

**Winter semester 2019/20**

Code	Title of lecture	Hours	ECTS	Language
04.1.E.FR.798	<b>Business English</b> <i>CJO CJO</i>	30	5	English
04.0.E.FZ.960	<b>Business logistics process modelling</b> <i>prof. UG dr hab. Cezary Mańkowski</i>	30	5	English
14.3.E.FZ.2008	<b>COMMUNICATION AND SALES STRATEGIES IN LOGISTICS</b> <i>dr Dorota Książkiewicz</i>	30	3	English
14.3.E.FZ.1917	<b>Cultural Differences in Business (Excluding IB students)</b> <i>prof. dr hab. Ewa Oziewicz</i>	30	5	English
14.3.E.FZ.2005	<b>e-logistics markets</b> <i>prof. UG dr hab. Andrzej Jeziński</i>	30	5	English
14.3.E.FZ.2863	<b>Entrepreneurship and Business Success</b> <i>dr Andrzej Poszewiecki</i>	30	5	English
14.3.E.FZ.1448	<b>Financial Crisis 2008 and Sovereign Crisis in Eurozone</b> <i>dr Marcin Brycz</i>	30	5	English
14.3.E.FZ.2023	<b>Financial Reporting and Analysis (excluding IB students)</b> <i>dr Joanna Stefaniak</i>	30	5	English
14.3.E.FZ.2765	<b>Foreign Direct Investments in Poland and EU</b> <i>prof. UG dr hab. Stanisław Umiński</i>	30	5	English
14.3.E.FZ.3233	<b>Fundamentals of European Integration</b> <i>dr Maciej Krzemiński, prof. UG dr hab. Stanisław Umiński</i>	30	5	English
14.3.E.FZ.1522	<b>Game Theory in Economics</b> <i>dr Anna Blajer-Gołąbiewska</i>	30	5	English
14.3.E.FZ.2982	<b>Get that job!</b> <i>mgr Anna Fornalska-Skurczyńska</i>	30	5	English
14.3.E.FZ.10	<b>Innovation and innovation management</b> <i>prof. UG dr hab. Tomasz Brodzicki</i>	30	5	English
14.3.E.FZ.14	<b>International economics</b> <i>prof. UG dr hab. Tomasz Brodzicki, prof. UG dr hab. Stanisław Umiński</i>	30	5	English
14.3.E.FZ.2834	<b>International Entrepreneurship</b> <i>prof. UG dr hab. Piotr Zientara</i>	30	5	English
14.3.E.FZ.3236	<b>INTERNATIONAL FORWARDING AND TRANSPORT SERVICES</b> <i>dr Dorota Książkiewicz</i>	30	5	English
04.7.E.FZ.49	<b>International Marketing (excluding IB students)</b> <i>dr Marek Reysowski</i>	30	5	English
14.3.E.FZ.2851	<b>Logistics for Economic Processes</b> <i>dr Leszek Reszka</i>	30	5	English
04.0.E.FZ.2988	<b>Managerial Decision Making Exercises</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FZ.2779	<b>Mergers and acquisitions</b> <i>dr Magdalena Markiewicz</i>	30	5	English
14.3.E.FZ.3231	<b>Refinitiv Academy</b> <i>dr Monika Szmelter</i>	30	5	English
14.3.E.FZ.3232	<b>Shared Mobility</b> <i>mgr Agnieszka Ważna, dr Tomasz Bieliński</i>	30	5	English
04.0.E.FZ.61	<b>Small business management</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FZ.3150	<b>Sustainable Urban Transport and Mobility</b> <i>prof. dr hab. Olgierd Wyszomirski, prof. UG dr hab. Katarzyna Hebel, dr Marcin Wolek, mgr Aleksander Jagiello</i>	30	5	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	CJO CJO,										
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: 50%      3 61%      3+ 71%      4 81%      4+ 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 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://zdal.uniza.sk/images/zdal/archiv/zdal\\_2007\\_02.pdf](http://zdal.uniza.sk/images/zdal/archiv/zdal_2007_02.pdf))

*Additional sources:*

- 1) Rosing M., A-W. Scheer, H. Scheel: The Complete Business Process Modeling Handbook. Body of Knowledge from Process Modeling to BPM (Volume 1). Morgan Kaufmann, Waltham 2015. Available at [http://ebpm.ir/wp-content/uploads/2017/10/The-Complete-Business-Process-Handbook\\_-Body-of-Knowledge-from-Process-Mo deling-to-BPM-Volume-I-2014.pdf](http://ebpm.ir/wp-content/uploads/2017/10/The-Complete-Business-Process-Handbook_-Body-of-Knowledge-from-Process-Mo deling-to-BPM-Volume-I-2014.pdf)
- 2) [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

[ekocm@univ.gda.pl](mailto:ekocm@univ.gda.pl),

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

\*\* MSG - International Economic Relations

Course title	COMMUNICATION AND SALES STRATEGIES IN LOGISTICS						ECTS code	14.3.EE.FZ.2008				
							ECTS credits	3				
							max. students	20				
Name of unit administrating study	KPT	Field of study	Economics/MSG**		Field of specialisation	HZ;TiL;BE;TP;IWG;IB;						
Teaching staff	Dorota Książkiewicz, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	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	blended learning											
Teaching methods	Case studies, E-learning,											
Prerequisites (required courses and introductory requirements)												
Required courses	Basic logistics and marketing knowledge.											
Introductory requirements	The specificity of transportation and logistic services market.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are supposed to prepare a case study analysis in groups. Presentations of the the main case study outline and conclusions is performed and discussed in class. Students are given marks in relation to the contents of the presentation and the way it is prepared and performed.											
Course objectives												
The goal is to present the tools and techniques related to effective communication in international trade. The focus is on international communication and regional approach to trade processes, featuring transport and logistic issues.												
Learning outcomes												
Knowledge	E2_W02	Students are able to identify basic market relations in logistics and name the levels of communication between the subjects involved.										
	E2_W06	Students understand basic factors of effective communication and its role in logistic processes. Students can name basic marketing strategies and understand their impact on consumer relations.										
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_W02								X				
E2_W06						X						
Skills	E2_U02	Students can identify and analyse various levels of communication in logistic processes.										
	E2_U04	They can build marketing strategies based on communication.										
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_U02								X			
E2_U04						X					

Attitudes	E2_K03	Students are involved in planning and implementation processes of communication strategies
	E2_K07	Students are able to build an effective communication in both personal and business relations

**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_K03								X			
E2_K07						X					

**Course contents**

1. Basic market relations in logistics
2. Key factors of effective communication
3. Marketing strategies and consumer relations
4. Corporate Social Responsibility (CSR) in logistics
5. Quality and pricing
6. How to build an effective service offer?
7. Regional approach to negotiations and communication

**Recommended reading lists**

1. Robert B. Cialdini: Influence. Science and Practice. Fourth Edition, A Pearson Education Company.
2. Handbook of Interpersonal Communication, edited by G. Antos i E. Ventola. Walter de Gruyter GmbH & Co. KG, Berlin 2008.
3. Hartley, Peter: Interpersonal Communication. London ; New York : Routledge, 1993.
4. [Robert C. Blattberg, Scott A. Neslin. Sales promotion : concepts, methods and strategies. Englewood Cliffs, Prentice Hall, 1990](#)
5. Robert B. Cialdini, Influence: how and why people agree to things.
6. D. Książkiewicz: EDUCATIONAL PROGRAMMES AS PART OF CORPORATE SOCIAL RESPONSIBILITY. ZN UG Economics and Logistics vol 69/2017

**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																					



		and necessity of lifelong learning. They know how to work in team.
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Course contents		
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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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Recommended reading lists		
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*Basic sources:*

R. Gesteland, *Spanning the chasme of cultural gap*,

<http://economictimes.indiatimes.com/articleshow/39466904.cms?prtpage=1>

[www.kwintessential.co.uk](http://www.kwintessential.co.uk)

*Supplementary sources:*

S. P. Verluyten, *Intercultural Communication in Business and Organisations. An Introduction*, ACCO, Louven 2002.

G. Hofstede, *Cultures and Organizations. Software of the Mind*, McGraw-Hill, New York 1997 or later editions

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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 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 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

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	Entrepreneurship and Business Success						ECTS code	14.3.EE.FZ.2863			
							ECTS credits	5			
							max. students	30			
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Andrzej Poszewiecki, 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	blended learning										
Teaching methods	E-learning, Use of scientific literature in English, academic English.										
Prerequisites (required courses and introductory requirements)											
Required courses	None										
Introductory requirements	Good knowledge of English.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The basic criteria for evaluation  5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below										
Course objectives											
<p>Inform and challenge students to develop the knowledge and skills required to form a better understanding of the small enterprise sector.</p> <p>Providing the technical and business skills that are needed in order to start and run a new business.</p> <p>Raising learners' awareness of self-employment as a career option (the message being that you can become not only an employee, but also an entrepreneur)</p> <p>Promoting the development of personal qualities that are relevant to entrepreneurship, such as creativity, risk-taking and responsibility</p>											

Developing an understanding of the role of small business and entrepreneurship in the larger world of international commerce.

Developing entrepreneurial marketing strategies and plans for new ventures.

Deepen the knowledge of academic English vocabulary in entrepreneurship at an advanced level.

**Learning outcomes**

Knowledge	MSG1_W04	Student has a specialist knowledge of international underpinnings of entrepreneurship
	MSG1_W06	Student understands the functioning of the modern company in the international context
	MSG1_W13	The student is familiar with basic theories that explain entrepreneurial behaviour

**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						
MSG1_W06					X						
MSG1_W13					X						

**Skills**

MSG1\_U07

The student analyses and identifies links between businesses and institutions that constitute domestic and international economic environments

**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						

**Course contents**

**1. 1. Ways to success - success stories**

Genes or science? Can entrepreneurship be learnt?

Motivation of entrepreneurs (economic incentives)

Assets of an entrepreneur

Leadership of an entrepreneur

An entrepreneur vs. time

Success factors

People who should never become big entrepreneurs

**2. 2. Business models**

A business model

A typical business model

An innovative business model

Formulating a business model

Typology of innovative business models

Practical examples of business models

Frameworks in designing an innovative business model using academic English

**3. 3. Business organization**

The conceptualization of an idea and product creation

A production process

The most common forms of business activity

The organizational framework and structure of a business

Assets of an enterprise

**4. 4. Business financing**

Start-up funds

The value of money

Advantages and disadvantages of being a business owner

Business efficiency analysis

**5. 5. Marketing, distribution and sales**

What is marketing?

SWOT Analysis

Defining the Market Segmentation

Conducting Marketing Research

USP - Unique Selling Proposition

Conducting a Competitive Analysis

Preparing Pricing and Sales Strategy

Preparing Promotion Strategy

**6. 6. Small global companies**

International Business

Developing an Export Strategy

Export Decision Scheme



Born Global Companies

Import Opportunities

**7. 7. Personnel in business**

Organizational culture

Teamwork

Creativity and intra-entrepreneurship

Effective motivation

Use of academic English in HR

**8. 8. How to protect your intellectual property**

Regulations in intellectual property protection at Polish universities

Basic concepts related to intellectual property

Industrial property

Copyright protection

Protection of business commercial secrets

Recommended reading lists

Bygrave, W. D. and A. Zacharakis, eds., *The Portable MBA in Entrepreneurship*, J. Wiley & Sons, 2010

Osterwalder and Pigneur, *Business Model Generation*, Wiley & Sons, 2010

Kaplan J.M., Warren A. C., *Patterns of Entrepreneurship Management*, Wiley & Sons, 2010

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Katz, J.A., & Green, R.P., *Entrepreneurial Small Business (2nd Ed)*. McGraw-Hill, 2010

Contact

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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: -less text more own speech -good understand of the subject -logical argumentation -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>1. 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>2. Macroeconomic environment in the USA after dot-com bubble burst. Alan Greenspan and his monetary policy.</li> <li>3. Housing market in the USA 2001 - 2008</li> <li>4. Mortgage and financial markets -- why it went too far. Basics of financial instruments: CDO, MBS, CDS, ABCP &amp;hellip;; Money market participants.</li> <li>5. 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>6. Crisis in Europe, Greece's creative accounting.</li> <li>7. European Central Bank crisis response</li> <li>8. From the financial markets to ordinary people's life -- critical synthesis of financial crisis.</li> </ol>											
Recommended reading lists											
<p><i>Basic references:</i></p> <ol style="list-style-type: none"> <li>1. Brunnermeier (2009), Deciphering the Liquidity and Credit Crunch 2007-2008, Journal of Economic Perspectives. /available on-line/</li> <li>2. Gary B. Gorton, Andrew Metrick, "Haircuts" NBER working paper /available on-line/</li> <li>3. 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>4. Soros, G., The Crash of 2008 and What it Means, New York</li> <li>5. Soros, G., The Soros Lectures at the Central European University, Lecture 2. New York /available on-line/</li> </ol> <p><i>Facultative references:</i></p> <p>Begg, Dornbusch, Fischer. Economics (part 1 and 2)</p>											
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	<p>The course will end with the test and group project. The test makes of 70% of the final grade and the project of 30%. The test refers to the theory of financial reports and financial analysis as well as some practical tasks covered during the course. The project - the preparation of the basic financial analysis according to the knowledge provided during the course.</p>											
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	5
											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	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 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 Skills: MSG1_U01, MSG1_U02, MSG1_U03, MSG1_U04, MSG1_U07, MSG1_U09, MSG1_U16 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 usefull in proffessionall 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**

1. Foreign direct investments (FDI): definitions and statistical problems, direct and portfolio investments, monitoring of FDI inflow
2. Theories of FDI: investment portfolio, international production, localization, internalization, eclectic Dunning's theory, motives of FDI
3. Poland as a place of FDI location: FDI in Poland, role of EU origin investors, assessment of investment attractiveness in Poland
4. FDI influence on the economy of Poland: theoretical aspects, FDI's influence on competitiveness
5. FDI in process of technology transfer: theory of technology transfer, FDI role in innovativeness and R&D
6. 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
7. 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
8. Multinationals and economic geography
9. FDI and international trade



Recommended reading lists

1. Dunning J.H., S.M. Lundan, *Multinational Enterprises and the Global Economy*, Second Edition, Edward Elgar Publishing, 2008  
[https://dipiufabc.files.wordpress.com/2015/06/dunning\\_multinational-enterprises-and-global-economy.pdf](https://dipiufabc.files.wordpress.com/2015/06/dunning_multinational-enterprises-and-global-economy.pdf)
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>
6. Iammarino S., McCann P., *Multinationals and Economic Geography*, Edward Elgar, Cheltenham, 2013
7. Klein N., *This Changes Everything: Capitalism vs. The Climate*, Klein Lewis Productions Ltd, 2014
8. Klein N., *No Logo: 10th Anniversary Edition*, Picador, 2010
9. Antras P., Yeaple S., Chapter 2. Multinational Firms and the Structure of International Trade, *Handbook of International Economics*, 2013/02/01  
<https://www.sciencedirect.com/science/article/pii/B9780444543141000021>  
<https://www.nber.org/papers/w18775.pdf>
10. Gawlikowska-Hueckel K., Umiński S., eds., *An Analysis of Poland's Foreign Trade in the Light of the Latest Theoretical Concepts*, Scholar Publishing House, Warsaw 2016  
[http://instytut-rozwoju.org/upload/dfile/Analysis\\_of\\_the\\_Polish\\_foreign\\_trade\\_in\\_the\\_light\\_of\\_recent\\_theoretical\\_concepts\\_.pdf](http://instytut-rozwoju.org/upload/dfile/Analysis_of_the_Polish_foreign_trade_in_the_light_of_recent_theoretical_concepts_.pdf)

Contact

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

Course title	Fundamentals of European Integration						ECTS code	14.3.EE.FZ.3233				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	OBIE	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Maciej Krzemiński, PhD ; Stanisław Umiński, 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 SS1, 3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	3, 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	Lectures including multimodal presentations, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses	This course is NOT available for IB students !											
Introductory requirements	Knowledge of economics, especially macroeconomics, and international issues.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	During the semester, Students have to write one colloquium. They also prepare an essay - in groups. The essay shall be focused on European Integration problems. Goals and essay structure, its main thesis are consulted with the Lecturer. But they are a team work of each group of Students. A Student that represents each group - briefly presents the essay, its main thesis and conclusions on one of the classes.											
Course objectives												
<p>Students acquire basic knowledge on European Integration process as well as the European Union as such. They are thought basic terms and European Union "vocabulary", that is know as <i>acquis communautaire</i>. Students know basic facts about European structures, including European institutions and consequences of their activity on economic entities. They also know fundamental rules, regulations and EU law cases that are useful for interpretations of functioning of the EU and business entities in the EU - especially functioning within EU common/internal market. Students see/analyse integration processes within the EU in the context of the global economy. Students know consequences of European integration for business entities. Students are able to use fundamental knowledge on the EU as well as basic models that explain functioning of the EU and markets - to analyse business entities presence and activity on the European market/s. They interpretate and critically assess main processes that take place within EU structures. Student are able to analyze basic facts and data and well as construct basic economic indicators. They also interpretate key relations between EU structures, rules and the EU law - and business activity. Students make use of basic European (EU) terminology and are able to prepare an essay, to present its thesis and goals. Student learn how to work in a group. How to formulate the ideas and concepts, how to effectively communicate them to the group. They are able to indicate basic dilemmas and work them out. Student improves his professional and responsible attitude towards other people (other Students and a Lecturer).</p>												
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								
MSG1_W02			X	X					X			

MSG1_W03			X	X					X		
MSG1_W09			X	X					X		
MSG1_W10			X	X							
MSG1_W15			X	X			X	X	X		X

Skills	MSG1_U02	Student uses fundamental knowledge on the EU as well as basic models that explain functioning of the EU and markets - to analyse business entities presence and activity on the European market/s.
	MSG1_U03	Student interpretes and critically assess main processes that take place within EU structures.
	MSG1_U04	Student analyzes basic facts and data and well as construct basic economic indicators.
	MSG1_U07	Student interpretes key relations between EU structures, rules and the EU law - and business activity.
	MSG1_U09	Student makes use of basic European (EU) terminology.
	MSG1_U14	Student prepares an essay, to present its thesis and goals.

**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		X
MSG1_U03			X								
MSG1_U04									X		X
MSG1_U07			X						X		
MSG1_U09			X						X		
MSG1_U14									X		X

**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
MSG1_K04							X		X		X
MSG1_K07							X		X		X

**Course contents**

1. General introduction to the European issues - theoretical aspects of the regional integration, spheres and forms of integration, regional integration in the world
2. Theory of integration - concepts and definitions of economic integration, aims of the integration process in theory and in the Community Law, instruments of integration; Subsidiarity principle in functioning of the EU
3. Stages of economic integration - basic arguments for free trade, free trade area, customs union, static and dynamic benefits from free trade, common market, basic elements of the monetary integration
4. The historical context of the integration processes in Europe - political and economic conditions of integration in Europe in XX century, evolution of regional integration in Europe - European Coal and Steel Community, European Economic Community, Euratom, European Union.
5. Structure of the EU, institutions and common law - legal entity of the EU, institutional structure, division of competences between European institutions and Member Countries, principles of law and characteristics of legal acts
6. The internal market of the EU - "euro-sclerosis" as an argument for the internal market idea, interpretations of the internal

market concept, internal market basic rules, stages in creation of the internal market, technical, physical and tax barriers

7. Free movement of goods and people - legal basis, Cassis de Dijon principle, Dassonville case, "old" and "new" approach to technical harmonisation in the EU, public procurement in the EU, European citizenship, rules for taking work, recognition of professional qualifications, coordination of social protection systems

8. Economic and Monetary Union: Theory of Optimal Currency Areas. OCA and the eurozone. History of the EMU. Institutional framework of the EMU - ECB and ESCB. Independence and its role. Monetary policy in the eurozone. Fiscal policy in the EU. The role of Stability and Growth Pact. Excess deficit procedure and its reform. Theoretical and real effects of the eurozone. International role of euro. Accession of Poland and other CEES to the eurozone. Maastricht criteria on nominal convergence. Cost-benefit analysis of euro adoption.

9. Selected European policies:

- Common Trade Policy (legal basis of the EU trade policy, EU internal and external trade, the EU pyramid of privileges);

- Competition policy (competition, efficiency and location, restriction of competition, basic legislation, mergers, cartels, state aid);

- Regional and cohesion policy (causes of regional disparities, impact of integration on regions, the origins and evolution of EU cohesion and regional policy, key objectives, instruments and funding);

- Innovation and competitiveness policy (EU competitiveness, the role of technology and innovations, The Lisbon Strategy)

#### Recommended reading lists

Baldwin R., Wyplosz Ch., Economics of European Integration, 2nd edition, McGraw-Hill, London, 2006. Brodzicki T., On optimality or non-optimality of the eurozone, w: Turnovec, F., Strielkowski, W., et al., Advanced Economics of European Integration: selected issues. 1st ed. Charles University in Prague, Faculty of Social Science, 2012 De Grauwe P., Economics of Monetary Union, Oxford University Press, 2000 Hansen J. D., Nielsen J. U. M., An Economic Analysis of the European Union - 2nd edition, McGraw-Hill, London, 1999 Eijffinger S., de Haan J., European Monetary and Fiscal Policy, Oxford University Press, 2000

#### Contact

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

\*\* MSG - International Economic Relations

Course title	Game Theory in Economics						ECTS code	14.3.EE.FZ.1522				
							ECTS credits	5				
							max. students	40				
Name of unit administrating study	KMikr	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Anna Blajer-Gołębiowska, 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, Activating methods in training classes, Collaborating, group activities, Case studies, Didactic games,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics and macroeconomics (basic level).											
Introductory requirements	A student should understand basic concepts of micro- and macroeconomics, should be able to describe and analyse theoretical and practical problems in economics.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>The assessment checks the application of the game theory into the chosen economic problems. Students do it by 1. designing a game and providing presentation; 2. solving case studies.</p> <p>Lecturer will consider innovativeness, originality and credibility of the modelling of the chosen economic problem.</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	E2_W01	A student has a broaden knowledge about the subject and methodology of economics, knows the forms and directions of their development.										
	E2_W04	Has knowledge of created by the discipline of economics various types of socio-economic relations and regularities that govern them.										
	E2_W06	Knows selected methods and tools of description in economics, appropriate for the discipline of economics, including the modeling phenomena, processes, entities, structures and economic institutions using Game Theory approach.										
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	
E2_W04											X	
E2_W06							X	X	X		X	
Skills	E2_U01	A student can correctly observe, interpret and explain economic phenomena and										

		processes, as well as relationships between them, using the economic terminology.
	E2_U04	A student is able to predict and model complex economic processes and phenomena using Game Theory methods and tools.
	E2_U08	A student understands and analyses economic phenomena and processes, and is able to conduct a theoretical evaluation of these phenomena using the Game Theory approach.

**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
E2_U04							X	X	X		X
E2_U08											

Attitudes	E2_K02	A student able to interact and work in a group undertaking various team roles.
	E2_K06	A student can independently supplement and improve the acquired economic knowledge and skills, is open to new ideas and techniques, has a tendency to learn by any method and willingness to interact with other participants in the learning process.
	E2_K07	A student can think and act in entrepreneurial way, effectively communicate with the environment; is able to adapt to new situations and conditions, takes up new challenges of creative thinking.

**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
E2_K06								X			X
E2_K07								X			X

**Course contents**

<p>1. How to play</p> <ul style="list-style-type: none"> <li>• decision theory vs. game theory, What is game theory?, elements of a game, history of game theory, Do we really use our best strategies?</li> </ul> <p>2. Sherlock Holmes</p> <ul style="list-style-type: none"> <li>• constant-sum games (Zero-sum games), saddle point, minimax theorem, movement diagrams, the game of Holmes and Moriarty, mixed strategies, value of a game, graph of payoff function.</li> </ul> <p>3. Beautiful Mind</p> <ul style="list-style-type: none"> <li>• focal Point, best responses, dominant strategies, dominated strategies, Pareto equilibrium, Nash equilibrium.</li> </ul> <p>4. Nash equilibrium in economics</p> <ul style="list-style-type: none"> <li>• multiple Nash Equilibria, fixed point, iterated elimination of dominated strategies (IEDS), Prisoner's dilemma, Game of chicken, Battle of sexes, Nash Equilibrium in Economics.</li> </ul> <p>5. Nash equilibrium with many players</p> <ul style="list-style-type: none"> <li>• the Beauty Contest Game, the Traffic Game, Tragedy of the Commons, common knowledge vs. mutual knowledge.</li> </ul>
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6. Continuum of strategies

- Partnership game, Cournot model.

7. Table or tree: sequential games

- sequential games, extensive form of a game, information set, perfect vs imperfect information game, pure strategies in a perfect-information game, game of entry deterrence, games of certain/uncertain, asymmetric/symmetric, complete/incomplete information, a subgame-perfect Nash equilibrium, centipede game, backward induction.

8. Games against nature and uncertainty

- Wald's rule, Savage's rule, Hurwicz criterion, Laplace-Bayes' rule.

9. Repeated games

- stochastic games, finitely repeated games, infinitely repeated games, tit-for-tat, trigger strategy, grim trigger.

10. Hawks and doves: evolutionary games

- evolutionary games, evolutionarily stable strategy (ESS).

11. Coalitional game theory: public choice

- division problems, coalitional game theory, voting schemes: plurality, cumulative voting, approval voting, plurality with elimination, successive elimination, Borda Rule, Shapley's value, Condorcet consistency etc.; social choice function Shapley's value, dictatorship.

12. Bayesian games

- games of incomplete information, Bayesian games, Bayes-Nash equilibrium, asymmetric information, signalling games, Beer and Quiche game.

13. Auctions

- English auction, Japanese auction, Dutch auction, First-Price sealed bid auction, Second-Price sealed bid auction, All-pay auction, properties of different auctions.

Recommended reading lists

Basic references:

1. M. Osborne, An Introduction to Game Theory, Oxford University Press, 2009.
2. E. Rasmusen, Games and Information: an Introduction to Game Theory, Wiley-Blackwell, 2007.

Facultative references:

1. A. Dixit, B. Nalebuff, The Art of Strategy, WW Norton, 2008.
2. R.B. Myerson, Game theory: analysis of conflict Harvard University Press, 1997.
3. R. Gibbons, Game Theory for Applied Economists, Princeton University Press, 1992.
4. A. Blajer-Gołębiewska, E. Babuła, The Application of Game Theory into the Model of Signaling, [in:] Competition of Entities with Reference to Competition of the Economy, ed. T. Bernat, Wydawnictwo Katedry Mikroekonomii Uniwersytetu Szczecińskiego, Szczecin 2009, pp. 5-20.

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



Course title	Get that job!					ECTS code	14.3.EE.FZ.2982				
						ECTS credits	5				
						max. students	30				
Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Anna Fornalska-Skurczyńska, MSc										
Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	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	Lectures including multimodal presentations, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses											
Introductory requirements											
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	<p><b>Each student might gather max. 100 points during classes. Final grade will be based on:</b></p> <ul style="list-style-type: none"> <li>a) the ranking list prepared during job interviews (max. 30pts)</li> <li>b) '30 second elevator speech' prepared by each student (max. 5pts)</li> <li>c) CV and letter of application prepared for the given job offer (max. 40pts)</li> <li>d) concept of 'how to prepare for job seeking process' (max. 15pts)</li> <li>e) in-class work (max. 10pts)</li> </ul> <p>Grades are as follows:</p> <p>91-100 5</p> <p>81-90 4,5</p> <p>71-80 4</p> <p>61-70 3,5</p> <p>51-60 3</p>										
Course objectives											
The aim of the course is to prepare students for the job seeking process.											
Learning outcomes											
Knowledge	After the course the student should know how to alter CV and application letter according to the job applied for. Student knows what elements might be crucial when looking for a job and how to master them. Students knows what business areas are the best for him/her.										



Skills		Student can highlight his/her strengths and weaknesses and present a thorough presentation of skills he/she possesses.
Attitudes		Student communicates with other group members in an appropriate way and bears responsibility for group assignments.

<b>Course contents</b>
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- Autopresentation - stating the goal of autopresentation, basic rules
- Personality - what features of character are crucial in different areas of professional life
- CV - different types of CV, how to write it, dos and don'ts, identifying what to include in a CV and what to avoid
- Application letter
- How to prepare for a job interview - elevator speech, FAQ
- Meetings with people from different business areas
- Job interviews

<b>Recommended reading lists</b>
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R. Corfield, *Preparing the Perfect CV*, Kogan Page Publishers, 2009

L. Howell, *Give Your Elevator Speech a Lift!*, Danforth Book Distribution, 2006

T. Sjodin, *Small Message, Big Impact*, Penguin Group, 2013

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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

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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. 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 thorough 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 concerning specific problems in international economics. He/she interprets properly the motives of international transactions and flows and makes use of theoretical background in empirical tests 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 entrepreneurial 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> <li>4. Other trade theories: H-O, HOS, HOV, technology as a base for trade</li> <li>5. New trade theory of Krugman (1980) - intra-industry trade (HIIT and VIIT)</li> </ol>											

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. Cizkowicz 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 Entrepreneurship							ECTS code	14.3.EE.FZ.2834			
								ECTS credits	5			
								max. students	60			
Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Piotr Zientara, 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,				
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,											
Prerequisites (required courses and introductory requirements)												
Required courses	-											
Introductory requirements	A good command of English and a basic understanding of economics											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Written exam in the form of a multiple-choice test - 100%. Grading scale: 91%-100% - 5; 81%-90 % 4+; 71%-80% 4; 61%-70% 3+; 51%-60% 3.											
Course objectives												
The objective of the course is to familiarize students with the theory and practice of entrepreneurship in the international context												
Learning outcomes												
Knowledge	E1_W02	The student has advanced knowledge of man as a producer and consumer of goods and services										
	E1_W04	The student has advanced knowledge of the nature of economic factors, processes, phenomena, structures, institutions, and about their connections, causes and implications of their changes										
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				
E1_W04	X											
Skills	E1_U01	The student is able to observe, characterize, diagnose, evaluate and model in the planned and specialized way chosen aspects of economic and social life										
	E1_U08	The student is able to analyze people behavior, their motives and consequences for certain economic sphere										
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_U08										X	
Attitudes	E1_K01	The student is competent to participate in creating new research projects and to determinate new aims of studie									
	E1_K03	The student is able to independently carry out economic and interdisciplinary research activity, manage research teams and to improve owned skills and knowledge									

**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_K03											X

**Course contents**
**Entrepreneurship: theoretical framework**

Notion of entrepreneurship (free enterprise) and the entrepreneur

Entrepreneur - intrapreneur - manager

Corporate entrepreneurship versus individual entrepreneurship

A role schema and an event schema

Theory of entrepreneurial cognition and social cognitive theory

Prevention focus behaviour versus promotion focus behaviour

Cognitive styles and entrepreneurship

**Starting a business**

Different types of companies

Business-to-business (B2B) vs business-to-consumer (B2C)

The main characteristics of a viable business plan

**Business environment and its role in fostering entrepreneurship**

Main characteristics of the free-market economy (free enterprise) and the centrally-planned system

Government intervention in view of entrepreneurial activity

Concept of ease of doing business and obstacles to entrepreneurship in different countries

Significance of human and social capital for entrepreneurship

**Entrepreneurship and innovation**

Notion and implications of a knowledge-based economy

Significance of technological progress and its impact on modern economies

Nature of the innovation process (collaborative, interactive, exchange of tacit knowledge)

Schumpeterian link between entrepreneurship and innovation

Conceptualisations of the Japanese term ba

Clusters (M. Porter), innovation and co-opetition (the Silicon Valley)

Role of creativity in innovation generation

**Family businesses**

Definition and idiosyncrasy of the family firm

The concept of socioemotional wealth

Advantages and disadvantages associated with family firms

**Business ethics and entrepreneurship**

Conceptualizations and implications of Corporate Social Responsibility

Environmental sustainability and entrepreneurship

Recommended reading lists

a) Bhidé, A.V. (2000) The origin and evolution of new businesses, Oxford: Oxford University Press.

Drucker, P. (1985) Innovation and entrepreneurship, New York: HarperCollins Publishers.

Höhmann, H.-H. & Welter, F. (2005). Trust and entrepreneurship: A West-East perspective., Cheltenham, U.K.: Edward Elgar.

b) Hofstede, G. (2001). Culture's consequences, comparing values, behaviors, institutions, and organizations across nations, Thousand Oaks, CA: Sage.

M. Wright and I. Vanaelst (Eds.), Entrepreneurial teams and new business creation, Cheltenham, U.K.: Edward Elgar.

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

Course title	INTERNATIONAL FORWARDING AND TRANSPORT SERVICES					ECTS code	14.3.EE.FZ.3236				
						ECTS credits	5				
						max. students	20				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	TiL;HZ;MTiH M;IB;						
Teaching staff	Dorota Książkiewicz, Ph.D.										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*	2 SS1, 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	Lectures including multimodal presentations, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses											
Introductory requirements	Basic knowledge on transportation services market.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	Students are supposed to write an essay on organizational aspects of a chosen supply chain, analyzing all steps to be taken in order to safely and efficiently move the goods to the point of destination using the right combination of transport modes and technology. Documentation and information flow along the supply chain needs to be addressed.										
Course objectives											
The goal is to present the role of forwarding services and transport providers in the movement of goods along an international supply chain. The analysis includes both organisational and documentation aspects in relation to every mode of transport.											
Learning outcomes											
Course contents											
<ol style="list-style-type: none"> <li>1. Global trade and its impact on transport systems</li> <li>2. Trade transactions and documents</li> <li>3. The specifics of international forwarding</li> <li>4. The Incoterms Rules</li> <li>5. International transport networks, transport modes</li> <li>6. Containerisation and marine transport</li> <li>7. Maritime forwarding processes</li> <li>8. Transport and forwarding documents</li> <li>9. Risk assesment and prevention in supply chains</li> <li>10. Cargo insurance and liability for cargo loss or damage</li> </ol>											
Recommended reading lists											



Rodrigue J.P., Comtois C., Slack B.: The Geography of Transport Systems FOURTH EDITION, New York: Routledge (2017)

Contact

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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.
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**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.

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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.

Jones, J.V. *Integrated Logistics Support Handbook*, McGRAW-HILL, New York 2006

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 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

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

\*\* MSG - International Economic Relations

Course title	Mergers and acquisitions						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>The final report on the chosen case study of a merger or an acquisition: 60% of the grade. A presentation is prepared according to the preliminary conditions. It will be an opportunity to use database of Refinitiv Eikon Data Suite lab in which it is planned to be held a part of meetings, concerned on research on corporate analysis.</p> <p>A short preliminary presentation of the chosen case study concerning main points of issue: 30% of a grade.</p> <p>The subject of the report/presentation may be chosen from the list given by the teacher or individually.</p> <p>Activity and participation in discussion during the lectures: 10%</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. The data will be completed with the use of Refinitiv Eikon dataset laboratory.</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	X			
MSG2_W05				X			X	X			
MSG2_W06				X			X	X			
MSG2_W09				X				X			
MSG2_W13				X			X				
MSG2_W15				X			X	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.

**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_U02				X			X				
MSG2_U04				X			X	X			
MSG2_U07				X				X			
MSG2_U09				X			X				
MSG2_U14				X			X				
MSG2_U15								X			



Attitudes	MSG2_K01	Students know the limitations of own knowledge and skills and the need of long-life amendments of it.
	MSG2_K02	A student has the skills of teamwork, taking part in a discussion and trying to solve the tasks in an entrepreneurial 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	X			
MSG2_K02								X			
MSG2_K03				X			X				
MSG2_K07				X			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.

Reading material recommended for specific case.

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

\*\* MSG - International Economic Relations

Course title	Refinitiv Academy						ECTS code	14.3.EE.FZ.3231				
							ECTS credits	5				
							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	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 b402											
Teaching methods	Work in computer laboratories,											
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;</p> <p>basic knowledge of data basis Refinitiv Academy is not for SS1 MSG students (Thomson Reuters Academy/Refinitiv Academy is one of the major courses in Bachelor`s programme), or students who had Thomson Reuters Academy/Refinitiv 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 Refinitiv and University of Gdańsk (Refinitiv 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												
1/ to learn students technical aspects of using EIKON and prepare them to Refinitiv Eikon Certification Test												
2/ to leran students searching data related to financial markets, global economy and corporates.												
Learning outcomes												
Knowledge	MSG1_W08	Students acquire knowledge about the software - Eikon (database). Students know rules of using the database and the scope of this information service. Students are able to name financial instruments and applications using proffessional vocabulary.										
	MSG1_W17	Students know trends on key financial markets. Students explain financial markets rules and characterize them using 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_U01	Students observe local and international financial market, characterize them and identify relationships between them.									
	MSG1_U03	Students observe the world economy development.									
	MSG1_U04	Students analyze situation on financial markets and can give main findings.									
	MSG1_U08	Students create screen in Eikon, use applications, load data and decide on searching methods.									
	MSG1_U09	Students use professional vocabulary regarding financial markets and Eikon service.									
	MSG1_U10	Students use informative technics, search economic and financial data in Eikon database.									

**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. Students demonstrate willingness to act independently in the course of the task. Students understand the necessity of broadening knowledge by the means of available Internet applications.									
	MSG1_K04	Students show responsible attitude toward given access to the database. Students understand safety rules. Students prepare to work in financial and information institutions.									
	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**

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

Refinitiv Academy 2, 3: Searching for Data and News (data searching, news, fundamental and economic data, using different applications)

Refinitiv Academy 4, 5: Searching for Data and News (searching news and historical data in applications, files saving using different applications)

Refinitiv Academy 6, 7: Displaying Data and Screen Design (screen design, applications functionality, screens managing, data linking)

Refinitiv Academy 8, 9: Analysing data using charts (introduce to Chart, creating charts, adding indicators, trend analyze)

Refinitiv Academy 10, 11: Retrieving Data in Excel using Eikon (real-time data transfer to Excel, possibility to get fundmanetal)



data of companies)

Refinitiv Academy 12: Using selected calculators

Refinitiv Academy 13: Additional functions of Eikon, Google CHrome Extension, Interactive Map, Financial Chart, Social Media Monitor

Refinitiv Academy 14: Repeat classes

Refinitiv Academy 15: Refinitiv Eikon Certification Test

Recommended reading lists

Materials prepared by Thomson Reuters.

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

\*\* MSG - International Economic Relations

Course title	Shared Mobility						ECTS code	14.3.EE.FZ.3232														
							ECTS credits	5														
							max. students	30														
Name of unit administrating study	KBPST	Field of study	Economics/MSG**	Field of specialisation	NONE;																	
Teaching staff	Agnieszka Ważna, Msc ; Tomasz Bieliński, 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, Activating methods in training classes, Collaborating, group activities,																					
Prerequisites (required courses and introductory requirements)																						
Required courses	No formal requirements.																					
Introductory requirements	Knowledge of key economic issues and basics of transport economics.																					
Assessment method, forms and criteria																						
Assessment method	Course completion (graded)																					
Assessment criteria	<p><b>Assessment method:</b> Students' activity during lectures (10 points), active participation in work in groups (10 points), exam in the form of a test (10 points). Maximum 30 points.</p> <p><b>Assessment criteria:</b></p> <table> <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																						
<b>The aim of the lecture is</b> to improve students' knowledge about shared mobility including characteristics of sharing economy concept, modern passenger transport and forms of shared mobility services.																						
Learning outcomes																						
Knowledge	MSG2_W02	Students know the terminology in the field of shared mobility.																				
	MSG2_W04	Students have a basic knowledge in the field of shared mobility. They understand characteristics of sharing economy and passenger transport, essence of shared mobility concept, conditions and effects of introducing shared mobility services.																				
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_W02			X					X	X		
MSG2_W04			X					X	X		
Skills	MSG2_U02		Students can interpret economic phenomena in passenger transport sector and know how to use theoretical knowledge in the field of shared mobility services in practice.								
	MSG2_U04		Students can analyse conditions and possibilities of applying shared mobility in cities, they can invent innovative and sustainable transport solutions and products for urbanised areas.								

**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_U02								X	X		
MSG2_U04								X	X		
Attitudes	E2_K02		Students are eager to work in groups and are open to discussion in field of shared mobility and its advantages and disadvantages.								

**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		

**Course contents**
**I. Sharing Economy: the essence of the idea (2h)**

(Sharing economy definition, history of a concept, distinction from access economy collaborative consumption, peer economy, collaborative economy, on-demand economy)

**II. Passenger transport: key issues (4h)**

(modes of passenger transport, passenger transport market, passenger transport in urban areas, modal split, recent problems of transport external costs, travellers' preferences, passenger transport policy)

**III. Shared mobility as an innovation in passenger transport (4h)**

(innovative concepts of passenger transport: electric vehicles, autonomous vehicles, sustainable transport management and organisation, key IT solutions supporting passengers, shared mobility, Mobility as a Service "MaaS" concept)

**IV. Car as a non-private mode of transport (4h)**

(car-sharing, car-pooling, ridesharing mobile applications - the usage, new markets, legal issues, impact on modal split)

**V. Bike-sharing (4h)**

(definition, history and market growth, impact on environment and public health, financing, enablers and barriers to popularization for introduction and popularization (e.g. infrastructure, weather conditions, fleet rebalancing)).

**VI. Scooter-sharing and other similar services (2h)**

(shared scooter and motor scooter as a complementary mode of urban transportation, the infrastructure problems, pedestrians and their safety, fleet rebalancing problem in comparison to the bike-sharing services)

**VII. Public transport problems (4h)**

(modes of public transport, organisation and management, funding schemes, services' quality, factors influencing utilization rate, best practices, case study of London, public transport availability: bike-and-ride, park-and-ride, kiss-and-fly concepts, tickets distribution, tariff and schedule standards)

**VIII. Impact of shared mobility services on passenger transport (4h)**

(identification of factors influencing changes in passenger's behaviour, travel time savings as a motivation, transport external costs' reduction as a positive effect of introducing shared mobility)

**IX. Future trends in urban mobility (2h)**

(smart city, green city, intelligent city, sustainable city and the role of the shared mobility in these concepts)

Recommended reading lists

**Recommended literature:**

C. Codagnone, B. Martens, *Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues*, JRC Technical Reports, Institute for Prospective Technological Studies, Digital Economy Working Paper 2016/01, European Commission, available on-line: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2783662](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2783662)

M. Kamargianni, W.L. Melinda, M.A. Schäfer, *A Critical Review of New Mobility Services for Urban Transport*, Transportation Research Procedia, Elsevier, Vol. 14, 2016, available on-line: <https://www.sciencedirect.com/science/article/pii/S2352146516302836>

T. Bieliński, A. Ważna, *New Generation of Bike-Sharing Systems in China: Lessons for European Cities*. Journal of Management and Financial Sciences, Vol. XI, Issue 33, 2018, pp. 25-42, available on-line: [http://kolegia.sgh.waw.pl/pl/KZiF/czasopisma/Journal\\_of\\_Management\\_and\\_Financial\\_Sciences\\_JMFS/Documents/02\\_Bielinski\\_33.pdf](http://kolegia.sgh.waw.pl/pl/KZiF/czasopisma/Journal_of_Management_and_Financial_Sciences_JMFS/Documents/02_Bielinski_33.pdf)

*5 ways shared mobility will be different in 2019*, INVERS Blog, available on-line: <https://invers.com/news/5-ways-shared-mobility-will-be-different-in-2019/>

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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	The quality of proposed business solutions 40% The innovation level of creative proposals 40% Engagement in group activities and team spirit 20%											
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
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**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). Evaluation criteria: 91-100 pts - A (5) 81-90 pts - B (4,5) 71-80 B ( pts -4) 61-70 pts - C+ (3,5) 51-60 pts - C (3) 50 and less - F 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									
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**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

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