effectiveness					1	2 0
7. Communication and conflict management in a team					1	2 0

Metody kształcenia	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)				
Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu
	KOŁOKWIUM				EP1,EP2
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP3,EP4,EP5
Forma i warunki zaliczenia	Credit consists of three elements: -Case study on topic: "Effective teamwork" based on articles from "Harvard Business Review" and selected example of a team - written assignment and presentation - 60% -Class assignments and case studies - 10% -Final test - 30%				
	Zasady wyliczania oceny z przedmiotu				
	The final grade is the grade obtained from the exercises.				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
	1	zarządzanie pracą zespołową (team work management)		Ważona	
	1	zarządzanie pracą zespołową (team work management) [ćwiczenia]	zaliczenie z oceną		1,00
Literatura podstawowa	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				
Literatura uzupełniająca	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				
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
		W tym e-learning			
Zajęcia dydaktyczne		15		0	
Udział w egzaminie/zaliczeniu		2		0	
Przygotowanie się do zajęć		0		0	
Studiowanie literatury		5		0	
Udział w konsultacjach		6		0	
Przygotowanie projektu / eseju / itp.		12		0	
Przygotowanie się do egzaminu/zaliczenia		10		0	
ŁĄCZNY nakład pracy studenta w godz.		50			
Liczba punktów ECTS		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Course title: Behavioral Economics (ekonomia behawioralna) (PODSTAWOWE)					Course code: EFZ199AIIJ3432_14S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	4	
		lecture	15	0	e		
Total			30			4	
Course / module coordinator	dr AGNIESZKA BRETYN						
Course instructor	dr AGNIESZKA BRETYN						
Course / module objectives	The aim of the course is to familiarize the student with the behavioral perspective of economics and the selected possibilities of applying this field in practice. Students learn about the interdisciplinary trend in economics in order to understand the actual, not abstract, behavioral models of economic life participants and the selected possibilities of applying this field in practice.						
Prerequisites	Basic knowledge of economic phenomena occurring in the economy; Basic knowledge of economics						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows the concepts and theories of behavioral economics using an interdisciplinary approach in the analysis of behavioral models of economic life participants			K_W01 K_W03	
	2	EP2	The student knows and characterizes the key behavioral determinants influencing the process of evaluation and making economic decisions			K_W03 K_W04	
	3	EP3	The student knows and describes the stages of designing an economic experiment			K_W07	
skills	1	EP4	The student designs decision situations with the use of economic experiment			K_U04	
	2	EP5	the student is able to recognize, analyze and evaluate behavioral factors in the decision-making process			K_U05	
	3	EP6	the student has the ability to show and evaluate the complexity and variety of factors influencing economic behavior			K_U01 K_U02 K_U03	
social competences	1	EP7	The student is ready to get involved in the preparation of the project - economic experiment and presents the results of the team's work			K_K03	
	2	EP8	the student demonstrates a willingness to discuss the behavioral aspects of economic activities			K_K01 K_K02 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Behavioral Economics (ekonomia behawioralna)							

Format of instruction: lecture			
1. Relations between economics and psychology	3	1	0
2. The genesis of behavioral economics and main research areas.	3	1	0
3. Economic experiment as a tool for designing a decision situation.	3	2	0
4. Cognitive limitations of an individual - heuristics and cognitive errors in assessing and making decisions	3	2	0
5. Preferences and behavior in conditions of uncertainty and risk. Perspective theory and its implications.	3	2	0
6. Behavior in economic games.	3	2	0
7. Behavioral macroeconomics.	3	2	0
8. Social preferences and their impact on economic activities - fair play, altruism, trust	3	1	0
9. Nudges - architecture of choice	3	2	0
Format of instruction: discussion classes			
1. Moral and social values in economic behavior.	3	1	0
2. Mood and emotions in the process of making economic decisions	3	1	0
3. Mental abbreviations and cognitive distortions in economic behavior	3	2	0
4. Games in testing economic behavior	3	2	0
5. Analysis of macroeconomic phenomena - behavioral approach	3	3	0
6. Economic socialization.	3	1	0
7. Neuroeconomics.	3	1	0
8. Presentation of group projects concerning selected decision situations - evaluation of the results of an economic experiment.	3	3	0
9. Review and summary	3	1	0
Modes of delivery	- lecture with the use of multimedia techniques - lecture with elements of conversations - case studies, - work in groups - performing an economic experiment		
	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	
	KOŁOKWIUM	EP1,EP2,EP3,EP5	
	PROJEKT	EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)	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	exam: written exam credit for classes: - project about the use of the economic experiment method in a selected decision situation (40%) - activity during classes (20%) - written test (40%)		
	Grade calculation principles		
	The final grade is the average of the grades from classes and lecturers.		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Behavioral Economics (ekonomia behawioralna)		Arytmetyczna	
	3	Behavioral Economics (ekonomia behawioralna) [wykład]	egzamin		
	3	Behavioral Economics (ekonomia behawioralna) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Kahneman D. (2012): Pułapki myślenia. O myśleniu szybkim i wolnym, Media Rodzina, Poznań				
	Kahneman D. (2013): Thinking, Fast and Slow, Macmillan				
	Orlik K. (2017): Makroekonomia behawioralna, CeDeWu, Warszawa				
	Thaler R. (2000): Mental accounting matters, w: w: Choices, Values and Frames, Cambridge, Massachussets				
	Tyszka T. (2010): Decyzje. Perspektywa psychologiczna i ekonomiczna, Wydawnictwo Naukowe SCHOLAR, Warszawa				
	Zaleśkiewicz T. (2012): Psychologia ekonomiczna, PWN, Warszawa				
Supplementary reading	Ariely D. (2018): Potęga irracjonalności, Smak Słowa, Sopot				
	Corr P, Plagnol A. (2018): Behavioral Economics: The Basics, Taylor & Francis Ltd				
	Falkowski A., Zaleśkiewicz T. (red.) (2012): Psychologia poznawcza w praktyce. Ekonomia, biznes, polityka, PWN, Warszawa				
	Krawczyk M. (2012): Ekonomia eksperymentalna, Oficyna Wolters Kluwer business				
	Thaler R.H. (2018): Zachowania niepoprawne. Tworzenie ekonomii behawioralnej, Media Rodzina, Poznań				
	Tyszka T. (2010): Decyzje. Perspektywa psychologiczna i ekonomiczna, SCHOLAR, Warszawa				
	Tyszka T. (2000): Psychologiczne pułapki oceniania i podejmowania decyzji, Gdańskie Wydawnictwo Psychologiczne, Gdańsk				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		30	0		
Participation in test / exam		5	0		
Preparation for contact hours		7	0		
Private reading and studying		10	0		
Participation in tutorials		25	0		
Preparation of project / essay / etc.		16	0		
Preparation for test / exam		7	0		
TOTAL workload		100			
ECTS credits		4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Course title: BIG DATA in business analytics (BIG DATA w analityce biznesowej) (KIERUNKOWE)					Course code: EFZ199AIIJ3434_10S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	laboratory	15	0	pg	4	
Total			15			4	
Course / module coordinator	dr TOMASZ NOREK						
Course instructor	dr TOMASZ NOREK						
Course / module objectives	Overview of the essence of BIG DATA and the scope of using BIG DATA in business. Acquiring the ability to use BIG DATA to support business processes and the use of BIG DATA technologies and tools in the processes of data collection and processing. Understanding the applicability of BIG DATA in business analytics						
Prerequisites	Basics of IT technology Basics of statistics.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Knowledge of the essence, specificity and technology of BIG DATA			K_W04	
	2	EP2	Understands the importance of BIG DATA in supporting business processes and business analytics			K_W05	
skills	1	EP3	He can choose the techniques of collecting and processing large data sets.			K_U01	
	2	EP4	He can use BIG DATA technology to support business and management processes in the enterprise.			K_U04	
social competences	1	EP5	By participating in laboratory classes, he is able to prepare solutions supporting decision-making, knowledge production and group cooperation			K_K01	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: BIG DATA in business analytics (BIG DATA w analityce biznesowej)							
Format of instruction: laboratory							
1. Examples of the use of BIG DATA in economics and business analytics - case study					2	1	0
2. BIG DATA implementation technologies in business. BIG DATA environment.					2	1	0
3. BIG DATA methods, techniques and tools					2	1	0
4. The use of the Business Intelligence tool in business analytics					2	2	0
5. Data modeling to support business processes					2	1	0

6. Data modeling to support business processes				2	9	0
Modes of delivery	- Multimedia presentation - Laboratory classes - Discussion - Teamworking - Use of the Hadoop environment - Use of Business Intelligence tools					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PROJEKT				EP1,EP2,EP3,EP4,EP5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Preparation of a business analysis project using Business Intelligence tools and BIG DATA collections					
	Grade calculation principles					
	Ocena końcowa z przedmiotu jest równa ocenie z laboratorium					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	BIG DATA in business analytics (BIG DATA w analityce biznesowej)			Ważona	
	2	BIG DATA in business analytics (BIG DATA w analityce biznesowej) [laboratorium]		zaliczenie z oceną		1,00
Basic reading	Reis, J. Housley, M. (2022): Fundamentals of Data Engineering: Plan and Build Robust Data Systems, O'Relly, London					
	Ferrari A., Russo M. (2020): Power BI i Power Pivot dla Excela. Analiza danych, Helion, Warszawa					
	Marr Bernard (2021): Big Data in Practice, John Wiley & Sons, London					
Supplementary reading	Alex J. Gutman Jordan Goldmeier (2023): Analityk danych. Przewodnik po data science, statystyce i uczeniu maszynowym, Helion, Warszawa					
	David Stephenson (2019): Big data, nauka o danych i AI bez tajemnic, Helion, Warszawa					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		15		0		
Participation in test / exam		5		0		
Preparation for contact hours		15		0		
Private reading and studying		10		0		
Participation in tutorials		25		0		
Preparation of project / essay / etc.		20		0		
Preparation for test / exam		10		0		
TOTAL workload		100				
ECTS credits		4				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Unit: Lecture in the humanities [moduł]							
Course title: Cognitive Pragmatics (pragmatyka kognitywna) (OGÓLNOUCZELNIANE)					Course code: EFZ199AIIJ3441_10S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	lecture	15	0	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	-						
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	0
2. Pragmatics aspects of utterance meaning: implicatures, presuppositions, linguistic underdeterminacy, indirect speech acts.					4	3	0
3. Inferentialist model: Relevance Theory.					4	3	0

4. Non-inferentialist model: Segmented Discourse Representation Theory.				4	3	0
5. Cognitive pragmatics on figurative uses of language: metaphor, irony, humor.				4	2	0
6. Cognitive pragmatics on manipulation in linguistic communication: insinuation, dog-whistles, and back-door speech acts.				4	2	0
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	
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
	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					
Final grade calculation method	The final grade for the course is the lecture grade					
	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Cognitive Pragmatics (pragmatyka kognitywna)		Ważona		
Basic reading	4	Cognitive Pragmatics (pragmatyka kognitywna) [wykład]	zaliczenie z oceną		1,00	
	Marco Mazzone (2018): Cognitive pragmatics, De Gruyter Monton, Berlin					
	Dan Sperber, and Deirdre Wilson (1995): Communication and Cognition, 2nd Edition,, Basil Blackwell					
Supplementary reading	Hans-Jorg Schmid (ed.) (2012): Cognitive pragmatics, De Gruyter Monton, Berlin					
	Nicholas Asher, and Alex Lascarides (2003): Logics of Conversation, _CUP					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		15		0		
Participation in test / exam		3		0		
Preparation for contact hours		0		0		
Private reading and studying		14		0		
Participation in tutorials		10		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		8		0		
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: E-economy [moduł]						
Course title: Data analysis and visualisation tools (narzędzia analizy i wizualizacji danych) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_29S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	30	0	pg	4
Total			30			4
Course / module coordinator	dr PAWEŁ BARAN					
Course instructor	dr PAWEŁ BARAN					
Course / module objectives	The aim of the course is to get the students acquainted (both in terms of knowledge and practical skills) with basics of data manipulation and visualization techniques in MS Excel, Statistica and R. An additional goal is to prepare students to provide critical assessment of the tools used and to improve the results of their work according to users' needs.					
Prerequisites	Students should be familiar with spreadsheets as well as with introductory statistics and economics.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows data-analytic functions and modules in MS Excel			K_W04 K_W07 K_W11
	2	EP2	Student knows selected modules of Statistica software as well as their usage			K_W11
	3	EP3	Student knows basic data types and structures present in R language			K_W11
	4	EP4	Students knows effective ways to visualize data			K_W02 K_W03 K_W06 K_W07 K_W11
skills	1	EP5	Student can use a spreadsheet to perform basic data analysis			K_U01 K_U02 K_U03 K_U04 K_U07
	2	EP6	Student can create a workflow within a workspace environment to resolve selected data-analytical tasks in Statistica			K_U01 K_U02 K_U04
	3	EP7	Student can build extended R scripts			K_U01 K_U04
	4	EP8	Student can perform various operations on data in R			K_U01 K_U04
	5	EP9	Student can create charts, graphs, and maps in Excel, Statistica and R environments as well as export the visualizations to file			K_U01 K_U02 K_U04

social competences	1	EP10	Student, either by themselves or in cooperation with end-user, can critically assess the procedures implemented in a spreadsheet, a workspace, or in a code they wrote. They adjust the solution to end-user's needs.		K_K01 K_K02 K_K04	
CONTENT				Semester	No. of hours	
						including e-learning
Subject title: Data analysis and visualisation tools (narzędzia analizy i wizualizacji danych)						
Format of instruction: laboratory						
1. Use of selected elements of Analysis ToolPack in MS Excel				4	4	0
2. Analysis using lookup functions and pivot tables				4	2	0
3. Statistica - workspace and regression modeling				4	2	0
4. Statistica - ML models: logistic regression, classification and regression trees and tree ensembles				4	4	0
5. Introduction to R language. Data import/export in R and in RStudio				4	2	0
6. Data manipulations and data cleaning within tidyverse packages				4	2	0
7. Integrating text, code, and reseach results in R Markdown				4	1	0
8. Base R graphisc - basic charts. Modifying charts using graphical parameters and colorbrewer package. Exporting graphics do file				4	3	0
9. Visualizing data with ggplot2				4	3	0
10. Vizualizing spatial data using i.a. maptools, ggmap, tmap and geolocalization APIs				4	3	0
11. Using various libraries (e.g. igraph, threejs, networkD3, dendextend, circlize, slopegraph, cairo) in creating and formatting specific diagrams/charts/graphs				4	4	0
Modes of delivery		- Multimedia presentation - hands-on case-study				
		The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus	
		SPRAWDZIAN			EP1,EP10,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP1,EP10,EP2,EP3,EP4,EP5,EP6,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		Laboratory passing based on test grade				
		Grade calculation principles				
		Final grade is laboratory grade				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Data analysis and visualisation tools (narzędzia analizy i wizualizacji danych)		Ważona		
	4	Data analysis and visualisation tools (narzędzia analizy i wizualizacji danych) [laboratorium]	zaliczenie z ocena		1,00	

Basic reading	Grolemund G., Wickham H. (2016): R for Data Science, O'Reilly
	Lovelace R., Nowosad J., Muenchow J. (2019): Geocomputation with R, CRC Press
	Wickham H. (2016): ggplot2: Elegant Graphics for Data Analysis, 2nd ed, Springer
	R packages' help pages and vignettes
Supplementary reading	Healy K. (2018): Data Visualization: A Practical Introduction, Princeton University Press

STUDENT WORKLOAD

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: E-economy [moduł]						
Course title: Digital marketing innovation (innowacje w marketingu cyfrowym) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_24S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr AGATA WAWRZY尼亚K				
Course instructor		dr AGATA WAWRZY尼亚K				
Course / module objectives		Digital Marketing Innovation focuses on analyzing and understanding customer preferences and the marketing plan given the digital environment that affects all industries internationally. The aim of the course is to acquire knowledge and skills by students in developing a comprehensive international digital marketing optimization strategy for a marketing campaign, including creating a predictive model using analytics tools.				
Prerequisites		Basic knowledge of marketing and information technologies.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has the knowledge of terminology within the international digital marketing field			K_W07
	2	EP2	Student has in-depth knowledge of central theories and methodology within within the digital marketing field			K_W11
	3	EP3	Student understands the use of digital tools in international marketing			K_W05
skills	1	EP4	Student is able to contribute actively when elaborating innovation strategies for digital marketing			K_U02 K_U06
	2	EP5	Student is able to understand data-driven marketing information and plan digital marketing strategies			K_U01 K_U04
	3	EP6	Student is able to visualize and argue for market challenges within a corporate strategic context			K_U07
social competences	1	EP7	Student is capable of using knowledge from the digital marketing field in different contexts			K_K02
	2	EP8	Student has the ability to contribute to innovation and development of international digital marketing strategies			K_K04
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Digital marketing innovation (innowacje w marketingu cyfrowym)						
Format of instruction: lecture						

1. Innovation potential of digital marketing strategy. The impact of digital information and communication technologies on marketing			3	2	0
2. Relations with customers using electronic communications tools. Customer-centricity and co-creation			3	2	0
3. Digital communications channels. Multi-channel marketing strategy			3	2	0
4. The future of integrated digital marketing: marketing automation, mobile marketing, and artificial intelligence. Artificial intelligence in marketing			3	2	0
5. Services, technology and innovative business models			3	2	0
6. Digitization trends in marketing (e.g. social media, user-generated content, search engine optimization SEO)			3	2	0
7. Introduction to neuromarketing. Benefits of neuromarketing in the product/service innovation process and creative marketing campaign			3	2	0
8. Review and summary of the teaching material			3	1	0
Format of instruction: laboratory					
1. The essence and importance of IT tools in international digital marketing			3	2	0
2. Modern marketing communication channels on the international market			3	2	0
3. Marketing through search engines and Internet messengers. The positioning and optimization of web pages			3	2	0
4. Tools supporting conducting international advertising campaigns			3	2	0
5. Analytical and reporting tools. IT tools delivering the knowledge about competition and history of promotion			3	2	0
6. Digital customer analysis, metrics and predictive customer models. Triangulation in marketing research of consumers behaviour in international markets			3	2	0
7. Integrated Digital marketing software. Business solutions: case studies			3	1	0
8. Presentation of student projects			3	2	0
Modes of delivery	- Multimedia presentation - 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	
	SPRAWDZIAN			EP1,EP2,EP3	
	PROJEKT			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 credit - on the basis of a written test. Laboratory credit - on the basis of a group project.				
	Grade calculation principles				
	The final course grade is a weighted mean of grades from the lecture (40%) and the laboratory (60%).				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Digital marketing innovation (innowacje w marketingu cyfrowym)		Ważona	
	3	Digital marketing innovation (innowacje w marketingu cyfrowym) [wykład]	zaliczenie z oceną		0,40
	3	Digital marketing innovation (innowacje w marketingu cyfrowym) [laboratorium]	zaliczenie z oceną		0,60
Basic reading	D. Chaffey, F. Ellis-Chadwick (2019): Digital Marketing: Strategy, Implementation and Practice, Pearson Education Limited				
	D. Ryan (2016): Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publisher				

Supplementary reading	J. Sterne (2017): Artificial Intelligence for Marketing: Practical Applications, John Wiley & Sons	
	M. Johnsen (2016): Multilingual Digital Marketing: Become The Market Leader, Maria Johnsen	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	5	0
Private reading and studying	5	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	5	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Unit: E-economy [moduł]							
Course title: E-business - strategy (e-biznes - strategie) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_31S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	konwersatorium	30	0	pg	3	
Total			30			3	
Course / module coordinator	dr ALEKSANDRA GAŚSIOR						
Course instructor	dr ALEKSANDRA GAŚSIOR						
Course / module objectives	Acquisition of knowledge and skills by students of the functioning of economic processes in e-business and preparation for self-completion and improvement of knowledge in the field of preparation and analysis of e-business strategies						
Prerequisites	Basic information on the basics of economics and management						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student has an extensive knowledge of the functioning of e-business and its operating strategy, and knows the appropriate terminology.			K_W01 K_W02 K_W05	
skills	1	EP4	Is able to properly collect and analyze the materials necessary to evaluate the e-business strategy in the modern economy			K_U01 K_U02 K_U04 K_U05 K_U07 K_U09	
social competences	1	EP6	Is able to independently supplement and improve knowledge in the field of preparation and analysis of e-business strategies			K_K02 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: E-business - strategy (e-biznes - strategie)							
Format of instruction: konwersatorium							
1. The Four Pillars of Net Readiness					4	2	0
2. Net Readiness trends stimulated by the internet economy					4	2	0
3. Identifying strategic options					4	2	0
4. The e-business strategy framework					4	6	0
5. Extended business models in the Internet economy					4	2	0
6. Product and market transformation					4	2	0

7. Transformacja sektorów gospodarki				4	2	0
8. The enterprise in the global information society				4	2	0
9. Internet - a new dimension of organizational activity				4	4	0
10. Vision of the company's internet project				4	4	0
11. Electronic economy - summary				4	2	0
Modes of delivery	- Lecture - Multimedia presentation - 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	
	PROJEKT				EP1,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	Passing the exercises based on the preparation and presentation of the project (multimedia presentation). The final grade results from 3 elements: the quality of the material presented and compliance with the content of the course (70%), the method of preparation of the presentation - technical quality (10%), the method of presentation - preparation for the speech (20%).					
	Grade calculation principles					
	The final grade for the course is equal to the grade for the seminar.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	E-business - strategy (e-biznes - strategie)		Ważona		
	4	E-business - strategy (e-biznes - strategie) [konwersatorium]	zaliczenie z oceną		1,00	
Basic reading	Maciej Dutko (2021): Biblia e-biznesu 3.0, Onepress					
	Michael A. Cusumano , Annabelle Gawer , et al (2019): The Business of Platforms: Strategy in the Age of Digital Competition, Innovation, and Power The Business of Platforms: Strategy in the Age of Digital Competition, Innovation, and Power, Harper Business, New York					
	Miroslaw Skwarek (2023): AI w biznesie. Jak zarabiać więcej dzięki sztucznej inteligencji, Onepress					
	Opracowanie zbiorowe (2018): Funkcjonowanie e-biznesu, Wydawnictwo Uniwersytetu Łódzkiego					
	Tawfik Jelassi (2020): Strategies for e-Business: Concepts and Cases on Value Creation and Digital Business Transformation, Springer, Cham					
Supplementary reading	Jerzy Duda, Aleksandra Gąsior (2023): Industry 4.0 A Glocal Perspective, Routledge					
	Joanna Duda, Tomasz Bernat (2022): Science, Business and Universities, Routledge					
	Tomasz Bernat, Joanna Duda (2024): Business Impacts of COVID-19 International Business, Crisis Management, and the Global Economy, Routledge					
	International Journal of E-Business Research (IJEER), https://www.igi-global.com/journal/international-journal-business-research/1088					
	International Journal of Electronic Business, https://www.inderscience.com/jhome.php?jcode=ijeb					
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	7	0
Participation in tutorials	20	0
Preparation of project / essay / etc.	14	0
Preparation for test / exam	0	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Unit: E-economy [moduł]							
Course title: E-commerce (e-gospodarka) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_30S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr MAGDALENA SOBOŃ					
Course instructor		dr MAGDALENA SOBOŃ					
Course / module objectives		Acquainting students with the electronic economy, its state and prospects in Poland and in the world. Developing the ability to interpret phenomena occurring in the e-economy. Development of social competences in the field of critical assessment of the activities online.					
Prerequisites		The student knows the basic economic concepts, has the ability to use the Internet.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student lists and defines the elements of the e-economy, knows the rules of its functioning.			K_W01 K_W02 K_W04	
skills	1	EP2	The student interprets the phenomena in the economy, analyzes the causes and directions of changes in the electronic economy.			K_U01 K_U04 K_U08	
social competences	1	EP3	The student evaluates and criticizes the activities of economic entities in the Internet.			K_K01 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: E-commerce (e-gospodarka)							
Format of instruction: lecture							
1. Basic concepts of e-economy.					4	2	0
2. Profile of the Polish internet user and internet infrastructure and technology.					4	2	0
3. E-shopping: value, categories, barriers.					4	2	0
4. E-finance.					4	2	0
5. E-health.					4	2	0
6. E-learning.					4	2	0
7. E-government.					4	2	0

8. Review and summary of the course.				4	1	0
Format of instruction: discussion classes						
1. Online shops.				4	2	0
2. Financial market online.				4	2	0
3. The patient on the Internet.				4	2	0
4. E-administration.				4	2	0
5. Distance and remote learning.				4	2	0
6. E-marketing.				4	2	0
7. Online information.				4	2	0
8. Review and summary of the course.				4	1	0
Modes of delivery	Main form of knowledge transfer is lectures with case studies. The main way of excercises are case studies, presentations of e-commerce activities and 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	
	KOŁOKWIUM				EP1,EP2	
	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	Passing exercises on the basis of presentations. Passing the lectures on the basis of the test.					
	Grade calculation principles					
	The final grade of the course is calculated as the grade point average of exercises and lectures.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	E-commerce (e-gospodarka)			Arytmetyczna	
	4	E-commerce (e-gospodarka) [wykład]		zaliczenie z oceną		
	4	E-commerce (e-gospodarka) [ćwiczenia]		zaliczenie z oceną		
Basic reading	Chaffey D (2011): E-Business and E-Commerce Management (5-th edition), Prentice Hall					
	Gemius (2020): E-Commerce w Polsce. Gemius dla e-Commerce Polska, Izba Gospodarki Elektronicznej, Polska					
	Jelassi T., Martinez-Lopez F.J. (2020): Strategies for e-Business, Springer Nature Switzerland AG					
Supplementary reading	Szewczyk A (2006): Podstawy e-biznesu , Wyd. Naukowe US, Szczecin					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		4		0		
Preparation for contact hours		8		0		
Private reading and studying		3		0		

Participation in tutorials	15	0
Preparation of project / essay / etc.	8	0
Preparation for test / exam	7	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Course title: Economic and social policy (polityka społeczno-gospodarcza) (PODSTAWOWE)					Course code: EFZ199AIIJ3432_3S	
Name of field of study: International Economics						
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator		dr IZABELA SZAMREJ-BARAN				
Course instructor		dr IZABELA SZAMREJ-BARAN				
Course / module objectives		Acquisition of knowledge and skills in socio-economic policy and preparation for the development of students' own professional knowledge and skills.				
Prerequisites		The scope of knowledge, skills and competences appropriate for subjects in economics or macroeconomics				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student has broad knowledge of socio-economic policy issues			K_W01 K_W04
	2	EP2	Student defines the most important social processes and recognizes their connections with the economy;			K_W03 K_W09 K_W12
	3	EP3	Student explains the socio-economic functions of the state and local authorities.			K_W05
skills	1	EP4	Student observes, descripts, and interpretes selected socio-economic processes, analyzes the reasons of these processes			K_U01 K_U07
	2	EP5	Student uses theoretical concepts to explain the relationship between the state and the market and society in modern economies.			K_U02 K_U04
	3	EP6	Student can actively participate in organizations' / teams' work fulfilling socio-economic goals			K_U06
social competences	1	EP7	Student recognizes the importance of social behaviour, has the ability of empathy for people in need			K_K03
	2	EP8	Student Is prepared and open to developing their own knowledge and professional skills.			K_K01 K_K04
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Economic and social policy (polityka społeczno-gospodarcza)						
Format of instruction: lecture						

1. The concept, determinants and economic policy objectives. Functions and fields of economic policy		1	2	0	
2. Social policy - the concept, reasons, actors, tasks, conditions and instruments. Models of social policy		1	2	0	
3. Instruments of economic policy: fiscal policy, monetary policy, income policy		1	3	0	
4. Economic growth and development - the basic problems. Pro-growth policies. Regional economic policy in Poland and the European Union. Indicators of social development		1	4	0	
5. Labor market regulation. Employment policy and its functions. Unemployment and employment policy.		1	2	0	
6. Poverty and Social exclusion in EU.		1	2	0	
Format of instruction: discussion classes					
1. Counter-cyclical policy and contemporary crises		1	2	0	
2. Structural policy. Structural changes in the economy. Structural problems of transition.		1	1	0	
3. Industrial policy. The investment policy. Science and innovation policy and other growth factors		1	2	0	
4. Demographic considerations of social policy ? aging of the population, fertility and pensions		1	2	0	
5. Social security and social protection systems in Poland.		1	3	0	
6. Population policy and family policy.		1	2	0	
7. Unemployment and employment policy. Social responsibility of companies.		1	2	0	
8. Course Revision		1	1	0	
Modes of delivery	- informative lecture - multimedia presentation - case studies - group wor - texts analysing/watching films with discussion, gamification				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3	
	PREZENTACJA			EP4,EP5,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP6,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	Credit for lectures on the basis of a written test				
	Credit for classes on the basis of the presentation and activity during classes and homework assignments. The evaluation for the classes consists of 60% of the grade for the presentation and 40% of the grade for the class activity/homework				
	Grade calculation principles				
The final grade for the subject is a weighted mean of grades from exercises and lectures					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Economic and social policy (polityka społeczno-gospodarcza)		Ważona	
	1	Economic and social policy (polityka społeczno-gospodarcza) [ćwiczenia]	zaliczenie z ocena		0,40
	1	Economic and social policy (polityka społeczno-gospodarcza) [wykład]	zaliczenie z ocena		0,60

Basic reading	Agn?s Bénassy-Quéré, Benoît Coeuré, Pierre Jacquet, and Jean Pisani-Ferry (2018): Economic Policy Theory and Practice, Oxford University Press, New York
	Hartley Dean (2019): Social Policy, 3rd Edition, Wiley-Blackwell
	James Midgley, Rebecca Surender, Laura Alfes, (2019): Handbook of Social Policy and Development, Edward Elgar Publishing Limited, Cheltenham
	Lee Coppock, Dirk Mateer (2018): Principles of Economics , Norton&Company, New York
	Milton Friedman (2011): Price Theory, Transaction Publishers, New Jersey
	Nicola Acocella (2005): Economic Policy in the Age of Globalisation, Cambridge University Press, Cambridge
	Peter Dwyer & Sandra Shaw (2013): An Introduction to Social Policy, SAGE Publications, Inc.
Supplementary reading	Barbara Kryk, Izabela Szamrej-Baran (2019): Public participation in local development in the opinion of local governments and social economy entities , Uniwersytetu Opolskiego, Opole
	Izabela Szamrej-Batran, Paweł Baran (2020): Statistical analysis of the energy poverty in the EU: is the geographic location or the time of accession the main reason for differences?, International Business Information Management Association, King of Prussia
	James Midgley Michelle Livermore (2009): The Handbook of Social Policy, SAGE Publications Inc

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	9	0
Private reading and studying	8	0
Participation in tutorials	25	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	9	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Course title: Economic forecasting (prognozowanie ekonomiczne) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_44S	
Name of field of study: International Economics						
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		
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 BARBARA BATÓG				
Course instructor		dr BARBARA BATÓG				
Course / module objectives		The ability to choose adequate method of forecasting for a given economic variable and to compute the effective forecasts				
Prerequisites		basis of statistics and econometrics				
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_W11
	2	EP2	student knows fundamentals of classical and non-classical forecasting methods			K_W11
skills	1	EP3	student is able to choose appropriate forecasting method for given economic variable			K_U01 K_U04 K_U07
	2	EP4	student is able to compute forecasts by means of classical and non-classical methods and determine appropriate forecast errors			K_U01 K_U04 K_U07
social competences	1	EP5	student knows the meaning of properly computed forecasts			K_K01
CONTENT					Semester	No. of hours
Subject title: Economic forecasting (prognozowanie ekonomiczne)						
Format of instruction: lecture						
1. Fundamentals of prediction theory					3	2 0
2. Econometric forecasts					3	3 0
3. Trend and seasonality					3	4 0
4. Exponential smoothing					3	4 0
5. Forecasting by analogies					3	1 0
6. Forecasting qualitative variables					3	1 0

Format of instruction: laboratory						
1. Naive methods and ex post errors				3	2	0
2. Econometric forecasts				3	3	0
3. Trends and seasonality				3	4	0
4. Exponential smoothing				3	4	0
5. Forecasting by analogies				3	2	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	
	SPRAWDZIAN				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	laboratory - on the base of individual projects lecture - on the base of oral test					
	Grade calculation principles					
	Final mark is mark from oral test					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	3	Economic forecasting (prognozowanie ekonomiczne)		Ważona		
	3	Economic forecasting (prognozowanie ekonomiczne) [laboratorium]	zaliczenie z oceną		0,00	
	3	Economic forecasting (prognozowanie ekonomiczne) [wykład]	zaliczenie z oceną		1,00	
Basic reading	Hanke J.E., Wichern D. (2014): Business Forecasting, Pearson Education, Harlow					
	Hyndman R.J., Athanasopoulos G. : Forecasting: Principles and Practice, O Text					
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					
	Johnston J., DiNardo J. (1997): Econometric methods, McGraw Hill					
	Makridakis S., Wheelwright S.C., Hyndman R.J. (1998): Forecasting. Methods and Applications, John Wiley and Sons					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		5		0		
Preparation for contact hours		8		0		
Private reading and studying		7		0		
Participation in tutorials		25		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-IE-O-II-S-24/25Z						
Unit: Sustainable Development [moduł]						
Course title: Economic growth theories (teorie wzrostu gospodarczego) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_32S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. CHRISTIAN LIS				
Course instructor		dr hab. CHRISTIAN LIS				
Course / module objectives		The goal of the course is to make students aware of economic growth theories based on the different economic thoughts history, to explain the role, significance and sources of economic growth and finally to explain economic growth modeling methods according to main schools of modern economics. The goal of lectures in relation to students' abilities is to teach students right recognition of sources of economic growth and income convergence. The goal of lectures in the term of competence is teaching students how to built economic growth model and how to verify it using statistical data.				
Prerequisites		Knowledge of both macro- and microeconomics, ability of analytical thinking.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Student knows main economic growth theories and their significance in economics.		K_W01 K_W04 K_W10
		2	EP2	Student knows sources of an economic growth in a modern economics.		K_W01 K_W04 K_W10
		3	EP3	Student knows models of an economic growth with properties of them.		K_W01 K_W04 K_W10
skills		1	EP4	Student is able to explain reasons of economic growth diversity in the spatial and longitudinal/time approach.		K_U01 K_U02 K_U03 K_U04
		2	EP5	Student knows how to create an economic growth model on his/her own and how to verify empirical properties of it.		K_U01 K_U02 K_U03 K_U04
social competences		1	EP6	Student is ready to built own economic growth models.		K_K01 K_K02
CONTENT					Semester	No. of hours
						including e-learning

Subject title: Economic growth theories (teorie wzrostu gospodarczego)					
Format of instruction: lecture					
1. An Introduction to Growth Theory			3	2	0
2. Assumptions and models of neoclassical growth theory			3	2	0
3. Endogenous growth theory			3	2	0
4. The theory of real business cycles			3	2	0
5. The meaning of Sustainable Development Theory in modern economics			3	2	0
6. Income convergence and its sources			3	3	0
7. Economic growth and income convergence versus welfare			3	2	0
Format of instruction: discussion classes					
1. Stylized Facts and Proximate and Fundamental Causes of Economic Development			3	2	0
2. Introduction to the Solow Growth Model			3	2	0
3. Neoclassical Growth			3	2	0
4. Neoclassical Endogenous Growth: Capital Accumulation, Externalities, and Human Capital			3	4	0
5. Importance of investment in economy. Keynes's investment multiplier. Estimations for selected economies.			3	3	0
6. Convergence testing. Alfa-, beta- and gamma-convergence			3	2	0
Modes of delivery	- lectures and classes with the use of multimedia tools - the use of computers and available statistical software for economic growth modelin				
	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	
	KOŁOKWIUM			EP1,EP2,EP3	
	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	Classes passing is based on the project, which verifies learning effects for the course in terms of abilities and social competence. Lectures passing is based on the multiple choice test, which verifies learning effects for the course in terms of knowledge. Student passes the final exam, if he/she realizes teaching effects at least at satisfactory level. Lecturer assigns points for each teaching effect realized. Total number of points decides how high the grade is. It means that if the total amount of points in comparison with maximal number of points belongs to <60%-70%), then the grade is 3,0; <70%-75%) - grade is 3,5; <75-85%) - grade is 4,0; <85%-90%) - grade is 4,5; <90%-100%> - grade is 5,0.				
	Grade calculation principles				
	The final grade of the course is arithmetical mean taken from lectures and classes grades.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Economic growth theories (teorie wzrostu gospodarczego)		Arytmetyczna	
	3	Economic growth theories (teorie wzrostu gospodarczego) [wykład]	zaliczenie z oceną		
	3	Economic growth theories (teorie wzrostu gospodarczego) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Charles I. Jones (2002): Introduction to Economic Growth, W. W. Norton & Company: , New York	
	DAVID I. STERN (2004): Economic Growth and Energy, Elsevier Inc. , New York,	
	John M. Keynes (1936): The General Theory of Employment, Interest and Money, Macmillan Cambridge University Press, for Royal Economic Society, New York	
	O. Galor (2005): From Stagnation to Growth: Unified Growth Theory., Handbook of Economic Growth	
	Philippe Aghion, Ufuk Akcigit, Peter Howitt (2014): Handbook of Economic Growth, Elsevier B.V.	
	Robert E. Lucas (2004): Lectures on Economic Growth, Harvard University Press	
	Robert J. Barro (1997): Determinants of Economic Growth: A Cross-Country Empirical Study. , MIT Press:, Cambridge	
	Robert M. Solow (1956): A Contribution to the Theory of Economic Growth , The Quarterly Journal of Economics, Oxford	
Supplementary reading	Brian Snowdon, Howard R. Vane (2005): Modern Macroeconomics: Its Origins, Development and Current State, E. Elgar	
	Christian P. Lis (2013): Wartość dodana brutto i jej znaczenie w procesie akumulacji kapitału w świetle teorii wzrostu i konwergencji, volumina.pl, Szczecin	
	Krzysztof Malaga (2009): Podstawy neoklasycznej teorii wzrostu gospodarczego, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań	
	N. Kaldor (1961): Capital Accumulation and Economic Growth, St. Martins Press, New York	
	Wioletta Nowak (2007): Konwergencja w modelach endogenicznego wzrostu gospodarczego, Kolonia Limited, Wrocław	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	5	0
Private reading and studying	4	0
Participation in tutorials	15	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-IE-O-II-S-24/25Z							
Course title: Economic research workshops - advanced course (warsztaty badań ekonomicznych II) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_5S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	3	
Total			15			3	
Course / module coordinator	prof. dr hab. IGA RUDAWSKA						
Course instructor	prof. dr hab. IGA RUDAWSKA						
Course / module objectives	The student has knowledge and skills to conduct empirical research independently .He/ she is prepared to make critical judgments and discussions.						
Prerequisites	Skills: a student has the ability to interpret macro- and microeconomic phenomena; a student can use basic statistical methods Knowledge: the student knows the basics of the methodology of economic research and the basics of statistics and econometrics; a student is able to work in a group						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student has basic knowledge of methods used in economic research			K_W01 K_W06	
skills	1	EP2	The student is able to independently solve a given research problem using available methods			K_U05 K_U08 K_U09	
social competences	1	EP3	The student is ready to critically evaluate and discuss a set of information in relation to the research problem being solved			K_K01 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Economic research workshops - advanced course (warsztaty badań ekonomicznych II)							
Format of instruction: discussion classes							
1. conceptualisation, operationalisation and measurement					1	2	0
2. indexes, scales, typologies					1	4	0
3. selection of research sample					1	2	0
4. Qualitative field research					1	2	0
5. non-reactive research					1	2	0
6. Data analysis					1	2	0
7. Data presentation					1	1	0

Modes of delivery	- case study analysis - presentation in ppt - individual work with computer - 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
	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	Completion of exercises based on the project				
	Grade calculation principles				
	The final grade is equal to the grade from the classes				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Economic research workshops - advanced course (warsztaty badań ekonomicznych II)		Ważona	
	1	Economic research workshops - advanced course (warsztaty badań ekonomicznych II) [ćwiczenia]	zaliczenie z oceną		1,00
Basic reading	Darren Grant (2019): Methods of Economic Research: Craftsmanship and Credibility in Applied Microeconomics, Springer				
	Gabriel Waweru (2021): Research Methodology, 24by7 Publishing, New York				
	J. van Daal, A.H. Markies (2011): Aggregation in Economic Research: From Individual to Macro Relations, Reidel Publishing Co.,				
	N Prathap B. (2021): Research Methodology, KS OmniScriptum Publishing, London				
Supplementary reading	Economic magazines: : Harvard Business Review, Journal of Economic Research, Journal of Economic Surveys				
	Gregg Bernstein (2021): Research practice,Greggcorp, LLC, London				
	Statistical reports : OECD, Eurostat				
STUDENT WORKLOAD					
		No. of hours			
				including e-learning	
Contact hours		15		0	
Participation in test / exam		3		0	
Preparation for contact hours		10		0	
Private reading and studying		9		0	
Participation in tutorials		15		0	
Preparation of project / essay / etc.		15		0	
Preparation for test / exam		8		0	
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Course title: E-learning Training (szkolenie e-learningowe) (INNE DO ZALICZENIA)					Course code: EFZ199AIIJ2362_2S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
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	Train students in the field of distance learning methods and techniques, including the functionality of an e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment in a mode that uses methods and techniques of distance learning.					
Prerequisites	Active student?s account in the stud.usz.edu.pl domain. Basics of computer?s 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 completing subjects taught with the use of distance learning methods and techniques			
	3	EP3	knows the rules of navigating the e-learning platform			
skills	1	EP4	can log into the distance learning platform			
	2	EP5	can contact the lecturer and university employees in electronic form			
	3	EP6	is able to find the right subject taught online and correctly take participation in the exam / test online.			
social competences	1	EP7	has the ability to cooperate and communicate with other students and lecturers in the remote work mode			
CONTENT					Semester	No. of hours
Subject title: E-learning Training (szkolenie e-learningowe)						
Format of instruction: discussion classes						
1. Operation of the e-learning platform.					1	1
2. Electronic communication at the university					1	1

Modes of delivery	e-learning with 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	Passing without a grade on the basis of the test results				
	Grade calculation principles				
	Obtaining at least 60% correct answers				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	E-learning Training (szkolenie e-learningowe)		Nieobliczana	
	1	E-learning Training (szkolenie e-learningowe) [ćwiczenia]	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-IE-O-II-S-24/25Z						
Unit: Common / Global Labor Market [moduł]						
Course title: Employer and employee in the labor market (pracodawca i pracownik na rynku pracy) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_25S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. TOMASZ BERNAT				
Course instructor		dr hab. TOMASZ BERNAT				
Course / module objectives		The aim is to acquire knowledge and skills related to the analysis of current trends in global markets related to the functioning and role of the employer and employee, and to prepare for developing professional competences, while maintaining ethical attitudes.				
Prerequisites		The student has a basic knowledge of the functioning mechanisms of the labor market. The student has the ability to understand basic economic concepts and categories, in particular in the field of the functioning mechanisms of the market economy, entrepreneurship and the competitiveness of enterprises.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student has advanced knowledge of the specificity of the role and operation of the employer and employee on the labor market			K_W01 K_W06 K_W09
skills	1	EP2	The student has the ability to solve problems related to the functioning of the employee and the employer on the labor market			K_U02 K_U04 K_U05 K_U06 K_U07 K_U09
	2	EP3	The student collaborates in a group on selected problems related to the decisions of employees and employers on the labor market			K_U06
social competences	1	EP4	The student is ready to expand professional competences, maintaining ethical attitudes, improving his position on the labor market			K_K02 K_K04
CONTENT					Semester	No. of hours
Subject title: Employer and employee in the labor market (pracodawca i pracownik na rynku pracy)						
Format of instruction: lecture						
1. Employer in the labor market					3	2 0
2. Employee in the labor market					3	2 0

3. Operation of the labor market			3	2	0
4. Competition and competitiveness on the labor market: the perspective of an employee and an employer			3	2	0
5. New technologies on the labor market - the context of the employer and employee			3	2	0
6. Local, regional and global labor market: the place of the employer and employee			3	2	0
7. Migration and immigration on the labor market: the perspective of an employer and an employee			3	3	0
Format of instruction: discussion classes					
1. Employer in the labor market			3	2	0
2. Employee in the labor market			3	2	0
3. Operation of the labor market			3	2	0
4. Competition and competitiveness on the labor market: the perspective of an employee and an employer			3	2	0
5. New technologies on the labor market - the context of the employer and employee			3	2	0
6. Local, regional and global labor market: the place of the employer and employee			3	2	0
7. Migration and immigration on the labor market: the perspective of an employer and an employee			3	2	0
8. Summary of the course contents			3	1	0
Modes of delivery	Seminar and lectures using the case study method for the practical analysis of the behavior of entities on the labor market: employers and employees				
	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	Passing the exercises based on the preparation and presentation of the project (multimedia presentation). The final grade results from 3 elements: the quality of the material presented and compliance with the content of the course (70%), the method of preparation of the presentation - technical quality (10%), the method of presentation - preparation for the speech (20%) Completion of the lecture based on the solution of the theoretical test in the e-learning system.				
	Grade calculation principles				
	The final grade for the subject is the arithmetic mean of grades from exercises and lectures				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Employer and employee in the labor market (pracodawca i pracownik na rynku pracy)		Arytmetyczna	
	3	Employer and employee in the labor market (pracodawca i pracownik na rynku pracy) [ćwiczenia]	zaliczenie z oceną		
	3	Employer and employee in the labor market (pracodawca i pracownik na rynku pracy) [wykład]	zaliczenie z oceną		

Basic reading	Katherine S. Newman, Elisabeth S. Jacobs (2023): Moving the Needle: What Tight Labor Markets Do for the Poor, Kindle Edition, on-line	
	Tristan Evans (2023): The Impact of Technological Advancements on Labor Markets and Income Inequality, Kindle Edition, on-line	
	JOHNNY CH LOK (2020): HOW ROBOTIC BRINGS POSITIVE OR NEGATIVE IMPACT TO GLOBAL LABOR AND BUSINESS MARKET, Independent publisher	
	red: Juliet Webster, Keith Randle (2016): Virtual Workers and the Global Labour Market (Dynamics of Virtual Work), Palgrave Macmillan, New York	
	The World Bank (2020): Moving for Prosperity: Global Migration and Labor Markets (Policy Research Reports), The World Bank, Washington	
	Tito Boeri, Jan van Ours (2021): The Economics of Imperfect Labor Markets, Princeton University Press, New Jersey	
Supplementary reading	Elizabeth Anderson (2019): Private Government: How Employers Rule Our Lives (and Why We Don't Talk about It), Princeton University Press, New Jersey	
	Ellen Ruppel Shell (2018): The Job: Work and Its Future in a Time of Radical Change, Kindle edition	
	Journal for Labour Market Research, Springer Open	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	5	0
Private reading and studying	4	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	5	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Foreign language (język obcy) [moduł]						
Course title: English language (język angielski) (OGÓLNOUCZELNIA NE)					Course code: EFZ199AIIJ3507_4S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lektorat	30	0	pg	2
Total			30			2
Course / module coordinator	mgr MIROSŁAW LICHOSIK					
Course instructor	mgr MIROSŁAW LICHOSIK					
Course / module objectives	Consolidation of the material at the B2 level. Additional vocabulary and language structures according to the specialization on the B2 + level					
Prerequisites	The level of language competence defined as B2					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows the grammatical structures, phraseology and vocabulary of the English language allowing for understanding texts related to a given field of study and academic texts			K_W01
skills	1	EP2	understands English texts related to the field of study, as well as texts of a general academic nature. Can see hidden meaning, expressed indirectly			K_U05 K_U09
	2	EP3	Student is able to prepare a variety of written studies in English concerning the field of study			K_U05 K_U09
	3	EP4	is able to formulate clear and comprehensive oral statements regarding the English language needed for proper functioning in the academic environment and in the work environment			K_U05 K_U09
	4	EP5	can plan lifelong learning			K_U08
social competences	1	EP6	shows readiness to take responsibility for independent work on the assigned task			K_K02 K_K04
	2	EP7	shows creativity in the tasks performed			K_K02
CONTENT					Semester	No. of hours
						including e-learning

Subject title: English language (język angielski)						
Format of instruction: lektorat						
1. Classes improving all language competences (listening, speaking, reading and writing) relating to the vocabulary and topics in the scope proposed in the textbook. (see primary literature)				3	12	0
2. Classes related to the lexical and grammar material contained in the textbook and resulting from the teaching objectives at the B2 + level				3	12	0
3. Classes devoted to repeat the material covered				3	6	0
Modes of delivery	- conversations - simulation of scenes from everyday life - listening to dialogues, texts and messages - watching short movies (scenes from everyday life) - reading, analysis and translation of texts - grammar exercises (written and interactive) - writing short texts (e-mails, letters) - presentations of self-prepared issues					
	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	
	KOŁOKWIUM				EP1,EP2,EP4,EP5,EP6	
	SPRAWDZIAN				EP1,EP2,EP5,EP6	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP6,EP7	
	PROJEKT				EP1,EP2,EP4,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				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	completion of the language course - on the basis of attendance, active participation in classes, passing partial tests, written work or presentation, test EVALUATION for the semester on the basis of test marks, written assignments, activity evaluation					
	Grade calculation principles					
	the final grade is equal to the grade for completing the language course					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	3	English language (język angielski)		Ważona		
	3	English language (język angielski) [lektorat]	zaliczenie z ocena		1,00	

Basic reading	According to the lecturer : :	
	Clive Oxenden Christina Latham Koenig : New English File (pre-intermediate, intermediate, upperintermediate), Oxford University Press : :	
	David Falvey, David Otton, Simon Kent, Margaret O'Keeffe, Iwonna Dubicka : Market Leader, Longman : :	
	Evans Virginia, Milton James : FCE Listening&Speaking, Oxford University Press : :	
	Ian MacKenzie : English for Finance (B2), Oxford University Press : :	
	John Allison, Jeremy Townend, Paul Emmerson, Karen Richardson, John Sydes, Marie Kavanagh : The Business (preintermediate, intermediate, upper-intermediate), Macmillan : :	
	Lindsay Clandfield, Amanda Jeffries, Jackie McAvoy, Kate Pickering, Rebecca Robb Benne : Global (pre-intermediate, intermediate, upper-intermediate), Macmillan : :	
	Philip Kerr, Lindsay Clandfield, Ceri Jones, Jim Scrivener, Roy Norris : Straightforward (preintermediate, intermediate, upperintermediate), Macmillan : :	
	Power base, Macmillan : :	
	Roy Norris : CAE, Macmillan : :	
	Sue Kay, Vaughan JonesNew : Inside Out (pre-intermediate, intermediate, upper-intermediate), Macmillan : :	
Supplementary reading	Angielski No problem!" B1 + B2C1 : :	
	Business Vocabulary and Grammar : :	
	Guardian Weekly : :	
	Hotels and Catering Macmillan : :	
	Introduction to international Legal English : :	
	Legal English : :	
	National Geographic : :	
	Round-Up 5,6 : :	
	Tourism Macmillan : :	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	2	0
Private reading and studying	2	0
Participation in tutorials	5	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-IE-O-II-S-24/25Z						
Unit: Sustainable Development [moduł]						
Course title: Environmental policy and sustainable development (polityka ochrony środowiska i zrównoważonego rozwoju) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_33S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator		dr IZABELA SZAMREJ-BARAN				
Course instructor		dr IZABELA SZAMREJ-BARAN				
Course / module objectives		The aim is to acquire by students the knowledge of environmental policy, the ability to use methods and tools in the implementation of the SD goals, preparation to participate in social projects in the field of environmental protection and sustainable development.				
Prerequisites		Basics of macroeconomics and microeconomics, relations between economy and environment, discussion and teamwork skills.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Knowledge of the nature, objectives, functions, principles of environmental policy and Sustainable Development and its relationship with economy		K_W01 K_W02
		2	EP2	In-depth knowledge of the mechanisms and instruments for implementing environmental policy and SD goals and of indicators and ways of measuring its effectiveness.		K_W11
skills		1	EP3	Student identifies and interprets the links between the environment, society and the economy in the context of environmental policy and Sustainable Development		K_U02
		2	EP4	Uses knowledge of environmental policy instruments to describe the responsibilities of those involved in its implementation; analyses processes and phenomena in the field of environmental policy and SD		K_U01 K_U04
social competences		1	EP5	integrates knowledge from different fields of economics in order to promote environmental policy and Sustainable Development		K_K03
		2	EP6	Student has understanding/awareness of the need to protect the environment. Willingness to participate in the preparation of social projects in the field of environmental protection and sustainable development.		K_K01 K_K02

CONTENT				Semester	No. of hours	
						including e-learning
Subject title: Environmental policy and sustainable development (polityka ochrony środowiska i zrównoważonego rozwoju)						
Format of instruction: lecture						
1. The role of economics in environmental policy and sustainable development.				4	3	0
2. Sustainable development - basic concepts, genesis and principles of sustainable development. Sustainable Development Goals (SDGs)				4	2	0
3. Environment and natural resources (natural capital and its protection). Theoretical basis and applicability of ecological policy. Concepts, functions, subject and purpose of ecological policy.				4	2	0
4. Legal aspects of environmental policy (law) (legal regulations, organization of environmental protection, responsibility)				4	2	0
5. Environmental pollution and degradation				4	3	0
6. Sustainability measurement system				4	3	0
Format of instruction: discussion classes						
1. Natural environment as the basis of economic processes (environment and its functions)				4	3	0
2. Ecosystem services				4	2	0
3. Environmental valuation				4	2	0
4. Water management and waste management.				4	2	0
5. Sustainable energy policy and the problem of energy resources depletion				4	1	0
6. Climate change				4	2	0
7. Sustainable development measurement system according to UN and EU. The role of "good practices" in the evolution of the concept of sustainable development				4	3	0
Modes of delivery	- informative lecture - multimedia presentations - case study - group work - text / video analysis 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	
	KOŁOKWIUM				EP1,EP2,EP3,EP4	
	PREZENTACJA				EP3,EP4,EP5	
	PROJEKT				EP3,EP4,EP5,EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Classes: the student receives a credit when he/she passes a test (gets at least 60% of the points from the test), prepares and gives a presentation and is active during the classes Lectures: a student gets a credit when he/she achieves at least 60% of the points in open questions and prepares and presents a project. Classes: 60% grade from test, 30% grade from presentation, 10% grade from activity in class Lectures: 60% grade from open questions 40% grade from project.					
	Grade calculation principles					
	The final assessment will be calculated as the arithmetic mean of the classes and lecture					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Environmental policy and sustainable development (polityka ochrony środowiska i zrównoważonego rozwoju)		Arytmetyczna		
	4	Environmental policy and sustainable development (polityka ochrony środowiska i zrównoważonego rozwoju) [wykład]	zaliczenie z oceną			

4	Environmental policy and sustainable development (polityka ochrony środowiska i zrównoważonego rozwoju) [ćwiczenia]	zaliczenie z oceną		

Basic reading	: Hussen Ahmed (2018): Principles of Environmental Economics and Sustainability. An Integrated Economic and Ecological Approach, Taylor & Francis Inc
	Tietenberg, Thomas H., Lewis, Lynne (2018): Environmental and Natural Resource Economics, Taylor & Francis Ltd
	Atkinson G., Dietz S., Neumayer E. (2010): Handbook of Sustainable Development, Edward Elgar Publishing
	Barry C. Field, Martha K. Field (2016): Environmental Economics An Introduction, Published by McGraw-Hill, New York
	John Blewitt (2018): Understanding Sustainable Development, Routledge, New York
	Julie A. Kerr (2018): Introduction to Energy and Climate Developing a Sustainable Environment, Taylor & Francis Group
	(2021): Environmental and Resource Economics The Official Journal of the European Association of Environmental and Resource Economists, European Association of Environmental and Resource Economists
Supplementary reading	Folmer H., Gabel L. (Eds) (2001): Principles of Environmental and Resource Economics: A Guide for Students and Decision-Makers, 2nd edition, Edward Elgar, Cheltenham; Northampton MA
	Hanley N., Barbier E. B. (2010): Pricing Nature, Edward Elgar
	Hein L. (2010): The Economics of Ecosystem, Edward Elgar Publishing
	Kryk B. (red.) (2012): Gospodarowanie i zarządzanie środowiskiem , Press University of Szczecin
	M.M. Khan; M.R. Islam (2017): Zero Waste Engineering. A New Era of Sustainable Technology Development, John Wiley & Sons, Inc, New Jersey
	Stiglitz J. E., Sen A., Fitoussi J.P. (2013): Report by the Commission on the Measurement of Economic Performance and Social Progress, www.stiglitz-sen-fitoussi.fr
	Thematic reports from ministries and research institutes (eg World Bank, World Economic Forum, the World Resources Institute, United Nations Institute for Sustainable Development).
	www.europa-lex.europa.eu
	www.eurostat
	www.foe.co.uk
	www.onz.org.pl/rozwój
	www.stat.gov.pl
	www.waterfootprint.org

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	8	0
Participation in tutorials	25	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	8	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Course title: Financial analysis (analiza finansowa) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_17S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	4	
		lecture	15	0	e		
Total			30			4	
Course / module coordinator		dr hab. MAŁGORZATA PORADA-ROCHOŃ					
Course instructor		dr hab. MAŁGORZATA PORADA-ROCHOŃ					
Course / module objectives		To teach students the skills to measure and evaluate the financial condition of a business entity. To understand and interpret the use of research methods through financial information contained in financial statements in order to make appropriate decisions and manage effectively.					
Prerequisites		- knowledge - the student knows the basics of accounting, management, business economics, - skills - students can read with understanding basic information such as in the financial statements and other sources - competence (attitudes) - student has instilled habits of lifelong learning, the ability to work in a group and is prepared to observe and analyze the environment.					
LEARNING OUTCOMES							
Category	No.	Code	Description		Ref. to programme benchmarks		
knowledge	1	EP1	Student has an understanding of the information content of financial statements and reports		K_W05 K_W08 K_W12		
	2	EP2	Student understand the importance of assessing financial condition for decision-making in an enterprise		K_W06 K_W08		
skills	1	EP3	Student has the ability to use of theoretical knowledge to describe and analyze specific phenomena and processes taking place in the enterprise		K_U01		
	2	EP4	Student has the ability to use appropriate methods of assessment of the financial condition of an enterprise		K_U04		
social competences	1	EP5	Student has the ability to make decisions and to take any responsibility for them		K_K01		
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Financial analysis (analiza finansowa)							
Format of instruction: lecture							
1. The nature and role of financial analysis in business management.					3	1	0
2. Criteria for the classification of financial analysis methods and their usefulness in the current market conditions.					3	2	0

3. Characteristics of sources of information for financial analysis.			3	2	0
4. A preliminary assessment of the situation of the assets and capitals.			3	3	0
5. Evaluation of short-term and long-term static liquidity.			3	2	0
6. Indicators used in debt analysis.			3	1	0
7. Indicators used in turnover analysis.			3	2	0
8. Indicators used in profitability ratios.			3	1	0
9. CSR and financial analysis.			3	1	0
Format of instruction: discussion classes					
1. Reading the basic financial statements of the selected companies			3	2	0
2. Methods and tools used in financial analysis - examples			3	2	0
3. A preliminary assessment of the situation the investigated companys assets and capitals			3	2	0
4. An evaluation of the short-term and long-term static financial liquidity of selected companies			3	2	0
5. Evaluation of debt of selected companies			3	2	0
6. Turnover analysis of stocks, receivables and payables			3	2	0
7. Assessment of the company's profitability.			3	2	0
8. Comprehensive coverage of the material in the form of tasks			3	1	0
Modes of delivery	- lectures - case study - exercises - multimedia tools				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP4	
	KOŁOKWIUM			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 excercises: Students are assessed on the basis of written test. Tests consist of 4 tasks Passing lectures: Students are assessed on the basis of the written exam that consists of 20 open and closed test questions.				
	Grade calculation principles				
	The final grade is a weighted mean: 60% test score and 40% written exam score				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Financial analysis (analiza finansowa)		Ważona	
	3	Financial analysis (analiza finansowa) [ćwiczenia]	zaliczenie z oceną		0,60
	3	Financial analysis (analiza finansowa) [wykład]	egzamin		0,40
Basic reading	Penman, Stephen H. (2013): Financial statement analysis and security valuation, McGraw-Hill,, New York				
	Porada - Rochoń M., Mioduchowska E., Romanowska M., Kowalik J. (2024): Application of financial analysis in economic practice , Uniwersytetu Szczecińskiego, Szczecin				
	Weaver, Samuel C. (2012): The essentials of financial analysis , McGraw-Hill, New York				
Supplementary reading	Revsine, Lawrence. (2012): Financial reporting & analysis, McGraw-Hill/Irwin,, New York				

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

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Foreign language (język obcy) [moduł]						
Course title: Fremdsprache Deutsch (język niemiecki) (OGÓLNOUCZELNIA NE)					Course code: EFZ199AIIJ3508_3S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lektorat	30	0	pg	2
Total			30			2
Course / module coordinator	mgr KAJETANA GUTT-JAKUBIAK					
Course instructor	mgr KAJETANA GUTT-JAKUBIAK					
Course / module objectives	Consolidation of the material at the B2 level. Additional vocabulary and language structures according to the specialization on the B2 + level					
Prerequisites	The level of language competence defined as B2					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows the grammatical structures, phraseology and vocabulary of the English language allowing for understanding texts related to a given field of study and academic texts			K_W01
skills	1	EP2	understands English texts related to the field of study, as well as texts of a general academic nature. Can see hidden meaning, expressed indirectly			K_U05 K_U09
	2	EP3	Student is able to prepare a variety of written studies in English concerning the field of study			K_U05 K_U09
	3	EP4	is able to formulate clear and comprehensive oral statements regarding the English language needed for proper functioning in the academic environment and in the work environment			K_U05 K_U09
	4	EP5	can plan lifelong learning			K_U08
social competences	1	EP6	shows readiness to take responsibility for independent work on the assigned task			K_K02 K_K04
	2	EP7	shows creativity in the tasks performed			K_K02
CONTENT					Semester	No. of hours

Subject title: Fremdsprache Deutsch (język niemiecki)					
Format of instruction: lektorat					
1. Classes improving all language competences (listening, speaking, reading and writing) relating to the vocabulary and topics in the scope proposed in the textbook. (see primary literature)			3	12	0
2. Classes related to the lexical and grammar material contained in the textbook and resulting from the teaching objectives at the B2 + level			3	12	0
3. Classes devoted to repeat the material covered			3	6	0
Modes of delivery	- conversations - simulation of scenes from everyday life - listening to dialogues, texts and messages - watching short movies (scenes from everyday life) - reading, analysis and translation of texts - grammar exercises (written and interactive) - writing short texts (e-mails, letters) - presentations of self-prepared issues				
	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	
	KOŁOKWIUM			EP1,EP2,EP4,EP5,EP6	
	SPRAWDZIAN			EP1,EP5,EP6	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP2,EP3,EP6,EP7	
	PROJEKT			EP1,EP2,EP4,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			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	completion of the language course - on the basis of attendance, active participation in classes, passing partial tests, written work or presentation, test EVALUATION for the semester on the basis of test marks, written assignments, activity evaluation				
	Grade calculation principles				
	the final grade is equal to the grade for completing the language course				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Fremdsprache Deutsch (język niemiecki)		Ważona	
	3	Fremdsprache Deutsch (język niemiecki) [lektorat]	zaliczenie z oceną		1,00
Basic reading	Aspekte 2(B2)Lehr-und AB Teil 1 mit 2 Audio CD : :				
	Langenscheidt : :				
	Studio D B2 Cornelsen : :				
Supplementary reading	Last but not least : :				
	Niemiecki Keine Problem! B1 + B2C1 : :				
	prasa niemieckojezyczna : :				
	słownik monolingwalny : :				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		0	

Participation in test / exam	3	0
Preparation for contact hours	2	0
Private reading and studying	2	0
Participation in tutorials	5	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-IE-O-II-S-24/25Z						
Unit: Foreign language (język obcy) [moduł]						
Course title: French language (język francuski) (OGÓLNOUCZELNIA NE)					Course code: EFZ199AIIJ3509_7S	
Name of field of study: International Economics						
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 francuski		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lektorat	30	0	pg	2
Total			30			2
Course / module coordinator	mgr REGINA PTAK					
Course instructor	mgr REGINA PTAK					
Course / module objectives	Consolidation of the material at the B2 level. Additional vocabulary and language structures according to the specialization on the B2 + level					
Prerequisites	The level of language competence defined as B2					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	zna konstrukcje gramatyczne, frazeologię i słownictwo języka francuskiego pozwalające na zrozumienie tekstów dotyczących danego kierunku studiów oraz tekstów o charakterze akademickim			K_W01
skills	1	EP2	rozumie teksty w języku francuskim dotyczące studiowanej dziedziny, a także teksty o charakterze ogólnoakademickim. Potrafi dostrzec znaczenie ukryte, wyrażone pośrednio			K_U05 K_U09
	2	EP3	potrafi w języku francuskim przygotować różnorodne opracowania pisemne dot. studiowanego kierunku			K_U05 K_U09
	3	EP4	potrafi formułować przejrzyste i rozbudowane wypowiedzi ustne dotyczące języka francuskiego potrzebnego do prawidłowego funkcjonowania w środowisku akademickim i w środowisku pracy			K_U05 K_U09
	4	EP5	potrafi planować uczenie się przez całe życie			K_U08
social competences	1	EP6	wykazuje gotowość do wzięcia odpowiedzialności za samodzielną pracę nad powierzonym zadaniem			K_K02 K_K04
	2	EP7	wykazuje kreatywność podczas realizowanych zadań			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: French language (język francuski)						
Format of instruction: lektorat						
1. Classes improving all language competences (listening, speaking, reading and writing) relating to the vocabulary and topics in the scope proposed in the textbook. (see primary literature)					3	12 0

2. Classes related to the lexical and grammar material contained in the textbook and resulting from the teaching objectives at the B2 + level				3	12	0
3. Classes devoted to repeat the material covered				3	6	0
Modes of delivery	- conversations - simulation of scenes from everyday life - listening to dialogues, texts and messages - watching short movies (scenes from everyday life) - reading, analysis and translation of texts - grammar exercises (written and interactive) - writing short texts (e-mails, letters) - presentations of self-prepared issues					
	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	
	KOŁOKWIUM				EP1,EP2,EP4,EP5,EP6	
	SPRAWDZIAN				EP1,EP2,EP5,EP6	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP6,EP7	
	PROJEKT				EP1,EP2,EP4,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				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	completion of the language course - on the basis of attendance, active participation in classes, passing partial tests, written work or presentation, test EVALUATION for the semester on the basis of test marks, written assignments, activity evaluation					
	Grade calculation principles					
	the final grade is equal to the grade for completing the language course					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	French language (język francuski)			Ważona	
	3	French language (język francuski) [lektorat]		zaliczenie z oceną		1,00
Basic reading	Elodie Heu, Jean-Jacques Mabilat (2006): Edito B2+, Wyd. Didier, Paris					
Supplementary reading	Boulares, Michele et Jean-Louis Frerot : Grammaire progressive du français : niveau avancé, CLE International					
	Leroy-Miquel Claire : Vocabulaire progressif du français : niveau avancé, CLE International					
	Bloomfield Anatole et Emmanuelle Daill. DELF B2 : 200 activités, CLE International					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		3		0		
Preparation for contact hours		2		0		
Private reading and studying		2		0		
Participation in tutorials		5		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-IE-O-II-S-24/25Z						
Unit: Common / Global Labor Market [moduł]						
Course title: Globalisation, digitalisation and platform economy (trends in the global labor market) (globalizacja, cyfryzacja i gospodarka platform - trendy na globalnym rynku pracy) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_28S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	30	0	pg	3
Total			30			3
Course / module coordinator	dr DOMINIK ROZKRUT					
Course instructor	dr DOMINIK ROZKRUT					
Course / module objectives	The aim is to acquire knowledge and skills related to the analysis of current trends in global labor markets associated with globalization and digitization, their impact on economies, income, consumption, and wealth, and the implications for shaping socio-economic policies and building development strategies.					
Prerequisites	Basic knowledge and skills from macroeconomics and statistics courses.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	A student knows significant challenges faced by labor markets in terms of globalization and digitalization.			K_W01 K_W04 K_W06 K_W09
	2	EP2	A student has an in-depth knowledge of key trends in labor markets stemming from globalization and digitalization.			K_W02 K_W03 K_W05
	3	EP3	A student knows the official data sources on labor and methods of their acquisition.			K_W01 K_W04 K_W09
skills	1	EP4	A student is able to analyze policy questions related to labor markets.			K_U01 K_U07 K_U09
	2	EP5	A student is able to use analytical models to analyze the mechanisms that determine the performance of labor markets.			K_U02 K_U04 K_U08
	3	EP6	A student is able to get across the ideas and views while referring to the argumentation rooted in different theories and conceptualizations.			K_U03 K_U05
social competences	1	EP7	A student realizes the necessity of catching up with new processes taking place in the world economy.			K_K01 K_K03
	2	EP8	A student is ready to use publicly available data to infer about the current situation in labor markets.			K_K01 K_K04
	3	EP9	A student realizes the need to behave ethically in their professional lives in line with CSR principles.			K_K02
CONTENT					Semester	No. of hours

Subject title: Globalisation, digitalisation and platform economy (trends in the global labor market) (globalizacja, cyfryzacja i gospodarka platform - trendy na globalnym rynku pracy)					
Format of instruction: laboratory					
1. Introducing globalization; economic liberalization.			4	2	0
2. Innovation and globalisation.			4	2	0
3. Key concepts and measurement in the labor market.			4	2	0
4. Information resources of international organizations (UN, ILO, WB, IMF, WTO, OECD, Eurostat, ITU, WIPO, BIS).			4	2	0
5. The Programme for the International Assessment of Adult Competencies.			4	2	0
6. Measuring and assessing job quality.			4	2	0
7. Discussion on proposals of analytical papers.			4	2	0
8. Digitalisation, deindustrialisation, industry 4.0.			4	2	0
9. New forms of work, future of work, and skills.			4	2	0
10. Automation and independent work in a digital economy.			4	2	0
11. The Impact of the platform economy on job creation.			4	2	0
12. Immigration and labor, migration policy debates.			4	2	0
13. The informal sector.			4	2	0
14. Wealth, inequality and poverty.			4	2	0
15. Presentation of analytical papers.			4	2	0
Modes of delivery	Laboratory classes based on individual and group work devoted to solving practical analytical problems related to the development of the labor market situation, with particular emphasis on the use of online sources, including the extensive use of official statistical data.				
	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	
	KOŁOKWIUM			EP1,EP2,EP3,EP4,EP5,EP6	
	PROJEKT			EP4,EP5,EP6,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	Final assessment based on a writing assignment (analytical paper) and an exam (written test).				
	Grade calculation principles				
	The final grade is equal to the grade from the laboratory.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Globalisation, digitalisation and platform economy (trends in the global labor market) (globalizacja, cyfryzacja i gospodarka platform - trendy na globalnym rynku pracy)		Ważona	
	4	Globalisation, digitalisation and platform economy (trends in the global labor market) (globalizacja, cyfryzacja i gospodarka platform - trendy na globalnym rynku pracy) [laboratorium]	zaliczenie z oceną		1,00

Basic reading	(2020): International Compendium of Entrepreneurship Policies, OECD Publishing, Paris	
	(2019): Policy Responses to New Forms of Work, OECD Publishing, Paris	
	(2021): The Digital Transformation of SMEs, OECD Studies on SMEs and Entrepreneurship, OECD Publishing, Paris	
Supplementary reading	(2020): OECD Labour Force Statistics 2020, OECD Publishing, Paris	
	(2019): Working Better with Age, Ageing and Employment Policies, OECD Publishing, Paris	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	4	0
Private reading and studying	4	0
Participation in tutorials	20	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	4	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Sustainable Development [moduł]						
Course title: Government in economy (rząd w gospodarce) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIJ3432_34S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr MAGDALENA SOBOŃ				
Course instructor		dr MAGDALENA SOBOŃ				
Course / module objectives		To present the basic issues of government role in the economy and state intervention policy, in particular the influence on individual markets and market entities. Developing the ability to analyze the state's regulatory policy. Developing social competences in terms of readiness to assess the state's regulatory policy.				
Prerequisites		The student knows the basic issues of economics and the principles of market economy. The student is able to think analytically and formulate conclusions.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Students have knowledge of the nature and causes of state regulatory policy, premises of State influence on functioning of enterprises, the tools and methods of regulation of the market and the impact of regulation on businesses.			K_W01 K_W05 K_W06
skills	1	EP2	The student has the ability to determine the reasons for conducting regulatory policy and its impact on the functioning of the business.			K_U01 K_U05 K_U08
social competences	1	EP3	Student develops ability to assess the effectiveness of state regulatory policy in the functioning of enterprises and its impact on building business models.			K_K01 K_K03
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Government in economy (rząd w gospodarce)						
Format of instruction: lecture						
1. Introduction to the theory of regulation					4	2 0
2. Reasons of control - market failure, public goods, asymmetric information, dominant market position					4	2 0
3. Issues of political philosophy					4	2 0
4. Theories of state intervention - neo-classical approach					4	2 0

5. Theories of state intervention - public choice approach?				4	2	0
6. Theories of state intervention - transactions costs approach				4	2	0
7. Theories of state intervention - information theoretic approach				4	2	0
8. Review and summary of the course				4	1	0
Format of instruction: discussion classes						
1. Reasons of state intervention - examples				4	2	0
2. Competition regulatory and law				4	2	0
3. Consumer protection				4	2	0
4. Taxes				4	2	0
5. Labour market regulations				4	2	0
6. Advertising regulations				4	2	0
7. Telecommunication market regulations				4	2	0
8. Review and summary of the course				4	1	0
Modes of delivery	Main form of knowledge transfer is lectures with examples. The main way of exercises are case studies and presentations of state intervention policy and 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
	KOŁOKWIUM					EP1,EP2
	PREZENTACJA					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 exercises on the basis of presentations. Passing the lectures on the basis of the test.					
	Grade calculation principles					
	The final grade of the course is calculated as the grade point average of exercises and lectures.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Government in economy (rząd w gospodarce)		Arytmetyczna		
	4	Government in economy (rząd w gospodarce) [wykład]	zaliczenie z oceną			
	4	Government in economy (rząd w gospodarce) [ćwiczenia]	zaliczenie z oceną			
Basic reading	Karagiannis N (2007): Modern State Intervention in the Era of Globalisation, Edward Elgar Publishing, UK					
	Poynter G (2021): The Political Economy of State Intervention, Routledge, UK					
Supplementary reading	Gerber L (2005): The Irony of State Intervention, Northern Illinois University Press, USA					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30		0		
Participation in test / exam		3		0		

Preparation for contact hours	5	0
Private reading and studying	4	0
Participation in tutorials	20	0
Preparation of project / essay / etc.	8	0
Preparation for test / exam	5	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Sustainable Development [moduł]						
Course title: Green economy (zielona gospodarka) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_35S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	konwersatorium	15	0	pg	1
Total			15			1
Course / module coordinator	dr ALEKSANDRA GAŚSIOR					
Course instructor	dr ALEKSANDRA GAŚSIOR					
Course / module objectives	Acquisition by students of knowledge and skills in the functioning of green economies and preparation for creative team work.					
Prerequisites	Basic knowledge of the basics of economics (microeconomics and macroeconomics).					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP2	The student has advanced knowledge of the operation of green economies			K_W01 K_W03 K_W04 K_W05
skills	1	EP4	Can properly collect and analyze the materials necessary to assess the functioning of the green economy. Takes part in the discussion.			K_U01 K_U02 K_U05 K_U07 K_U09
social competences	1	EP5	The student is able to creatively work in a team on the analysis and solving of economic problems			K_K02
CONTENT					Semester	No. of hours
Subject title: Green economy (zielona gospodarka)						
Format of instruction: konwersatorium						
1. Theoretical principles of the idea of "Green economy"					4	2 0
2. Green economy in practice					4	2 0
3. How to deal with natural capital in the context of green economy?					4	2 0
4. Green technology and renewable energy					4	2 0
5. Greening the industry in the world with scare resources and the environment					4	2 0
6. Smart cities as a diversification of the green economy					4	2 0
7. Economic instruments of greening the economy					4	3 0

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
	PROJEKT				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 exercises based on the preparation and presentation of the project (multimedia presentation). The final grade results from 3 elements: the quality of the material presented and compliance with the content of the classes (70%), the method of preparing the presentation - technical quality (10%), the method of presentation - preparation for the speech (20%).				
	Grade calculation principles				
	The final grade for the course is equal to the grade for the seminar.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Green economy (zielona gospodarka)		Ważona	
	4	Green economy (zielona gospodarka) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Adrian C. Newton, Elena Cantarello (2014): An Introduction to the Green Economy: Science, Systems and Sustainability,, Routledge, New York				
	Beverley Nielsen, Steven McCabe (2021): Exploring the Green Economy, Independently Published				
	Nordhaus William D. (2021): The Spirit of Green: The Economics of Collisions and Contagions in a Crowded World, Princeton University Press				
	red: Aleksandra Gašior (2019): Pro-ecological Restructuring of Companies, Case Studies, Ubiquity Press, London				
	red: Sevil Acar, Erinc Yeldan (2019): Handbook of Green Economics, Elsevier, London				
Supplementary reading	Bąk Iwona, Cheba Katarzyna (2020): Zielona gospodarka jako narzędzie zrównoważonego rozwoju, CeDeWu Sp. z o.o.				
	Begg D., Vernasca G., Fischer S. and Dornbusch R. (2011): Economics, McGraw-Hill, Maidenhead				
	The Journal of Green Economy and Development (JGED), https://journalofgreeneconomy.wordpress.com/				
STUDENT WORKLOAD					
		No. of hours			
				including e-learning	
Contact hours		15		0	
Participation in test / exam		2		0	
Preparation for contact hours		0		0	
Private reading and studying		2		0	
Participation in tutorials		2		0	
Preparation of project / essay / etc.		3		0	
Preparation for test / exam		1		0	
TOTAL workload		25			
ECTS credits		1			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Unit: Lecture in the humanities [moduł]							
Course title: How do meanings emerge? (jak powstają znaczenia?) (OGÓLNOUCZELNIANE)					Course code: EFZ199AIJ3442_7S		
Name of field of study: International Economics							
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				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lecture	30	0	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	-						
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 describe, 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	0

2. Frames, conceptual domains, mental spaces				3	3	0
3. Conceptual metaphor, metonymy				3	5	0
4. Conceptual integration				3	5	0
5. Word, meaning, thought, reality				3	6	0
6. Embodied cognition and meanings				3	5	0
Modes of delivery	Interactive 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	Oral colloquium 100%					
	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	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 conceptualization, Berlin, New York					
	Additionally, selected scientific papers will be given in class					
Supplementary reading	Lakoff, G., Johnson, M. (1999): Philosophy in the flesh: the embodied mind and its challenge to Western thought, New York					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		2		0		
Preparation for contact hours		0		0		
Private reading and studying		16		0		
Participation in tutorials		15		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-IE-O-II-S-24/25Z						
Unit: Sustainable Development [moduł]						
Course title: Industry 4.0 (Przemysł 4.0) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_36S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	konwersatorium	15	0	pg	2
Total			15			2
Course / module coordinator	dr inż. MARCIN GRYCZKA					
Course instructor	dr inż. MARCIN GRYCZKA					
Course / module objectives	Acquiring knowledge and participating in discussion concerning fourth industrial revolution (Industry 4.0), especially their socio-economic aspects.					
Prerequisites	General knowledge about international economics, macroeconomics, international trade, and contemporary issues related to the world economy development.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the inter-relations between world economy parties and the challenges concerning fourth industrial revolution.			K_W01 K_W04 K_W06
skills	1	EP2	Student is able to analyze general phenomena in world economy, to assess their impact on different stakeholders, and to recognize their positive and negative consequences for selected economies.			K_U01 K_U02 K_U07
social competences	1	EP3	Student recognizes the influence of technological change on socio-economic life.			K_K01 K_K02
CONTENT					Semester	No. of hours
Subject title: Industry 4.0 (Przemysł 4.0)						
Format of instruction: konwersatorium						
1. International division of labor					4	2 0
2. Industry 4.0 - introduction					4	1 0
3. Concept of prosumer in contemporary economy					4	2 0
4. 3D Printing - new industrial revolution					4	2 0
5. Internet of Things - concept, applications, possibilities and threats					4	2 0
6. Artificial Intelligence and its influence on economy and society					4	3 0
7. Robotics and automation - concepts, classifications, global trends, discussion on selected statistical data					4	3 0

Modes of delivery	Presentations on selected topics and discussions on them (student engagement in discussions is obligatory)				
	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	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Discussion session assessment - based on evaluation of student participation in discussions (25 points), evaluation of the project (25 points)				
	The final grade of the course is calculated as follows: student needs at least 30 points to pass the course, i.e. 30-33 points equals grade 3.0, 34-37 - grade 3.5, 38-41 ? grade 4.0, 42-45 - grade 4.5, 46 points or more - grade 5.0				
	Grade calculation principles				
Final grade is equal to discussion session grade					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Industry 4.0 (Przemysł 4.0)		Ważona	
	4	Industry 4.0 (Przemysł 4.0) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Anderson Ch. (2012): Makers. The New Industrial Revolution., Crown Business, New York				
	Barnatt Ch. (2014): 3D Printing. The Next Industrial Revolution., ExplainingTheFuture.com, Lexington				
	Barrat J. (2015): Our Final Invention. Artificial Intelligence and the End of the Human Era., Thomas Dunne Books, New York				
	Bootle R. (2021): The AI Economy: Work, Wealth and Welfare in the Age of the Robot, Nicholas Brealey Publishing, London and Boston				
	Ford M. (2021): Rule of the Robots, Basic Books, London				
	Ford M. (2015): The Rise of the Robots. Technology and the Threat of Mass Unemployment., Oneworld, London				
	Mitchell M. (2019): Artificial Intelligence: A Guide for Thinking Humans, Picador, New York				
	Schwab K. (2017): The Fourth Industrial Revolution, Penguin Books Ltd, London				
Supplementary reading	Bostrom N. (2014): Superintelligence. Paths, Dangers, Strategies., Oxford University Press, Oxford				
	Carr N.G. (2004): Does IT Matter? Information Technology and the Corrosion of Competitive Advantage., Harvard Business School Press, Boston, Massachusetts				
	Carr N.G. (2009): The Big Switch. Rewiring the World, from Edison to Google., W.W. Norton, New York-London				
	Kurzweil R. (2012): How to Create a Mind. The Secret of Human Thought Revealed., Penguin Books, New York				
	Kurzweil R. (2005): The Singularity is Near. When Humans Transcend Biology., Penguin Books, New York				
	Pariser E. (2011): The Filter Bubble., Penguin Books, New York				
	Tapscott D., Williams A.D. (2010): Wikinomics. How Mass Collaboration Changes Everything., Penguin Books, London				
STUDENT WORKLOAD					
		No. of hours			
				including e-learning	
Contact hours		15		0	

Participation in test / exam	0	0
Preparation for contact hours	3	0
Private reading and studying	13	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	9	0
Preparation for test / exam	0	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Course title: International business valuation (wycena przedsiębiorstw na rynku międzynarodowym) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_46S		
Name of field of study: International Economics							
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			
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	pg		
Total			30			3	
Course / module coordinator	dr MARCIN PAWLAK						
Course instructor	dr MARCIN PAWLAK						
Course / module objectives	The aim of the course is to acquire knowledge about the methods of business valuation and the ability to apply them in practice on international markets.						
Prerequisites	The student knows the basics of accounting, economic and financial analysis, basic statistical methods and principles of financial planning. The student has general knowledge of macro and microeconomics and management. The student is able to work in a group and has lifelong learning habits						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP2	Knows the basic categories of values used in business valuation			K_W01 K_W06 K_W10 K_W12	
	2	EP3	Student knows the most important methods for the valuation of enterprises			K_W05 K_W08 K_W10 K_W12	
skills	1	EP4	Student can use the basic methods used in the valuation of enterprises			K_U02 K_U04	
	2	EP5	The student knows how to prepare a business valuation report			K_U02 K_U04	
social competences	1	EP6	The student is ready to conduct the process on his own business valuation			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: International business valuation (wycena przedsiębiorstw na rynku międzynarodowym)							
Format of instruction: lecture							
1. The essence of business valuation.					4	2	0
2. Classifications of valuation methods. Factors determining the choice of valuation methods.					4	2	0
3. Asset-Based Approach in valuation					4	3	0

4. Market approach in company valuation				4	3	0
5. Discounted cash flow approach				4	3	0
6. Cost of capital in business valuation				4	2	0
Format of instruction: laboratory						
1. Introduction to business valuation. Familiarization with the enterprise valuation procedure				4	2	0
2. Examples of the application of the adjusted net assets method, the comparable transaction method and DCF analysis.				4	6	0
3. Valuation of the selected company.				4	7	0
Modes of delivery	- Multimedia presentations - Exmples for a practical solution (case study) - Literature 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
	KOŁOKWIUM					EP2,EP3,EP4,EP5
	SPRAWDZIAN					EP2,EP3,EP4,EP5
	PROJEKT					EP2,EP3,EP4,EP5,E P6
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Laboratory - a project. Lecture - a test of knowledge from the lectures.					
	Grade calculation principles					
	The final grade will be the arithmetic mean of the lecture and laboratory grade.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	International business valuation (wycena przedsiębiorstw na rynku międzynarodowym)		Arytmetyczna		
	4	International business valuation (wycena przedsiębiorstw na rynku międzynarodowym) [laboratorium]	zaliczenie z oceną			
	4	International business valuation (wycena przedsiębiorstw na rynku międzynarodowym) [wykład]	zaliczenie z oceną			
Basic reading	Damodaran A. (1995): Investment Valuation, John Wiley & Sons					
	Mellen Ch. M., Evans F. C. (2010): Valuation for M&A: Building Value in Private Companies, Second Edition, Wiley					
	Murrin J., Koller T., Copeland T. (1997): Valuation: measuring and shaping the value of companies, WIG PRESS					
Supplementary reading	Grudziński M. (2015): Kształtowanie standardów wyceny przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego					
	Slee R.T. (2011): Private Capital Markets. Valuation, Capitalization and Transfer of Private Business Interests					
	Zarzecki D., Byrka-Kita K., Czerwiński M. (2018): Dyskonto z tytułu braku płynności rynkowej w wycenie przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego					
STUDENT WORKLOAD						
			No. of hours			
			including e-learning			
Contact hours			30		0	
Participation in test / exam			4		0	
Preparation for contact hours			4		0	
Private reading and studying			5		0	

Participation in tutorials	15	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	5	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Unit: International Finance [moduł]							
Course title: International corporate finance (międzynarodowe finanse przedsiębiorstw) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_38S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. AGNIESZKA PREŚ-PEREPECZO					
Course instructor		dr hab. AGNIESZKA PREŚ-PEREPECZO					
Course / module objectives		The aim of the course is to familiarize students with the issues related to the international corporate finance , improve their skills in this area as well as to encourage them to develop their knowledge and skills in the future.					
Prerequisites		The student has knowledge of the background of accounting, financial reporting and environment of international global markets The student has following skills: is able to make financial calculations, analyze processes in companies, and work in a team					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows the impact of global international environment on corporate finance			K_W03 K_W05 K_W06	
skills	1	EP2	The student is able to analyze the impact of global markets on financial and investment decisions, financial risk, value creation and firm value.			K_U04 K_U07 K_U08	
social competences	1	EP3	The student is able to complement and improve the knowledge and skills			K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: International corporate finance (międzynarodowe finanse przedsiębiorstw)							
Format of instruction: lecture							
1. Corporate finance in an international environment					4	2	0
2. An international financing: sourcing equity and sourcing debt on global capital markets					4	2	0
3. Financial risk management in an international environment - a foreign exchange risk and an interest rate risk. Derivatives.					4	2	0
4. An international long-term investments and capital budgeting: cash flow plan, discount rate, and investment appraisal methods					4	2	0
5. Cross-border mergers and acquisitions					4	2	0

6. A cross-border corporate value creation and firm valuation			4	2	0
7. Working capital and cash management in an international environment.			4	2	0
8. Summary of an international corporate finance course			4	1	0
Format of instruction: discussion classes					
1. International Corporate Finance Areas- case study			4	1	0
2. Financing the multinational companies and its overseas subsidiaries - case study			4	2	0
3. Financial risk management with derivatives: swaps, financial futures, forwards and options - case study			4	4	0
4. An international capital budgeting: cash flow plan, discount rate, and investment appraisal methods - case study			4	3	0
5. Cross-border mergers and acquisitions - case study			4	2	0
6. A cross border corporate value creation and firm valuation - case study			4	3	0
Modes of delivery	- multimedia presentation - discussion - calculation - 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
	KOŁOKWIUM				EP1,EP2,EP3
	SPRAWDZIAN				EP1,EP2,EP3
	PREZENTACJA				EP1,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	Assessment of tutorials as a written test. Assessment of lectures as a written test.				
	Grade calculation principles				
	The final mark is an average of grade achieved in tutorials and lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	International corporate finance (międzynarodowe finanse przedsiębiorstw)		Arytmetyczna	
	4	International corporate finance (międzynarodowe finanse przedsiębiorstw) [ćwiczenia]	zaliczenie z oceną		
	4	International corporate finance (międzynarodowe finanse przedsiębiorstw) [wykład]	zaliczenie z oceną		
Basic reading	Adrian Buckley (2012): International Finance, Practical perspective, Pearson				
	Cheol S. Eun, Bruce G. Resnick, (2018): International Financial Management, McGrawHill Education, New York				
	Laurent L Jacque (2020): International Corporate Finance: value creation with currency derivatives in global capital markets, John Wiley & Sons				
Supplementary reading	Konrad Sobański (2018): Międzynarodowe finanse przedsiębiorstw, PWN, Warszawa				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30	0		
Participation in test / exam		5	0		

Preparation for contact hours	5	0
Private reading and studying	5	0
Participation in tutorials	12	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-IE-O-II-S-24/25Z						
Course title: International economic relations - advanced course (międzynarodowe stosunki ekonomiczne II) (PODSTAWOWE)					Course code: EFZ199AIIJ3432_2S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	5
		lecture	15	0	pg	
Total			30			5
Course / module coordinator	dr JOANNA BRZYSKA					
Course instructor	dr inż. MARCIN GRYCZKA					
Course / module objectives	Increasing the knowledge about the world economy processes, especially the ones concerning goods, services, labor force and capital flows; discussion of theoretical and practical aspects of international finance and trade; preparation to the own idea and opinion forming					
Prerequisites	General knowledge in the following fields: microeconomics, macroeconomics, international economics, international finance					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has extended knowledge concerning international economics, international finance, and selected processes in contemporary world economy			K_W01 K_W06 K_W10 K_W12
skills	1	EP2	Student is able to correctly identify and explain world economy-related phenomena, and understands the benefits and risks associated with the development of the world economy and globalization			K_U02 K_U05 K_U07
social competences	1	EP3	Student is ready to formulate own ideas and opinions, as well as is aware of the necessity of life-long learning			K_K01 K_K03 K_K04
CONTENT					Semester	No. of hours
Subject title: International economic relations - advanced course (międzynarodowe stosunki ekonomiczne II)						
Format of instruction: lecture						
1. The theories of international trade					1	2 0
2. International trade policy					1	2 0
3. International economic integration					1	2 0
4. Innovation in the era of globalization					1	2 0
5. Currency convertibility and international monetary systems					1	4 0
6. Contemporary challenges and issues in the global economy					1	3 0

Format of instruction: discussion classes					
1. International economic flows			1	3	0
2. Trends in the global economy			1	3	0
3. The role of corporations in the global economy			1	2	0
4. Exchange rate			1	3	0
5. Exchange rate regimes			1	2	0
6. World currency			1	2	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	
	KOŁOKWIUM			EP1,EP2,EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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	Exercise credit - based on class participation and final test (close- and open-ended questions) Lecture credit - based on written final test (multi-choice and open-ended questions)				
	Grade calculation principles				
	Final grade is calculated as an arithmetic average of lecture and exercise grades				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	International economic relations - advanced course (międzynarodowe stosunki ekonomiczne II)		Arytmetyczna	
	1	International economic relations - advanced course (międzynarodowe stosunki ekonomiczne II) [wykład]	zaliczenie z oceną		
	1	International economic relations - advanced course (międzynarodowe stosunki ekonomiczne II) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Bingham A., Spradlin D. (2011): The Open Innovation Marketplace. Creating Value in the Challenge Driven Enterprise., FT Press				
	Castells M. (2001): Internet Galaxy. Reflections on the Internet, Business, and Society., Oxford University Press				
	Chesbrough H. (2011): Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era., Jossey-Bass, A Wiley Imprint				
	Dicken P. (2011): Global Shift: Mapping the Changing Contours of the World Economy., SAGE Publications				
	Fagerberg J. (2002): Technology, Growth and Competitiveness., Edward Elgar Publishing				
	Krugman P.R., Obstfeld M., Melitz M. (2022): International Economics: Theory and Policy, Pearson Education Limited, 12th Ed.				
	Moosa I.A. (2002): Foreign Direct Investment. Theory, Evidence and Practice., Palgrave				
	Pilbeam K. (2013): International Finance., Red Globe Press				
	Rugman A.M. (ed.) (2010): The Oxford Handbook of International Business., Oxford University Press				
	Salvatore D. (2014): International Economics: Trade and Finance., Wiley				

Supplementary reading	Carr N.G. (2004): Does IT Matter? Information Technology and the Corrosion of Competitive Advantage., Harvard Business School Press
	Carr N.G. (2009): The Big Switch. Rewiring the World, from Edison to Google., Harvard Business School Press
	Castells M. (2011): Społeczeństwo sieci, Wyd. Naukowe PWN
	Ed. A.M. Kowalski, M.A. Weresa. (2019): International competitiveness in the context of development on industry 4.0., World Economy Research Institute - SGH Warsaw School of Economics, Warsaw
	Reinert, K. (2020): Introduction to International Economics: New Perspectives on the World Economy, Cambridge University Press, Cambridge
	Schenk C.R. (2021): International Economic Relations since 1945, Routledge
	Stiglitz J.E. (2003): Globalization and Its Discontents , Penguin Books
	Tapscott D., Williams A.D. (2011): Makrowikinomia. Reset świata i biznesu., Wyd. Studio Emka
	Włodarczyk J. (2019): Introduction to international economics, Wyd. UK, Katowice

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	5	0
Preparation for contact hours	25	0
Private reading and studying	20	0
Participation in tutorials	30	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	15	0
TOTAL workload	125	
ECTS credits	5	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: International Finance [moduł]						
Course title: International financial integration (integracja międzynarodowych rynków finansowych) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_40S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr EWA BILEWICZ				
Course instructor		dr EWA BILEWICZ				
Course / module objectives		The aim is to provide a thorough understanding of the complex problems of development and integration of financial markets and their role external balance of countries. The aim of the course is for students to master the student's ability to analyze of tendencies in international financial markets. The aim of the course is to make students aware of meaning of knowledge in solving problems of international financial markets.				
Prerequisites		Knowledge of basic principles in macroeconomics and finance				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has knowledge about consequences of globalization for functioning of particular markets. and economic units.			K_W06
skills	1	EP2	Student is able to analyse and interpret economic processes in international markets.			K_U01
social competences	1	EP3	Student understand the meaning of knowledge in developing cognitive and practical problems in economy.			K_K01
CONTENT					Semester	No. of hours
Subject title: International financial integration (integracja międzynarodowych rynków finansowych)						
Format of instruction: lecture						
1. Inetrnational finance - introduction					4	2 0

2. Globalization of financial markets				4	2	0
3. International Monetary System and Balance of Payments				4	2	0
4. Foreign exchange markets, exchange rate determination				4	4	0
5. International reserves of Emerging Markets				4	2	0
6. External debt of countries				4	3	0
Format of instruction: discussion classes						
1. Balance of payments and international investment position as sources of information on the country's foreign capital flows				4	2	0
2. International financial integration and capital flows in case of Latin America.				4	2	0
3. International financial integration and capital flows in case of Asia.				4	2	0
4. International financial integration and capital flows in case of Europe.				4	4	0
5. International financial integration and capital flows in Africa.				4	2	0
6. International capital flows in Poland.				4	3	0
Modes of delivery	- Lectures with Power Point presentations - In-class discussions - Students presentations of the results of their written assignments;					
	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
	KOŁOKWIUM					EP1
	PREZENTACJA					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	Classes - mark based on a individually prepared and presented assignment. Lectures - mark based on a written test.					
	Grade calculation principles					
	Final grade - average of marks from lectures and classes.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	International financial integration (integracja międzynarodowych rynków finansowych)			Arytmetyczna	
	4	International financial integration (integracja międzynarodowych rynków finansowych) [wykład]		zaliczenie z oceną		
	4	International financial integration (integracja międzynarodowych rynków finansowych) [ćwiczenia]		zaliczenie z oceną		
Basic reading	ed. by G. Underhill, J. Blom, D. Muggage (2010): Global Financial Integration Thirty Years On, Cambridge University Press, Cambridge					
	H. Kent Baker (ed.), Leigh A. Riddick (ed.) (2012): International Finance: A Survey, Oxford University Press					
Supplementary reading	Palle Andersen and Ramon Moreno (2005): Financial integration: an overview , BIS Papers no 23					
	red. M. Markiewicz, U. Mrzygłód (2015): Finanse Międzynarodowe. Wybrane problemy., PWE, Warszawa					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		4		0		

Preparation for contact hours	5	0
Private reading and studying	7	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	4	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: International Finance [moduł]						
Course title: International household finance (finanse gospodarstw domowych - ujęcie międzynarodowe) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_37S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	laboratory	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. BEATA ŚWIECKA				
Course instructor		dr hab. BEATA ŚWIECKA				
Course / module objectives		The aim is to acquire knowledge and skills in the field of contemporary issues of household finance in an international perspective and to prepare for creative activities and cooperation in a group.				
Prerequisites		No prerequisites.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student lists and defines the mmodern concepts of household finance in international perspective.			K_W01 K_W10
	2	EP2	Student knows the meaning of the household financial instruments in economical and behavioral aspects in an international environment.			K_W02 K_W03
skills	1	EP3	Student use theoretical financial knowledge in practice.			K_U02 K_U05
	2	EP4	The student has the ability to understand and analyze financial conditions and uses knowledge in household money management.			K_U01 K_U07
social competences	1	EP5	Student exhibits creativity in action, can complement and improve acquired knowledge and skills in the field of household finance.			K_K01 K_K02
	2	EP6	Students can interact in a group and sees the need for lifelong learning in a changing environment.			K_K03 K_K04
CONTENT					Semester	No. of hours
Subject title: International household finance (finanse gospodarstw domowych - ujęcie międzynarodowe)						
Format of instruction: lecture						
1. Introduction to household finance					3	1 0
2. Financial literacy and financial education. International experiences					3	2 0

3. Money and payments. International perspective		3	2	0
4. Household finance management. International evidence on household financial situation		3	2	0
5. International perspective of household financial decisions		3	2	0
6. Behavioural approaches to household finances		3	2	0
7. Financing retirement and financial protection. International cases		3	2	0
8. Summary		3	2	0
Format of instruction: laboratory				
1. Financial statements in household finance		3	1	0
2. Household Assets and Liabilities. Components of Lifetime Wealth.		3	2	0
3. Household Portfolio Decisions.		3	2	0
4. Estimating household financial conditions.		3	2	0
5. Assets allocation and investments in household finance management. International perspective.		3	2	0
6. Patterns of debt behaviour over the life cycle.		3	2	0
7. Financing retirement and financial protection. International cases.		3	2	0
8. Summary		3	2	0
Modes of delivery	- lecture - discussion - group work - individual 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
	SPRAWDZIAN			EP1,EP2,EP3,EP4
	PREZENTACJA			EP1,EP2,EP3,EP4,EP5,EP6
	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	Lab - case study / project Lecture - presentation / test			
	Grade calculation principles			
	The final grade is the arithmetic mean of the lecture and laboratory grades			
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method
	3	International household finance (finanse gospodarstw domowych - ujęcie międzynarodowe)		Arytmetyczna
	3	International household finance (finanse gospodarstw domowych - ujęcie międzynarodowe) [wykład]	zaliczenie z oceną	
	3	International household finance (finanse gospodarstw domowych - ujęcie międzynarodowe) [laboratorium]	zaliczenie z oceną	
Basic reading	Agarwal S. , Qian W., Tan R. (2020): Household Finance. A Functional Approach, Springer, Singapore			
	Świecka B., Grzesiuk A., Korczak D., Wyszowska-Kaniewska O. (2019): Financial literacy and financial education. Theory and survey, The Gruyter, Berlin			
Supplementary reading	OECD (2023): Household financial assets (indicator) , OECD, Brussels			
	OECD (2023): National Accounts of OECD Countries in 2022, part 1 and part 2, OECD, Brussels			

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	15	0
Preparation of project / essay / etc.	8	0
Preparation for test / exam	7	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Common / Global Labor Market [moduł]						
Course title: International labor relations (międzynarodowe stosunki pracy) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_27S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator		dr hab. TOMASZ BERNAT				
Course instructor		dr hab. TOMASZ BERNAT				
Course / module objectives		The aim is to acquire knowledge and skills related to the analysis of current trends in world labor markets, as well as to the presentation of the essence, significance and functioning of the international labor market. The aim is also to prepare the student to work in a group.				
Prerequisites		The student has a basic knowledge of the mechanisms of functioning of the market and its entities				
		The student has the ability to understand basic economic concepts and categories, in particular in the field of the functioning mechanisms of the market economy, entrepreneurship and the competitiveness of enterprises.				
		The student has a basic knowledge of the globalization processes in the world economy				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student has advanced knowledge of the specifics of the international labor market			K_W01 K_W03 K_W05 K_W06 K_W09
skills	1	EP2	The student has the ability to find and analyze problems related to the functioning of the international labor market. Takes part in the discussion.			K_U02 K_U03 K_U04 K_U05 K_U07 K_U09
social competences	1	EP3	The student works in a group on selected problems related to the operation of the international labor market			K_K01 K_K02
CONTENT					Semester	No. of hours
Subject title: International labor relations (międzynarodowe stosunki pracy)						
Format of instruction: lecture						
1. Introduction to the subject					4	2 0

2. Theoretical and practical aspects of the international labor market		4	2	0
3. Organizations on the labor market - local and international dimension		4	2	0
4. The European labor market - basic relations		4	4	0
5. The global labor market		4	4	0
6. Review and summary of the material		4	1	0
Format of instruction: discussion classes				
1. Introduction		4	2	0
2. Theoretical and practical aspects of the international labor market		4	2	0
3. Organizacje na rynku pracy - wymiar lokalny i miedzynarodowy		4	2	0
4. The European labor market - basic relations		4	4	0
5. The World labor market - basic relations		4	4	0
6. Review and summary of the material		4	1	0
Modes of delivery	Konwersatorium z wykorzystaniem metody case study do praktycznej analizy zachowan rynkowych podmiotów z sektora MSP			
	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
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	Passing the exercises based on the preparation and presentation of the project (multimedia presentation). Lecture - based on passing a test e-learning system			
	The final grade results from 3 elements: the quality of the material presented and compliance with the content of the course (70%), the method of preparation of the presentation - technical quality (10%), the method of presentation - preparation for the speech (20%)			
	Grade calculation principles			
Final grade calculation method	The final grade for the subject is the arithmetic mean of grades from exercises and lectures			
	Sem.	Course	Type of credit	Grade calc. method
	4	International labor relations (międzynarodowe stosunki pracy)		Arytmetyczna
	4	International labor relations (międzynarodowe stosunki pracy) [ćwiczenia]	zaliczenie z oceną	
Basic reading	4	International labor relations (międzynarodowe stosunki pracy) [wykład]	zaliczenie z oceną	
	ed.: Ursula Mense-Petermann, Thomas Welskopp, Anna Zaharieva (2022): In Search of the Global Labor Market, Brill, Amsterdam			
	JOHNNY CH LOK (2020): ROBOT HOW ANY WHY INFLUENCES GLOBAL FUTURE LABOR AND CONSUMER BOTH MARKETS CHANGE (ARTIFICIAL INTELLIGENCE SOCIAL INFLUENCES), Independently published, Kindle edition			
	Lewis C. Solmon (2020): Labor Markets, Employment Policy, And Job Creation, Routledge , New York			
	Marcher Anja, Gruber Mirjam (2020): The Future of High-Skilled Workers: Regional Problems and Global Challenges, Palgrave Macmillan, New York			
	red: Lambert van der Laan, Santos M. Ruesga (2020): Institutions and Regional Labour Markets in Europe, Routledge Revivals, New York			
	Woźniak-Jęchorek Beata (2022): Labour Market Institutions and Productivity: Labour Utilisation in Central and Eastern Europe, Routledge, New York			

Supplementary reading	Ingrid H. Rima (1996): Labor Markets in a Global Economy: A Macroeconomic Perspective, Routledge , New York	
	Nigel Driffield (1996): Global Competition and the Labour Market, Routledge , New York	
	red: Ozay Mehmet, Errol Mendes, Robert Sinding (2002): Towards A Fair Global Labour Market: The Role of International Labour, Routledge , Kindle Edition	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	5	0
Preparation for contact hours	9	0
Private reading and studying	8	0
Participation in tutorials	25	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	8	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Course title: International trade - advanced course (handel zagraniczny II) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_45S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
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 broad knowledge in the field of world trade issues			K_W01 K_W02 K_W10	
skills	1	EP2	Student can analyze the course and reasons of making particular types of foreign trade transactions			K_U01 K_U02 K_U07	
	2	EP3	Student can use theoretical knowledge to describe and analyze foreign trade of a country and to evaluate foreign trade policy			K_U01 K_U02 K_U05 K_U07 K_U09	
	3	EP4	Student interprets foreign trade information from available databases			K_U01 K_U02	
	4	EP5	Student is capable of complementing and improving the acquired knowledge and skills			K_U08	
social competences	1	EP6	Student is ready to develop their professional knowledge and skills			K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: International trade - advanced course (handel zagraniczny II)							
Format of instruction: lecture							
1. Foreign trade - introductory issues.					3	2	0
2. The role of foreign trade in the economy.					3	2	0

3. Direct versus indirect modes of export and import, intermediaries in international trade.		3	2	0
4. Tariffs and trade barriers in international trade.		3	2	0
5. Settlements in foreign trade.		3	4	0
6. Risk in international trade.		3	3	0
Format of instruction: discussion classes				
1. Benefits of foreign trade (economic game).		3	2	0
2. Trends in Poland's foreign trade.		3	2	0
3. Use of direct foreign trade regulatory tools.		3	3	0
4. Trends in international trade of goods and services.		3	4	0
5. The role of foreign trade in the economy of selected countries.		3	4	0
Modes of delivery	- lecture - multimedia presentatio - team work - games - 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
	KOŁOKWIUM			EP1,EP2,EP3,EP4,E P5,EP6
	PROJEKT			EP1,EP2,EP3,EP4,E P5,EP6
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,E P5,EP6
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	Credit for classes: students are evaluated based on project preparation and its presentation (80%) and activity (20%). Credit for lectures: students are evaluated based on a written test and the open questions. Students receive a positive grade if they achieve at least 60% of the points available.			
	Grade calculation principles			
Final grade calculation method	The final grade of the course is a weighted average of grade form exercises (40%) and lecturers (60%). The pass is granted only in case of positive assessment of both parts.			
	Sem.	Course	Type of credit	Grade calc. method
	3	International trade - advanced course (handel zagraniczny II)		Arytmetyczna
	3	International trade - advanced course (handel zagraniczny II) [wykład]	zaliczenie z oceną	
Basic reading	3	International trade - advanced course (handel zagraniczny II) [ćwiczenia]	zaliczenie z oceną	
	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. 4 ed., Worth Publishers Inc., New York			
	Steve Suranovic (2010): International Trade: Theory and Policy, Saylor Foundation, Washington			

Supplementary reading	A. Krueger (2020): International Trade. What Everyone Needs to Know, Oxford University Press, Oxford
	Andrew b. Bernard, Marco Grazzi, Chiara Tomasi (2011): Intermediaries in International Trade: Direct versus Indirect Modes of Export, NBER WORKING PAPER SERIES, Cambridge
	Ed. Bernard M. Hoekman, Ernesto Zedillo (2021): Trade in the 21st Century Back to the Past?, Brookings Institution Press
	Ed. B.M. Hoekman, E. Zedillo (2021): Trade in the 21st Century Back to the Past?, Brookings Institution Press, Washington
	Edward G. Hinkelman (2002): A Short Course in International Payments, World Trade Press
	Edward G. Hinkelman (2012): Dictionary of International Trade: Handbook of the Global Trade Community, World Trade Press
	Keith Pilbeam (2013): International Finance, Red Globe Press
	Robert Feenstra, Alan M. Taylor (2018): International Economics, Worth Publishers Inc., New York
	Steve Suranovic (2010): International Trade: Theory and Policy, George Washington University
	(2019): Global Value Chain Development Report, WTO, Geneva
	(2019): INCOTERMS 2020: Obligations, Cost & Risks, Global Negotiator, London

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	3	0
Private reading and studying	8	0
Participation in tutorials	15	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-IE-O-II-S-24/25Z							
Course title: Interpersonal communication (komunikacja interpersonalna) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_4S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	konwersatorium	15	0	pg	3	
Total			15			3	
Course / module coordinator	dr IZABELA SZAMREJ-BARAN						
Course instructor	dr IZABELA SZAMREJ-BARAN						
Course / module objectives	The aim of the course is not only to familiarize students with selected concepts and current theoretical tendencies in interpersonal communication but also to make students aware of the essence of man in the social system. The essence of the classes is their high applicability related to the use of communication theories in practice.						
Prerequisites	No prerequisites.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Possess advanced knowledge in the field of interpersonal communication to build socio-economic relations			K_W03 K_W07	
skills	1	EP2	Can indicate effective ways of communication with socio-economic environment.			K_U07	
	2	EP3	Can collaborate in a team based on the culture of motivation and inspiration.			K_U06	
social competences	1	EP4	Demonstrates readiness for personal development based on ethics and principles of social coexistence.			K_K02 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Interpersonal communication (komunikacja interpersonalna)							
Format of instruction: konwersatorium							
1. The essence and the process of communication. Ways of communication between humans, forms of communication, types of communication.					1	1	0
2. Communication barriers. Unusual communication situations: the art of conversation.					1	1	0
3. Assertive communication.					1	2	0
4. Self-presentation and personal branding.					1	3	0
5. The art of public speaking.					1	3	0
6. Influencing people. Principles of influence.					1	2	0
7. Course revision					1	3	0

Modes of delivery	- lecture - discussion - case studies - "brainstorming" - printed materials - e-books - IT applications				
	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
	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	Seminar credit - based on the project and student activity (practical classes). The student obtains credits for the subject only if the student has sufficient knowledge of the subject, i.e. student obtains a minimum of 60% of the points that can be obtained during the semester from both the project and practical classes.				
	Grade calculation principles				
	The final grade for the subject is equal to the final grade obtained for the seminar.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Interpersonal communication (komunikacja interpersonalna)		Ważona	
	1	Interpersonal communication (komunikacja interpersonalna) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Cialdini R. (2021): Influence, New and Expanded: The Psychology of Persuasion, Harper Business				
	Devito, Joseph, A (2018): Interpersonal communication book , Pearson				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		2	0		
Preparation for contact hours		12	0		
Private reading and studying		10	0		
Participation in tutorials		15	0		
Preparation of project / essay / etc.		13	0		
Preparation for test / exam		8	0		
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Open lecture (wykład ogólnouczelniany) [moduł]						
Course title: Introduction to neuroeconomics (wprowadzenie do neuroekonomii) (OGÓLNOUCZELNIA NE)					Course code: EFZ199AIIJ3432_6S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	lecture	30	0	pg	4
Total			30			4
Course / module coordinator	dr AGATA WAWRZY尼亚K					
Course instructor	dr AGATA WAWRZY尼亚K					
Course / module objectives	The course provides an introduction to the methodology, assumptions, and main findings of neuroeconomics. economics, psychology, and neuroscience are converging today into a unified discipline of neuroeconomics with the ultimate aim of creating a single, general theory of human decision-making. Neuroscience, when allied with psychology and economics, creates powerful new models to explain why we make decisions. Neurobiological mechanisms of decision-making, decisions under risk, trust and cooperation will be central issues in this course. The objective of this course is to acquire knowledge and skills in the field of neuroeconomics and to prepare students for creative activities in a group.					
Prerequisites	Basic knowledge of economics.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student knows and understands the world scientific achievements regarding neuroeconomics and its importance for economic practice on an international scale			K_W01
	2	EP2	The student has in-depth knowledge of the main theories and methodologies in the field of neuroeconomics and its impact on the modern world economy			K_W01 K_W04
	3	EP3	The student understands the advantages and disadvantages of various methods of neuroscience, including consumer neuroscience			K_W11
skills	1	EP4	The student is able to interpret the results of neuroeconomics studies, including international research			K_U05
	2	EP5	The student is prepared to conduct innovative interdisciplinary research			K_U04
	3	EP6	The student is able to cooperate in an interdisciplinary team in solving complex economic problems			K_U06
social competences	1	EP7	The student is ready to be creative in the implementation of a group project			K_K02 K_K04

CONTENT				Semester	No. of hours	
						including e-learning
Subject title: Introduction to neuroeconomics (wprowadzenie do neuroekonomii)						
Format of instruction: lecture						
1. Neuroeconomics - basic terms and definitions			2	1	0	
2. Experimental methods in Cognitive Neuroscience			2	2	0	
3. Neural foundation of economic preferences			2	2	0	
4. Decision Theory: risk and uncertainty. Prospect theory			2	2	0	
5. Neural correlates of risk and uncertainty. Neural basis of intertemporal choice			2	2	0	
6. Decision Biases in the Brain			2	1	0	
7. Basic process: emotion and cognition. Neuroeconomics of emotion			2	2	0	
8. The social brain			2	2	0	
9. Measuring social preferences. Altruism and fairness			2	2	0	
10. The neural basis of choice theory			2	2	0	
11. Review of methods, techniques and research tools used in neuroeconomy			2	2	0	
12. Introduction to neurofinance and consumer neuroscience			2	2	0	
13. The tools used in consumer neuroscience research (incl. EEG, fMRI, fNIRS, ECG, GSR, and eye tracking).			2	6	0	
14. Presentation of student projects			2	2	0	
Modes of delivery	- Multimedia presentation - 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		
	PROJEKT			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	Course credit on the basis of a group project.					
	Grade calculation principles					
	The final course grade is equal to the grade of course credit.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	2	Introduction to neuroeconomics (wprowadzenie do neuroekonomii)		Ważona		
	2	Introduction to neuroeconomics (wprowadzenie do neuroekonomii) [wykład]	zaliczenie z oceną		1,00	
Basic reading	P. W. Glimcher, E. Fehr (red.) (2014): Decision making and the brain,, Elsevier					
Supplementary reading	J. J. Vromen, C. Marchionni (red.) (2019): Neuroeconomics, , Routledge					
	M. Reuter, Ch. Montag (red.) (2016): Neuroeconomics, Springer					

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	0	0
Private reading and studying	12	0
Participation in tutorials	25	0
Preparation of project / essay / etc.	20	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Lecture in the humanities [moduł]						
Course title: Language in Society (język w społeczeństwie) (OGÓLNOUCZELNIANE)					Course code: EFZ199AIIJ3442_8S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lecture	30	0	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			
social competences	1	EP4	Is able to apply relevant methods of discourse analysis in one's own research on discourse and social identity			
	2	EP5	Is ready to advocate and defend an open-minded attitude to the questions of social identities			
	3	EP6	Is ready to continue learning and appreciates the value and necessity of continuous learning and lifelong growth			
CONTENT					Semester	No. of hours
Subject title: Language in Society (język w społeczeństwie)						

Format of instruction: lecture						
1. Language in society ? critical theory and methodology				3	4	0
2. Analytic methods in critical discourse studies				3	6	0
3. Discourse, consumerism and commodification				3	5	0
4. Discourse and gender				3	5	0
5. Discourse, race and racism				3	4	0
6. Discourse, age and ageism				3	3	0
7. Hate speech				3	3	0
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	
	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	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. (red.) (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		0		
Participation in test / exam		2		0		
Preparation for contact hours		0		0		
Private reading and studying		18		0		
Participation in tutorials		10		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-IE-O-II-S-24/25Z							
Course title: Library training (szkolenie biblioteczne) (INNE DO ZALICZENIA)					Course code: EFZ199AIIJ3487_8S		
Name of field of study: International Economics							
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				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	lecture	2	2	p	0	
Total			2			0	
Course / module coordinator	mgr DANUTA STAWIŃSKA						
Course instructor	mgr TOMASZ ZAJĄCZKOWSKI						
Course / module objectives	Providing knowledge about the rules of using the library, library collections and the Library and Information system of the University of Szczecin.						
Prerequisites	In terms of knowledge: basic knowledge about the library. In terms of skills: has the ability to learn. In terms of social competences: awareness of the impact of individual actions on the interests of other members of the community						
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	legal, organizational and organizational conditions for using the university's library and information system as part of the studied field of study				
skills	1	EP2	using the resources of the university's library and information system in accordance with applicable rules				
social competences	1	EP3	fulfillment of information needs and the rules of access to the resources of the university's library and information system in a way that does not impede access for other users				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Library training (szkolenie biblioteczne)							
Format of instruction: lecture							
1. General information about the US Library (the structure of the Library, opening hours, rules of use, regulations, resources, subject and arrangement of collections, reference numbers					1	1	1
2. Using the OPAC catalog of the US Libraries (new reader registration, simple and advanced search, ordering, booking, renewals, publications). Other Library services (scientific information, databases, inter-library loans)					1	1	1
Modes of delivery	lecture in the form of e-learning via the MS Teams platform - lecture with 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
	Metody i formy 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 - wykonanie zadania zaliczeniowego (sprawdzian - test on-line), założenie konta bibliotecznego, jego aktywacja oraz zamówienie i wypożyczenie minimum jednej publikacji				
	Grade calculation principles				
	Zaliczenie sprawdzianu				
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					
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-IE-O-II-S-24/25Z						
Course title: Macroeconomics - advanced course (makroekonomia II) (PODSTAWOWE)					Course code: EFZ199AIIJ3432_8S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	6
		lecture	15	0	e	
Total			30			6
Course / module coordinator		dr PIOTR SZKUDLAREK				
Course instructor		dr PIOTR SZKUDLAREK				
Course / module objectives		The aim of the course is to familiarize the student with the market economy functioning mechanism, including the use of macroeconomic policy tools Ability to evaluate the current macroeconomic policy. Raising awareness of the importance of knowledge in solving economic problems.				
Prerequisites		In term of knowledge: knows the basics of macroeconomics and microeconomics. In term of skills: he has instilled habits for self-study. In term of competence: he has a tendency to lifelong learning and widening the knowledge already gained.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student has knowledge about the characteristics of modern economy and identifies relationships among entities in the economy: households, enterprises, the government, the central bank and foreign entities.			K_W01 K_W03 K_W09
	2	EP2	Student describes the role of the state in the economy: the tools of monetary and fiscal policy.			K_W03
skills	1	EP3	Student evaluates the effectiveness of the state in supporting economic growth and stabilizing the economy and explains the actions of economic decision makers in the process of adapting to changes in the macro- environment.			K_U01 K_U02
	2	EP4	Student can prepare a presentation in a group and discusses the challenges of the modern economy with a special focus on macroeconomic problems			K_U06
social competences	1	EP5	Student is ready to give an opinions on macroeconomics issues			K_K01
CONTENT					Semester	No. of hours
Subject title: Macroeconomics - advanced course (makroekonomia II)						
Format of instruction: lecture						
1. Main macroeconomic problems.					2	2 0
2. Interest rate and aggregate demand.					2	2 0

3. Short run equilibrium and economic policy in IS-LM model.			2	3	0
4. Foreign exchange market. The impact of exchange rates on aggregate demand.			2	2	0
5. Macroeconomic equilibrium model: the market of goods and services, money market and foreign exchange market. IS-LM-BP model.			2	2	0
6. Fiscal and monetary policy and internal and external market equilibrium.			2	2	0
7. Model agregatowego popytu i agregatowej podaży.			2	2	0
Format of instruction: discussion classes					
1. A review of the basics of economics: model of the economy functioning.			2	2	0
2. Central bank and government in the economy. Monetary and fiscal policy.			2	2	0
3. Interest rate and aggregate demand. Short run equilibrium and economic policy in IS-LM model.			2	2	0
4. The impact of exchange rates on aggregate demand. IS-LM-BP model.			2	2	0
5. Fiscal and monetary policy in IS-LM-BP model.			2	2	0
6. Modern economy - the main macroeconomic problems in selected countries of the World.			2	2	0
7. AD-AS model.			2	2	0
8. Summary of the Advanced Macroeconomics.			2	1	0
Modes of delivery	- Lectures supported by multimedia presentations - discussion - brainstorming				
	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
	KOŁOKWIUM				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	Credit for classes: Students are evaluated based on test questions, tasks and presentation Credit for lectures: Students are evaluated based on a written exam. The exam consists of test questions				
	Grade calculation principles				
	The final grade is the average of the grades from classes and the exam.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Macroeconomics - advanced course (makroekonomia II)		Arytmetyczna	
	2	Macroeconomics - advanced course (makroekonomia II) [wykład]	egzamin		
	2	Macroeconomics - advanced course (makroekonomia II) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Mankiw N. Gregory (2022): Macroeconomics , Macmillan Learning, New York				
	Jones C.J. (2020): Macroeconomics , Norton & Company, London				
	Krugman P., Wells R. (2021): Macroeconomics , Worth Publishers, New York				
Supplementary reading	Mankiw N. Gregory, Taylor P. Mark, (2023): Makroekonomia, Polskie Wydawnictwo Ekonomiczne, Warszawa				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	5	0
Preparation for contact hours	30	0
Private reading and studying	20	0
Participation in tutorials	30	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	20	0
TOTAL workload	150	
ECTS credits	6	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Course title: Managerial economics (ekonomia menedżerska) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_1S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	konwersatorium	30	0	pg	3
Total			30			3
Course / module coordinator		dr hab. TOMASZ BERNAT				
Course instructor		dr hab. TOMASZ BERNAT				
Course / module objectives		The main aim of the lecture is, on the one hand, to familiarize students with the basic concepts and concepts that characterize the contemporary way of thinking of managers about the market, their institutions, structure and results - on the other hand, to use the theory and methods of economics (especially microeconomics) to solve problems related to undertaking optimal decision. Setting the analyzed issues on specific examples will enable students to use the acquired knowledge not only in the activities of enterprises, but also in the public sector and all kinds of organizations, as well as by anyone who, in their personal decisions of financial, economic, etc., looks for the best solutions for themselves.				
Prerequisites		The student knows the principles of microeconomics and macroeconomics as well as the principles of functioning of the market economy, the student is familiar with current economic events. The student is able to solve basic tasks in the field of mathematics and use (correctly interpret) graphs showing the relationships between the main categories that are the subject of economic analyzes in the enterprise. The student is able to think analytically, correctly formulate conclusions based on his knowledge about the functioning of enterprises.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	knows the basic economic concepts related to the principles of managerial economics		K_W01 K_W04 K_W05
		2	EP2	knows the main dependencies occurring in individual markets, both the markets of goods and services, as well as the markets of production factors and their relations to the functioning of the enterprise and the theory of managerial economics		K_W03 K_W04 K_W05 K_W06
skills		1	EP3	can predict possible scenarios resulting from current events on various markets and assess the company's situation in specific market structures, depending on the development of costs, revenues, etc.		K_U01 K_U02 K_U03 K_U04
social competences		1	EP4	is willing to think and act in an entrepreneurial manner		K_K02

CONTENT			Semester	No. of hours	
					including e-learning
Subject title: Managerial economics (ekonomia menedżerska)					
Format of instruction: konwersatorium					
1. null			2	4	0
2. null			2	6	0
3. null			2	8	0
4. null			2	4	0
5. null			2	8	0
Modes of delivery	- lecture - case studies - graphic and algebraic tasks - discussions - solving 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	
	KOŁOKWIUM			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 method of passing the course is based on two key elements: preparing and delivering a multimedia presentation and a theoretical test conducted in the e-studies system.				
	1. Multimedia Presentation: Students must select a specific example related to managerial economics and create a presentation based on it, combining theory with practice. The presentation must be delivered in front of a group. The evaluation of the presentation consists of three components: - Quality of the presentation (70% of the grade): assessment of integrating theory with practice. - Technical execution of the presentation (10% of the grade): assessment of the technical aspects of the presentation. - Ability to convey information and presentation style (20% of the grade): assessment of the student's communication skills.				
	2. Theoretical Test: The theory related to managerial economics will be assessed through a short multiple-choice test available in the e-studies system.				
	Grade calculation principles				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Managerial economics (ekonomia menedżerska)		Ważona	
	2	Managerial economics (ekonomia menedżerska) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Luke M. Froeb, Brian T. McCann, Michael R. Ward, Mike Shor (2023): Managerial Economics: A Problem Solving Approach 6th Edition, Cengage Learning, Boston				
	James R. McGuigan, R. Charles Moyer, Frederick H.deB. Harris (2016): Managerial Economics: Applications, Strategies and Tactics 14th Edition, Cenagebrain, Brooklin				
	Luke M. Froeb, Brian T. McCann, Michael R. Ward, Mike Shor (2018): Managerial Economics: A Problem Solving Approach, 5th edition, Cenage, Hampshire				
	T. V. S. Ramamohan Rao (2023): Managerial Discretion in Imperfect Markets, Springer, Singapore				
Supplementary reading	Forbes.com, Journal, e-journal				
	The Economist, https://www.economist.com				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	5	0
Private reading and studying	10	0
Participation in tutorials	20	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	7	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Course title: Market communication (komunikacja rynkowa) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_7S		
Name of field of study: International Economics							
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				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	4	
		lecture	15	0	pg		
Total			30			4	
Course / module coordinator		dr MAGDALENA SOBOŃ					
Course instructor		dr MAGDALENA SOBOŃ					
Course / module objectives		To acquaint students with the concept of modern market communication in connection with the needs of the economy, its mechanisms and effects. Developing among students the ability to evaluate communication processes. Development of social competences in the field of creative approach to tasks in the area of market communication.					
Prerequisites		The student knows basic economic concept.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student defines the concepts in the field of market communication, selects assessing methods of the effectiveness and efficiency of communication, and identifies and explains the mechanisms of communication.			K_W07	
skills	1	EP2	The student explains the mechanisms of market communication and uses the acquired knowledge to evaluate communication processes.			K_U02 K_U04	
social competences	1	EP3	The student creatively analyses various problem in the area of market communication.			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Market communication (komunikacja rynkowa)							
Format of instruction: lecture							
1. The essence and scope of the market communication.					1	2	0
2. Communication process.					1	2	0
3. Communication models.					1	2	0
4. Market communication tools - part1.					1	2	0
5. Market communication tools - part2.					1	2	0
6. Internet in market communication.					1	2	0
7. Economic evaluation of the market communication process.					1	2	0

8. Review and summary of the course.			1	1	0
Format of instruction: discussion classes					
1. The market communication in the production sector.			1	2	0
2. Market communication in the service sector.			1	2	0
3. Market communication in trade.			1	2	0
4. B2B communication.			1	2	0
5. Effective communication campaigns.			1	2	0
6. Entities and their communication activities on the market.			1	4	0
7. Review and summary of the course.			1	1	0
Modes of delivery	Main form of knowledge transfer is lectures with examples. The main way of exercises are case studies and presentations of market communication activities and 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	
	KOŁOKWIUM			EP1,EP2	
	PREZENTACJA			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 exercises on the basis of presentations. Passing the lectures on the basis of the test.				
	Grade calculation principles				
	The final grade of the course is calculated as the grade point average of exercises and lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Market communication (komunikacja rynkowa)		Arytmetyczna	
	1	Market communication (komunikacja rynkowa) [wykład]	zaliczenie z oceną		
	1	Market communication (komunikacja rynkowa) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Bell De Tienne Kristen (2009): Komunikacja elektroniczna . Przewodnik,, Dom Wydawniczy ABC Grupa Wolters Kluwer, Warszawa				
	Hamilton C. (2011): Skuteczna komunikacja w biznesie., PWN, Warszawa				
	Pilarczyk Bogna (2011): Komunikacja rynkowa. Strategie i instrumenty. Zeszyty naukowe 208, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań				
	Potocki Arkadiusz (2008): Instrumenty Komunikacji Wewnętrznej w Przedsiębiorstwie, Difin, Warszawa				
	Pragyan Rath, Apoorva Bharadwaj (2017): Communication Strategies for Corporate Leaders: Implications for the Global Market (Contemporary Themes in Business and Management),, Routledge				
	Ze Zook (2023): Marketing COmmunications: Integrating Online and Offline, Customer Entgagement and Digital Technology, Kogan Page				
Supplementary reading	Arkadiusz Potocki , Renata Winkler , Agnieszka Zbikowska (2003): Techniki komunikacji w organizacjach gospodarczych, Difin, Warszawa				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		0	
Participation in test / exam		4		0	

Preparation for contact hours	9	0
Private reading and studying	12	0
Participation in tutorials	20	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-IE-O-II-S-24/25Z						
Course title: Master's seminar (seminarium magisterskie) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_13S	
Name of field of study: International Economics						
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, semester: 3 - english language, semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	seminarium	30	0	pg	4
2	3	seminarium	30	0	pg	4
	4	seminarium	30	0	pg	4
Total			90			12
Course / module coordinator	dr hab. MAŁGORZATA PORADA-ROCHOŃ					
Course instructor	dr hab. MAŁGORZATA PORADA-ROCHOŃ					
Course / module objectives	preparing the student to independently formulate the research problem, plan the thesis, collect the necessary numerical data, conduct empirical research and write the thesis on this basis					
Prerequisites	- In terms of knowledge - has economic knowledge and knows the possibilities of applying research methods in the field of economy - In terms of skills - can apply tools in empirical research in the field of economy, - in terms of competence - selects and logically justifies the need to use specific research methods in the study					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	has mastered knowledge in the field to which the thesis belongs			K_W01 K_W03
	2	EP2	knows the latest Polish literature in the field covered by the work			K_W01 K_W04 K_W05
	3	EP3	knows data acquisition methods and techniques			K_W11
	4	EP4	knows the principles concerning the protection of industrial property and copyright			K_W08
skills	1	EP5	knows how to formulate a research task and aim of the work, to formulate research hypotheses			K_U03
	2	EP6	is able to select appropriate research methods and techniques for the topic and apply them in his/her own research			K_U04
	3	EP7	interprets and analyses the results obtained, draws conclusions from them, and is able to present and describe them			K_U01 K_U02
	4	EP8	is able to participate in the debate and to take advantage of suggestions made during the discussion			K_U07
	5	EP9	is able to use the literature on the subject written in a foreign language			K_U09
social competences	1	EP10	is willing to seek expert advice when faced with problematic situations			K_K01
	2	EP11	is ready to critically evaluate his/her own knowledge of the subject matter covered in the diploma thesis			K_K01

CONTENT				Semester	No. of hours	
						including e-learning
Subject title: Master's seminar (seminarium magisterskie)						
Format of instruction: seminarium						
1. Determination of the research problem and the topic (title) of the thesis together with the justification (sem. 2)				2	6	0
2. Discussion of literature and sources of data acquisition and editing requirements (sem. 2)				2	8	0
3. Presentation of self-designed thesis plans (sem. 2)				2	10	0
4. Revision and final approval of work plans (sem. 2)				2	6	0
5. Preparation and presentation of essays thematically related to the content of the thesis (sem. 3)				3	8	0
6. Formulation and revision of the thesis chapter including the subject, aim and scope of the study (sem. 3)				3	6	0
7. Discussion on the choice of methods and the formulation of the content of the chapter including methodological aspects (sem. 3)				3	10	0
8. Presentation of thesis chapters of a theoretical character with their evaluation (sem. 3)				3	6	0
9. Presentation and evaluation of the collected statistical material (datas) necessary for the construction of the empirical part of the thesis (sem. 4)				4	6	0
10. Review of results and discussion of the results of quantitative analyses (sem. 4)				4	8	0
11. Formulation and presentation of the core empirical part of the thesis (sem. 4				4	8	0
12. Final formulation of the empirical part and overall design of the thesis (sem. 4)				4	8	0
Modes of delivery	conversation classes with presentations by participants on discussing parts of the work and results of the 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 DYPLOMOWA				EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP10,EP11,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
	A student receives course credit if, at the end of a semester, he/she completes the task assigned sem. 2 - prepares and formulates a work plan and collects the necessary subject literature sem. 3 - prepares and presents the theoretical part of the thesis (two chapters) sem. 4 - conduct empirical research, write and submit the final thesis Each semester ends with a grade					
	Grade calculation principles					
Final grade calculation method	The final mark of the course is equal to the pass mark of the seminar					
	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	2	Master's seminar (seminarium magisterskie)		Ważona		
Final grade calculation method	2	Master's seminar (seminarium magisterskie) [seminarium]	zaliczenie z oceną		1,00	
	3	Master's seminar (seminarium magisterskie)		Ważona		
	3	Master's seminar (seminarium magisterskie) [seminarium]	zaliczenie z oceną		1,00	
	4	Master's seminar (seminarium magisterskie)		Ważona		

	4	Master's seminar (seminarium magisterskie) [seminarium]	zaliczenie z oceną		1,00
Basic reading					
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		90	0		
Participation in test / exam		0	0		
Preparation for contact hours		25	0		
Private reading and studying		30	0		
Participation in tutorials		45	0		
Preparation of project / essay / etc.		110	0		
Preparation for test / exam		0	0		
TOTAL workload		300			
ECTS credits		12			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Course title: Mathematical economics (ekonomia matematyczna) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_9S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator		dr hab. MAŁGORZATA GUZOWSKA				
Course instructor		dr hab. MAŁGORZATA GUZOWSKA				
Course / module objectives		The aim of the course is to acquaint the student with the basics of modeling economic processes and phenomena using mathematical methods Acquiring by students the ability to formally describe the basic economic concepts and the relationships between them. Developing analytical and critical thinking skills.				
Prerequisites		The ability to apply knowledge acquired at higher education studies in mathematics, macroeconomics and microeconomics.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student ma pogłębioną wiedzę o procesach, zjawiskach, podmiotach i strukturach ekonomicznych.			K_W01 K_W02 K_W03
	2	EP2	Students will gain in-depth knowledge of relations between economic phenomena, entities and structures in micro- and macroeconomic scale in real dimension.			K_W01 K_W02 K_W03
skills	1	EP3	Students describe and analyze economic processes and phenomena using graphical and algebraic methods.			K_U01 K_U02
social competences	1	EP4	The student is aware of the importance of knowledge and tools of mathematical economics in solving economic and social problems.			K_K01
CONTENT					Semester	No. of hours
Subject title: Mathematical economics (ekonomia matematyczna)						
Format of instruction: lecture						
1. Introduction to mathematical economics. The mathematical school in economics.					2	1 0
2. A real function of several variables and its properties.					2	2 0
3. Mathematical Theory of Demand					2	2 0
4. Mathematical theory of production					2	2 0

5. Enterprise Decisions				2	2	0
6. Partial and general equilibrium				2	2	0
7. Economic growth and business cycles				2	4	0
Format of instruction: discussion classes						
1. Extremes of functions of several variables - exercises				2	2	0
2. Optimization of consumer choice - exercises				2	2	0
3. Optimization of a producer's choice - exercises				2	2	0
4. Decisions of the enterprise - case studys				2	2	0
5. Partial and general equilibrium - exercises.				2	2	0
6. Analysis of chosen growth models - dynamic approach				2	4	0
7. Repetition and summary of material.				2	1	0
Modes of delivery	- Lecture combined with multimedia presentation - problem solving - case studies 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
	KOŁOKWIUM					EP1,EP2,EP3
	PREZENTACJA					EP1,EP2,EP3,EP4
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	A credit of the lecture on the basis of the written examination in the form of multiple-choice test. A credit of the classes on the basis of a test and a scientific project (presentation).					
	Grade calculation principles					
	The final grade for the course is the arithmetic mean of the grades from the lectures and exercises.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Mathematical economics (ekonomia matematyczna)			Arytmetyczna	
	2	Mathematical economics (ekonomia matematyczna) [wykład]		zaliczenie z oceną		
	2	Mathematical economics (ekonomia matematyczna) [ćwiczenia]		zaliczenie z oceną		
Basic reading	Allen R. G. D. (1951): Ekonomia matematyczna,, PWN					
	Bischi, G. I., Lamantia, F., & Radi (2015): Qualitative methods in continuous and discrete dynamical systems. In Qualitative theory of dynamical systems, tools and applications for economic modelling: lectures given at the COST training school on new economic complex geography at Urbino, Italy, 17-19 September 2015, September					
	Chiang, Alpha C., and Kevin Wainwright (2005): Fundamental Methods of Mathematical Economics , McGraw-Hill					
Supplementary reading	De La Fuente, A. (1999): Mathematical Methods and Models for Economists, New York: Cambridge Univ Press					
	Dixit, A. K. and Nalebuff, B. J. (1993): Thinking Strategically: The Competitive Edge in Business, Politics, and Everyday Life., New York: W.W. Norton & Company					
	Na, N. (2016): Mathematical economics. , Springer.					
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-IE-O-II-S-24/25Z							
Course title: Microeconomics - advanced course (mikroekonomia II) (PODSTAWOWE)					Course code: EFZ199AIIJ3432_1S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	6	
		lecture	15	0	e		
Total			30			6	
Course / module coordinator		dr hab. TOMASZ BERNAT					
Course instructor		dr hab. TOMASZ BERNAT					
Course / module objectives		The aim is to acquire knowledge and skills related to the use of advanced theory of microeconomics to solve decision problems and to present optimization problems, use calculus to solve these optimization problems, use economic reasoning to explain the strategic choices of individuals or organizations. In addition, the student is prepared to communicate freely in English in an international group of people in order to carry out tasks and business projects.					
Prerequisites		The student knows the basics of economics and the principles of microeconomy, student is orientented in current economic events. Students are able to solve the basic tasks of mathematics and use (properly interpreted) graphs showing the relationship between the main categories, which are subject to economic analysis. The student is able to think analytically, properly formulate conclusions based on their knowledge of the news of economic life.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows advanced methodology allowed to analysis basic economic events			K_W01 K_W03 K_W07	
skills	1	EP2	students can predict possible scenarios come from different issues from market and can assess company situation in different market structure. Takes part in the discussion.			K_U01 K_U02 K_U04 K_U07 K_U09	
social competences	1	EP3	student can think in creative and innovative way and easily communicate in English in an international group of people in order to carry out business tasks and projects			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Microeconomics - advanced course (mikroekonomia II)							
Format of instruction: lecture							
1. Introduction to microeconomics advance					1	2	0
2. The demand and supply advanced analysis					1	2	0
3. Market transactions and the price system					1	2	0

4. Theory of production - production function			1	2	0
5. The profit maximizing competitive firm advanced analysis			1	2	0
6. The market structure - pricing and competitive behavior advance analysis			1	3	0
7. Market structure - the game theory			1	2	0
Format of instruction: discussion classes					
1. The objectives of microeconomics advanced			1	2	0
2. Theory of demand and supply			1	2	0
3. Market transaction and pricing system			1	2	0
4. Company choice - production function			1	2	0
5. The firm - models of profit maximizing			1	2	0
6. Market structure - pricing and competitive behavior advance analysis			1	3	0
7. Market structure - the game theory			1	2	0
Modes of delivery	Main form of knowledge transfer is lectures with case studies analysis. The main way of excercises is case studies solving, also discussions, graphic and algebraic tasks				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1	
	KOŁOKWIUM			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 final grade of the course is calculated on the basis of arithmetic average from case studies solving and answering open questions: - Students are assessed on the basis of a written examination covering the verification of knowledge based on case studies (50% points) and theory (50% points in learning system), for checking the knowledge of the basic principles of the functioning of markets and its entities (consumers , businesses). passing the exercises - on the basis of a case study solution Lecture - based on a case study solution				
	Grade calculation principles				
	The final grade for the subject is the arithmetic mean of grades from exercises and lectures				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Microeconomics - advanced course (mikroekonomia II)		Arytmetyczna	
	1	Microeconomics - advanced course (mikroekonomia II) [ćwiczenia]	zaliczenie z oceną		
	1	Microeconomics - advanced course (mikroekonomia II) [wykład]	egzamin		
Basic reading	Frank Musgrave, Elia Kacapyr, James Redelsheimer (2024): AP Microeconomics /Macroeconomics Premium 2025: 4 Practice Tests + Comprehensive Review + Online Practice (Barron's AP) Kindle Edition, Kindle Edition, on-line				
	Felix Munoz-Garcia (2017): Advanced Microeconomic Theory: An Intuitive Approach with Examples, The MIT Press, Massachusetts, USA				
	Geoffrey Jehle, Philip Reny (2017): Advanced Microeconomic Theory 3rd Edition, Pearson, Essex, England				
	no indicated (2023): Coaching Economics A Level Economics Theme 1 Case Studies and Questions, Kindle Edition, on-line				
Supplementary reading	Forbes				
	The Economist				
	The Financial Time				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	5	0
Preparation for contact hours	25	0
Private reading and studying	20	0
Participation in tutorials	30	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-IE-O-II-S-24/25Z							
Course title: Monitoring of the economic situation (monitoring sytuacji gospodarczej) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_12S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	laboratory	30	0	pg	5	
		lecture	15	0	e		
Total			45			5	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor		dr hab. RAFAŁ NAGAJ					
Course / module objectives		To acquire knowledge and competencies related to the monitoring of economic growth and economic fluctuations, as well as to familiarise the student with the measures used to analyse the economic situation and to teach the skills to use them to monitor the economic situation.					
Prerequisites		Students will be familiar with basic macroeconomic variables and will be able to use quantitative methods in the analysis of changes over time. Student knows the basics of economics and public finance.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Students will be familiar with the concepts and models related to economic growth and the business cycle.			K_W01	
	2	EP2	Student knows the instruments used to monitor the economic situation.			K_W11	
skills	1	EP3	Students will identify the macroeconomic relationships governing the business and financial cycle.			K_U01	
	2	EP4	Students analyse the opportunities and threats associated with the business and financial cycle.			K_U04	
social competences	1	EP5	Student is aware of the importance of knowledge concerning changes in the economic situation in solving socio-economic problems.			K_K01	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Monitoring of the economic situation (monitoring sytuacji gospodarczej)							
Format of instruction: lecture							
1. Economic growth versus economic development. Factors and measures of economic growth.					2	2	0
2. Business cycles					2	4	0
3. Financial Cycle					2	3	0
4. Determination and prediction of cycle phases. Business cycle barometers.					2	4	0

5. Repetition and summary of monitoring of economic situation issues.				2	2	0
Format of instruction: laboratory						
1. Basic economic problems in contemporary economies. Statistical overview in major national and international institutions/organizations.				2	6	0
2. Economic growth in terms of mathematical and statistical: measures of calculation of economic growth.				2	6	0
3. Economic actors and economic variables over the business cycle. Cycle sequence. Empirical determination of cycle phases.				2	6	0
4. Monitoring the economy and forecasting the economic situation using business cycle barometers.				2	4	0
5. Financial cycle. Forecasting crisis.				2	6	0
6. Repetition and summary of monitoring of economic situation issues.				2	2	0
Modes of delivery	Lectures - Multimedia presentations - Case study and problem 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,EP4
	KOLOKWIMUM					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 laboratory classes: Students are evaluated on the basis of a written colloquium/test solved using a computer with internet access. The test consists of questions and open tasks. Credit for the lectures: Students are assessed on the basis of a written exam in the form of a multichoice test. Student will receive a satisfactory grade, if shows a basic understanding of issues (has an elementary knowledge) related to the monitoring of the economic situation.					
	Grade calculation principles					
	The final grade is the arithmetic mean of the laboratory classes and the exam. If the result of this arithmetic mean is ambiguous, then the laboratory classes grade prevails.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Monitoring of the economic situation (monitoring sytuacji gospodarczej)			Arytmetyczna	
	2	Monitoring of the economic situation (monitoring sytuacji gospodarczej) [laboratorium]		zaliczenie z oceną		
	2	Monitoring of the economic situation (monitoring sytuacji gospodarczej) [wykład]		egzamin		
Basic reading	Hayek, F.A. (2013): Business cycles. Part 1, Routledge/Taylor & Francis, London					
	Hayek, F.A. (2013): Business cycles. Part 2, Routledge/Taylor & Francis, London					
	Kosa M.A., Terrones M.E. (2015): Collapse and revival: Understanding global recessions and recoveries, International Monetary Fund, Washington					
Supplementary reading	de Groot O., Wesołowski G. (2020): Business cycle implications of banking system heterogeneity and complexity / Oliver de Groot, Grzegorz Wesołowski., Departament Edukacji i Wydawnictw (NBP), Warsaw					
	Schumpeter, J.A. (2012): The theory of economic development: an inquiry into profits, capital, credit, interest, and the business cycle, Transaction Publishers, New Brunswick					
	Zielinski M., Jonek-Kowalska I., Zabka A. (2018): Finanse w cyklu koniunkturalnym w Polsce, CeDeWu, Warszawa					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		45		0		
Participation in test / exam		6		0		

Preparation for contact hours	15	0
Private reading and studying	14	0
Participation in tutorials	30	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	15	0
TOTAL workload	125	
ECTS credits	5	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Lecture in the humanities [moduł]						
Course title: Neurolinguistics (neurolingwistyka) (OGÓLNOUCZELNIA NE)					Course code: EFZ199AIIJ3441_9S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	15	0	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 necessary.					
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.			
	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.			
	3	EP3	The student uses terminology in the field of neurolinguistics at the advanced level.			

skills	1	EP4	The student analyses, assesses, selects and uses information from the Internet and from written sources in order to broad their knowledge.		
	2	EP5	The student analyses texts related to neurolinguistics and understands the relationships between the formulated hypotheses and experimental data.		
	3	EP6	The student can use terminology related to the field of neurolinguistics.		
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.		
	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.		
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	0
2. Neuroanatomical bases of language ability.			4	2	0
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	0
4. New models of functional language neuroanatomy.			4	2	0
5. Developmental neurolinguistics (language acquisition and developmental language disorders).			4	2	0
6. Bilingual and multilingual brain.			4	2	0
7. Trends in neurolinguistics.			4	2	0
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 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
	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. deZubizaray, N. Schiller (ed.) (2019): The Oxford Handbook of Neurolinguistics, Oxford University Press
	J. Kroll et al. (2012): Juggling 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	0
Participation in test / exam	2	0
Preparation for contact hours	0	0
Private reading and studying	12	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	11	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Course title: OHS training (szkolenie BHP) (INNE DO ZALICZENIA)					Course code: EFZ199AIIJ3362_2S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	lecture	5	5	p	0	
Total			5			0	
Course / module coordinator	mgr APOLONIUSZ KURYLCHYK						
Course instructor	-- --						
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	No requirements						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	He knows the legal, organizational and ethical conditions of professional activity within the studied field of study				
skills	1	EP2	Student can identify mistakes and omissions in practice				
	2	EP3	Can conduct basic life support				
social competences	1	EP4	Realizuje zadania w sposób zapewniający bezpieczeństwo własne i otoczenia, w tym przestrzega zasady bezpieczeństwa.				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: OHS training (szkolenie BHP)							
Format of instruction: lecture							
1. Legal regulations: - legal regulations on occupational safety and health protection in Polish and European Union legislation, - obligations of universities, superiors in ensuring safe and hygienic working and learning conditions, ergonomic factors in shaping working conditions, including hygienic standards for permanent workplaces					1	1	1
2. Physical, biological and chemical hazardous factors during laboratory classes, laboratories and during field classes, - avoiding threats with particular emphasis on collective and individual protection measures - post-accident proceedings (legal regulations, accident insurance.)					1	2	2
3. Providing pre-medical first aid in an accident situation, first aid kits					1	1	1
4. Legal basis in the field of fire protection, fire detection systems, flammable and explosive substances, prevention of fire hazards, procedures in case of 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				
	Passing the lecture is the basis for the final credit in the subject				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	OHS training (szkolenie BHP)		Nieobliczana	
	1	OHS training (szkolenie BHP) [wykład]	zaliczenie		
Basic reading	Zarządzenie Rektora US w sprawie organizowania szkoleń w zakresie BHP dla studentów i doktorantów US : , Szczecin				
	Kodeks pracy – tekst jednolity (2023): , Dziennik Ustaw RP, Warszawa				
Supplementary reading	M. Goniewicz (2022): Pierwsza pomoc. Podręcznik dla studentów, PZWL Wydawnictwo Lekarskie, Warszawa				
	S. Wieczorek (2014): Ergonomia. Poradnik BHP, Wydawnictwo Tarbonus , Tarnobrzeg				
	ustawa o Państwowym Ratownictwie Medycznym – tekst jednolity (2023): , 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-IE-O-II-S-24/25Z						
Unit: Open lecture (wykład ogólnouczelniany) [moduł]						
Course title: Optimization of Economic and Financial Decisions (optymalizacja decyzji ekonomicznych i finansowych) (OGÓLNOUCZELNIA NE)				Course code: EFZ199AIIJ3432_6S		
Name of field of study: International Economics						
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	laboratory	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator		dr hab. ANNA TURCZAK				
Course instructor		dr hab. ANNA TURCZAK				
Course / module objectives		Decision-making involves trying to make the most effective use of limited resources. Resources include money, time, space, raw materials, labour, machinery, etc. In all these examples of resources, decision-makers need to identify the best option concerning allocation, i.e., find the optimal solution. The main aim of the course is to provide students with thorough knowledge on some methods and techniques of optimization used in economics and finance. In particular, the objective of the course is to familiarize students with linear programming, which is an indispensable tool in making the right decisions. Linear programs are applicable to a great number of practical problems related to the conduct and coordination of many operations and activities. Students will gain the ability to construct specific decision models, as well as develop their analytical and logical thinking skills.				
Prerequisites		It will be better for students to be well versed in mathematics, microeconomics, corporate finance and some elements of statistics. Knowledge of basic English terminology used in economics and finance is required.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks

knowledge	1	EP1	To list the steps of the decision-making process; to know advanced research methods and understand their usefulness in effective decision-making; to learn how to structure a given research problem and select the appropriate procedure in a practical situation.	K_W09 K_W11		
	2	EP2	To be familiar with the basic assumptions and properties of linear programming; to understand the difference between feasible and optimal solutions.	K_W03 K_W11		
	3	EP3	To become acquainted with the common queuing models and correctly describe the basic queuing system configurations.	K_W09 K_W11		
	4	EP4	To understand the importance of inventory control; to comprehend the concept of safety stock; to be prepared to perform ABC analysis; to know how to properly determine the reorder point and compute the economic order quantity.	K_W05 K_W09 K_W11		
skills	1	EP5	To formulate a variety of small to large linear programs; to have the ability to use graphical solution procedures for linear programs.	K_U04		
	2	EP6	To set up and solve both maximization and minimization linear programming problems with simplex tableaus; to be able to conduct sensitivity analysis; to interpret the meaning of numbers in a simplex tableau.	K_U01 K_U02 K_U04		
	3	EP7	To suggest and use adequate methods to find the initial solution and the optimal solution; to handle transportation, assignment, facility location problems.	K_U01 K_U04		
	4	EP8	To be capable of calculating the rate of return and estimating risk; to realize the risk-return trade-off	K_U02 K_U04		
social competences	1	EP9	To be eager to apply optimization methods in real situations; to want to continuously improve and develop the capability to analyse data; to be willing to evaluate the results obtained and formulate own conclusions	K_K01 K_K02 K_K04		
	2	EP10	To be ready to solve complex economic and financial problems using advanced methods and tools; to be aware of the advantages and limitations of the methods and tools used.	K_K01 K_K02		
CONTENT				Semester	No. of hours	
						including e-learning
Subject title: Optimization of Economic and Financial Decisions (optymalizacja decyzji ekonomicznych i finansowych)						
Format of instruction: lecture						
1. Scientific approach to decision-making. Formulating the problem. Defining the variables. Acquiring input data. Constructing the model. Deriving the solution. Interpreting the results. Modelling in the real world. Implementation. Decision-making under uncertainty. A survey of risk concepts. Decision-making under risk.				2	2	0
2. Fundamentals of linear programming. Constraints and the objective function. Graphical method, the simplex algorithm, duality and sensitivity analysis. The product mix problem as one of the most common linear programming applications.				2	4	0

3. Waiting lines - basic concepts and definitions. Characteristics of queuing systems. Development of queuing models. Single-channel queuing models. Multiple-channel queuing models. Average number of customers in the system. Time spent in the system. Measurement of costs. Service efficiency. The use of more complex queuing models in practical situations.		2	3	0	
4. Inventory decisions. Raw materials, work-in-process, finished goods as examples of stocks. Inventory models commonly used in practice. Economic order quantity. Reorder point. Quantity discounts. Irregular supply and demand. Using safety stock.		2	2	0	
5. . Introduction to transportation and assignment problems. Balanced and unbalanced problems. Finding the first feasible solution. Improving the basic feasible solution. Decisions regarding facility location (new warehouse, factory, office).		2	2	0	
6. Risk-return approach to analysing investments. Standard deviation of returns as a measure of risk. Two components of total risk: systematic risk and unsystematic risk. A portfolio as an investment made up of a group of assets. Diversification based on correlation coefficients between rates of return. Efficient portfolios.		2	2	0	
Format of instruction: laboratory					
1. Models in which the mathematical expressions appearing in the objective function and constraints are linear functions. Profit maximization. Revenue maximization. Cost minimization. Using a twodimensional graph to illustrate the solutions of linear programs. Determining how many units of each product should be produced in order to maximize profit or revenue.		2	3	0	
2. Economics of queuing systems. Constructing arrival and service time distributions. Poisson arrivals. Exponential service time. Constant service time model. Single-channel and multiple-channel systems. Cost analysis. Simulation of queuing systems.		2	4	0	
3. Deterministic and probabilistic inventory models. Quantity discount models. Estimating the economic order quantity based on the criterion of total cost minimization. Determining how often to order and when to order. ABC analysis.		2	2	0	
4. The problem of optimal distribution of goods from several points of supply to a number of points of demand. Determining the most efficient assignment of people to projects, salespeople to territories, contracts to bidders, jobs to machines, and so on. Facility location optimization.		2	2	0	
5. Rate of return maximization. Risk minimization. Portfolio diversification. The kind of risk that cannot be diversified away. The sort of risk that can be reduced by diversification. Principles of combining assets into portfolios. The efficient portfolio as a portfolio that cannot be improved from the viewpoint of risk and expected rate of return.		2	2	0	
6. null		2	2	0	
Modes of delivery	The theoretical issues are presented with the use of multimedia techniques. The way of teaching is interactive. Students acquire knowledge and then analyse many practical cases, solve additional exercises and take tests. All didactic materials have been prepared in electronic form and are provided to students via the Internet.				
	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	
	KOŁOKWIUM			EP5,EP6,EP7,EP8	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP10,EP2,EP3,EP4,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	Passing the lectures on the basis of a written test. Passing the IT labs on the basis of a written test.				
	Grade calculation principles				
	The final grade for the course is the arithmetic mean of grades regarding the lectures and regarding the IT labs.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Optimization of Economic and Financial Decisions (optymalizacja decyzji ekonomicznych i finansowych)		Arytmetyczna	

2	Optimization of Economic and Financial Decisions (optymalizacja decyzji ekonomicznych i finansowych) [laboratorium]	zaliczenie z oceną		
2	Optimization of Economic and Financial Decisions (optymalizacja decyzji ekonomicznych i finansowych) [wykład]	zaliczenie z oceną		

Basic reading	Orzechowski Arkadiusz (2015): Operations Research, Warsaw School of Economics, Warsaw			
	Swift Louise, Piff Sally (2014): Quantitative Methods for Business, Management and Finance, Red Globe Press, Londo			
Supplementary reading	Lyeme Halidi, Seleman Mohamed (2012): Introduction to Operations Research: Theory and Applications, LAP LAMBERT Academic Publishing, Saarbrücken			
	Taha Hamdy A. (2017): Operations research. An introduction, Pearson, Upper Saddle River, NJ			

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	16	0
Participation in tutorials	15	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-IE-O-II-S-24/25Z							
Unit: Foreign language (język obcy) [moduł]							
Course title: Russian langugae (język rosyjski) (OGÓLNOUCZELNIANE)					Course code: EFZ199AIJ3509_5S		
Name of field of study: International Economics							
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 rosyjski			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lektorat	30	0	pg	2	
Total			30			2	
Course / module coordinator	mgr LUCYNA SMĘDZIK						
Course instructor	mgr LUCYNA SMĘDZIK						
Course / module objectives	Consolidation of the material at the B2 level. Additional vocabulary and language structures according to the specialization on the B2 + level						
Prerequisites	The level of language competence defined as B2						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows the grammatical structures, phraseology and vocabulary of the English language allowing for understanding texts related to a given field of study and academic texts			K_W01	
skills	1	EP2	understands English texts related to the field of study, as well as texts of a general academic nature. Can see hidden meaning, expressed indirectly			K_U05 K_U09	
	2	EP3	Student is able to prepare a variety of written studies in English concerning the field of study			K_U05 K_U09	
	3	EP4	is able to formulate clear and comprehensive oral statements regarding the English language needed for proper functioning in the academic environment and in the work environment			K_U05 K_U09	
	4	EP5	can plan lifelong learning			K_U08	
social competences	1	EP6	shows readiness to take responsibility for independent work on the assigned task			K_K02 K_K04	
	2	EP7	shows creativity in the tasks performed			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Russian langugae (język rosyjski)							

Format of instruction: lektorat						
1. Classes improving all language competences (listening, speaking, reading and writing) relating to the vocabulary and topics in the scope proposed in the textbook. (see primary literature)				3	12	0
2. Classes related to the lexical and grammar material contained in the textbook and resulting from the teaching objectives at the B2 + level				3	12	0
3. Classes devoted to repeat the material covered				3	6	0
Modes of delivery	- conversations - simulation of scenes from everyday life - listening to dialogues, texts and messages - watching short movies (scenes from everyday life) - reading, analysis and translation of texts - grammar exercises (written and interactive) - writing short texts (e-mails, letters) - presentations of self-prepared issues					
	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	
	KOŁOKWIUM				EP1,EP2,EP4,EP5,EP6	
	SPRAWDZIAN				EP1,EP2,EP5,EP6	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP6,EP7	
	PROJEKT				EP1,EP2,EP4,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				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	completion of the language course - on the basis of attendance, active participation in classes, passing partial tests, written work or presentation, test EVALUATION for the semester on the basis of test marks, written assignments, activity evaluation					
	Grade calculation principles					
	the final grade is equal to the grade for completing the language course					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	Russian language (język rosyjski)			Ważona	
	3	Russian language (język rosyjski) [lektorat]		zaliczenie z oceną		1,00
Basic reading	Pado A. : start.ru, język rosyjski dla średnio zaawansowanych, cz. 1 i 2, WSiP :					
	Ślęzak-Gwizdała A., Tatarchyk O. : Ekspres na Wschód, Kurs języka rosyjskiego B1-- B2, Cogit :					
	Wiatr-Kmiecik M., Wujec S. : Wot i my, cz. 2 i 3, Wydawnictwa Szkolne PWN :					
Supplementary reading	Duchnowska D. : Russkij yazyk, podgotovitelnye materialy k ekzamienu TELC urovrn B1, B2, Politechnika Krakowska :					
	H. Stelmach : Język rosyjski, prościej, jaśniej, Interbook :					
	Pado A. : ty za ili protiv, Materiały uzupełniające, WSiP :					
	słownik monolingwalny :					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		

Participation in test / exam	3	0
Preparation for contact hours	2	0
Private reading and studying	2	0
Participation in tutorials	5	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-IE-O-II-S-24/25Z							
Course title: Small Medium Enterprise on global markets (małe i średnie przedsiębiorstwa na rynku globalnym) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_6S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	konwersatorium	30	0	pg	5	
Total			30			5	
Course / module coordinator	dr hab. TOMASZ BERNAT						
Course instructor	dr hab. TOMASZ BERNAT						
Course / module objectives	The aim is to acquire knowledge and skills related to the analysis, essence and importance of the SME sector in the global market economy and to prepare for group work on selected problems related to the operation of the SME sector.						
Prerequisites	The student has a basic knowledge of the mechanisms of market functioning and business operations. The student has the ability to understand basic economic concepts and categories, in particular in the field of the functioning mechanisms of the market economy, entrepreneurship and the competitiveness of enterprises. The student has basic knowledge of the global functioning of the market and globalization processes in the world economy						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student has advanced knowledge of the specifics of the functioning of the SME sector on local and global markets			K_W01 K_W03 K_W04 K_W05 K_W06 K_W08	
skills	1	EP2	The student has the ability to solve problems related to the functioning of SME sector enterprises on global markets			K_U02 K_U04 K_U09	
social competences	1	EP3	The student collaborates in a group on selected problems related to the operation of the SME sector			K_K01 K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Small Medium Enterprise on global markets (małe i średnie przedsiębiorstwa na rynku globalnym)							
Format of instruction: konwersatorium							
1. Introduction					1	4	0
2. The importance of the SME sector for the development of the economy in the context of globalization					1	4	0
3. Globalization in the world economy					1	4	0
4. The specificity of the activity of the SME sector					1	4	0
5. Competitiveness of SMEs. Conditions and barriers on a local and global scale					1	8	0
6. Directions of supporting the development of SME sector enterprises on global markets					1	4	0

7. Review and summary of the material				1	2	0
Modes of delivery	- case study method for the practical analysis of market behavior of entities from the SME sector					
	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	Passing the exercises based on the preparation and presentation of the project (multimedia presentation). The final grade results from 3 elements: the quality of the material presented and compliance with the content of the course (70%), the method of preparation of the presentation - technical quality (10%), the method of presentation - preparation for the speech (20%)					
	Grade calculation principles					
	The final grade in the subject is equal to the final grade					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	Small Medium Enterprise on global markets (małe i średnie przedsiębiorstwa na rynku globalnym)			Ważona	
	1	Small Medium Enterprise on global markets (małe i średnie przedsiębiorstwa na rynku globalnym) [konwersatorium]		zaliczenie z oceną		1,00
Basic reading	Ilan Bijaoui (2017): SMEs in an Era of Globalization: International Business and Market Strategies , Palgrave Macmillan, New York					
	Tijani Yakubu Ndanyenbah (2020): SMEs DEVELOPMENT AND MANAGEMENT: Understanding the dynamics of the SME Industry and Discovering Viable Investment Opportunities, LAMBERT Academic Publishing					
	(2023): OECD SME and Entrepreneurship Outlook, OECD, on-line					
Supplementary reading	ed: Manuel Fernández-Esquinas, Madelon van Oostrom, Hugo Pinto (2018): Innovation in SMEs and Micro Firms: Culture, Entrepreneurial Dynamics and Regional Development, Routledge , New York					
	Editors: Izumi Ohno, Kimiaki Jin, Kuniaki Amatsu, Junichi Mori (2024): Introducing Foreign Models for Development Japanese Experience and Cooperation in the Age of New Technology, Springer, Singapore					
	Journal of Globalization and Development, De Gruyter, https://www.degruyter.com/journal/key/JGD/html					
	OECD SME and Entrepreneurship Papers - the series of papers, OECD, on-line					
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		13		0		
Participation in tutorials		30		0		
Preparation of project / essay / etc.		25		0		
Preparation for test / exam		10		0		
TOTAL workload		125				
ECTS credits		5				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z							
Course title: Social capital and local development (kapitał społeczny w rozwoju lokalnym) (KIERUNKOWE)					Course code: EFZ199AIIJ3432_19S		
Name of field of study: International Economics							
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			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	konwersatorium	15	0	pg	1	
Total			15			1	
Course / module coordinator		dr MAŁGORZATA ZAKRZEWSKA-GRÜN WALD					
Course instructor		dr MAŁGORZATA ZAKRZEWSKA-GRÜN WALD					
Course / module objectives		The aim of the subject is to present theoretical, methodological and empirical issues related to social capital and its role as a factor of local development. The subject, using the interdisciplinarity of the subject, covers a number of approaches to the subject of social capital and its role in local development. The essence of the classes is their high applicability related to the use of the social capital theory in practice.					
Prerequisites		No prerequisites. However, it is recommended to possess basic knowledge of economics as well as of the issues of globalization and regionalization.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Possess extensive knowledge of the use of social capital theory to forecast socio-economic processes.		K_W11	
		2	EP2	Possess advanced knowledge in the field of using social capital to build socio-economic relations.		K_W03	
skills		1	EP3	Can apply methods of measuring social capital in scientific research.		K_U04	
		2	EP4	Can indicate effective ways of acquiring resources from the socio-economic environment.		K_U07	
		3	EP5	Can collaborate in a team based on the culture of motivation and inspiration.		K_U06	
		4	EP6	Can indicate the principles of increasing own and team productivity.		K_U08	
social competences		1	EP7	Demonstrates readiness for personal development based on clearly defined goals together with respecting ethics and principles of social coexistence.		K_K02 K_K04	
		2	EP8	Recognizes the need for socio-economic activities.		K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Social capital and local development (kapitał społeczny w rozwoju lokalnym)							
Format of instruction: konwersatorium							
1. Introduction to social capital					4	1	0
2. Measurment of social capital components					4	1	0
3. Social capital and determinants of local deveopment - part 1.					4	3	0

4. Social capital and the determinants of local development - part 2				4	3	0	
5. Theoretical and practical aspekt of social networks and local development				4	3	0	
6. Course revision				4	4	0	
Modes of delivery	- lecture - discussion - case studies - "brainstorming" - printed materials - e-books - IT applications						
	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,EP8		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP5,EP6,EP7,EP8		
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
	Seminar credit - based on the project and student activity (practical classes). The student obtains credits for the subject only if the student has sufficient knowledge of the subject, i.e. student obtains a minimum of 60% of the points that can be obtained during the semester from both the project and practical classes.						
	Grade calculation principles						
Final grade calculation method							
	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	4	Social capital and local development (kapitał społeczny w rozwoju lokalnym)				Ważona	
Basic reading	4	Social capital and local development (kapitał społeczny w rozwoju lokalnym) [konwersatorium]			zaliczenie z oceną		1,00
	Fukuyama, Francis (2001): Social capital, civil society and development, Third World Quarterly						
	Grootaert, Christiaan; Van Bastelar, Thierry (2002): Understanding and Measuring Social Capital : A Multidisciplinary Tool for Practitioners, World Bank, Washington, DC						
	Isabel V. Sawhill (2020): Social Capital: Why We Need It and How We Can Create More of It, Brookings Institution						
	Putnam, Robert D. (2000): Bowling Alone: The Collapse and Revival of American Community, Simon and Schuster., New York:						
	(2020): How's life? 2020, Measuring well-being, OECD						
Supplementary reading	Woolcock, Michael; Narayan, Deepa (2000): Social Capital: Implications for Development Theory, Research, and Policy, The World Bank Research Observer, Washington DC						
	World Bank, Washington DC OECD (2001): The Well-Being of Nations: The Role of Human and Social Capital, OECD, Paris						
STUDENT WORKLOAD							
		No. of hours					
		including e-learning					
Contact hours		15			0		
Participation in test / exam		2			0		
Preparation for contact hours		0			0		
Private reading and studying		2			0		
Participation in tutorials		3			0		

Preparation of project / essay / etc.	3	0
Preparation for test / exam	0	0
TOTAL workload	25	
ECTS credits	1	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Open lecture (wykład ogólnouczelniany) [moduł]						
Course title: Socio-Economic Demographics (demografia społeczno-ekonomiczna) (OGÓLNOUCZELNIANE)					Course code: EFZ199AIIJ3432_5S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator		dr hab. MARTA HOZER-KOĆMIEL				
Course instructor		dr hab. MARTA HOZER-KOĆMIEL				
Course / module objectives		Obtainment of basic knowledge about demographic phenomena and processes and their relation to chosen Socio-Economic questions. Acquisition of skills to describe demographic phenomena and processes and preparation to a research project. The student can work in a group on a jointly designed study.				
Prerequisites		Demands concerning - knowledge - the acquaintance of the basic descriptive statistics measures, - skills - applying the basic descriptive statistics methods, - social competencies - ability to read and understand the reasoning.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the methods of analyzing demographic phenomena and processes.			K_W01 K_W02 K_W03
skills	1	EP2	Student uses the basics of the theory of demographic theory in order to describe the analyzed phenomena and processes.			K_U01 K_U03 K_U05 K_U07
social competences	1	EP3	Student knows how to build socio- economic research projects dealing with demographic problems.			K_K01
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Socio-Economic Demographics (demografia społeczno-ekonomiczna)						
Format of instruction: lecture						
1. Basic Concepts and Measures					2	3 0
2. Gender and Age-specific Rates					2	2 0
3. Vital processes					2	2 0
4. Demographic models					2	2 0

5. Fertility and Reproduction			2	2	0
6. Spatial patterns and processes			2	2	0
7. Population Projections			2	2	0
Format of instruction: discussion classes					
1. Basic Concepts and Measures			2	3	0
2. Gender and Age specific Rates			2	2	0
3. Vital processes			2	2	0
4. Demographic models			2	2	0
5. Fertility and Reproduction			2	2	0
6. Spatial patterns and processes			2	2	0
7. Population Projections			2	2	0
Modes of delivery	- Problem lectures conducted with the usage of ppt presentation. - Laboratories with the use of computers (Excel). During laboratories students work both 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
	KOŁOKWIUM				EP1
	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	Passing the lecture on the basis of a written test, open questions. Passing classes on the basis of a project, written and presented to the public.				
	Grade calculation principles				
	The final grade is the arithmetic mean of grades from the lecture and classes.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Socio-Economic Demographics (demografia społeczno-ekonomiczna)		Arytmetyczna	
	2	Socio-Economic Demographics (demografia społeczno-ekonomiczna) [wykład]	zaliczenie z oceną		
	2	Socio-Economic Demographics (demografia społeczno-ekonomiczna) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Okólski, M. (2005): Demografia. Podstawowe pojęcia, procesy i teorie w encyklopedycznym zarysie, Wydawnictwo Naukowe Scholar, Warszawa				
	Pressat, R. (2014): The Dictionary Of Demography, Oficyna Wydawnicza SGH, Warszawa				
	Preston SH, Heuveline P, Guillot M. (2001): Measuring and Modeling Population Processes, , Blackwell Publishing, UK				
	Rowland D.T. (2003): Demographic Methods and Concepts, Oxford, New York				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		0	
Participation in test / exam		3		0	

Preparation for contact hours	15	0
Private reading and studying	5	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	20	0
Preparation for test / exam	12	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: Foreign language (język obcy) [moduł]						
Course title: Spanish language (język hiszpański) (OGÓLNOUCZELNIA NE)					Course code: EFZ199AIIJ3507_6S	
Name of field of study: International Economics						
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 hiszpański		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lektorat	30	0	pg	2
Total			30			2
Course / module coordinator	dr PIOTR WAHL					
Course instructor	dr PIOTR WAHL					
Course / module objectives	Consolidation of the material at the B2 level. Additional vocabulary and language structures according to the specialization on the B2 + level					
Prerequisites	The level of language competence defined as B2					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	zna konstrukcje gramatyczne, frazeologię i słownictwo języka hiszpańskiego pozwalające na zrozumienie tekstów dotyczących danego kierunku studiów oraz tekstów o charakterze akademickim			K_W01
skills	1	EP2	rozumie teksty w języku hiszpańskim dotyczące studiowanej dziedziny, a także teksty o charakterze ogólnoakademickim. Potrafi dostrzec znaczenie ukryte, wyrażone pośrednio			K_U05 K_U09
	2	EP3	potrafi w języku hiszpańskim przygotować różnorodne opracowania pisemne dot. studiowanego kierunku			K_U05 K_U09
	3	EP4	potrafi formułować przejrzyste i rozbudowane wypowiedzi ustne dotyczące języka hiszpańskiego potrzebnego do prawidłowego funkcjonowania w środowisku akademickim i w środowisku pracy			K_U05 K_U09
	4	EP5	potrafi planować uczenie się przez całe życie			K_U08
social competences	1	EP6	wykazuje gotowość do wzięcia odpowiedzialności za samodzielną pracę nad powierzonym zadaniem			K_K02 K_K04
	2	EP7	wykazuje kreatywność podczas realizowanych zadań			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Spanish language (język hiszpański)						
Format of instruction: lektorat						
1. Classes improving all language competences (listening, speaking, reading and writing) relating to the vocabulary and topics in the scope proposed in the textbook. (see primary literature)					3	12
						0

2. Classes related to the lexical and grammar material contained in the textbook and resulting from the teaching objectives at the B2 + level				3	12	0
3. Classes devoted to repeat the material covered				3	6	0
Modes of delivery	conversations - simulation of scenes from everyday life - listening to dialogues, texts and messages - watching short movies (scenes from everyday life) - reading, analysis and translation of texts - grammar exercises (written and interactive) - writing short texts (e-mails, letters) - presentations of self-prepared issues					
	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	
	KOŁOKWIUM				EP1,EP2,EP4,EP5,EP6	
	SPRAWDZIAN				EP1,EP2,EP5,EP6	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP6,EP7	
	PROJEKT				EP1,EP2,EP4,EP7	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				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	completion of the language course - on the basis of attendance, active participation in classes, passing partial tests, written work or presentation, test EVALUATION for the semester on the basis of test marks, written assignments, activity evaluation					
	Grade calculation principles					
	the final grade is equal to the grade for completing the language course					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	Spanish language (język hiszpański)			Ważona	
	3	Spanish language (język hiszpański) [lektorat]		zaliczenie z oceną		1,00
Basic reading	F. Marín. R. Morales. M. del Mazo de Unamuno : NUEVO VEN 3					
Supplementary reading	Hiszpański No hay problema!" B1 + B2C1					
	Last but not least					
	prasa hiszpańskojęzyczna					
	słownik monolingwalny					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		30		0		
Participation in test / exam		3		0		
Preparation for contact hours		2		0		
Private reading and studying		2		0		
Participation in tutorials		5		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-IE-O-II-S-24/25Z						
Unit: Common / Global Labor Market [moduł]						
Course title: Sustainable financial systems towards labor market (zrównoważony system finansowy wobec rynku pracy) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_26S	
Name of field of study: International Economics						
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		
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	pg	
Total			30			3
Course / module coordinator		prof. dr hab. MAGDALENA ZIOŁO				
Course instructor		prof. dr hab. MAGDALENA ZIOŁO				
Course / module objectives		The aim of the course is to identify and understand the processes taking place in the area of the financial system, to show the differences between the traditionally understood financial system and a balanced financial system, both domestically and internationally, and to show the importance (including the impact) of financial processes on the labor market. In terms of skills: develop the ability to analyze the labor market impact of using the instruments of a sustainable financial system . In terms of competences: acquisition of competences in the field of communication with the environment and exchange of basic knowledge in the field of the rules of the functioning of a sustainable financial system and its impact on the labor market.				
Prerequisites		The student has knowledge of the subject matter of knowledge about society and the labor market; the student knows the basics of finance and economics, knows how to perform basic mathematical operations; can use sources of primary and secondary knowledge available on the Internet and in literature. The student has a basic knowledge of accounting and banking.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	The student has knowledge of the basic rules of operation of the financial system, mainly in the area of financial and non-financial institutions (public and private sector) and relations with the real sphere. He can demonstrate the connections and the impact of the sustainable financial system on the labor market.		K_W01 K_W06 K_W10

skills	1	EP2	the student is able to identify the opportunities and threats as well as the effects related to the transformation of modern financial phenomena towards sustainability and their impact on the labor market	K_U01 K_U04	
	2	EP3	the student has the basic skills of analyzing the impact of using financial instruments on the labor market, so as to create new value through sustainability, is able to use sustainable financial instruments on the labor market,	K_U01 K_U04	
	3	EP4	the student is able to prepare basic financial decisions taking into account the consequences related to the labor market, to communicate financial decisions to justify them using the language of finance, is able to argue and listen to financial arguments of other team members	K_U04	
social competences	1	EP5	The student has the ability to communicate with the environment and transfer basic knowledge of the rules functioning of a balanced financial system, financial entities, elimination of ESG risks and identification of threats to the labor market resulting from ESG risks related to a balanced financial system	K_K01 K_K03	
CONTENT				Semester	No. of hours
Subject title: Sustainable financial systems towards labor market (zrównoważony system finansowy wobec rynku pracy)					
Format of instruction: lecture					
1. The financial system and its functions				4	2 0
2. Sustainable financial system, institutions, instruments and rules				4	4 0
3. Labor market problems and a sustainable financial system				4	2 0
4. Dedicated instruments and institutions of a sustainable financial system on the labor market (principles and specificity of interventions)				4	4 0
5. Rysyka ESG and the labor market				4	2 0
6. Financial institutions, the problem of social responsibility and the labor market				4	1 0
Format of instruction: laboratory					
1. Institutions and products of a sustainable system dedicated to solving labor market problems. Practical aspects.				4	4 0
2. Analysis and evaluation of the principles dedicated to solving labor market problems through a sustainable financial system				4	2 0
3. Basics of analysis of ESG risks affecting the labor market. Traditional financial risks, ESG risks and instruments of a balanced financial market				4	4 0
4. Analysis of examples and good practices in the field of sustainable financial systems in the face of labor market problems				4	3 0
5. Teamwork presentations				4	2 0
Modes of delivery	- A multimedia presentation related to commenting on the current phenomena concerning sustainable financial systems and their impact on the labor market; - analysis of source data on the structure and evolution of a sustainable financial system, green instruments dedicated to the labor market - tasks and case studies to be prepared by students - participation in quizzes - 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
	SPRAWDZIAN				EP2,EP3,EP4
	PREZENTACJA				EP1,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	Passing the IT labs on the basis of project and presentation Passing the lectures on the basis of a test.				
	Grade calculation principles				
	The final grade for the course is the arithmetic mean of grades regarding the lectures and regarding the IT labs.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Sustainable financial systems towards labor market (zrównoważony system finansowy wobec rynku pracy)		Arytmetyczna	
	4	Sustainable financial systems towards labor market (zrównoważony system finansowy wobec rynku pracy) [laboratorium]	zaliczenie z oceną		
	4	Sustainable financial systems towards labor market (zrównoważony system finansowy wobec rynku pracy) [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				
	eds. M.Ziolo (2021): Finance and Sustainable Development: Designing Sustainable Financial Systems, Routledge, London				
Supplementary reading	eds. Thomas WalkerStéfanie D. KibseyRohan Crichton (2018): Designing a Sustainable Financial System, Palgrave Macmillan, Cham, Switzerland				
	Füsun Yenilmez and Esin K?l?ç (2017): Handbook of Research on Unemployment and Labor Market Sustainability in the Era of Globalization Handbook of Research on Unemployment and Labor Market Sustainability in the Era of Globalization, IGI Global , Hershey, USA				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		30	0		
Participation in test / exam		3	0		
Preparation for contact hours		5	0		
Private reading and studying		5	0		
Participation in tutorials		15	0		
Preparation of project / essay / etc.		10	0		
Preparation for test / exam		7	0		
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-IE-O-II-S-24/25Z						
Unit: International Finance [moduł]						
Course title: The European Union Finance (finanse Unii Europejskiej) (POZOSTAŁE PRZEDMIOTY / MODUŁY)					Course code: EFZ199AIIJ3432_39S	
Name of field of study: International Economics						
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		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator		dr NATALIA MARSKA-DZIOBA				
Course instructor		dr NATALIA MARSKA-DZIOBA				
Course / module objectives		The aim of the course is to familiarize students with all aspects of collection, spending and evaluation of financial resources within the European Union, both at the level of central, national and regional institutions. At the same time, students will acquire the ability to critically analyze the financial economy at the level of the European community and develop competences necessary in the process of applying for funding.				
Prerequisites		The student has knowledge in the field of finance, corporate finance management, business law, international economic relations, can interpret economic phenomena and supplement and improve knowledge and set priorities for achieving the goal.				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	identifies and acquires extended information, planning, enacting and spending of European Union financial resources	K_W12		
	2	EP2	characterizes complex financial instruments and programming rules on the transnational, national and regional level including examples of applications of funding	K_W03		
	3	EP3	defines the issues of the European Union financial economy and nature of ties between EU institutions and member States	K_W02		
skills	1	EP4	interprets law and efficiently uses normative systems (Community, national, competition) in financial planning and application proceedings	K_U05		
	2	EP5	assesses institutional behaviour and critically analyses phenomena in the field of EU finances	K_U01		
	3	EP6	assesses institutional behaviour and critically analyses phenomena in the field of EU finances	K_U02		
social competences	1	EP7	develops critical abilities to express opinions	K_K01		
	2	EP8	develops the ability to participate in preparation of economic projects	K_K04		
CONTENT					Semester	No. of hours

					learning	
Subject title: The European Union Finance (finanse Unii Europejskiej)						
Format of instruction: lecture						
1. Genesis, goals and Members of the European Union. Legal and institutional structure of the European Union				4	3	0
2. The budget of the European Union. EU structural funds.				4	4	0
3. Regional, transport and environmental policy - analysis of instruments and methods financing				4	2	0
4. Organization and distribution of European funds in Poland in the light of financial framework planning principles.				4	3	0
5. Cost-benefit analysis in the EU projects				4	3	0
Format of instruction: discussion classes						
1. Block one: on pan-European financial issues with particular focus taking into account Poland's position - net and gross payers, financing of agricultural policy, structure contributions to the EU budget, financing and consequences of Community solutions, e.g. four liberties (introduction - 1h and work with case studies prepared and presented by students - 6 h)				4	7	0
2. Block two: concerning critical analysis and economic evaluation of implementation examples of regional projects financed from EU funds and good practices taking into account result indicators (introduction - 1h and work with case studies, prepared and presented by students - 6 h)				4	7	0
3. Summary of projects				4	1	0
Modes of delivery	- Multimedia presentations - document analysis with commentary - project development - work 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	
	SPRAWDZIAN				EP1,EP2,EP3,EP4,EP5,EP6	
	PROJEKT				EP1,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	Completion of exercises based on the project Passing the lectures on the basis of a test.					
	Grade calculation principles					
	The final grade for the subject is equal to the arithmetic mean of the grades for the project and test, provided that both forms have a positive grade.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	The European Union Finance (finanse Unii Europejskiej)		Arytmetyczna		
	4	The European Union Finance (finanse Unii Europejskiej) [ćwiczenia]	zaliczenie z oceną			
	4	The European Union Finance (finanse Unii Europejskiej) [wykład]	zaliczenie z oceną			
Basic reading	Anand Menon, Stephen Weatherill (2012): The Oxford Handbook of the European Union					
	Materials of European Union from Europa.eu					
	Materials of Ministry of European Funds from http://www.funduszeuropejskie.gov.pl/en/					
Supplementary reading	Czarny Elżbieta, Folfas Paweł (eds) (2017): European Union three anniversaries Polish perspective, Warsaw School of Economics Press, Warszawa					
	Grażyna Wojtkowska-Lodej, Henryk Bąk (eds.) (2015): Selected aspects of functioning of Poland in the European Union : the balance of ten years of membership, Warsaw School of Economics Press, Warsaw					

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	5	0
Preparation for contact hours	8	0
Private reading and studying	9	0
Participation in tutorials	25	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	8	0
TOTAL workload	100	
ECTS credits	4	