

**Winter semester 2018/19**

| Code           | Title of lecture  | Hours | ECTS | Language |
|----------------|---|-------|------|----------|
| 04.1.E.FR.798  | <b>Business English</b><br><i>SJO SJO</i>   | 30    | 5    | English  |
| 04.0.E.FZ.960  | <b>Business logistics process modelling</b><br><i>prof. UG dr hab. Cezary Mańkowski</i>   | 30    | 5    | English  |
| 14.3.E.FZ.2985 | <b>Company management with use of ERP system</b><br><i>dr Agnieszka Szmelter</i>  | 30    | 5    | English  |
| 14.3.E.FZ.1917 | <b>Cultural Differences in Business (Excluding IB students)</b><br><i>prof. dr hab. Ewa Oziewicz</i>  | 30    | 5    | English  |
| 14.3.E.FZ.2005 | <b>e-logistics markets</b><br><i>prof. UG dr hab. Andrzej Jezierski</i>   | 30    | 5    | English  |
| 14.3.E.FZ.1448 | <b>Financial Crisis 2008 and Sovereign Crisis in Eurozone</b><br><i>dr Marcin Brycz</i>   | 30    | 5    | English  |
| 14.3.E.FZ.2023 | <b>Financial Reporting and Analysis (excluding IB students)</b><br><i>dr Joanna Stefaniak</i>   | 30    | 5    | English  |
| 14.3.E.FZ.2765 | <b>Foreign Direct Investments in Poland and EU</b><br><i>prof. UG dr hab. Stanisław Umiński</i>   | 15    | 3    | English  |
| 14.3.E.FZ.1532 | <b>Graphs in the practice of decision making</b><br><i>dr Michał Suchanek, prof. UG dr hab. Beata Majecka</i>   | 30    | 5    | English  |
| 14.3.E.FZ.10   | <b>Innovation and innovation management</b><br><i>dr hab. Tomasz Brodzicki</i>  | 30    | 5    | English  |
| 14.3.E.FZ.14   | <b>International economics</b><br><i>dr hab. Tomasz Brodzicki, prof. UG dr hab. Stanisław Umiński</i>   | 30    | 5    | English  |
| 04.5.E.FZ.803  | <b>International Human Resources Management (excluding IB students)</b><br><i>prof. UG dr hab. Dorota Simpson</i>   | 30    | 5    | English  |
| 04.7.E.FZ.49   | <b>International Marketing (excluding IB students)</b><br><i>dr Marek Reysowski</i>   | 30    | 5    | English  |
| 14.3.E.FZ.2851 | <b>Logistics for Economic Processes</b><br><i>dr Leszek Reszka</i>  | 30    | 5    | English  |
| 04.0.E.FZ.2988 | <b>Managerial Decision Making Exercises</b><br><i>prof. UG dr hab. Przemysław Kulawczuk</i>   | 30    | 5    | English  |
| 14.3.E.FZ.2779 | <b>Mergers and acquisitions (excluding IB students)</b><br><i>dr Magdalena Markiewicz</i>   | 30    | 5    | English  |
| 14.3.E.FZ.3151 | <b>Personal finance</b><br><i>dr Joanna Adamska-Mieruszewska, dr Urszula Mrzyglód</i>   | 30    | 5    | English  |
| 04.0.E.FZ.61   | <b>Small business management</b><br><i>prof. UG dr hab. Przemysław Kulawczuk</i>  | 30    | 5    | English  |
| 14.3.E.FZ.3150 | <b>Sustainable Urban Transport and Mobility</b><br><i>prof. dr hab. Olgierd Wyszomirski, prof. UG dr hab. Katarzyna Hebel, dr Marcin Wolek, mgr Aleksander Jagiello</i> | 30    | 5    | English  |
| 14.3.E.FZ.3152 | <b>The psychology of modern marketing</b><br><i>mgr Agata Olechnowicz</i>   | 15    | 3    | English  |
| 14.3.E.FZ.1535 | <b>Thomson Reuters Academy</b><br><i>dr Monika Szmelter</i>   | 15    | 3    | English  |

|  |  |  |                 |           |   |                         |                          |          |   |                  |    |  |
|--|--|--|-----------------|-----------|---|-------------------------|--------------------------|----------|---|------------------|----|--|
| Course title   | Business English   |  |                 |           |   | ECTS code               | 04.1.EE.FR.798           |          |   |                  |    |  |
|  |  |  |                 |           |   | ECTS credits            | 5                        |          |   |                  |    |  |
|  |  |  |                 |           |   | max. students           | 25                       |          |   |                  |    |  |
| Name of unit administrating study  | OTHER  | Field of study   | Economics/MSG** |           |   | Field of specialisation |                          |          |   |                  |    |  |
| Teaching staff   | SJO SJO,   |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Number of hours  |  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Lectures   | 0  | Classes  | 0               | Tutorials | 0 | Laboratory              | 0                        | Seminars | 0 | Language classes | 30 |  |
| Forma aktywności   |  |  |                 |           |   | Year&Type of studies*   | 2 SS2, 1 SS2,            |          |   |                  |    |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):  |  |  |                 |           |   | Semester:               | 3-4, 1-2,                |          |   |                  |    |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):   |  |  |                 |           |   | Type of course:         | optional                 |          |   |                  |    |  |
| Total number of hours:   |  |  |                 |           |   | 0                       | Language of instruction: | English  |   |                  |    |  |
| Teaching form  | in-class learning  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Teaching methods   | Activating methods in training classes, Collaborating, group activities, Case studies, presentations given by students |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Prerequisites (required courses and introductory requirements)   |  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Required courses   | none   |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Introductory requirements  | recommended level of English: B2   |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Assessment method, forms and criteria  |  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Assessment method  | Course completion (graded)   |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Assessment criteria  | Grades:<br>50%      3<br>61%      3+<br>71%      4<br>81%      4+<br>91%      5  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Course objectives  |  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.  |  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Learning outcomes  |  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| Knowledge  |  | The student has knowledge of English business terminology, international economics and international business relations, as well as related fields   |                 |           |   |                         |                          |          |   |                  |    |  |
| Skills   |  | The student can: write papers in English concerning economics and international business relations using various sources; deliver presentations in English on the abovementioned topics; has a B2+ command of English  |                 |           |   |                         |                          |          |   |                  |    |  |
| Attitudes  |  | The student is ready for a lifelong work on the improvement of his/her command of English; wants to expand his/her knowledge and skills; is able to organise his/her learning process; communicates adequately with his/her environment and appropriately defines their learning priorities. |                 |           |   |                         |                          |          |   |                  |    |  |
| Course contents  |  |  |                 |           |   |                         |                          |          |   |                  |    |  |
| <ol style="list-style-type: none"> <li>1. Presentations : categories and techniques, ways of presenting information, hints for a successful presentation, delivering presentations on chosen business topics with the use of visual aids-OHP, Power Point.</li> <li>2. Advertising and marketing :market structure, marketing strategies, marketing mix, market research, branding, pricing, promotional tools, globalization of markets, advertisements and commercials, effectiveness of advertising.</li> <li>3. Business strategy : company structure, departments and their roles, the global company, downsizing, restructuring, entering a foreign market, international mergers, alliances and takeovers, business in the 21st century.</li> <li>4. Management : styles and necessary skills, management attitudes in different countries, management theories, leadership, empowerment, team building, international management development.</li> </ol> |  |  |                 |           |   |                         |                          |          |   |                  |    |  |

5. Banking : personal banking, commercial and retail banking, investment banking, financial institutions, central banking, money supply and control, banking operations, banking products and services, internet banking, interest rates and monetary policy, money market instruments.
6. Finance : personal finance, financial centres, indicators, elements of accounting, financial statements, balance sheet, profit and loss account, stocks and shares, bonds, futures and options, financial instruments, corporate finance, financial planning and regulations.
7. Foreign Trade : import and export, transportation and logistics, forwarding, the EU market, protectionism, documents in foreign trade, methods of payment, trade fairs and exhibitions, market indexes, growth, delivery and after-sales.
8. Employment: recruitment, education and training, compensation
9. Formal Meetings and Negotiations: types of meetings, the roles of participants, discussion techniques, the most appropriate use of language, types of negotiations, preparation and techniques, difficulties and reaching agreements, culture awareness, case studies.
10. Economic Trends : describing charts and graphs, employment trends, the business cycle, globalizing trends, sustainable development, political economy, new markets, inflation, unemployment, taxation, computerization, teleworking, current business news.
11. Corporate culture, cross-cultural communication

The focus on topics depends on the needs analysis at the beginning of the course.

#### Recommended reading lists

Business Vocabulary in Use by Bill Mascull (Cambridge)  
 Business Vocabulary in Use Advanced by Bill Mascull (Cambridge)  
 Key Words in Business By Bill Mascull (Collins Cobuild)  
 Podręczniki biznesowe - aktualne edycje w zależności od poziomu grup  
 Internet, artykuły z prasy ekonomicznej  
 Market Leader Banking and Finance H. Johnson (Longman)  
 Professional English in Use Finance I.Mackenzie (Cambridge)  
 Business Benchmark Brook-Hart (Cambridge)  
 English for the Financial Sector MacKenzie (Cambri)  
 Economic Press: The Economist, The Financial Times, Newsweek.  
 the news, video courses

#### Contact

\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
 \*\* MSG - International Economic Relations

|   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|---|--|---|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title  | Business logistics process modelling   |   |                 |                        |                         |                         | ECTS code                | 04.0.EE.FZ.960       |                      |                    |               |  |
|   |  |   |                 |                        |                         |                         | ECTS credits             | 5                    |                      |                    |               |  |
|   |  |   |                 |                        |                         |                         | max. students            | 14                   |                      |                    |               |  |
| Name of unit administrating study   | KL   | Field of study  | Economics/MSG** |                        | Field of specialisation | NONE;                   |                          |                      |                      |                    |               |  |
| Teaching staff  | Cezary Mańkowski, Associate Professor  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Number of hours   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Lectures  | 0  | Classes   | 0               | Tutorials              | 0                       | Laboratory              | 30                       | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności  |  |   |                 |                        |                         | Year&Type of studies*   | 3 SS1, 2 SS2,            |                      |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):   |  |   |                 |                        |                         | Semester:               | 5, 3,                    |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):  |  |   |                 |                        |                         | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:  |  |   |                 |                        |                         | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form   | in-class learning<br>C205  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Teaching methods  | Work in computer laboratories, Case studies, Individual projects, limited to 14 students due to the no. of software licences   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)  |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Required courses  | No requirements  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Introductory requirements   | No requirements  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method   | Course completion (graded)   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment criteria   | Constructing EPC model of a selected business logistics process and presentation of the created model in the form of verbal description according to the EPC terminology (standard of modelling) |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Course objectives   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Learning outcomes   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Knowledge   | E1_W06   | Student has got to know the right economic methods and tools for logistics business process modelling |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | MSG1_W08   | Student has got to know the right economic methods and tools for logistics business process modelling |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam   | oral exam   | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| E1_W06  |  |   |                 |                        |                         |                         |                          |                      |                      | X                  |               |  |
| MSG1_W08  |  |   |                 |                        |                         |                         |                          |                      |                      | X                  |               |  |
| Skills  | E1_U03   | Student can analyse events driving business process chains, functions and operations                  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | MSG1_U03   | Student can analyse events driving business process chains, functions and operations                  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Skills  |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |

| Outcomes  | written exam | oral exam   | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|-----------|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U03    |              |   |      |                        |                  |                         |                    |                      |                      | X                  |               |
| MSG1_U03  |              |   |      |                        |                  |                         |                    |                      |                      | X                  |               |
| Attitudes | E1_K04       | Student identifies, diagnose, and makes decisions on business variants regarding the profession of management |      |                        |                  |                         |                    |                      |                      |                    |               |
|           | MSG1_K04     | tudent identifies, diagnose, and makes decisions on business variants regarding the profession of management  |      |                        |                  |                         |                    |                      |                      |                    |               |

## Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K04   |              |           |      |                        |                  |                         |                    |                      |                      | X                  |               |
| MSG1_K04 |              |           |      |                        |                  |                         |                    |                      |                      | X                  |               |

## Course contents

**1. Structure of a business logistics process**

Main ontologies, processualism, eventism, reism, relationism, business process, architectures of business processes (ARIS, CIM OSA, Zachman's framework), logistics process, structure, elements, parameters of the process

**2. Creating EPC model of a business logistics process**

Methods and tools of business logistics process modelling. Constructing a model of a selected business logistics process according to the EPC standard of modelling

**3. Assessment of a business logistics process model**

Heuristics, benchmarking, simulation, time/cost/quality analysis

**4. Improving a model of a business logistics process**

Vision, redesigning, reengineering

**5. Presentation and discussion on the improved business logistics process model**

Presentation, estimation, discussion

## Recommended reading lists

*Literature obligatory*

- 1) A.-W. Scheer: ARIS & Business Process Modeling. Springer Verlag, Berlin 2000
- 2) J. Mendling: Metrics for process models. Springer Verlag, Berlin 2008
- 3) Mańkowski C.: Ontological Foundations for Business Logistic Process Modeling. "Railway Transport and Logistics" 2007, no. 2, p. 30-38 (download: [http://fpedas.utc.sk/zdal/images/zdal/archiv/zdal\\_2007\\_02.pdf](http://fpedas.utc.sk/zdal/images/zdal/archiv/zdal_2007_02.pdf))

*Additional sources:*

- [Http://supply-chain.org/](http://supply-chain.org/)  
[Http://www.ariscommunity.com](http://www.ariscommunity.com)  
[Http://www.softwareag.com](http://www.softwareag.com)  
[Http://www.idef.com](http://www.idef.com)  
[Http://www.wonderware.com](http://www.wonderware.com)

## Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations

|   |  |  |                 |                         |       |                       |                          |                 |   |                  |   |
|---|--|--|-----------------|-------------------------|-------|-----------------------|--------------------------|-----------------|---|------------------|---|
| Course title  | Company management with use of ERP system  |  |                 |                         |       |                       | ECTS code                | 14.3.EE.FZ.2985 |   |                  |   |
|   |  |  |                 |                         |       |                       | ECTS credits             | 5               |   |                  |   |
|   |  |  |                 |                         |       |                       | max. students            | 30              |   |                  |   |
| Name of unit administrating study   | KL   | Field of study   | Economics/MSG** | Field of specialisation | NONE; |                       |                          |                 |   |                  |   |
| Teaching staff  | Agnieszka Szmelter, Ph.D.  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Number of hours   |  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Lectures  | 0  | Classes  | 0               | Tutorials               | 0     | Laboratory            | 30                       | Seminars        | 0 | Language classes | 0 |
| Forma aktywności  |  |  |                 |                         |       | Year&Type of studies* | 3 SS1, 1 SS2, 2 SS2,     |                 |   |                  |   |
| Hours with the participation of the academic teacher (including office hours, exams, others):   |  |  |                 |                         |       | Semester:             | 5, 1, 3,                 |                 |   |                  |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):  |  |  |                 |                         |       | Type of course:       | optional                 |                 |   |                  |   |
| Total number of hours:  |  |  |                 |                         |       | 0                     | Language of instruction: | English         |   |                  |   |
| Teaching form   | in-class learning  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Teaching methods  | Work in computer laboratories, Case studies, Activating methods in training classes, Design Thinking   |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Prerequisites (required courses and introductory requirements)  |  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Required courses  | Microeconomics, Macroeconomics, Basics of Computer Science, Basics of Financial Accounting and Economic Analysis.<br>Fundamentals of logistics would be welcome.   |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Introductory requirements   | Knowledge:<br>Basic theories and principles of microeconomics, finance, enterprise management and information systems.<br>Basic knowledge about the logistics processes and systems.<br>Skills: computer skills (Windows, MS Office), good knowledge of English language |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Assessment method, forms and criteria   |  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Assessment method   | Course completion (graded)   |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Assessment criteria   | An essay on a chosen topic related to the subject.<br>Solving case studies and discussion in class.  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Course objectives   |  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Introduction to management accounting. Introduction to cost center accounting and product costing.<br>The rules of resources planning.<br>Showing the functioning of ERP applications, especially with the SAP ERP 6.0.<br>Preparing students to work in companies with a global range (on the basis of case studies). Problem solving with use of Design Thinking method (non-mathematical methods), Excel and Statistica software (mathematical methods). |  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Learning outcomes   |  |  |                 |                         |       |                       |                          |                 |   |                  |   |
| Knowledge   | E1_W02   | Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R. |                 |                         |       |                       |                          |                 |   |                  |   |
|   | MSG1_W03   | Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R. |                 |                         |       |                       |                          |                 |   |                  |   |
|   | E1_W06   | Student understands the rules of management accounting, especially cost center accounting and product costing.                             |                 |                         |       |                       |                          |                 |   |                  |   |
|   | MSG1_W05   | Student understands the rules of management accounting, especially cost center accounting and product costing.                             |                 |                         |       |                       |                          |                 |   |                  |   |
|   | E1_W07   | Student understands connections between management accounting and business processes planning and execution.                               |                 |                         |       |                       |                          |                 |   |                  |   |
|   | MSG1_W05   | Student understands connections between management accounting and business processes planning and execution.                               |                 |                         |       |                       |                          |                 |   |                  |   |
| Verification of learning outcomes - Knowledge   |  |  |                 |                         |       |                       |                          |                 |   |                  |   |
|   |  |  |                 |                         |       |                       |                          |                 |   |                  |   |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_W02   |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| E1_W06   |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| E1_W07   |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG1_W03 |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| E1_W05   |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |

|        |          |   |
|--------|----------|---|
| Skills | E1_U02   | Student uses information technology in the area of ERP systems.           |
|        | MSG1_U08 | Student uses information technology in the area of ERP systems.           |
|        | E1_U07   | Student is able to plan the resources used in business process execution. |
|        | MSG1_U04 | Student is able to plan the resources used in business process execution. |

**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U02   |              |           |      |                        |                  |                         |                    | X                    |                      |                    |               |
| E1_U07   |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG1_U04 |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG1_U08 |              |           |      |                        |                  |                         |                    | X                    |                      |                    |               |

|           |          |  |
|-----------|----------|--|
| Attitudes | E1_K01   | Student works independently, expanding his skills and knowledge                                    |
|           | MSG1_K01 | Student works independently, expanding his skills and knowledge                                    |
|           | E1_K06   | Student is open to new methods for solving decision problems in the area of management accounting. |
|           | MSG1_K06 | Student is open to new methods for solving decision problems in the area of management accounting. |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K01   |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| E1_K06   |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG1_K01 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG1_K06 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |

**Course contents**

1. Introduction to ERP systems:
  - 1.1. Characteristics of ERP systems
  - 1.2. The architecture of ERP systems
  - 1.3. Main vendors of ERP solutions
2. Navigation in SAP ERP
3. Management Accounting in SAP ERP:
  - 3.1. Introduction:
    - Goals and structure of management accounting,
    - Cost center analysis,
    - Analysis of profit centers,

- Budget analysis,
  - Master data for the controlling area (cost centers, profit centers, temporary cost and profit centers, cost elements, profit components, statistical indicators),
  - Management accounting processes.
  - Assessment of the management accounting system. Case studies in management accounting area. Defining problems in the area of management accounting (management staff needs) and solving them with use of Design Thinking method (empathise, define the problem, ideate, prototype, test) and part of Lean Six Sigma methodology with use of Excel and Statistica software.
- 3.2. Cost Center Accounting:
- Creating a cost center in a database,
  - Creating a new index in the database,
  - Creating a cost element for ancillary activities,
  - Creating new cost center activities,
  - Creating a record for a group of cost centers,
  - Planning the number of employees,
  - Planning the activity of the cost center,
  - Overview of plans,
  - Evaluating the activity of the cost centers,
  - Analysis of evaluation results,
  - Price calculation for individual products,
  - Analysis of valuation results.
- 3.3. Product Costing:
- Creating a record in the database for a product variant,
  - Creating a record for the raw material variant,
  - Creation of the Bill of Materials (Bill of Materials),
  - Creation of a technological route (routing),
  - Creation of cost estimates for the core business,
  - Updating product prices,
  - Review of product price changes,
  - Confirming price changes,
  - Product price control.

Recommended reading lists

*Basic:*

Szmelter A., Communication in global supply chains in the automotive industry, Information Systems in Management 2015, Vol. 4, no 3, p. 205-218  
materials from SAP University Alliances  
materials provided by the lecturer - case studies

*Facultative:*

E. Monk, B. Wagner, Enterprise Resource Planning, Cengage Learning EMEA, 2008.  
G. C. Williams, Implementing SAP ERP Sales&Distribution, McGraw Hill Professional, 2008.  
J. Kappauf, B. Lauterbach, M. Koch, Logistics Core Operations with SAP, Springer, 2011.  
L. K. Lau, Managing Business with SAP: Planning, Implementation and Evaluation, Idea Group Inc., 2005.  
R.I. Levin. Statistics for Management, Pearson Education, 2008 (or older editions).

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations



|   |   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
|---|---|---|-----------------|-------------------------|-------|--------------------------|----------------------|----------|---|------------------|---|---------|---|--------|-----|--------|---|--------|-----|--------|---|-------------|---|
| Course title  | Cultural Differences in Business (Excluding IB students)  |   |                 |                         |       | ECTS code                | 14.3.EE.FZ.1917      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
|   |   |   |                 |                         |       | ECTS credits             | 5                    |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
|   |   |   |                 |                         |       | max. students            | 30                   |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Name of unit administrating study   | IHZ   | Field of study  | Economics/MSG** | Field of specialisation | NONE; |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Teaching staff  | Ewa Oziewicz, Professor   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Number of hours   |   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Lectures  | 0   | Classes   | 0               | Tutorials               | 30    | Laboratory               | 0                    | Seminars | 0 | Language classes | 0 |         |   |        |     |        |   |        |     |        |   |             |   |
| Forma aktywności  |   |   |                 |                         |       | Year&Type of studies*    | 3 SS1, 2 SS2, 1 SS2, |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Hours with the participation of the academic teacher (including office hours, exams, others): |   |   |                 |                         |       | Semester:                | 5, 3, 1,             |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):    |   |   |                 |                         |       | Type of course:          | optional             |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Total number of hours:  |   |   |                 |                         | 0     | Language of instruction: | English              |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Teaching form   | in-class learning   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Teaching methods  | Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Case studies, Tutorial mainly for the Erasmus students, max. number of Polish students: 10   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Prerequisites (required courses and introductory requirements)                                |   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Required courses  |   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Introductory requirements   | A good command of English and general knowledge of economic and social issues.  |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Assessment method, forms and criteria   |   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Assessment method   | Course completion (graded)  |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Assessment criteria   | <p>Each student's grade consists of: written assessment - exam (40%), group task including presentation (40%) and active presence during tutorials (20%)</p> <p>Exam: different types of questions from literature and lectures</p> <table border="0"> <tr><td>91-100%</td><td>5</td></tr> <tr><td>81-90%</td><td>4,5</td></tr> <tr><td>71-80%</td><td>4</td></tr> <tr><td>61-70%</td><td>3,5</td></tr> <tr><td>51-60%</td><td>3</td></tr> <tr><td>50% or less</td><td>2</td></tr> </table> |   |                 |                         |       |                          |                      |          |   |                  |   | 91-100% | 5 | 81-90% | 4,5 | 71-80% | 4 | 61-70% | 3,5 | 51-60% | 3 | 50% or less | 2 |
| 91-100%   | 5   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| 81-90%  | 4,5   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| 71-80%  | 4   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| 61-70%  | 3,5   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| 51-60%  | 3   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| 50% or less   | 2   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Course objectives   |   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Learning outcomes   |   |   |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Knowledge   |   | Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences.  |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Skills  |   | Students are able to distinguish different behaviours in various cultures and properly understand them. They can name and distinguish the dimensions of culture. They know how to interpret indices of those dimensions and compare them. They are able to analyze facts concerning individual countries and their cultures. By preparing presentations in groups they know how to work together and share tasks. They know how to prepare to business operations in foreign countries - what is important while undertaking business with foreigners. They know how to overcome cultural barriers through effective communication. |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |
| Attitudes   |   | Students realize how important it is to communicate properly, especially between cultures. They understand that the knowledge of cultural differences is extremely important while conducting international business. Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different. They also recognize the limits of their knowledge as well as the importance  |                 |                         |       |                          |                      |          |   |                  |   |         |   |        |     |        |   |        |     |        |   |             |   |

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|  |  | and necessity of lifelong learning. They know how to work in team. |
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| <b>Course contents</b> |
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| <ol style="list-style-type: none"> <li>1. Introduction to cross-cultural differences in business. Lecture aims, contents and student tasks.</li> <li>2. How cultural differences affect business</li> <li>3. Definitions of culture</li> <li>4. Intercultural versus cross-cultural communication</li> <li>5. Models of culture - basic knowledge</li> <li>6. Hofstede's dimensions of culture</li> <li>7. Challenge of cross-cultural management in the modern world. Understanding cultural differences</li> <li>8. Challenge of cross-cultural management in the modern world. Understanding cultural differences ctd.</li> <li>9. Consequences of cultural differences: stereotypes and prejudices</li> <li>10. Influence of globalization processes on culture. Diffusion of cultures. Cultural divergence versus convergence in the contemporary world</li> <li>11. Englishes in cross-cultural communication.</li> <li>12. Case studies. Presentations of students' group work I</li> <li>13. Case studies. Presentations of students' group work II</li> <li>14. Case studies. Presentations of students' group work III</li> <li>15. Written assessment - exam</li> </ol> |
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| <b>Recommended reading lists</b> |
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| <p><i>Basic sources:</i><br/> R. Gesteland, <i>Spanning the chasme of cultural gap</i>,<br/> <a href="http://economictimes.indiatimes.com/articleshow/39466904.cms?prtpage=1">http://economictimes.indiatimes.com/articleshow/39466904.cms?prtpage=1</a><br/> <a href="http://www.kwintessential.co.uk">www.kwintessential.co.uk</a></p> <p><i>Supplementary sources:</i><br/> S. P. Verluyten, <i>Intercultural Communication in Business and Organisations. An Introduction</i>, ACCO, Louven 2002.<br/> G. Hofstede, <i>Cultures and Organizations. Software of the Mind</i>, McGraw-Hill, New York 1997 or later editions</p> |
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| <b>Contact</b> | <a href="mailto:ekoeo@univ.gda.pl">ekoeo@univ.gda.pl</a> , |
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations

|   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|---|--|--|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title  | e-logistics markets  |  |                 |                        |                         |                         | ECTS code                | 14.3.EE.FZ.2005      |                      |                    |               |  |
|   |  |  |                 |                        |                         |                         | ECTS credits             | 5                    |                      |                    |               |  |
|   |  |  |                 |                        |                         |                         | max. students            | 15                   |                      |                    |               |  |
| Name of unit administrating study   | KL   | Field of study   | Economics/MSG** |                        | Field of specialisation | NONE;                   |                          |                      |                      |                    |               |  |
| Teaching staff  | Andrzej Jezierski, Associate Professor   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Number of hours   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Lectures  | 0  | Classes  | 0               | Tutorials              | 0                       | Laboratory              | 30                       | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności  |  |  |                 |                        |                         | Year&Type of studies*   | 3 SS1, 2 SS2,            |                      |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):                     |  |  |                 |                        |                         | Semester:               | 5, 3,                    |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):                        |  |  |                 |                        |                         | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:  |  |  |                 |                        |                         | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form   | in-class learning<br>c 304   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Teaching methods  | Work in computer laboratories,   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)  |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Required courses  | No requirements  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Introductory requirements   | No requirements  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method   | Course completion (graded)   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment criteria   | Students are obliged to prepare a multimedial presentations in working groups on a chosen subject from the selected problems e-logistics markets. Students must to know how to use selected internet pages with the e-logistics stock. |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Course objectives   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Presentation of idea of the business logistics proces<br>Presentation of tools and methods of e-logistics markets |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Learning outcomes   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Knowledge   | E1_W01   | Student:- understands the idea of bussiness logistics process                              |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | E1_W02   | Student knows the proces of business logistics   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | E1_W04   | Student knows how to use internet e-logistics pages  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | E1_W06   | Student knows how to use methods and tools of e-logistics markets                          |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam   | oral exam  | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| E1_W01  |  |  |                 |                        |                         | X                       |                          |                      |                      |                    |               |  |
| E1_W02  |  |  |                 |                        |                         |                         |                          | X                    |                      |                    |               |  |
| E1_W04  |  |  |                 |                        |                         |                         |                          |                      |                      | X                  |               |  |
| E1_W06  |  |  |                 |                        |                         | X                       | X                        |                      | X                    |                    |               |  |
| Skills  | E1_U01   | Student:- uses a professional software e-logistics markets                                 |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | E1_U02   | Student can practicly adopt internet pages e-logistics to model business logistics process |                 |                        |                         |                         |                          |                      |                      |                    |               |  |

| Verification of learning outcomes - Skills |              |  |      |                        |                  |                         |                    |                      |                      |                    |               |
|--|--------------|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| Outcomes                                   | written exam | oral exam  | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| E1_U01                                     |              |  |      |                        |                  | X                       |                    |                      |                      |                    |               |
| E1_U02                                     |              |  |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| Attitudes                                  | E1_K01       | Creating business opportunities in the on-line community |      |                        |                  |                         |                    |                      |                      |                    |               |

| Verification of learning outcomes - Attitudes |              |           |      |                        |                  |                         |                    |                      |                      |                    |               |
|---|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| Outcomes                                      | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| E1_K01  |              |           |      |                        |                  |                         |                    | X                    |                      |                    |               |

#### Course contents

Internet forms of distributions  
 The role of Internet in logistics process  
 Selected Internet logistics markets  
 Models of internet shops in business logistics  
 Logistics Services in Internet  
 Best Practices in e-logistics

#### Recommended reading lists

The International Journal of Logistics Management  
 Ballou R.H: Basic Business Logistics. Prentice Hall, New York 1987  
 Blanchard B. S. : Logistics Engineering and Management. Prentice Hall, New Jersey 1998  
 Web pages e-logistics stock

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| Contact | <a href="mailto:andjez@panda.bg.univ.gda.pl">andjez@panda.bg.univ.gda.pl</a> , |
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
 \*\* MSG - International Economic Relations

|   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|---|--|---|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title  | Financial Crisis 2008 and Sovereign Crisis in Eurozone   |   |                 |                        |                         |                         | ECTS code                | 14.3.EE.FZ.1448      |                      |                    |               |  |
|   |  |   |                 |                        |                         |                         | ECTS credits             | 5                    |                      |                    |               |  |
|   |  |   |                 |                        |                         |                         | max. students            | 28                   |                      |                    |               |  |
| Name of unit administrating study   | KMikr  | Field of study  | Economics/MSG** |                        | Field of specialisation | NONE;                   |                          |                      |                      |                    |               |  |
| Teaching staff  | Marcin Brycz, Ph.D.  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Number of hours   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Lectures  | 30   | Classes   | 0               | Tutorials              | 0                       | Laboratory              | 0                        | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności  |  |   |                 |                        |                         | Year&Type of studies*   | 3 SS1, 2 SS2,            |                      |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):   |  |   |                 |                        |                         | Semester:               | 5, 3,                    |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):  |  |   |                 |                        |                         | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:  |  |   |                 |                        |                         | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form   | in-class learning  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Teaching methods  | Lectures including multimodal presentations, Discussion, questioning, Individual projects,   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)  |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Required courses  | Macroeconomics: basic level.   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Introductory requirements   | Macroeconomics, interest in financial market.  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method   | Course completion (graded)   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment criteria   | Presentation should be 15 min long and also:<br>-less text more own speech<br>-good understand of the subject<br>-logical argumentation<br>-legible slides |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Course objectives   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Learning outcomes   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Knowledge   | E1_W02   | The main purpose of the lecture is to gain knowledge by students on financial crisis 2008 and the connection between financial disruption and real economy. Participants than will be capable of making critical analysis of macroeconomic environment amid crisis and its influence on market participants eg. firms, consumers. |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge   |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam   | oral exam   | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| E1_W02  |  |   |                 |                        |                         | X                       |                          |                      |                      |                    |               |  |
| Skills  | MSG1_U03   | Understanding of the market relationships in times of crisis.   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Skills  |  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam   | oral exam   | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |

|   |              |   |      |                        |                  |                         |                    |                      |                      |                    |               |
|---|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U03  |              |   |      |                        |                  | X                       |                    |                      |                      |                    |               |
| Attitudes   | E1_K07       | Communication with market participants on financial crisis. |      |                        |                  |                         |                    |                      |                      |                    |               |
| Verification of learning outcomes - Attitudes   |              |   |      |                        |                  |                         |                    |                      |                      |                    |               |
| Outcomes  | written exam | oral exam   | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| E1_K07  |              |   |      |                        |                  | X                       |                    |                      |                      |                    |               |
| Course contents   |              |   |      |                        |                  |                         |                    |                      |                      |                    |               |
| <ol style="list-style-type: none"> <li>The basics of connection between financial environment and real activity: Modigliani-Miller theorem, Monetarists' theory of financial transmission, bank lending channel and financial accelerator mechanism.</li> <li>Macroeconomic environment in the USA after dot-com bubble burst. Alan Greenspan and his monetary policy.</li> <li>Housing market in the USA 2001 - 2008</li> <li>Mortgage and financial markets -- why it went too far. Basics of financial instruments: CDO, MBS, CDS, ABCP &amp;hellip;;, Money market participants.</li> <li>When crisis begun: first warning in 2007, Failure of the biggest financial companies. Programs introduced by FED (crisis response) -- analysis of FED's balance sheet. Too big to fail (moral hazard)</li> <li>Crisis in Europe, Greece's creative accounting.</li> <li>European Central Bank crisis response</li> <li>From the financial markets to ordinary people's life -- critical synthesis of financial crisis.</li> </ol> |              |   |      |                        |                  |                         |                    |                      |                      |                    |               |
| Recommended reading lists   |              |   |      |                        |                  |                         |                    |                      |                      |                    |               |
| <i>Basic references:</i> <ol style="list-style-type: none"> <li>Brunnermeier (2009), Deciphering the Liquidity and Credit Crunch 2007-2008, Journal of Economic Perspectives. /available on-line/</li> <li>Gary B. Gorton, Andrew Metrick, "Haircuts" NBER working paper /available on-line/</li> <li>Kacperczyk, M., Schnabl, Ph., WHEN SAFE PROVED RISKY: COMMERCIAL PAPER DURING THE FINANCIAL CRISIS OF 2007-2009, :NBER working paper /available on-line/</li> <li>Soros, G., The Crash of 2008 and What it Means, New York</li> <li>Soros, G., The Soros Lectures at the Central European University, Lecture 2. New York /available on-line/</li> </ol> <i>Facultative references:</i><br>Begg, Dornbusch, Fischer. Economics (part 1 and 2)   |              |   |      |                        |                  |                         |                    |                      |                      |                    |               |
| Contact   |              | <a href="mailto:m.brycz@ug.edu.pl">m.brycz@ug.edu.pl</a> ,  |      |                        |                  |                         |                    |                      |                      |                    |               |

\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
 \*\* MSG - International Economic Relations

|   |  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
|---|--|--|-----------------|-------------------------|------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title  | Financial Reporting and Analysis (excluding IB students)   |  |                 |                         |                  |                         | ECTS code                | 14.3.EE.FZ.2023      |                      |                    |               |  |
|   |  |  |                 |                         |                  |                         | ECTS credits             | 5                    |                      |                    |               |  |
|   |  |  |                 |                         |                  |                         | max. students            | 25                   |                      |                    |               |  |
| Name of unit administrating study   | OTHER  | Field of study   | Economics/MSG** | Field of specialisation | NONE;            |                         |                          |                      |                      |                    |               |  |
| Teaching staff  | Joanna Stefaniak, PhD  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Number of hours   |  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Lectures  | 0  | Classes  | 0               | Tutorials               | 30               | Laboratory              | 0                        | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności  |  |  |                 |                         |                  | Year&Type of studies*   |                          | 3 SS1, 2 SS2, 1 SS2, |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):               |  |  |                 |                         |                  | Semester:               |                          | 5, 3, 1,             |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):                  |  |  |                 |                         |                  | Type of course:         |                          | optional             |                      |                    |               |  |
| Total number of hours:  |  |  |                 |                         |                  | 0                       | Language of instruction: |                      | English              |                    |               |  |
| Teaching form   | in-class learning  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Teaching methods  | Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects,  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)  |  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Required courses  | Microeconomics, basic accounting,  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Introductory requirements   | Basic knowledge of accounting and corporate finance knowledge of the EXCEL worksheet   |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria   |  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Assessment method   | Course completion (graded)   |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Assessment criteria   | The course will end with the test and group project.<br>The test makes of 70% of the final grade and the project of 30%.<br>The test refers to the theory of financial reports and financial analysis as well as some practical tasks covered during the course.<br>The project - the preparation of the basic financial analysis according to the knowledge provided during the course. |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Course objectives   |  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| The aim of this subject is to familiarize students with the financial analysis of the company's performance |  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Learning outcomes   |  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Knowledge   | E1_W03   | Student knows the terminology and has broadened and structured knowledge in the field of financial knowledge analysis                      |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
|   | E1_W03   | Student has a basic knowledge of financial conditions affecting business operations  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
|   | E1_W06   | Student knows the methods and tools, including data acquisition and analysis techniques, appropriate for financial analysis                |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
|   | MSG1_W09   | Student gets general knowledge of reading the financial statements, ability to recognize differences between national financial statements |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge   |  |  |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam   | oral exam  | test            | essay/paper /portfolio  | tasks/ homeworks | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| E1_W03  | X  |  |                 |                         |                  |                         |                          | X                    |                      |                    | X             |  |
| E1_W03  |  |  |                 |                         |                  |                         |                          | X                    |                      |                    | X             |  |
| E1_W06  | X  |  |                 |                         |                  |                         |                          |                      |                      |                    | X             |  |
| MSG1_W09  | X  |  |                 |                         |                  |                         |                          | X                    |                      |                    |               |  |

|        |          |  |
|--------|----------|--|
| Skills | MSG1_U02 | Student knows how to use the basic knowledge of financial analysis in practice regarding the functioning of the company on the market  |
|        | MSG1_U04 | Student is able to observe and analyze the basic economic processes taking place in the enterprise, can interpret the necessary financial indicators in this area using standard methods and tools used in financial analysis. |
|        | E1_U07   | Student is able to analyze and assess the current financial situation of the company   |
|        | E1_U08   | Student has the ability to observe, understand and analyze phenomena and economic processes using financial analysis methods   |

**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U02 | X            |           |      |                        |                  |                         |                    | X                    |                      |                    | X             |
| MSG1_U04 | X            |           |      |                        |                  |                         |                    | X                    |                      |                    | X             |
| E1_U07   | X            |           |      |                        |                  |                         |                    | X                    |                      |                    | X             |
| E1_U08   | X            |           |      |                        |                  |                         |                    | X                    |                      |                    | X             |

|           |          |   |
|-----------|----------|---|
| Attitudes | E1_K02   | Student is able to interact in a team working as part of a group project  |
|           | E1_K04   | Student correctly identifies and diagnoses dilemmas regarding the company's current financial situation and investment decisions  |
|           | E1_K04   | Student raises skills related to cooperation and communication and the use of acquired knowledge as part of preparation for the future career   |
|           | MSG1_K05 | Student is able to effectively participate in the group project tasks regarding the functioning of modern business entities in the conditions of the growing internationalization of economic activity and the development of integration processes |
|           | MSG1_K03 | Student communicates with the environment in a proper way   |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K02   |              |           |      | X                      |                  |                         |                    |                      |                      |                    | X             |
| E1_K04   | X            |           |      |                        |                  |                         |                    | X                    |                      |                    | X             |
| MSG1_K05 |              |           |      |                        |                  |                         |                    |                      |                      |                    | X             |
| MSG1_K02 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    | X             |

**Course contents**

Introduction to financial reporting - aims, general rules and principles  
 Financial statements - Balance Sheet, Income Statement, Cash Flow, Capital changes statement, Users of Financial Statements  
 Introduction to the Financial Analysis - definition, object and scope, internal and external conditions  
 Principles, methods and limitations of the financial analysis  
 Introductory analysis of financial statements - horizontal vs. vertical analysis  
 Ratio Analysis - financial liquidity, financial leverage, efficiency and profitability  
 Relations between ratios - Du Pont Model  
 Cash Flow analysis  
 Preparation of basic financial analysis using Excel worksheet

**Recommended reading lists**
**Basic:**

Revsine L., Vollins D., Johnson B., Financial Reporting and Analysis, Prentice Hall, 2004  
 Comiskey E., Guide to Financial Reporting and Analysis, John Wiley and Sons, 2000,  
 Peterson Drake P., Fabozzi F.J., Analysis of Financial Statements, John Wiley and Sons, 2012





*Additional literature:*

Books on the topic

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations

|  |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
|--|---|--|-----------------|-------------------------|------------------|-------------------------|-----------------------|--------------------------|----------------------|--------------------|---------------|-----------------|
| Course title   | Foreign Direct Investments in Poland and EU   |  |                 |                         |                  |                         |                       |                          |                      |                    | ECTS code     | 14.3.EE.FZ.2765 |
|  |   |  |                 |                         |                  |                         |                       |                          |                      |                    | ECTS credits  | 3               |
|  |   |  |                 |                         |                  |                         |                       |                          |                      |                    | max. students | 35              |
| Name of unit administrating study  | OBIE  | Field of study   | Economics/MSG** | Field of specialisation | NONE;            |                         |                       |                          |                      |                    |               |                 |
| Teaching staff   | Stanisław Umiński, Habilitated doctor   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Number of hours  |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Lectures   | 15  | Classes  | 0               | Tutorials               | 0                | Laboratory              | 0                     | Seminars                 | 0                    | Language classes   | 0             |                 |
| Forma aktywności   |   |  |                 |                         |                  |                         | Year&Type of studies* | 3 SS1, 2 SS2,            |                      |                    |               |                 |
| Hours with the participation of the academic teacher (including office hours, exams, others):  |   |  |                 |                         |                  |                         | Semester:             | 5, 3,                    |                      |                    |               |                 |
| Hours without the participation of the academic teacher (student's self-study, homeworks):   |   |  |                 |                         |                  |                         | Type of course:       | optional                 |                      |                    |               |                 |
| Total number of hours:   |   |  |                 |                         |                  |                         | 0                     | Language of instruction: | English              |                    |               |                 |
| Teaching form  | in-class learning<br>Economic Faculty, Sopot  |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Teaching methods   | Lectures including multimodal presentations, Individual projects,   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Prerequisites (required courses and introductory requirements)   |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Required courses   |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Introductory requirements  | Student shall have basic knowlegde in economics. The knowledge of international economics or international economic relations is recommended.   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Assessment method, forms and criteria  |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Assessment method  | Course completion (graded)  |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Assessment criteria  | The presentation prepared by the Student(s) shall touch the problems of foreign direct investments. The topic ought to be devoted to the general aspects of FDI or be focused on the problems of FDI (incoming or outgoing) in the specific country. Thus it may have general, sectoral or country approach. The reference as well the example of ideas that the presentation might be about is the variety of problems researched in the series of World Investment Reports by UNCTAD. The presentation shall make reference to literature on FDI available on the internet or in a form of books. The grading scale is consistent with study regulations. |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Course objectives  |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Knowledge: MSG1_W01, MSG1_W02, MSG1_W04, MSG1_W05, MSG1_W06, MSG1_W10, MSG1_W15, MSG1_W17<br>Skills: MSG1_U01, MSG1_U02, MSG1_U03, MSG1_U04, MSG1_U07, MSG1_U09, MSG1_U16<br>Attitudes: MSG1_K01 |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Learning outcomes  |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Knowledge  | E1_W01  | Student acquires basic knowledge on foreign direct investments (FDI) in the EU and in Poland.  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
|  | E1_W02  | Student knows theorethical framework devoted to FDI, methodological questions related to FDI data collection.                                      |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
|  | E1_W04  | Student knows differences between FDI and portfolio investments.   |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
|  | E1_W05  | Student identifies FDI trends and structures in Poland and in the EU as well as basic legal provisions related to capital transfers in the EU law. |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
|  | E1_W06  | Students get to know consequences of FDI inflows.  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Verification of learning outcomes - Knowledge  |   |  |                 |                         |                  |                         |                       |                          |                      |                    |               |                 |
| Outcomes   | written exam  | oral exam  | test            | essay/paper /portfolio  | tasks/ homeworks | individual presentation | group presentation    | classroom activities     | classroom discussion | individual project | group project |                 |

|        |  |  |  |  |  |   |   |   |   |  |  |
|--------|--|--|--|--|--|---|---|---|---|--|--|
| E1_W01 |  |  |  |  |  |   |   |   | X |  |  |
| E1_W02 |  |  |  |  |  |   | X |   | X |  |  |
| E1_W04 |  |  |  |  |  | X |   |   | X |  |  |
| E1_W05 |  |  |  |  |  | X |   | X | X |  |  |
| E1_W06 |  |  |  |  |  |   |   |   |   |  |  |

|        |        |  |
|--------|--------|--|
| Skills | E1_U01 | Student will learn how to analyse information and statistical data on FDI.   |
|        | E1_U02 | Student will learn on motives and consequences of capital flows.   |
|        | E1_U03 | Another important aspect is application of the EU law regulations on capital transfers as well as OECD benchmark recommendations on FDI to practical situations. |
|        | E1_U04 | The Student shall be able to predict the consequences of FDI inflow and outflow for competitiveness.   |
|        | E1_U07 | Student will be able to identify and assess the key elements of investment attractiveness.   |

**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U01   |              |           |      |                        |                  | X                       |                    |                      |                      |                    |               |
| E1_U02   |              |           |      |                        |                  | X                       |                    |                      | X                    |                    |               |
| E1_U03   |              |           |      |                        |                  |                         | X                  | X                    |                      | X                  |               |
| E1_U04   |              |           |      |                        |                  |                         | X                  | X                    |                      | X                  |               |
| E1_U07   |              |           |      |                        |                  | X                       |                    | X                    | X                    | X                  |               |

|           |        |  |
|-----------|--------|--|
| Attitudes | E1_K01 | The competences acquired by the Student will be useful in professional carrier in such work as regional development agencies or other bodies or organisation involved in attracting foreign direct investment. |
|           | E1_K01 | The knowledge acquired by the Student is essential for understanding foreign direct investors' behaviour.  |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K01   |              |           |      |                        |                  | X                       | X                  | X                    | X                    | X                  |               |

**Course contents**

Foreign direct investments (FDI): definitions and statistical problems, direct and portfolio investments, monitoring of FDI inflow;  
 Theories of FDI: investment portfolio, international production, localization, internalization, eclectic Dunning's theory, motives of FDI;  
 Poland as a place of FDI location: FDI in Poland, role of EU origin investors, assessment of investment attractiveness in Poland;  
 FDI influence on the economy of Poland: theoretical aspects, FDI's influence on competitiveness;  
 FDI in process of technology transfer: theory of technology transfer, FDI role in innovativeness and R&D;  
 Freedom of capital transfer in the EU: basic EU law in the area of capital transfer, evolution of legal basis, safeguard clauses, FDI flows in the EU - intra and extra flows and stocks;  
 EU as a place for location of transnational corporations: economic integration in the EU, assessment of investment climate, strategies of Polish FDI in the EU, Polish FDI in the EU countries.

**Recommended reading lists**

1. Dunning J.H., S.M. Lundan, *Multinational Enterprises and the Global Economy*, Edward Elgar Publishing, 2008
2. Radosevic S., *International Technology Transfer and Catch-up in Economic Development*, Edward Elgar, Cheltenham, 1999
3. <http://www.oecd.org/investment/fdibenchmarkdefinition.htm>
4. Forsgren M., *Theories of the Multinational Firm. A Multidimensional Creature in the Global Economy*, Second Edition, Edward Elgar, Cheltenham, 2013



5. UNCTAD: <http://www.unctad.org>

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations

|  |  |   |       |                         |       |                          |                       |          |   |                  |   |
|--|--|---|-------|-------------------------|-------|--------------------------|-----------------------|----------|---|------------------|---|
| Course title   | Graphs in the practice of decision making  |   |       |                         |       | ECTS code                | 14.3.EM.FZ.1532       |          |   |                  |   |
|  |  |   |       |                         |       | ECTS credits             | 5                     |          |   |                  |   |
|  |  |   |       |                         |       | max. students            | 40                    |          |   |                  |   |
| Name of unit administrating study  | KEiFPT   | Field of study  | MSG** | Field of specialisation | NONE; |                          |                       |          |   |                  |   |
| Teaching staff   | Michał Suchanek, Ph.D. ; Beata Majecka, Habilitated doctor   |   |       |                         |       |                          |                       |          |   |                  |   |
| Number of hours  |  |   |       |                         |       |                          |                       |          |   |                  |   |
| Lectures   | 0  | Classes   | 0     | Tutorials               | 0     | Laboratory               | 30                    | Seminars | 0 | Language classes | 0 |
| Forma aktywności   |  |   |       |                         |       |                          | Year&Type of studies* | 2 SS2,   |   |                  |   |
| Hours with the participation of the academic teacher (including office hours, exams, others):  |  |   |       |                         |       | Semester:                | 3,                    |          |   |                  |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):   |  |   |       |                         |       | Type of course:          | optional              |          |   |                  |   |
| Total number of hours:   |  |   |       |                         | 0     | Language of instruction: | English               |          |   |                  |   |
| Teaching form  | in-class learning  |   |       |                         |       |                          |                       |          |   |                  |   |
| Teaching methods   | Work in computer laboratories, Collaborating, group activities, Case studies, Lectures including multimodal presentations,   |   |       |                         |       |                          |                       |          |   |                  |   |
| Prerequisites (required courses and introductory requirements)   |  |   |       |                         |       |                          |                       |          |   |                  |   |
| Required courses   | Microeconomics, Statistics, Econometrics   |   |       |                         |       |                          |                       |          |   |                  |   |
| Introductory requirements  | The student should have the ability to identify decision problems in the course of running a company as well as be able to use the basic techniques of mathematics and statistics. The student should also be keen to explore the possibilities of using quantitative research in the practice of economy. |   |       |                         |       |                          |                       |          |   |                  |   |
| Assessment method, forms and criteria  |  |   |       |                         |       |                          |                       |          |   |                  |   |
| Assessment method  | Course completion (graded)   |   |       |                         |       |                          |                       |          |   |                  |   |
| Assessment criteria  | The student is evaluated upon the basis of his presence and activity during the classes. The student is obliged to participate actively by solving decision problems with the use of acquired techniques   |   |       |                         |       |                          |                       |          |   |                  |   |
| Course objectives  |  |   |       |                         |       |                          |                       |          |   |                  |   |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.  |  |   |       |                         |       |                          |                       |          |   |                  |   |
| Learning outcomes  |  |   |       |                         |       |                          |                       |          |   |                  |   |
| Knowledge  |  | The goal of the subject is for the student to acquire basic knowledge about the graph theory and its use in the decision making problems. The student acquires broad knowledge of the cause and effect relations in the economic systems. Furthermore, the student gains knowledge which helps him to identify, describe, define and optimise decision situations.                                  |       |                         |       |                          |                       |          |   |                  |   |
| Skills   |  | The student acquires techniques which allow him to model and forecast complex economic problems. He gains the ability to foresee the consequences of their decisions thus being able to effectively plan ahead in the course of real economic problems.   |       |                         |       |                          |                       |          |   |                  |   |
| Attitudes  |  | The student should learn how to transform knowledge and potential abilities into effective solutions. He acquires the ability to identify, diagnose and solve dilemmas. Hence he learns very precise techniques, which however, demand a high level of elasticity and the ability of creative thinking so as to simplify the real complex problems enough to be able to apply universal techniques. |       |                         |       |                          |                       |          |   |                  |   |
| Course contents  |  |   |       |                         |       |                          |                       |          |   |                  |   |
| <ol style="list-style-type: none"> <li>1. Introduction to graphs</li> <li>2. Paths, cycles, mazes, labyrinths</li> <li>3. Scheduling as a technique of project management</li> <li>4. Network analysis methods and their applications</li> <li>5. Time-cost analysis methods and their applications in project management</li> <li>6. Network planning</li> <li>7. Network analysis methods in the operations management - product graphs</li> <li>8. Decision tree technique in dynamic economic processes</li> </ol> |  |   |       |                         |       |                          |                       |          |   |                  |   |



9. Pseudo-AI network methods and their application in decision making

Recommended reading lists

R.J. Wilson, *Introduction to Graph Theory*, Longman, Cambridge 1996

M.E.J. Newman, *Networks: An Introduction*, Oxford University Press, Oxford 2010

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations

|   |   |                |                 |                         |       |                       |                          |          |   |                  |   |
|---|---|----------------|-----------------|-------------------------|-------|-----------------------|--------------------------|----------|---|------------------|---|
| Course title  | Innovation and innovation management  |                |                 |                         |       | ECTS code             | 14.3.EE.FZ.10            |          |   |                  |   |
|   |   |                |                 |                         |       | ECTS credits          | 5                        |          |   |                  |   |
|   |   |                |                 |                         |       | max. students         | 30                       |          |   |                  |   |
| Name of unit administrating study   | KEIE  | Field of study | Economics/MSG** | Field of specialisation | NONE; |                       |                          |          |   |                  |   |
| Teaching staff  | Tomasz Brodzicki, Habilitated doctor  |                |                 |                         |       |                       |                          |          |   |                  |   |
| Number of hours   |   |                |                 |                         |       |                       |                          |          |   |                  |   |
| Lectures  | 0   | Classes        | 0               | Tutorials               | 30    | Laboratory            | 0                        | Seminars | 0 | Language classes | 0 |
| Forma aktywności  |   |                |                 |                         |       | Year&Type of studies* | 2 SS2, 3 SS1,            |          |   |                  |   |
| Hours with the participation of the academic teacher (including office hours, exams, others):   |   |                |                 |                         |       | Semester:             | 3, 5,                    |          |   |                  |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):  |   |                |                 |                         |       | Type of course:       | optional                 |          |   |                  |   |
| Total number of hours:  |   |                |                 |                         |       | 0                     | Language of instruction: | English  |   |                  |   |
| Teaching form   | in-class learning   |                |                 |                         |       |                       |                          |          |   |                  |   |
| Teaching methods  | Discussion, questioning, Lectures including multimodal presentations, Case studies,   |                |                 |                         |       |                       |                          |          |   |                  |   |
| Prerequisites (required courses and introductory requirements)  |   |                |                 |                         |       |                       |                          |          |   |                  |   |
| Required courses  | Introduction to management. Elementary microeconomics.  |                |                 |                         |       |                       |                          |          |   |                  |   |
| Introductory requirements   | Good command of English.  |                |                 |                         |       |                       |                          |          |   |                  |   |
| Assessment method, forms and criteria   |   |                |                 |                         |       |                       |                          |          |   |                  |   |
| Assessment method   | Course completion (graded)  |                |                 |                         |       |                       |                          |          |   |                  |   |
| Assessment criteria   | <p>Attendance + active participation.</p> <p>Group work devoted to real companies - report and its presentation. Essay.</p> <p>Grading system:</p> <p>91 % or more - 5 (very good)</p> <p>81 % or more - 4+</p> <p>71 % or more - 4</p> <p>61 % or more - 3+</p> <p>51 % or more - 3</p> <p>0 % or more - 2 (failed)</p>  |                |                 |                         |       |                       |                          |          |   |                  |   |
| Course objectives   |   |                |                 |                         |       |                       |                          |          |   |                  |   |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. |   |                |                 |                         |       |                       |                          |          |   |                  |   |
| Learning outcomes   |   |                |                 |                         |       |                       |                          |          |   |                  |   |
| Knowledge   | As for knowledge effects, students gain a thorough understanding of innovation and innovation management practicies and will be able to aprehend the role of innovation in economic system at different levels (macro, meso and micro). The course will provide the participant with principal tools and methods utilized in contemporary innovation management in SMEs as well as corporations. Students understand the functioning of a modern innovative company; define the notion of entrepreneurship and know how to set up a business and develop it; know how to manage an innovative company and - to that end - how to use different tools utilized in the development of strategy. |                |                 |                         |       |                       |                          |          |   |                  |   |

|           |  |  |
|-----------|--|--|
| Skills    |  | As regards skills, students put their knowledge of into practice with a view to sorting out concrete corporate problems; make use of their knowledge with the aim of taking up new challenges and solving problems related to their professional careers; analyse and identify links between businesses and institutions of the national and regional innovative system; have a satisfactory command of foreign languages. |
| Attitudes |  | As for social competences, students collaborate with others and perform well in team-work; organise their work and make decisions concerning their professional lives; get across their ideas easily and accept responsibility for their own and others' work; are entrepreneurial, creative and innovative.   |

#### Course contents

What is Innovation?  
 Innovation and Firms Competitiveness  
 Innovation and Internationalization Nexus  
 Systemic Approach to Innovation  
 Can Innovation Process be Managed?  
 Ten Types of Innovation  
 Creativity  
 Looking across and New market innovations  
 Blue ocean strategies  
 Change Management and Leadership in Innovation  
 Business Model Canvas  
 Innovation Culture - case studies  
 Creating the innovative organization (7 thinking hats of de Bono)  
 Innovation Strategy - Increasing Strategic Intelligence (Ansoff, BCG, parametric SWOT)  
 Design and implementation of technology strategy  
 Developing innovative capabilities  
 Finance and Innovation

#### Recommended reading lists

**Core textbooks**

Keeley L. et al.(2013), Ten Types of Innovation, The Discipline of Building Breakthroughs, Wiley, London.  
 Osterwalder A., Pigneur Y. (2010), Business model generation, Wiley, London.  
 Tidd, Bessant (2009) Managing innovation. Integrating technological, market and organizational change, 4th edition, John Wiley&Sons.  
 Christiansen et al. (2004) Seeing What's Next, Harvard Business School Press.  
 Brodzicki (2016), Innovate or remain domestic? Innovation and internationalization nexus. Initial evidence for Poland from a large firm-level survey, in: Katarzyna Śledziwska red., Digital Ecosystems, Smart Economy and Innovation, DeLAB, Uniwersytet Warszawski, Warszawa

**Additional material**

Fagerberger (2006) The Oxford Handbook of Innovation, Oxford University Press.  
 Burgelman et al. (2009) Strategic management of technology and innovation, McGraw-Hill/Irvin.  
 Aaker (2001) Developing Business Strategies, John Wiley&Sons.  
 Porter (1998) Competitive strategy, The Free Press.  
 selected journal papers and working papers

#### Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
 \*\* MSG - International Economic Relations



|   |   |   |                 |                         |       |                       |                          |          |   |                  |   |
|---|---|---|-----------------|-------------------------|-------|-----------------------|--------------------------|----------|---|------------------|---|
| Course title  | International economics   |   |                 |                         |       | ECTS code             | 14.3.EE.FZ.14            |          |   |                  |   |
|   |   |   |                 |                         |       | ECTS credits          | 5                        |          |   |                  |   |
|   |   |   |                 |                         |       | max. students         | 30                       |          |   |                  |   |
| Name of unit administrating study   | KEIE  | Field of study  | Economics/MSG** | Field of specialisation | NONE; |                       |                          |          |   |                  |   |
| Teaching staff  | Tomasz Brodzicki, Habilitated doctor ; Stanisław Umiński, Habilitated doctor  |   |                 |                         |       |                       |                          |          |   |                  |   |
| Number of hours   |   |   |                 |                         |       |                       |                          |          |   |                  |   |
| Lectures  | 30  | Classes   | 0               | Tutorials               | 0     | Laboratory            | 0                        | Seminars | 0 | Language classes | 0 |
| Forma aktywności  |   |   |                 |                         |       | Year&Type of studies* | 3 SS1, 2 SS2, 1 SS2,     |          |   |                  |   |
| Hours with the participation of the academic teacher (including office hours, exams, others):   |   |   |                 |                         |       | Semester:             | 5, 3, 1,                 |          |   |                  |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):  |   |   |                 |                         |       | Type of course:       | optional                 |          |   |                  |   |
| Total number of hours:  |   |   |                 |                         |       | 0                     | Language of instruction: | English  |   |                  |   |
| Teaching form   | in-class learning   |   |                 |                         |       |                       |                          |          |   |                  |   |
| Teaching methods  | Lectures including multimodal presentations, Discussion, questioning,   |   |                 |                         |       |                       |                          |          |   |                  |   |
| Prerequisites (required courses and introductory requirements)  |   |   |                 |                         |       |                       |                          |          |   |                  |   |
| Required courses  | Undergraduate micro and macroeconomics.   |   |                 |                         |       |                       |                          |          |   |                  |   |
| Introductory requirements   | Good command of English.  |   |                 |                         |       |                       |                          |          |   |                  |   |
| Assessment method, forms and criteria   |   |   |                 |                         |       |                       |                          |          |   |                  |   |
| Assessment method   | Course completion (graded)  |   |                 |                         |       |                       |                          |          |   |                  |   |
| Assessment criteria   | Active participation in classes + attendance.<br>Final extended essay to be handled in the end of the term on a preassigned topic (selection of topics provided for).<br>Multiple-choice test on the areas covered during the lectures and in the preassigned literature. |   |                 |                         |       |                       |                          |          |   |                  |   |
| Course objectives   |   |   |                 |                         |       |                       |                          |          |   |                  |   |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. |   |   |                 |                         |       |                       |                          |          |   |                  |   |
| Learning outcomes   |   |   |                 |                         |       |                       |                          |          |   |                  |   |
| Knowledge   |   | Students have extended knowledge of trade theory, trade empirics, trade policy, economic integration, international financial system, open economy macroeconomics and aspects of economic growth in open-economies. The participant gains a through understanding of the complex aspects of the contemporary international economic systems.  |                 |                         |       |                       |                          |          |   |                  |   |
| Skills  |   | A student learns how to solve the problems, analyzes and assesses the market data concerningspecific problems in international economicss. He/she interprets properly the motives of international transactions and flows and makes use of theoretical background in empiricaltests of their performance. A student analyzes the determinants and consequences of processes, collects and measures the statistical data and economical indicators with the aim to make forecasts. A student analyses the background for managerial decisions through the case study analysis. |                 |                         |       |                       |                          |          |   |                  |   |
| Attitudes   |   | Concerning the social skills, the student is able to work in an international team, taking part in a discussion and trying to solve the tasks in an enterpreneurial way. A student identifies the challenges of working in financial institutions domestically and internationally. He/she is aware that it is necessary to expand and complement knowledge in international economics throughout their working lives. Students demonstrate accountability for their work, knowing the diversity of business cultures.  |                 |                         |       |                       |                          |          |   |                  |   |
| Course contents   |   |   |                 |                         |       |                       |                          |          |   |                  |   |
| <ol style="list-style-type: none"> <li>1. Introduction to international economics</li> <li>2. Classical models of foreign trade</li> <li>3. Standard model of international trade - graphical explanation</li> </ol>                      |   |   |                 |                         |       |                       |                          |          |   |                  |   |

4. Other trade theories: H-O, HOS, HOV, technology as a base for trade
5. New trade theory of Krugman (1980) - intra-industry trade (HIIT and VIIT)
6. New new trade theory - heterogeneous firms - exporters and non-exporters in trade Melitz (2003) - micro-level evidence
7. International trade policy
8. International movements of factors of production
  - a. foreign direct investments
  - b. international migration
9. Determinants of foreign exchange rates.
10. Foreign exchange rate regimes, OCA debate, international role of euro.
11. Balance of payments and adjustments in balance of payments - automatic adjustment mechanisms and adjustment policy.
12. Models of small and large open economies under flexible/fixed exchange rates
13. Openness, economic growth and economic development - theoretical and empirical aspects.

#### Recommended reading lists

**Main textbooks:**

1. Krugman Paul, Obstfeld Maurice, Melitz Marc (2013), International economics, Theory and Policy 9th edition, Addison Wesley.
2. Pilbeam K. Pilbeam K. (2013), International Finance, 4th edition, Palgrave Macmillan, London.

**Additional literature:**

1. Selected journal articles, working papers and web sites.
2. Feenstra Robert C. (2004) Advanced International Trade, Princeton University Press.
3. Obstfeld Maurice, Rogoff Kenneth (1996) Foundations of International Macroeconomics, MIT Press.
4. Ciżkowicz P., Rzońca A., Umiński S., (2013) "The determinants of regional exports in Poland - a panel data analysis", Post-Communist Economies, Volume 25, Issue 2, s. 206-224
5. Brodzicki T., Umiński S., (2013) "International trade relations of enterprises established in Poland's regions: gravity model panel estimation", Working Paper nr 1/2013, Instytut Rozwoju.
6. Brodzicki T. (2012), On optimality or non-optimality of the eurozone, w: Turnovec, F., Strielkowski, W., et al. (2012), Advanced Economics of European Integration: selected issues. 1st ed. Charles University in Prague, Faculty of Social Science.

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
 \*\* MSG - International Economic Relations

|   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|---|---|--|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title  | International Human Resources Management (excluding IB students)  |  |                 |                        |                         |                         | ECTS code                | 04.5.EE.FZ.803       |                      |                    |               |  |
|   |   |  |                 |                        |                         |                         | ECTS credits             | 5                    |                      |                    |               |  |
|   |   |  |                 |                        |                         |                         | max. students            | 30                   |                      |                    |               |  |
| Name of unit administrating study   | IHZ   | Field of study   | Economics/MSG** |                        | Field of specialisation | NONE;                   |                          |                      |                      |                    |               |  |
| Teaching staff  | Dorota Simpson, Associate Professor   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Number of hours   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Lectures  | 30  | Classes  | 0               | Tutorials              | 0                       | Laboratory              | 0                        | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności  |   |  |                 |                        |                         | Year&Type of studies*   | 3 SS1, 2 SS2,            |                      |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):   |   |  |                 |                        |                         | Semester:               | 5, 3,                    |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):  |   |  |                 |                        |                         | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:  |   |  |                 |                        |                         | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form   | in-class learning   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Teaching methods  | Lectures including multimodal presentations, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies, Didactic games,   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)  |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Required courses  | Students should have basic knowledge of <ul style="list-style-type: none"> <li>management and organization behaviour</li> <li>business strategies in global market.</li> </ul>  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Introductory requirements   | Students should have basic knowledge of macro and microeconomics, management and organisational behaviour, business strategies in global market. They should understand how international business operates in the era of globalisation. Knowledge related to transnational corporations and their market strategies in the global market and the importance in contemporary economy is required.                 |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method   | Course completion (graded)  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment criteria   | <ul style="list-style-type: none"> <li>50% of the final mark = students' activity (ative participation and contribution to discussed issues, role playing, presentations)</li> <li>50% of the final mark = results of the exam (21-25 questions) covering the theory related to the International Human Resources Management</li> <li>51-60% = 3, 61-70% = 3,5; 71-80% = 4; 81-90% = 4,5; 91-100% = 5;</li> </ul> |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Course objectives   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Learning outcomes   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Knowledge   | MSG1_W06  | demonstrates widened knowledge in basic areas of operation of contemporary enterprise, including international market  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | MSG1_W07  | has widened knowledge about the man as the individual taking economic decisions, operating in social and organizational units, including also individual business activity |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | MSG1_W16  | demonstrates deepened knowledge of legal, cultural and financial determinants connected with conducted business activity, in particular of international character         |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam  | oral exam  | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |

|          |   |  |  |  |  |  |   |   |   |  |  |
|----------|---|--|--|--|--|--|---|---|---|--|--|
| MSG1_W06 | X |  |  |  |  |  | X | X | X |  |  |
| MSG1_W07 | X |  |  |  |  |  | X | X | X |  |  |
| MSG1_W16 | X |  |  |  |  |  | X | X | X |  |  |

|        |          |  |  |  |  |  |  |  |  |  |  |
|--------|----------|--|--|--|--|--|--|--|--|--|--|
| Skills | MSG1_U12 | presents own opinions, doubts and suggestions supporting them with arguments based on selected theories, views of various authors and/or statistical data  |  |  |  |  |  |  |  |  |  |
|        | MSG1_U14 | prepares speeches and oral presentations with deep knowledge in Polish and English language referring to international business relation (in connection with selected specialty in the field of international business relations) or interdisciplinary works |  |  |  |  |  |  |  |  |  |

**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U12 |              |           |      |                        |                  | X                       | X                  |                      |                      |                    |               |
| MSG1_U14 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |

|           |          |   |  |  |  |  |  |  |  |  |  |
|-----------|----------|---|--|--|--|--|--|--|--|--|--|
| Attitudes | MSG2_K01 | knows limitations of own knowledge and skills and understands the need of life-long learning and supplementing acquired knowledge and skills widened by interdisciplinary dimension; inspires and organizes the process of learning of other people   |  |  |  |  |  |  |  |  |  |
|           | MSG1_K02 | cooperates in a team and undertakes various team roles, has organizational skills which allow to accomplish goals connected with planning and undertaking professional activities; is aware of own responsibility for own work and coworkers' responsibility for common research and projects |  |  |  |  |  |  |  |  |  |
|           | MSG1_K07 | is aware of importance of conduct in working life in professional, ethical way respecting diversity of views and cultures; is aware of corporate social responsibility  |  |  |  |  |  |  |  |  |  |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K01 |              |           |      |                        |                  |                         | X                  |                      | X                    |                    |               |
| MSG1_K02 |              |           |      |                        | X                |                         | X                  | X                    | X                    |                    |               |
| MSG1_K07 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |

**Course contents**

The essence of human resources management, terminology and definitions, models of HRM, domestic versus international HRM. Stages of HRM process: HRM planning, recruitment and selection, induction, training and development, assessment, promotion, compensation, redundancy. Impact of cultural differences on international human resources management, ethnocentric, polycentric, geocentric and regiocentric approaches to international recruitment and selection, international assignment. Compensation systems in international human resources management.

**Recommended reading lists**
**Obligatory:**

- 1) Anne-Will Harzing and Ashly Pinnington (eds.), 2014, *International Human Resource Management*, SAGE Publications Ltd., London
- 2) P.J.Dowling, M.Festing, A.D.Engle, *International Human Resource Management*, Cengage Learning EMEA, Cheriton House UK, 2013
- 3) Carolina Machado, editor, 2015, *International Human Resource Management*, Springer International Publishing

**Facultative:**

- 1) David Collings, Geoffrey T. Wood, Paula M. Caligiuri, 2014, *The Routledge Companion to International Human Resource Management*, Routledge, London and New
- 2) M. Armstrong Strategic HRM, Kogan Page 2006, ISBN 0-74944-511-4
- 3) M. Armstrong, A Handbook of Human Resource Practice, Kogan Page 2006, ISBN 0-7494- 4631-5
- 4) M. Armstrong, A Handbook of Human Resource Practice, Kogan Page 2006
- 5) A. Sherman, G. Bohlander, S. Snell, *Managing Human Resources*, South-Western College Publishing 1998, ISBN 0-538-87075-3



6) D. Simpson, Cultural differences in conducting business in the South Baltic Region [in:] Export marketing of Small and Medium-Sized Enterprises in the South Baltic Region, ed. H. Treder, P. Kulawczuk, Gdańsk University Press, Gdańsk 2012, p.p. 173-185

**Journals:**

"The International Journal of Human Resource Management"  
"Human Resource Management Review"  
"Academy of Management Journal"  
"Journal of International Business Studies"  
"International Journal of Intercultural Relations"

**On-line sources:**

Society for Human Resource Management <https://www.shrm.org>  
Global Human Capital Trends 2016, 2017, Deloitte,  
<https://www2.deloitte.com/us/en/pages/human-capital/articles/introduction-human-capital-trends.html>  
GlobalHR News, <https://www.yumpu.com/en/globalhrnews.com>

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations

|   |   |   |                 |                         |       |                 |                          |               |   |                  |   |
|---|---|---|-----------------|-------------------------|-------|-----------------|--------------------------|---------------|---|------------------|---|
| Course title  | International Marketing (excluding IB students)   |   |                 |                         |       |                 | ECTS code                | 04.7.EE.FZ.49 |   |                  |   |
|   |   |   |                 |                         |       |                 | ECTS credits             | 5             |   |                  |   |
|   |   |   |                 |                         |       |                 | max. students            | 30            |   |                  |   |
| Name of unit administrating study   | IHZ   | Field of study  | Economics/MSG** | Field of specialisation | NONE; |                 |                          |               |   |                  |   |
| Teaching staff  | Marek Reysowski, PhD  |   |                 |                         |       |                 |                          |               |   |                  |   |
| Number of hours   |   |   |                 |                         |       |                 |                          |               |   |                  |   |
| Lectures  | 30  | Classes   | 0               | Tutorials               | 0     | Laboratory      | 0                        | Seminars      | 0 | Language classes | 0 |
| Forma aktywności  |   |   |                 |                         |       |                 | Year&Type of studies*    | 3 SS1, 2 SS2, |   |                  |   |
| Hours with the participation of the academic teacher (including office hours, exams, others):   |   |   |                 |                         |       | Semester:       | 5, 3,                    |               |   |                  |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):  |   |   |                 |                         |       | Type of course: | optional                 |               |   |                  |   |
| Total number of hours:  |   |   |                 |                         |       | 0               | Language of instruction: | English       |   |                  |   |
| Teaching form   | in-class learning   |   |                 |                         |       |                 |                          |               |   |                  |   |
| Teaching methods  | Lectures including multimodal presentations, Individual projects, Case studies,   |   |                 |                         |       |                 |                          |               |   |                  |   |
| Prerequisites (required courses and introductory requirements)  |   |   |                 |                         |       |                 |                          |               |   |                  |   |
| Required courses  | Students must have basic knowledge about marketing and graduate at least one marketing course. The course cannot be selected by I IB students who have it in their study programme as an obligatory course.   |   |                 |                         |       |                 |                          |               |   |                  |   |
| Introductory requirements   | The goal of the course is to characterise the phenomenon of the international marketing, resent major marketing challenges companies face entering the international market. Students will have also to work on real business cases that will help them to comprehend the complexity of decisions made by managers in the international marketing. Other goal of the course is the presentation of the process of companies internationalization and globalization and differences between acting on domestic and international market. |   |                 |                         |       |                 |                          |               |   |                  |   |
| Assessment method, forms and criteria   |   |   |                 |                         |       |                 |                          |               |   |                  |   |
| Assessment method   | Course completion (graded)  |   |                 |                         |       |                 |                          |               |   |                  |   |
| Assessment criteria   | The final grade is based on three factors: student involvement, written test and group projects.  |   |                 |                         |       |                 |                          |               |   |                  |   |
| Course objectives   |   |   |                 |                         |       |                 |                          |               |   |                  |   |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. |   |   |                 |                         |       |                 |                          |               |   |                  |   |
| Learning outcomes   |   |   |                 |                         |       |                 |                          |               |   |                  |   |
| Knowledge   | MSG1_W05  | Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope   |                 |                         |       |                 |                          |               |   |                  |   |
|   | MSG1_W10  | Students know also processes supporting the decision-making by managers and consumers-have at least a basic knowledge of the management of a business entity in the international market, including knowledge of marketing concepts and tools used in the management.   |                 |                         |       |                 |                          |               |   |                  |   |
|   | MSG1_W15  | Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them. |                 |                         |       |                 |                          |               |   |                  |   |
|   | MSG2_W05  | Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope   |                 |                         |       |                 |                          |               |   |                  |   |
|   | MSG2_W10  | Students know also processes supporting the decision-making by managers and consumers-have at least a basic knowledge of the management of a business entity in the international market, including knowledge of marketing concepts and tools used in the management.   |                 |                         |       |                 |                          |               |   |                  |   |

|  |          |  |
|--|----------|--|
|  | MSG2_W15 | Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them. |
|--|----------|--|

**Verification of learning outcomes - Knowledge**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_W05 |              |           | X    |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG1_W10 |              |           | X    |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG1_W15 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG2_W05 |              |           | X    |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG2_W10 |              |           | X    |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG2_W15 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |

|        |          |   |
|--------|----------|---|
| Skills | MSG1_U02 | Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.  |
|        | MSG1_U06 | Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics. |
|        | MSG1_U13 | Students are able to use the basic methods and marketing tools, including techniques of data collection and marketing tools to diagnose business processes on the basis of making the right economic decisions.   |
|        | MSG2_U02 | Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.  |
|        | MSG2_U06 | Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics. |
|        | MSG2_U13 | Students are able to use the basic methods and marketing tools, including techniques of data collection and marketing tools to diagnose business processes on the basis of making the right economic decisions.   |

**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U02 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_U06 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG1_U13 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG2_U02 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG2_U06 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG2_U13 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |

|           |          |  |
|-----------|----------|--|
| Attitudes | MSG1_K03 | Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities. |
|           | MSG1_K06 | Students properly communicate with classmates and lecturers, can properly determine the priorities for implementation specified by themselves or by others tasks and take responsibility for their actions.  |

|  |          |  |
|--|----------|--|
|  | MSG2_K03 | Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities. |
|  | MSG2_K06 | Students properly communicate with classmates and lecturers, can properly determine the priorities for implementation specified by themselves or by others tasks and take responsibility for their actions.  |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K03 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG1_K06 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG2_K03 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |
| MSG2_K06 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    |               |

**Course contents**
**1. Introduction into the International Marketing and Entry Modes**

Objectives and program of the course

Literature

Grading Policy

Direct exporting

Direct investment

Strategic alliances

**2. Global Segmentation and Positioning**

Grouping consumers within countries into homogenous segments

Use of strategically equivalent segments

Use of macro and micro data

Implications for positioning

Tools for forming groups

**3. International Marketing Research**

Basic problems in international marketing research

Sources of information

Adapting research methods to the international specific

Evaluation of foreign markets attractiveness

**4. Pricing**

International price setting

International price standardization

Transfer pricing

**5. Product Development For Global Markets**

Adaptation vs standardization

Concept testing

Influence of the R&amp;D interface

New product development for international markets

Product introduction: diffusion, sprinkler and waterfall

**6. Distribution strategies**

exclusive distribution

selective distribution

intensive distribution

**7. Promotion strategies**

pull strategy

push strategy

**Recommended reading lists**

- International Marketing By Stanley L. Paliwoda, Michael J. Thomas, Butterworth Heinemann 1998.
- The Central Challenge for Global Strategy By Pankaj Ghemawat, Harvard Business Review, March 2007 Handouts distributed at class.

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations



|   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|---|--|--|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title  | Logistics for Economic Processes   |  |                 |                        |                         |                         | ECTS code                | 14.3.EE.FZ.2851      |                      |                    |               |  |
|   |  |  |                 |                        |                         |                         | ECTS credits             | 5                    |                      |                    |               |  |
|   |  |  |                 |                        |                         |                         | max. students            | 35                   |                      |                    |               |  |
| Name of unit administrating study   | KL   | Field of study   | Economics/MSG** |                        | Field of specialisation | NONE;                   |                          |                      |                      |                    |               |  |
| Teaching staff  | Leszek Reszka, Ph.D.   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Number of hours   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Lectures  | 0  | Classes  | 0               | Tutorials              | 0                       | Laboratory              | 30                       | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności  |  |  |                 |                        |                         | Year&Type of studies*   | 3 SS1, 2 SS2,            |                      |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others): |  |  |                 |                        |                         | Semester:               | 5, 3,                    |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):    |  |  |                 |                        |                         | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:  |  |  |                 |                        |                         | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form   | in-class learning  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Teaching methods  | Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities, Case studies, |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)                                |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Required courses  | Microeconomics, macroeconomics.  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Introductory requirements   | Basic economic knowledge.  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method   | Course completion (graded)   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment criteria   | Student's working during the classes is recorded by the teacher, which is the base of the final grade.                     |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Course objectives   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Learning outcomes   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Knowledge   | E1_W01   | Student gains the knowledge of logistic support for an organization.           |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | E1_W06   | Student knows tools and methods used in logistics                              |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge   |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam   | oral exam  | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| E1_W01  |  |  | X               |                        |                         |                         | X                        | X                    |                      |                    |               |  |
| E1_W06  |  |  | X               |                        |                         |                         | X                        | X                    |                      |                    |               |  |
| Skills  | E1_U04   | Student is able to implement presented logistic tools and methods in practice. |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Skills  |  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam   | oral exam  | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| E1_U04  |  |  | X               |                        |                         |                         | X                        | X                    |                      |                    |               |  |
| Attitudes   | E1_K02   | Student can work in groups.  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   | E1_K01   | Student aims to gain the knowledge permanently.                                |                 |                        |                         |                         |                          |                      |                      |                    |               |  |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K01   |              |           |      |                        |                  |                         |                    | X                    |                      |                    |               |
| E1_K02   |              |           |      |                        |                  |                         | X                  |                      |                      |                    |               |

**Course contents**

- The fundamentals of logistics:  
 definition of logistics,  
 logistic support system's components,  
 macro- and microeconomic aspects of logistics
- Demand in logistics:  
 primary and derivative demand in logistics,  
 the role of primary demand forecasts in logistics,  
 material requirements planning  
 evolution of MRP systems,  
 Zeparde Gozinto's graph
- Inventory management:  
 Wilson's model,  
 ABC / XYZ classification,  
 the idea of separating point
- Evaluation and choice of the supplier:  
 identification of potential suppliers,  
 determination of main criteria and parameters,  
 principles of grading for criteria and parameters,  
 introduction of possible wages for criteria and parameters,  
 calculating of score for each supplier,  
 taking a decision about choice of the supplier
- Logistic costs:  
 total logistic costs calculation,  
 activity based costing as a method of logistic processes management ,  
 the idea of life cycle logistic support system

**Recommended reading lists**

Ballou R. H.: Basic Business Logistics. Prentice Hall, New York 1987  
 Blanchard B. S.: Logistics Engineering and Management. Prentice Hall, New Jersey 1998  
 Eppen G. D., Gould F. J., Schmidt C. P., Moore J. H., Weatherford L. R.: Introductory Management Science Decision Modelling with Spreadsheets. Prentice Hall, New Jersey 1998.  
 Simchi-Levi D., Kaminsky P., Simchi-Levi E.: Designing and managing the supply chain. Irwin McGraw - Hill, International Editions 2000

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations

|  |  |   |                 |                         |       |                       |                          |                 |   |                  |   |
|--|--|---|-----------------|-------------------------|-------|-----------------------|--------------------------|-----------------|---|------------------|---|
| Course title   | Managerial Decision Making Exercises   |   |                 |                         |       |                       | ECTS code                | 04.0.EE.FZ.2988 |   |                  |   |
|  |  |   |                 |                         |       |                       | ECTS credits             | 5               |   |                  |   |
|  |  |   |                 |                         |       |                       | max. students            | 28              |   |                  |   |
| Name of unit administrating study  | KMakr  | Field of study  | Economics/MSG** | Field of specialisation | NONE; |                       |                          |                 |   |                  |   |
| Teaching staff   | Przemysław Kulawczuk, Associate Professor  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Number of hours  |  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Lectures   | 0  | Classes   | 30              | Tutorials               | 0     | Laboratory            | 0                        | Seminars        | 0 | Language classes | 0 |
| Forma aktywności   |  |   |                 |                         |       | Year&Type of studies* | 3 SS1,                   |                 |   |                  |   |
| Hours with the participation of the academic teacher (including office hours, exams, others):  |  |   |                 |                         |       | Semester:             | 5,                       |                 |   |                  |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):   |  |   |                 |                         |       | Type of course:       | optional                 |                 |   |                  |   |
| Total number of hours:   |  |   |                 |                         |       | 0                     | Language of instruction: | English         |   |                  |   |
| Teaching form  | in-class learning<br>Faculty of Economics Building   |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Teaching methods   | Activating methods in training classes, Discussion, questioning, Collaborating, group activities, Case studies,  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Prerequisites (required courses and introductory requirements)   |  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Required courses   | Basic course on managemnt or business administration is welcome.   |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Introductory requirements  | General knowledge on the main fields of managemnt / business administration is required. Openess and creativity to solving business problems is welcome. Students are kindly ecouraged to bring their laptops, tablets, smartphones for classes beacue we will need to use them for on-line collection of information for decision making processes. This course will also teach you how to use internet to make fast and effective business decisions.  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Assessment method, forms and criteria  |  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Assessment method  | Course completion (graded)   |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Assessment criteria  | <p>The fundamental criteria of assessment include two groups of elements:</p> <p>a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preprations and other forms of buiding skills and knowledge on managerial decisions making- 50% of available</p> <p>b) quality of presentations and small projects - 50% of available points,</p> <p>measured by: application of professional manegaerial approach 1/4, creativity and innovation approach, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4.</p> |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Course objectives  |  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| <p>The course main aim to build skills and knowledge in making effective managerial decisions using experineces and practices of managemnt, psychology, sociology, culture and in the spirit of corporate social responsibility. The course graduate will be a mature decision making specialst who can properly assess the situation, define the problem, design possible solitions, make the right choice and effectively implement the decision in the business life.</p> |  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Learning outcomes  |  |   |                 |                         |       |                       |                          |                 |   |                  |   |
| Knowledge  | MSG1_W06   | The student gains the enlarged knowledge on managerial decisions process including international markets                                    |                 |                         |       |                       |                          |                 |   |                  |   |
|  | E1_W11   | The student gains knowledge in managerial decisions process, including different business situations and fields ob business admionistration |                 |                         |       |                       |                          |                 |   |                  |   |
| Verification of learning outcomes - Knowledge  |  |   |                 |                         |       |                       |                          |                 |   |                  |   |
|  |  |   |                 |                         |       |                       |                          |                 |   |                  |   |

| Outcomes | written exam | oral exam  | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_W06 |              |  |      |                        |                  | X                       | X                  | X                    | X                    |                    |               |
| E1_W11   |              |  |      |                        |                  | X                       | X                  | X                    | X                    |                    |               |
| Skills   | MSG1_U07     | The student gains skills in using knowledge in decision making in green business formation, including international business environment |      |                        |                  |                         |                    |                      |                      |                    |               |
|          | E1_U06       | The student gains the ability to design reasonable business propositions to solve problems in different fields of business management    |      |                        |                  |                         |                    |                      |                      |                    |               |

**Verification of learning outcomes - Skills**

| Outcomes  | written exam | oral exam   | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|-----------|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U07  |              |   |      |                        |                  | X                       | X                  | X                    | X                    |                    |               |
| E1_U06    |              |   |      |                        |                  | X                       | X                  | X                    | X                    |                    |               |
| Attitudes | MSG1_K02     | The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making |      |                        |                  |                         |                    |                      |                      |                    |               |
|           | E1_K02       | The student can set up priorities and plan tasks as well as monitor and correct the progress  |      |                        |                  |                         |                    |                      |                      |                    |               |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K02 |              |           |      |                        |                  | X                       | X                  | X                    | X                    |                    |               |
| MSG1_K02 |              |           |      |                        |                  | X                       | X                  | X                    | X                    |                    |               |

**Course contents**

2 introductory lectures followed by short exercises, 12 classes, each class will start from short introductory lecture 15-20 min which will remind the basic concepts in the given field of management, and following practical exercises, conducted in international students' teams on different elements of decision making process. The exercises will be completed by short presentations and discussions.

Design of classes: each class will start from

1. Rational model of managerial decision making - lecture and short exercise
2. Behavioral models of making business decisions - lecture and short exercise
3. Business field for start up choice - exercise on decisions preparation
4. Equal employment - managerial exercise
5. Customers' complaints solutions - managerial exercise
6. Suppliers' treatment exercise
7. Environmental disaster - crisis behavior exercise
8. Market entry dilemmas - assessment of decisions' alternatives
9. Customers' boycott - crisis management exercise



10. Merger of two companies - managerial game
11. Theft of intellectual property by Far Distance Competitor - strategy preparation
12. Technology damage and employees' mobilization - crisis management exercise
13. Motivating employees - overcoming high employment turnover - planning exercise
14. Participatory management - preparation of decisions involving employees in the management process

Recommended reading lists

1. Case studies delivered by the instructor in the electronic form
2. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007
3. The Sustainable Business Case Book, The Saylor Foundation, or any other book on CSR applications
4. BarlettCh., Ghoshal S., Birkinshaw J., Transnational Management, Text, Cases and Readings in Cross-Border Management, McGraw Hill, 2003 or later editions

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations

|  |  |   |                 |           |                         |                       |                          |          |   |                  |   |
|--|--|---|-----------------|-----------|-------------------------|-----------------------|--------------------------|----------|---|------------------|---|
| Course title   | Mergers and acquisitions (excluding IB students)   |   |                 |           |                         | ECTS code             | 14.3.EE.FZ.2779          |          |   |                  |   |
|  |  |   |                 |           |                         | ECTS credits          | 5                        |          |   |                  |   |
|  |  |   |                 |           |                         | max. students         | 22                       |          |   |                  |   |
| Name of unit administrating study  | IHZ  | Field of study  | Economics/MSG** |           | Field of specialisation | NONE;                 |                          |          |   |                  |   |
| Teaching staff   | Magdalena Markiewicz, Ph.D.  |   |                 |           |                         |                       |                          |          |   |                  |   |
| Number of hours  |  |   |                 |           |                         |                       |                          |          |   |                  |   |
| Lectures   | 0  | Classes   | 30              | Tutorials | 0                       | Laboratory            | 0                        | Seminars | 0 | Language classes | 0 |
| Forma aktywności   |  |   |                 |           |                         | Year&Type of studies* | 3 SS1, 2 SS2,            |          |   |                  |   |
| Hours with the participation of the academic teacher (including office hours, exams, others):  |  |   |                 |           |                         | Semester:             | 5, 3,                    |          |   |                  |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):   |  |   |                 |           |                         | Type of course:       | optional                 |          |   |                  |   |
| Total number of hours:   |  |   |                 |           |                         | 0                     | Language of instruction: | English  |   |                  |   |
| Teaching form  | in-class learning  |   |                 |           |                         |                       |                          |          |   |                  |   |
| Teaching methods   | Lectures including multimodal presentations, Case studies, Discussion, questioning, Work in computer laboratories,   |   |                 |           |                         |                       |                          |          |   |                  |   |
| Prerequisites (required courses and introductory requirements)   |  |   |                 |           |                         |                       |                          |          |   |                  |   |
| Required courses   | None   |   |                 |           |                         |                       |                          |          |   |                  |   |
| Introductory requirements  | Basic knowledge of financial markets and business vocabulary. General preparation to finance management and strategic planning.  |   |                 |           |                         |                       |                          |          |   |                  |   |
| Assessment method, forms and criteria  |  |   |                 |           |                         |                       |                          |          |   |                  |   |
| Assessment method  | Course completion (graded)   |   |                 |           |                         |                       |                          |          |   |                  |   |
| Assessment criteria  | <p>An essay or a presentation related to the chosen case study, prepared according to the preliminary conditions.</p> <p>It will be an opportunity to use database of Thomson Reuters Eikon in which it is planned to be held a part of meetings, concerned on research on corporate analysis. The subject of an essay may be chosen from a selection of topics provided by the teacher or individually, at the beginning of the lecture.</p> <p>The output of the essay shall be presented in final part of the course.</p> |   |                 |           |                         |                       |                          |          |   |                  |   |
| Course objectives  |  |   |                 |           |                         |                       |                          |          |   |                  |   |
| <p>The basic aim of the subject is getting acquaintance by the students with mergers and acquisitions as the important processes of gaining the competitive advantage in the financial markets. Within the course there are analyzed the case studies of mergers of companies and institutions acting in the domestic and international scale.</p> |  |   |                 |           |                         |                       |                          |          |   |                  |   |
| Learning outcomes  |  |   |                 |           |                         |                       |                          |          |   |                  |   |
| Knowledge  | MSG2_W03   | A student is familiar with the terminology of M&A.  |                 |           |                         |                       |                          |          |   |                  |   |
|  | MSG2_W05   | A student recognizes the relations between the modern companies in the contemporary economy in a domestic and international aspect.   |                 |           |                         |                       |                          |          |   |                  |   |
|  | MSG2_W06   | A student defines different motives driving the transactions. A student identifies also practical guidelines for mergers and acquisitions (M&A) analysis.   |                 |           |                         |                       |                          |          |   |                  |   |
|  | MSG2_W09   | A student understands an evaluation of policies towards M&A.  |                 |           |                         |                       |                          |          |   |                  |   |
|  | MSG2_W13   | Students recognize the rules of entrepreneurship, competition, strategic planning processes and regulatory framework in mergers and acquisitions in the international context.                      |                 |           |                         |                       |                          |          |   |                  |   |
|  | MSG2_W15   | Student recognizes the specific features of functioning of the companies and financial institutions in the international markets. Student recognizes the importance of planning the process of M&A. |                 |           |                         |                       |                          |          |   |                  |   |
|  | MSG2_W16   | A student knows the types and forms of realizing the mergers and acquisitions.  |                 |           |                         |                       |                          |          |   |                  |   |
| Verification of learning outcomes - Knowledge  |  |   |                 |           |                         |                       |                          |          |   |                  |   |

| Outcomes  | written exam | oral exam   | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|---|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_W03  |              |   |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG2_W05  |              |   |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG2_W06  |              |   |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG2_W09  |              |   |      | X                      |                  |                         |                    |                      |                      |                    |               |
| MSG2_W13  |              |   |      | X                      |                  |                         |                    |                      |                      |                    |               |
| MSG2_W15  |              |   |      | X                      |                  |                         |                    |                      |                      |                    |               |
| MSG2_W16  | X            |   |      | X                      |                  |                         |                    |                      |                      |                    |               |
| Skills  | MSG2_U02     | A student interprets properly the motives of M&A and makes use of theoretical background in empirical tests of M&A performance. A student analyses the determinants and consequences of financial processes, collects and measures the statistical data and economic indicators with the aim to make prognosis of the development of the M&A transaction and post-merger integration. He/she is able to consider the successful and unsuccessful factors in M&A transactions by analysing the key elements of them in the case studies. |      |                        |                  |                         |                    |                      |                      |                    |               |
|   | MSG2_U04     | The student analyzes the relationship between market participants, identifies the risks arising from his/her decisions.   |      |                        |                  |                         |                    |                      |                      |                    |               |
|   | MSG2_U07     | A student analyzes the determinants and consequences of financial processes, collects and measures the statistical data and economical indicators with the aim to make prognosis of the development of the M&A transaction and post-merger integration. He/she is able to consider the successful and unsuccessful factors in M&A transactions by analyzing the key elements of them in the case studies.   |      |                        |                  |                         |                    |                      |                      |                    |               |
|   | MSG2_U09     | A student uses properly terms and definitions concerning the subject. Students can then interpret the data needed to evaluate the use of certain ownership strategies or the amount of financial leverage, so he/she knows how to solve the dilemmas emerging in his professional way. In the course of deriving conclusions from the analysis the student uses terminology specific to finance and banking in English, using a variety of international sources of data.   |      |                        |                  |                         |                    |                      |                      |                    |               |
|   | MSG2_U14     | Students have ability to prepare in-depth analysis of a case.   |      |                        |                  |                         |                    |                      |                      |                    |               |
|   | MSG2_U15     | Students will prepare practical presentations concerning practical issues and market examples.  |      |                        |                  |                         |                    |                      |                      |                    |               |
| <b>Verification of learning outcomes - Skills</b> |              |   |      |                        |                  |                         |                    |                      |                      |                    |               |
| Outcomes  | written exam | oral exam   | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG2_U02  |              |   |      | X                      |                  |                         |                    |                      |                      |                    |               |
| MSG2_U04  |              |   |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG2_U07  |              |   |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG2_U09  |              |   |      | X                      |                  |                         |                    |                      |                      |                    |               |
| MSG2_U14  |              |   |      | X                      |                  |                         |                    |                      |                      |                    |               |
| MSG2_U15  |              |   |      |                        |                  |                         |                    | X                    |                      |                    |               |
| Attitudes   | MSG2_K01     | Students know the limitations of own knowledge and skills and the need of long-life ammendments of it.  |      |                        |                  |                         |                    |                      |                      |                    |               |
|   | MSG2_K02     | A student has the skills of teamwork, taking part in a discussion and trying to solve the tasks in an enterpreneurial way. A student identifies the challenges of working in financial institutions domestically and internationally. He/she is aware that it is necessary to expand and complement knowledge in finance and banking area throughout their working lives.   |      |                        |                  |                         |                    |                      |                      |                    |               |

|  |          |  |
|--|----------|--|
|  | MSG2_K03 | Students demonstrate accountability for their work, prioritizes the tasks, knowing the diversity of business cultures.                     |
|  | MSG2_K07 | Student is aware of demonstrating his professional attitude in an ethic and responsible way with the respect for the diversity of culture. |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_K01 |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |
| MSG2_K02 |              |           |      |                        |                  |                         |                    | X                    |                      |                    |               |
| MSG2_K03 |              |           |      | X                      |                  |                         |                    |                      |                      |                    |               |
| MSG2_K07 |              |           |      | X                      |                  |                         |                    | X                    |                      |                    |               |

**Course contents**

Merger movements and cycles. Strategic operations in the waves of mergers. The theory of mergers and acquisitions. The systematic and types of operations. Forces affecting mergers and acquisitions. Essential elements of M&A in strategic planning. Formulating merger strategy. Acquisition strategies. Diversification and financial synergy. Due diligence. Successful and unsuccessful transactions - the key elements. Competition versus market power. The legal and regulatory framework in mergers and acquisitions. Organization cultures. Post merger performance. Psychological aspects of M&A. The takeover process. Takeover defenses. Empirical tests of M&A performance. Case study: different sectors (petroleum business, chemicals, media, telecommunication, IT, finance, banking, pharmaceutical companies, FMCG).

**Recommended reading lists**

D. Eiteman, A. Stonehill, M. Moffett, *Multinational Business Finance*, International Edition 11th, Pearson Education, 2007, chapter 19.  
 W. L. Megginson, S. B. Smart, B. M. Lucey, *Introduction to corporate finance*, Cengage Learning EMEA, 2008, chapter 17.

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations



|  |  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
|--|--|---|-----------------|------------------------|-------------------------|--------------------------|--------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title   | Personal finance   |   |                 |                        |                         |                          | ECTS code          | 14.3.EE.FZ.3151      |                      |                    |               |  |
|  |  |   |                 |                        |                         |                          | ECTS credits       | 5                    |                      |                    |               |  |
|  |  |   |                 |                        |                         |                          | max. students      | 30                   |                      |                    |               |  |
| Name of unit administrating study  | IHZ  | Field of study  | Economics/MSG** |                        | Field of specialisation | NONE;                    |                    |                      |                      |                    |               |  |
| Teaching staff   | Joanna Adamska-Mieruszewska, Ph.D. ; Urszula Mrzygłód, PhD   |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Number of hours  |  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Lectures   | 0  | Classes   | 0               | Tutorials              | 30                      | Laboratory               | 0                  | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności   |  |   |                 |                        |                         | Year&Type of studies*    | 3 SS1,             |                      |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):  |  |   |                 | 220                    |                         | Semester:                |                    | 5,                   |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):   |  |   |                 | 530                    |                         | Type of course:          |                    | optional             |                      |                    |               |  |
| Total number of hours:   |  |   |                 | 750                    |                         | Language of instruction: |                    | English              |                      |                    |               |  |
| Teaching form  | in-class learning  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Teaching methods   | Lectures including multimodal presentations, Activating methods in training classes, Case studies, |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)   |  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Required courses   | Finance or other basic financial lecture   |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Introductory requirements  | Basic knowledge of finance, interest in financial instruments                                      |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Assessment method, forms and criteria  |  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Assessment method  | Course completion (graded)   |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Assessment criteria  | Grade will consist of group presentation and test.   |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Course objectives  |  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| The main aim of this subject is to learn how to create and manage personal financial plan consisting of different financial and banking instruments. |  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Learning outcomes  |  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Knowledge  | MSG1_W04   | Student has knowledge about financial markets, banking and financial services.  |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
|  | MSG1_W07   | Student has detailed knowledge about financial services which are delivered to individual clients.  |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
|  | MSG1_W05   | Students understands personal financial plan. Student gains knowledge about the contemporary financial trends in personal finance (examples: wine market, gold, art), also with examples of different countries.  |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
|  | MSG1_W17   | Student gains knowledge of the basic methods of asesment of financial contracts and interpreting the expected outcomes of financial decision. Moreover student understands standard financial services contracts. |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
|  | E1_W02   | Student has knowledge about financial markets, banking and financial services.  |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
|  | E1_W05   | Student has detailed knowledge about financial services which are delivered to individual clients.  |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
|  | E1_W04   | Students understands personal financial plan. Student gains knowledge about the contemporary financial trends in personal finance (examples: wine market, gold, art), also with examples of different countries.  |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge  |  |   |                 |                        |                         |                          |                    |                      |                      |                    |               |  |
| Outcomes   | written exam   | oral exam   | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation  | group presentation | classroom activities | classroom discussion | individual project | group project |  |
|  | MSG1_W04   |   |                 | X                      |                         |                          | X                  |                      |                      |                    |               |  |

|          |  |  |   |  |  |  |   |  |  |  |  |
|----------|--|--|---|--|--|--|---|--|--|--|--|
| MSG1_W05 |  |  | X |  |  |  | X |  |  |  |  |
| MSG1_W07 |  |  | X |  |  |  |   |  |  |  |  |
| MSG1_W17 |  |  | X |  |  |  | X |  |  |  |  |
| E1_W02   |  |  | X |  |  |  | X |  |  |  |  |
| E1_W04   |  |  | X |  |  |  | X |  |  |  |  |
| E1_W05   |  |  | X |  |  |  |   |  |  |  |  |

|        |          |  |  |  |  |  |  |  |  |  |  |
|--------|----------|--|--|--|--|--|--|--|--|--|--|
| Skills | MSG1_U01 | Student learns how to create and manage personal financial plan consisting of different financial and banking instruments. |  |  |  |  |  |  |  |  |  |
|        | MSG1_U03 | Student gains the ability to interpret and analyze financial services and credit contracts.                                |  |  |  |  |  |  |  |  |  |
|        | MSG1_U06 | Student is aware of the risk connected to financial instruments and products, as well as different financial institutions. |  |  |  |  |  |  |  |  |  |
|        | MSG1_U16 | Student improves language skills.  |  |  |  |  |  |  |  |  |  |
|        | MSG1_U15 | Student improves presentation skills.  |  |  |  |  |  |  |  |  |  |
|        | E1_U01   | Student learns how to create and manage personal financial plan consisting of different financial and banking instruments. |  |  |  |  |  |  |  |  |  |
|        | E1_U03   | Student gains the ability to interpret and analyze financial services and credit contracts.                                |  |  |  |  |  |  |  |  |  |
|        | E1_U06   | Student is aware of the risk connected to financial instruments and products, as well as different financial institutions. |  |  |  |  |  |  |  |  |  |
|        | E1_U10   | Student improves language skills.  |  |  |  |  |  |  |  |  |  |
|        | E1_U11   | Student improves presentation skills.  |  |  |  |  |  |  |  |  |  |

**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U01 |              |           | X    |                        |                  |                         | X                  | X                    |                      |                    |               |
| MSG1_U03 |              |           | X    |                        |                  |                         | X                  |                      |                      |                    |               |
| MSG1_U06 |              |           | X    |                        |                  |                         |                    | X                    |                      |                    |               |
| MSG1_U16 |              |           |      |                        |                  |                         | X                  | X                    |                      |                    |               |
| MSG1_U15 |              |           |      |                        |                  |                         | X                  | X                    |                      |                    |               |
| E1_U01   |              |           | X    |                        |                  |                         | X                  | X                    |                      |                    |               |
| E1_U03   |              |           | X    |                        |                  |                         | X                  |                      |                      |                    |               |
| E1_U06   |              |           | X    |                        |                  |                         |                    | X                    |                      |                    |               |
| E1_U10   |              |           |      |                        |                  |                         | X                  | X                    |                      |                    |               |
| E1_U11   |              |           |      |                        |                  |                         | X                  | X                    |                      |                    |               |

|           |          |   |  |  |  |  |  |  |  |  |  |
|-----------|----------|---|--|--|--|--|--|--|--|--|--|
| Attitudes | MSG1_K02 | Student acts as a member of a group. Student structures the given task and organizes tasks in group. Student communicates with other group members in an appropriate way. |  |  |  |  |  |  |  |  |  |
|           | MSG1_K03 | Student is able to determine the validity of the tasks and understands own responsibility for solving the given problem/topic.  |  |  |  |  |  |  |  |  |  |
|           | E1_K02   | Student acts as a member of a group. Student structures the given task and organizes tasks in group. Student communicates with other group members in an appropriate way. |  |  |  |  |  |  |  |  |  |
|           | E1_K03   | Student is able to determine the validity of the tasks and understands own responsibility for solving the given problem/topic.  |  |  |  |  |  |  |  |  |  |

**Verification of learning outcomes - Attitudes**

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

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K02 |              |           |      |                        |                  |                         | X                  |                      |                      |                    |               |
| MSG1_K03 |              |           |      |                        |                  |                         | X                  | X                    |                      |                    |               |
| E1_K02   |              |           |      |                        |                  |                         | X                  |                      |                      |                    |               |
| E1_K03   |              |           |      |                        |                  |                         | X                  | X                    |                      |                    |               |

**Course contents**
**Part I Fundamentals of financial planning**

1. Theory of personal finance, models, strategies.

2. Financial planning process; theory of saving.

**Part II Saving for the future**

3. Banking basics: banks and other financial institutions; banking costs; deposits, structured product (market linked investment).

4. Investing through mutual funds.

5. Retirement planning; reverse mortgage

**Part III Investing**

6. Investing in stocks and bonds for individual clients, investment fundamentals, primary and secondary offers.

7. Real Estate and high-risk investments.

8. Tangible, alternative assets: metals, fine art, wine, etc.

9. High net worth individual and financial services

**Part IV Credits and Loans**

10. Building and maintaining credit.

11. Credit cards and debit cards. Consumer loans.

12. Credit Agreement - sample contracts and business forms

**Recommended reading lists**

- Kapoor, J.R., Personal Finance, McGraw-Hill, 2011 or 2014
- Madura, J., Personal finance, Prentice Hall, 2012

**Contact**
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
 \*\* MSG - International Economic Relations

|   |   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
|---|---|---|-----------------|-------------------------|------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title  | Small business management   |   |                 |                         |                  |                         | ECTS code                | 04.0.EE.FZ.61        |                      |                    |               |  |
|   |   |   |                 |                         |                  |                         | ECTS credits             | 5                    |                      |                    |               |  |
|   |   |   |                 |                         |                  |                         | max. students            | 35                   |                      |                    |               |  |
| Name of unit administrating study   | KMakr   | Field of study  | Economics/MSG** | Field of specialisation | NONE;            |                         |                          |                      |                      |                    |               |  |
| Teaching staff  | Przemysław Kulawczuk, Associate Professor   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Number of hours   |   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Lectures  | 30  | Classes   | 0               | Tutorials               | 0                | Laboratory              | 0                        | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności  |   |   |                 |                         |                  |                         | Year&Type of studies*    | 2 SS2,               |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):   |   |   |                 |                         |                  | Semester:               | 3,                       |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):  |   |   |                 |                         |                  | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:  |   |   |                 |                         |                  | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form   | in-class learning   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Teaching methods  | Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations,   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)  |   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Required courses  | Basic knowledge on management techniques; openness for teamwork; basic presentation techniques (PP), creativity and cooperation attitudes.                            |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Introductory requirements   | None  |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria   |   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Assessment method   | Course completion (graded)  |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Assessment criteria   | <p>The quality of proposed business solutions 40%</p> <p>The innovation level of creative proposals 40%</p> <p>Engagement in group activities and team spirit 20%</p> |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Course objectives   |   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. |   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Learning outcomes   |   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Knowledge   | MSG2_W06  | The student gains the enlarged knowledge on functioning of small enterprises including international markets                                      |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
|   | E2_W11  | The student gains knowledge in starting up new ventures, including business models and forms of business start ups                                |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge   |   |   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam  | oral exam   | test            | essay/paper /portfolio  | tasks/ homeworks | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| MSG2_W06  |   |   |                 |                         |                  |                         | X                        | X                    | X                    |                    |               |  |
| E2_W11  |   |   |                 |                         |                  |                         | X                        | X                    | X                    |                    |               |  |
| Skills  | MSG2_U06  | The student gains skills in using knowledge in decision making in small business ventures formation, including international business environment |                 |                         |                  |                         |                          |                      |                      |                    |               |  |
|   | E2_U07  | The student gains the ability to design reasonable business propositions to solve   |                 |                         |                  |                         |                          |                      |                      |                    |               |  |

|  |  |   |
|--|--|---|
|  |  | problems or to exploit business opportunities in small business formation |
|--|--|---|

**Verification of learning outcomes - Skills**

| Outcomes  | written exam | oral exam   | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|-----------|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_U06  |              |   |      |                        |                  |                         | X                  | X                    | X                    |                    |               |
| E2_U07    |              |   |      |                        |                  |                         | X                  | X                    | X                    |                    |               |
| Attitudes | MSG2_K02     | The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making |      |                        |                  |                         |                    |                      |                      |                    |               |
|           | E2_K03       | The student can set up priorities and plan tasks as well as monitor and correct the progress  |      |                        |                  |                         |                    |                      |                      |                    |               |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_K02 |              |           |      |                        |                  |                         | X                  | X                    | X                    |                    |               |
| E2_K03   |              |           |      |                        |                  |                         | X                  | X                    | X                    |                    |               |

**Course contents**

1. Characteristics of small ventures
2. Personal life strategies of individuals and entrepreneurship. Home business
3. Building creative ideas for new ventures
4. Planning new ventures
5. Business knowledge and know-how. How to learn them?
6. Small business marketing
7. Building customers relations
8. Small business financing I. Selection of taxation methods.
9. Small business financing II. Strategies of working and fixed capital financing.
10. Personal management and motivation
11. Strategies of small business expansion
12. Entering international markets: internationalization of SME

**Recommended reading lists**

1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, *Entrepreneurship*, Irwin Professional, 2007
2. *How to set up your own small business*, American Institute of Small Business, 1991
3. Cardullo M. *Technological Entrepreneurism*, Research Studies Press, 1999
4. Electronic publications delivered by the lecturer

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations

|   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|---|---|--|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title  | Sustainable Urban Transport and Mobility  |  |                 |                        |                         |                         | ECTS code                | 14.3.EE.FZ.3150      |                      |                    |               |  |
|   |   |  |                 |                        |                         |                         | ECTS credits             | 5                    |                      |                    |               |  |
|   |   |  |                 |                        |                         |                         | max. students            | 30                   |                      |                    |               |  |
| Name of unit administrating study   | KRT   | Field of study   | Economics/MSG** |                        | Field of specialisation | NONE;                   |                          |                      |                      |                    |               |  |
| Teaching staff  | Olgiard Wyszomirski, Professor ; Katarzyna Hebel, PhD ; Marcin Wołek, PhD ; Aleksander Jagiełło, MSc  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Number of hours   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Lectures  | 30  | Classes  | 0               | Tutorials              | 0                       | Laboratory              | 0                        | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności  |   |  |                 |                        |                         |                         | Year&Type of studies*    | 2 SS2,               |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others): |   |  |                 |                        |                         | Semester:               | 3,                       |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):    |   |  |                 |                        |                         | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:  |   |  |                 |                        |                         | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form   | in-class learning   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Teaching methods  | Lectures including multimodal presentations, Activating methods in training classes, Case studies,  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)                                |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Required courses  | No formal requirements.   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Introductory requirements   | Knowledge of basic economics issues and basics of transport economics.  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method   | Course completion (graded)  |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment criteria   | Presentation on sustainable urban transport and mobility subject (the title will be individually discussed during lecture).<br>Evaluation criteria:<br>91-100 pts - A (5)<br>81-90 pts - B (4,5)<br>71-80 B ( pts -4)<br>61-70 pts - C+ (3,5)<br>51-60 pts - C (3)<br>50 and less - F<br>Attendance rate: 25 pts (max), presentation 75 pts (max) |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Course objectives   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| To provide specific knowledge on sustainable urban transport and mobility.                    |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Learning outcomes   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Knowledge   | E2_W01  | Identyfification of characteristic features of demand and supply, cost and price, organization and management on the urban transport   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes  | written exam  | oral exam  | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| E2_W01  |   |  |                 |                        |                         | X                       | X                        | X                    | X                    |                    |               |  |
| Skills  | E2_U01  | Ability to analyse case studies and to generalise fact based on case study research. Student will get basic knowledge on business instruments being used on urban transport market including strategic planning and marketing research |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Skills  |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|   |   |  |                 |                        |                         |                         |                          |                      |                      |                    |               |  |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_U01   |              |           |      |                        |                  | X                       | X                  | X                    | X                    |                    |               |

|           |        |  |  |  |  |  |  |  |  |  |  |
|-----------|--------|--|--|--|--|--|--|--|--|--|--|
| Attitudes | E2_K02 | Ability to work in small groups and to divide tasks and execute desired level of quality |  |  |  |  |  |  |  |  |  |
|-----------|--------|--|--|--|--|--|--|--|--|--|--|

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_K02   |              |           |      |                        |                  |                         | X                  | X                    | X                    |                    |               |

**Course contents**

- 1.The city as an area of sustainable transport and mobility
  - 1.1. Urbanisation: global and local context
  - 1.2. Spatial accessibility
  - 1.3. Transport and smart city concept
- 2.Urban transport market: supply
  - 2.1.Market organisation and structure
  - 2.2. Stakeholders on urban transport market
  - 2.3. Supply of urban transport services
- 3.Urban electromobility
  - 3.1.The concept of electromobility
  - 3.2.New trends in electromobility in cities
  - 3.3.Electromobility: case studies
- 4.Case study on electromobility: a study visit in the trolleybus operator (PKT Gdynia sp. z o.o.) in Gdynia
- 5.Urban transport market: demand
  - 5.1.The nature of demand in transport
  - 5.2.Consumer behavior on urban transport market
  - 5.3.Segmentation of the passenger urban transport market
6. Marketing research on urban transport market
  - 6.1. The proces of marketing research
  - 6.2. Main challenges for the research on urban transport market
  - 6.3. Selected case studies
- 7.C ase study on marketing research: a study visit in ZKM Gdynia (a Public Transport Authority for Gdynia)
8. Costs and pricing on urban transport market
  - 8.1. Costs: a perspective of public transport operator
  - 8.2. External costs in public transport
  - 8.3. Pricing of urban transport services
9. Urban transport and mobility policy
  - 9.1. Factors determining transport policy
  - 9.2. Sustainable Urban Mobility Plans (SUMP) as a local policy tool
  - 9.3. Selected case studies
10. Presentations of selected case studies prepared by students
11. Presentations of selected case studies prepared by students

**Recommended reading lists**

W.R. Black, Sustainable Transportation. Problems and Solutions, The Guilford Press, New York, London 2010  
 Traffic Jam. Ten years of "sustainable" transport in the UK, I. Docherty and J. Shaw (ed.), Policypress, Bristol 2008  
 The Business of Sustainable Mobility. From Vision to Reality, P. Nieuwenhuis, Ph. Vergragt, P. Wells (ed.), Greenleaf Publishing, Sheffield 2006  
 S. Schonfelder, K.W. Axhausen, Urban Rhythms and Travel Behaviour, Routledge, London New York 2010

**Contact**

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations

|  |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
|--|---|---|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title   | The psychology of modern marketing  |   |                 |                        |                         |                         | ECTS code                | 14.3.EE.FZ.3152      |                      |                    |               |  |
|  |   |   |                 |                        |                         |                         | ECTS credits             | 3                    |                      |                    |               |  |
|  |   |   |                 |                        |                         |                         | max. students            | 30                   |                      |                    |               |  |
| Name of unit administrating study  | KMikr   | Field of study  | Economics/MSG** |                        | Field of specialisation | NONE;                   |                          |                      |                      |                    |               |  |
| Teaching staff   | Agata Olechnowicz, Msc  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Number of hours  |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Lectures   | 0   | Classes   | 15              | Tutorials              | 0                       | Laboratory              | 0                        | Seminars             | 0                    | Language classes   | 0             |  |
| Forma aktywności   |   |   |                 |                        |                         | Year&Type of studies*   | 3 SS1,                   |                      |                      |                    |               |  |
| Hours with the participation of the academic teacher (including office hours, exams, others):  |   |   |                 |                        |                         | Semester:               | 5,                       |                      |                      |                    |               |  |
| Hours without the participation of the academic teacher (student's self-study, homeworks):   |   |   |                 |                        |                         | Type of course:         | optional                 |                      |                      |                    |               |  |
| Total number of hours:   |   |   |                 |                        |                         | 0                       | Language of instruction: | English              |                      |                    |               |  |
| Teaching form  | in-class learning   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Teaching methods   | Lectures including multimodal presentations, Collaborating, group activities, Discussion, questioning, Activating methods in training classes,  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Prerequisites (required courses and introductory requirements)   |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Required courses   |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Introductory requirements  | Marketing basics<br>Statistics basics   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method, forms and criteria  |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment method  | Course completion (graded)  |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Assessment criteria  | The basic criterion is presence in classes - activity (60% of the grade) and evaluation of the implementation of the group project (40% of the assessment - way of presenting the issue, correctness of inference, creativity, commitment). |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Course objectives  |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| The aim of the subject is to supplement the implementation of selected learning objectives in the field of knowledge, skills and social competences foreseen for the fields of economics and international economic relations. |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Learning outcomes  |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Knowledge  |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes   | written exam  | oral exam   | test            | essay/paper /portfolio | tasks/ homeworks        | individual presentation | group presentation       | classroom activities | classroom discussion | individual project | group project |  |
| MSG1_W01   |   |   |                 |                        | X                       |                         | X                        | X                    | X                    |                    | X             |  |
| MSG1_W07   |   |   |                 |                        | X                       |                         | X                        | X                    | X                    |                    | X             |  |
| E1_W05   |   |   |                 |                        | X                       |                         | X                        | X                    | X                    |                    | X             |  |
| Skills   | E1_U08  | The student is able to use the acquired theoretical knowledge in the field of psychology and integrate it with issues related to the functioning of modern marketing. Correctly interprets marketing strategies from a psychological perspective. |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Verification of learning outcomes - Skills   |   |   |                 |                        |                         |                         |                          |                      |                      |                    |               |  |
| Outcomes   | written exam  | oral exam   | test            | essay/paper /portfolio | tasks/ homeworks        |                         |                          |                      |                      |                    |               |  |



|          |  |  |  |  |   | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--|--|--|--|---|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U08   |  |  |  |  | X |                         | X                  | X                    | X                    |                    | X             |
| E1_U09   |  |  |  |  | X |                         | X                  | X                    | X                    |                    | X             |
| MSG1_U13 |  |  |  |  | X |                         | X                  | X                    | X                    |                    | X             |
| MSG1_U15 |  |  |  |  | X |                         | X                  | X                    | X                    |                    | X             |
| MSG1_U08 |  |  |  |  |   | X                       |                    | X                    |                      |                    |               |

|           |          |   |
|-----------|----------|---|
| Attitudes | E1_K03   | The student is aware of the responsibility for his own work and subordination to working in a team, bearing responsibility for the effects of jointly implemented projects. |
|           | E1_K06   | The student can independently and critically complement his knowledge and skills.   |
|           | MSG1_K02 | The student is able to work in a team, creatively engaging in the tasks entrusted to him.   |
|           | MSG1_K03 | The student presents a discussion-oriented attitude, respects the opinions and ideas of others.   |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K03   |              |           |      |                        |                  |                         | X                  | X                    |                      |                    | X             |
| E1_K06   |              |           |      |                        | X                | X                       | X                  | X                    |                      |                    | X             |
| MSG1_K02 |              |           |      |                        |                  |                         | X                  | X                    |                      |                    | X             |
| MSG1_K03 |              |           |      |                        |                  |                         | X                  | X                    | X                    |                    | X             |

**Course contents**

1. The "psychological profile" of the modern consumer - the behavior of contemporary buyers, the place of the consumer in marketing practice, the consumer or prosumer?
2. Statistical surveys in marketing and customer segmentation - can statistical analyzes help to make better marketing decisions?
3. What are emotions and what is their importance in marketing.
4. Entertainment in the service of marketing - advertainment.
5. Impact of own experience on the attitude towards the product and brand attachment - experiential marketing.
6. Social media marketing. Internet marketing.
7. Strong emotions in marketing - shockvertising.
8. Shaping socially desirable attitudes and behaviors - social marketing.
9. Cultural change and marketing - taking into account cultural differences when planning marketing strategies.
10. Project presentations.

**Recommended reading lists**
**Supplementary literature:**

C. Booker, *The seven basic plots: Why we tell stories*, 2004 London: Continuum

J.E. Escalas, *Narrative processing: Building consumer connections to brands*, 2004, *Journal of Consumer Psychology*, 14, 168-180



BillySung, Eric J.Vanman, Nicole IanPhau *The emotion of interest and its relevance to consumer psychology and behaviour*, 2016, Australasian Marketing Journal (AMJ)

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations

|  |  |   |                 |                         |       |            |                          |                 |   |                  |   |
|--|--|---|-----------------|-------------------------|-------|------------|--------------------------|-----------------|---|------------------|---|
| Course title   | Thomson Reuters Academy  |   |                 |                         |       |            | ECTS code                | 14.3.EE.FZ.1535 |   |                  |   |
|  |  |   |                 |                         |       |            | ECTS credits             | 3               |   |                  |   |
|  |  |   |                 |                         |       |            | max. students            | 22              |   |                  |   |
| Name of unit administrating study  | IHZ  | Field of study  | Economics/MSG** | Field of specialisation | NONE; |            |                          |                 |   |                  |   |
| Teaching staff   | Monika Szmelter, Ph.D.   |   |                 |                         |       |            |                          |                 |   |                  |   |
| Number of hours  |  |   |                 |                         |       |            |                          |                 |   |                  |   |
| Lectures   | 0  | Classes   | 0               | Tutorials               | 0     | Laboratory | 15                       | Seminars        | 0 | Language classes | 0 |
| Forma aktywności   |  |   |                 |                         |       |            | Year&Type of studies*    | 2 SS2, 3 SS1,   |   |                  |   |
| Hours with the participation of the academic teacher (including office hours, exams, others):    |  |   |                 |                         |       |            | Semester:                | 3, 5,           |   |                  |   |
| Hours without the participation of the academic teacher (student's self-study, homeworks):       |  |   |                 |                         |       |            | Type of course:          | optional        |   |                  |   |
| Total number of hours:   |  |   |                 |                         |       | 0          | Language of instruction: | English         |   |                  |   |
| Teaching form  | in-class learning<br>Thomson Reuters Data Suite (room 402)   |   |                 |                         |       |            |                          |                 |   |                  |   |
| Teaching methods   | Work in computer laboratories, Activating methods in training classes, There is possibility to get Thomson Reuters Certificate (certificate of Thomson Reuters EIKON) - necessity to pass additional exam prepared by Thomson Reuters company  |   |                 |                         |       |            |                          |                 |   |                  |   |
| Prerequisites (required courses and introductory requirements)                                   |  |   |                 |                         |       |            |                          |                 |   |                  |   |
| Required courses   | Finance or Finance&Financial Markets, Informative Technologies.  |   |                 |                         |       |            |                          |                 |   |                  |   |
| Introductory requirements  | <p>basic knowledge of financial markets (especially capital market, money market and forex); computer using skills; basic knowledge of data basis</p> <p>Thomson Reuters Academy is not for SS1 MSG students (Thomson Reuters Academy is one of the major courses in Bachelor's programme), or students who had Thomson Reuters Academy earlier.</p> |   |                 |                         |       |            |                          |                 |   |                  |   |
| Assessment method, forms and criteria  |  |   |                 |                         |       |            |                          |                 |   |                  |   |
| Assessment method  | Course completion (graded)   |   |                 |                         |       |            |                          |                 |   |                  |   |
| Assessment criteria  | The final grade consists of results in on-line certification exam provided by Thomson Reuters and University of Gdansk (Thomson Reuters Eikon Certification). In the case of positive certification results (gained certificate), student automatically gains very good grade. Presence is obligatory during the course.                             |   |                 |                         |       |            |                          |                 |   |                  |   |
| Course objectives  |  |   |                 |                         |       |            |                          |                 |   |                  |   |
| Main objectives of Thomson Reuters Academy:  |  |   |                 |                         |       |            |                          |                 |   |                  |   |
| 1/ to learn students technical aspects of using EIKON and prepare them to Thomson Reuters exam   |  |   |                 |                         |       |            |                          |                 |   |                  |   |
| 2/ to learn students searching data related to financial markets, global economy and corporates. |  |   |                 |                         |       |            |                          |                 |   |                  |   |
| Learning outcomes  |  |   |                 |                         |       |            |                          |                 |   |                  |   |
| Knowledge  | MSG1_W08   | Students acquire knowledge about the software - Thomson Reuters Eikon (database).               |                 |                         |       |            |                          |                 |   |                  |   |
|  | MSG1_W08   | Students know rules of using the database and the scope of this information service.            |                 |                         |       |            |                          |                 |   |                  |   |
|  | MSG1_W17   | Students know trends on key financial markets.  |                 |                         |       |            |                          |                 |   |                  |   |
|  | MSG1_W08   | Students are able to name financial instruments and applications using professional vocabulary. |                 |                         |       |            |                          |                 |   |                  |   |
|  | MSG1_W17   | Students explain financial markets rules and characterize them using Thomson Reuters Eikon.     |                 |                         |       |            |                          |                 |   |                  |   |
|  | MSG1_W10   | Students has basic knowledge on world economy.  |                 |                         |       |            |                          |                 |   |                  |   |
| Verification of learning outcomes - Knowledge  |  |   |                 |                         |       |            |                          |                 |   |                  |   |
|  |  |   |                 |                         |       |            |                          |                 |   |                  |   |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_W08 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_W10 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_W17 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |

|        |          |   |  |  |  |  |  |  |  |  |  |
|--------|----------|---|--|--|--|--|--|--|--|--|--|
| Skills | MSG1_U10 | Students use informative technics, search economic and financial data in Thomson Reuters Eikon database.                                |  |  |  |  |  |  |  |  |  |
|        | MSG1_U04 | Students analyze situation on financial markets and can give main findings.   |  |  |  |  |  |  |  |  |  |
|        | MSG1_U08 | Students create screen in Thomson Reuters Eikon, use applications, load data and decide on searching methods.                           |  |  |  |  |  |  |  |  |  |
|        | MSG1_U01 | Students observe local and international financial market, characterize them and identify relationships between them.                   |  |  |  |  |  |  |  |  |  |
|        | MSG1_U09 | Students use professional vocabulary regarding financial markets and Thomson Reuters Eikon service.                                     |  |  |  |  |  |  |  |  |  |
|        | MSG1_U03 | Students observe the world economy development.   |  |  |  |  |  |  |  |  |  |
|        | MSG1_U16 | Students use adequate vocabulary to characterize financial markets, world economy and financial situation of corporates (fundamentals). |  |  |  |  |  |  |  |  |  |

**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U01 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_U03 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_U04 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_U08 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_U09 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_U10 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_U16 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |

|           |          |  |  |  |  |  |  |  |  |  |  |
|-----------|----------|--|--|--|--|--|--|--|--|--|--|
| Attitudes | MSG1_K01 | Students engage in the given exercises.  |  |  |  |  |  |  |  |  |  |
|           | MSG1_K01 | Students demonstrate willingness to act independently in the course of the task.                           |  |  |  |  |  |  |  |  |  |
|           | MSG1_K04 | Students show responsible attitude toward given access to the database.                                    |  |  |  |  |  |  |  |  |  |
|           | MSG1_K04 | Students understand safety rules.  |  |  |  |  |  |  |  |  |  |
|           | MSG1_K04 | Students prepare to work in financial and information institutions.  |  |  |  |  |  |  |  |  |  |
|           | MSG1_K01 | Students understand the necessity of broadening knowledge by the means of available Internet applications. |  |  |  |  |  |  |  |  |  |
|           | MSG1_K06 | Students search the best prices on financial markets.  |  |  |  |  |  |  |  |  |  |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K01 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |
| MSG1_K04 |              |           | X    |                        |                  |                         |                    |                      |                      |                    |               |



|          |  |  |   |  |  |  |  |  |  |  |  |
|----------|--|--|---|--|--|--|--|--|--|--|--|
| MSG1_K06 |  |  | X |  |  |  |  |  |  |  |  |
|----------|--|--|---|--|--|--|--|--|--|--|--|

**Course contents**

Thomson Reuters Academy 1: Introduction to the Thomson Reuters Eikon. Key Components and Data (introduce, data range in service, using "help" tool)

Thomson Reuters Academy 2: Searching for Data and News (data searching, news, fundamental and economic data, using tools like: Reuters Search, Speed Guides)

Thomson Reuters Academy 3: Searching for Data and News (searching news and historical data in applications, files saving)

Thomson Reuters Academy 4: Displaying Data and Screen Design (screen design, applications functionality, screens managing, data linking)

Thomson Reuters Academy 5: Analysing data using charts (introduce to Chart, creating charts, adding indicators, trend analyze)

Thomson Reuters Academy 6: Retrieving Data in Excel using Thomson Reuters Eikon (real-time data transfer to Excel, possibility to get fundmanetal data of companies)

Thomson Reuters Academy 7: Using selected calculators

Thomson Reuters Academy 8: Additional functions of Thomson Reuters Eikon, Google CHrome Extension, Interactive Map, Company Chart View, Social Media Monitor

**Recommended reading lists**

Materials prepared by Thomson Reuters.

|                |  |
|----------------|--|
| <b>Contact</b> | <a href="mailto:monika.szmelter@wp.pl">monika.szmelter@wp.pl</a> , |
|----------------|--|

\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations