

Summer semester 2019/20

Code	Title of lecture	Hours	ECTS	Language
14.3.E.FL.4	Aspects of economic growth and economic development <i>prof. UG dr hab. Tomasz Brodzicki</i>	30	5	English
14.3.E.FL.2001	Behavioural economics. Psychology of decision making <i>prof. UG dr hab. Jacek Zaucha</i>	30	5	English
04.1.E.FR.798	Business English <i>CJO CJO</i>	30	5	English
04.0.E.FL.2037	Business Process Reengineering <i>prof. UG dr hab. Cezary Mańkowski</i>	30	5	English
14.3.E.FL.1923	Commercial banking skills training <i>mgr Lilia Neumann, prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FL.3228	Contemporary Consumers - Rational or Emotional? <i>prof. UG dr hab. Anna Maria Nikodemaska-Wolowik</i>	30	5	English
14.3.E.FL.3229	Economic policy <i>dr hab. Anita Szymańska, dr Grzegorz Pawłowski, dr Andrzej Paczoski</i>	30	5	English
14.3.E.FL.1920	Econophysics - an introduction <i>dr Michał Suchanek, prof. dr hab. Krzysztof Szalucki</i>	30	5	English
14.3.E.FL.2029	Financial accounting and reporting - international issues <i>dr Joanna Stefaniak</i>	30	5	English
04.0.E.FL.2987	Green Business Venturing <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FL.3155	How to open own profitable business <i>dr Joanna Kuczevska</i>	30	5	English
04.0.E.FL.62	International Management: Investment strategies in emerging markets <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FL.2020	Internet Tools in Business Logistics <i>prof. UG dr hab. Andrzej Jezierski</i>	30	5	English
14.3.E.FL.2866	Managerial Decisions in Logistics <i>dr Leszek Reszka</i>	30	5	English
14.3.E.FL.1918	Passenger transport <i>prof. dr hab. Olgierd Wyszomirski, dr Marcin Wolek, prof. UG dr hab. Dariusz Tłoczyński, prof. UG dr hab. Krzysztof!!!!!! Grzelec!!!!!!!!!!</i> , prof. UG dr hab. Krzysztof Grzelec	30	5	English
14.3.E.FL.3227	Pharmaceutical business management <i>dr Andrzej Poszewiecki</i>	30	5	English
14.3.E.FL.3072	Successful Business Communication <i>dr Monika Grottel</i>	30	5	English
14.3.E.FL.2984	Supply management and production planning in SAP ERP (excluding IB) <i>dr Agnieszka Szmelter-Jarosz, mgr Dariusz Weiland</i>	30	5	English
14.3.E.FL.3235	TRENDS IN GLOBAL TRADE AND TRANSPORT <i>dr Dorota Książkiewicz</i>	30	5	English
14.3.E.FL.2768	Understanding, managing and financing innovation processes <i>dr Anna Golejewska</i>	30	5	English

Course title	Aspects of economic growth and economic development						ECTS code	14.3.EE.FL.4				
							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	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:	6, 4,					
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,											
Prerequisites (required courses and introductory requirements)												
Required courses	Undergraduate macroeconomics and microeconomics. Basic callculus.											
Introductory requirements	Good command of English.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Attendance + active participation. Extended essay on a preassigned topic (chosen from a selection of topics provided for at the beginning of the lecture), a final multiple choice test on the areas covered during the lecture or a group report and presentation. The method to be chosen by the group at the beginning of the lecture. Grading system: 91 % or more - 5 (very good) 81 % or more - 4+ 71 % or more - 4 61 % or more - 3+ 51 % or more - 3 0 % or more - 2 (failed)											
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												
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W02				X				X	X			
E1_W03				X				X	X			
E1_W04				X				X	X			
E1_W06				X				X	X			
E1_W08				X				X	X			
E1_W09				X				X	X			

Skills	E1_U01	The student is be able to:· apply his or her knowledge in solving economic problems and in forming opinions on economic and social issues,· think critically and apply models of economic thought,· make use of sources of economic data and methods of analysing them,· interpret economic data,· demonstrate awareness of the full complexity of economic problems and take into account a number of social and economic factors.
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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
E1_U01				X				X	X		
E1_U02				X				X	X		
E1_U03				X				X	X		
E1_U08				X							X
E1_U11				X					X		

Attitudes	E1_K02	The students should have the following social competencies: constructive criticism, independence in thinking and interpreting economic facts. The student is able to work within international team, to present his views and opinions in a clear and precise manner. The student has a good command of foreign languages.
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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
E1_K02				X			X	X	X		X
E1_K03				X			X	X	X		X

Course contents

1. Stylized facts on economic growth and economic development from historical and contemporary perspective.
2. Factor accumulation - the basic engine of growth.
3. The role of human capital accumulation in economic growth.
4. Productivity and innovation - the role of technology in economic growth. Cutting edge of technology and economic growth of knowledge-based economies.
5. Fundamentals of economic growth - deep determinants of economic growth and economic development.
6. Growth empirics - techniques and results.
7. Neoclassical versus New Growth Theory - an appraisal.
8. Contemporary facts on economic development/economic transition - present inequalities from historical perspective.
9. Principal models of economic development.
10. Case studies on economic development - economic development miracles and disasters.
11. Critical appraisal of development programs to date.
12. Future development challenges and potential policy steps. Optimal growth/development strategies.

Recommended reading lists
Principal textbooks:

Jones Ch. I. (2002) Introduction to Economic Growth, W.W. Norton and Company.
 Weil D. (2005) Economic Growth, Pearson, Addison Wesley, Boston.
 Debraj R. (1998) Development Economics, Princeton University Press.

Additional material:

Aghion Ph., Howitt P. (2009) The Economics of Growth, MIT Press, London.
 Acemoglu D. (2009) Introduction to Modern Economic Growth, Princeton University Press, Princeton.
 Barro Robert J., Sala-i-Martin Xavier (2004) Economic growth - 2nd edition, MIT Press, Cambridge, Mass.
 Sachs J. D. (2005) The End of Poverty, Penguin Press, New York.
 Easterly W. (2002) The Elusive Quest for Growth, Economists' Adventures and Misadventures in the Tropics, the MIT Press, London.
 World Bank (2008) World Development Report, World Bank, Washington.
 Selected journal articles and working papers.



Contact

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

Course title	Behavioural economics. Psychology of decision making						ECTS code	14.3.EE.FL.2001			
							ECTS credits	5			
							max. students	30			
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Jacek Zaucha, 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, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6, 2, 4,				
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, Individual projects, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses	none										
Introductory requirements	Basic knowledge of microeconomics and statistics										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	<p>Student's presence at the meetings, active participation in the in-class experiments and problem solving (group work) - up to 60% of the grade</p> <p><u>Behavioural experiment prepared and executed by the group of students</u> (the experiment should be prepared by two or three students together; first an appropriate questionnaire for researching some behavioural problems or aspects of economy should be prepared and discussed with other students; then students should perform the research and present the results) &minus; up to 40% of the grade. The grading is based on the quality of the project, quality of performance during presentation. The quality will be assessed on following basis:</p> <ul style="list-style-type: none"> - innovation approach 50%, - reliability and realistic approach 30%, - attractiveness and clearness of presentation 20% 										
Course objectives											
<p>Making students aware of the main findings of the behavioural economics</p> <p>Training students in the use of the behavioural tools and methods useful in solving day to day economic questions and problems.</p>											
Learning outcomes											
Knowledge	E1_W01	Possesses basic knowledge of the nature and importance of selected fields of social science and the humanities and can describe the links between achievements in these fields									
	E1_W02	Possesses basic knowledge of the relations between social structures and institutions on a national, international and intercultural scale									
	E1_W08	Knows economic connections and governing rules, including principles of market functioning and market mechanism in domestic and international aspects									
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		
E1_W02								X	X		X
E1_W08								X	X		

Skills	E1_U01	Is able to find, analyse, assess, select and use information making use of various sources and is able to interpret social phenomena (cultural, political, legal, economic)
	E1_U02	Is able to analyse correctly the causes and course of particular social processes and phenomena (cultural, political, legal, economic)
	E1_U07	Presents his or her own opinion supporting it with arguments based on selected theories, views of various authors and/or statistical data
	E1_U06	Observes and analyses basic economic processes taking place in an open economy, interprets necessary statistical data and economic indicators, as well as forecasts economic processes and phenomena using standard methods and tools applied in economics

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	X		X
E1_U02								X	X		X
E1_U07								X	X		X
E1_U06								X	X		X

Attitudes	E1_K01	Understands the need for continuing education; is aware of the level of his or her knowledge and skills
	E1_K03	Correctly identifies and resolves problems connected with the practice of his or her profession, acceptance to leadership and creativity. Besides the student can apply the rules of Corporate Social responsibility to the direct investment activities on the emerging markets. Moreover, student gains approaches of personal honesty, independence of thinking, taking the responsibility.
	E1_K06	Shows openness and tolerance towards other cultures, is aware of the importance of behaving professionally and ethically in professional life

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01									X		X
E1_K03											X
E1_K06											X

Course contents
Module 1: Rational decision making

- Decision making under conditions of risk and uncertainty,
- Decision tree
- Expected value,
- Expected utility,
- Petersburg paradox,
- Case studies on practical use of the expected value.

Module 2: Induction to the behavioural economics

- Von Neuman and Morgenstern theory,
- Bounded rationality,
- Preferences and economic motives of people,
- Role of leading motives,
- Reduced rationality of human economic choices,
- Reduced rationality or different levels of rationality?
- Behavioural economics in relation to the main stream economics.

Module 3: System 1 and System 2

- How do we take decisions,
- Automatic decisions and intuition,
- Effort required to take conscious decisions, depletion effect,
- Priming effect,
- Cognitive ease,
- Looking for explanations- coherent stories and norms,
- Halo effect,
- WYSIATI,
- Question substituting

Module 4: Heuristics and fallacies

- Affect heuristic,
- Small numbers fallacy,
- Availability heuristic,
- Anchoring,
- Representativeness heuristic,
- Regression fallacy,
- Framing,
- Overconfidence and loss aversion:
- Illusion of validity,
- Planning fallacy,
- Pervasive optimistic bias,
- Sunk costs fallacy.

Module 5: Prospect theory

- A neutral reference point - "adaptation level"
- A principle of diminishing sensitivity in the evaluation of changes of wealth,
- Loss aversion versus risk seeking,
- Bad versus good choices,
- Certainty and possibility effect,
- Non-linear weighting of probabilities: for instance Prelec's function,
- Endowment effect

Module 6: Altruism

- Reciprocal altruism,
- Altruism as an investment in cooperation,
- Devotion as a part of altruistic behaviours,
- Altruism as an investment,
- Genders and altruistic approach.

Module 7: Experiments and praxis

- Designing a behavioural experiment,
- Discussing and finetuning the experiment concept,
- Conducting the experiment,
- Presentation of the research outcomes of the student's experiments and discussion,

Recommended reading lists



1. DAN ARIELY, <i>Predictably Irrational</i> . Harper Collins Publishers 2008 http://www.google.pl/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.shabanali.com%2Fupload%2Fpredictable.pdf&ei=M8qeU6aeAsqshQe6moGACQ&usq=AFOjCNGyTbxCzAs0VkJbtCluUTE_I556sA&sig2=qM6HfHk1qBwV-Gyp27TZVA
2. Daniel Kahneman, <i>Thinking fast and slow</i> . Macmillan 2001

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

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"> 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. 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. 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. 4. Management : styles and necessary skills, management attitudes in different countries, management theories, leadership, empowerment, team building, international management development. 											

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 Process Reengineering						ECTS code	04.0.EE.FL.2037				
							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, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6, 2, 4,					
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,											
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 obligated to prepare an individual project, which includes a map of the improved business process. The criteria of assessment is the correctness of the project.											
Course objectives												
Preparing students to use modern methods and tools for business process reengineering												
Learning outcomes												
Knowledge	E1_W06	Student has got to know the right economic methods and tools for business process reengineering										
	MSG1_W08	Student has got to know the right economic methods and tools for business process reengineering										
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 reengineer events driven business process chains, functions and operations										
	MSG1_U03	Student can reengineer events driven 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	Student 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	
E1_K04						X				X	
MSG1_K04						X				X	

Course contents

1. Why to reengineer a business process?

Performance attributes of a business process. The drivers of business process performance. Required qualifications of business process owner/s. Streamlining procedures. Certification. Implementation of IT.

2. The issue of business process reengineering (BPR)

The essence of BPR. Perspectives and levels of BPR. Algorithm of BPR . Advantages and disadvantages of BPR.

3. Identification of problems with business process performance

The structure of business processes. The performance attributes of a business process. Defining performance problems.

4. Methods and tools of a business process reengineering

Intuitive, organizational and engineering methods. Ishikawa diagram. Pareto analysis. FMEA . Value stream map. Mapping. Simulation. Ratio analysis.

5. Mapping a selected business process

Making a map of a selected business process including performance parameters. Process performance analysis. Identification of 'bottle necks' and 'overloads' for redesigning, reconstruction, improvement.

6. Proposing improvements and creating a vision and for a new business process

Non-linear thinking. Brainstorming. Turning points. Theory of chaos and catastrophes. Theory of constraints. Synergy.

7. Designing and presenting the project of improved business process

Designing a map of a new business process according to the vision and proposed improvements. Presentation of the new project at the presence of other students - case analysis.

Recommended reading lists

Literature (obligatory)

1) M. Hammer, J. Champy: Reengineering the corporation. A manifesto for business revolution.

https://sohailumar.files.wordpress.com/2014/03/reengineering_the_corporation-clean.pdf

2) P. K. Dey: Re-engineering materials management. A case study on an Indian refinery.

<https://pdfs.semanticscholar.org/ddb9/37afc79c8f95083e1e284d54f25f45ea350f.pdf>

3) C. Mańkowski: 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)

Additional source

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-Modeling-to-BPM-Volume-I-2014.pdf

2) www.ariscommunity.com

Contact

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

** MSG - International Economic Relations

Course title	Commercial banking skills training							ECTS code	14.3.EE.FL.1923			
								ECTS credits	5			
								max. students	30			
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Lilia Neumann, Msc ; 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*	3 SS1, 2 SS2, 1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	6, 4, 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	Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Use of English-language sources and literature											
Prerequisites (required courses and introductory requirements)												
Required courses	None.											
Introductory requirements	Basic knowledge of macroeconomics.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Presentation and engagement in group activities and team spirit. The grading scale consistent with study regulations.											
Course objectives												
<p>Students will be familiar with basic commercial bank products, and banking vocabulary.</p> <p>Student will be prepared to choose the most suitable financial solution of those offered by commercial banks.</p> <p>Students will be able to analyse and criticise financial solutions of offered commercial bank products.</p> <p>Students will be able to discuss and negotiate with retail bankers.</p> <p>Students will be able to carry out critical analysis of the available financial solutions presented in the literature.</p>												
Learning outcomes												
Knowledge	MSG1_W08	Students get basic knowledge of commercial bank products and banker-customer relationship. They are aware of the risk connected with financial market products. Students know methods and tools used by bankers for selling process. Students can make a critical analysis and the best choice of financial products offered by commercial banks.										
	E1_W06	Students get basic knowledge of commercial bank products and banker-customer relationship. They are aware of the risk connected with financial market products. Students know methods and tools used by bankers for selling process. Students can make a critical analysis and the best choice of financial products offered by commercial banks.										
	E2_W07	Students get basic knowledge of commercial bank products and banker-customer relationship. They are aware of the risk connected with financial market products. Students know methods and tools used by bankers for selling process. Students can make a critical analysis and the best choice of financial products offered by commercial banks.										
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		X	X			
E1_W06					X		X	X			
E2_W07					X		X	X			

Skills	MSG1_U06	Students gain the ability to make decisions on choosing the best bank offer which is the most profitable for them, which meets their expectations and needs. They are able to negotiate the offer with the bank to make it more convenient and beneficial.
	MSG1_U13	Students will present the results of individual and group activities during lectures. Students will discuss specific cases, play scenes banker-client and present their observation, knowledge and practical abilities concerning commercial banking.
	E2_U07	Students can make a critical analysis and the best choice of financial products offered by commercial banks.
	E1_U07	Students can make a critical analysis and the best choice of financial products offered by commercial banks.
	MSG2_U06	Students gain the ability to make decisions on choosing the best bank offer which is the most profitable for them, which meets their expectations and needs. They are able to negotiate the offer with the bank to make it more convenient and beneficial.
	E1_U06	Students gain the ability to make decisions on choosing the best bank offer which is the most profitable for them, which meets their expectations and needs. They are able to negotiate the offer with the bank to make it more convenient and beneficial.

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_U06					X		X				
MSG1_U13					X		X	X	X		
MSG2_U06					X		X				
E1_U06					X		X				
E1_U07					X		X	X			
E2_U07					X		X	X			

Attitudes	E2_K02	Students are able to work in groups, make individual and group decisions, take group responsibility, prepare creative solutions.
	MSG2_K03	Students discuss, share their experience and communicate with each other's with respect to others' point of view
	E1_K01	Students gain approaches that facilitate life- long learning
	MSG1_K03	Students discuss, share their experience and communicate with each other's with respect to others' point of view.
	MSG1_K01	Students gain approaches that facilitate life- long learning
	E1_K02	Students are able to work in groups, make individual and group decisions, take group responsibility, prepare creative solutions.
	MSG2_K01	Students gain approaches that facilitate life- long learning

Verification of learning outcomes - Attitudes

Outcomes											
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	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				
E2_K02					X		X				
MSG1_K03							X	X	X		
MSG1_K01					X		X	X	X		
MSG2_K01					X		X	X	X		
E1_K01					X		X	X	X		
E2_K01					X		X	X	X		
MSG1_K02					X		X				
MSG2_K02					X		X				
MSG2_K03							X	X	X		
E1_K06							X	X	X		
E2_K06							X	X	X		

Course contents

1. Commercial Banking - an overview (differences between retail banking and traditional, investment, corporate banking).
2. Deposit products - benefits and risk for clients.
3. Investment solutions of commercial banking for individual investors.
4. Bank cards, consumer credits and loans.
5. How to choose the right / the most convenient mortgage?
6. Bank assurance - types and features of insurance offered by banks. Other bank services.
7. Financial services offered by banks and non-banks - guarantee, security, costs and benefits.
8. Commercial banking for SME.
9. Lending to small business.
10. Banker-customer relationship and sales techniques used by bankers (cross-selling, up-selling, leverage and others).
11. Workshop on commercial banking products. Analysis of the available financial solutions presented in the literature and on the Internet.
12. Students presentations. Concluding remarks.

Recommended reading lists

1. Mishkin Frederic S., The Economics of Money, Banking and Financial Markets, Pearson Series in Economics, 2013
2. Reed Edward W., Gill Edward K. Commercial banking, Prentice- Hall International Editions, USA, 1989
3. 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	Contemporary Consumers - Rational or Emotional?						ECTS code	14.3.EE.FL.3228				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	IHZ	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Anna Maria Nikodemaska-Wołowik, Associate Professor											
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:	2, 4,					
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	Lectures including multimodal presentations, Collaborating, group activities, Case studies, 30 hours divided into lectures and teamwork											
Prerequisites (required courses and introductory requirements)												
Required courses	Marketing Fundamentals of marketing research											
Introductory requirements	Students must be familiar with some key areas - elements of marketing, market research and fundamentals of consumer behaviour.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The test consists of 3-4 basic questions which touch crucial issues presented during lectures and/or prepared by students as a homework. The grading scale is consistent with study regulations.											
Course objectives												
The aim of the 30hr course is to deepen students' knowledge in the field of market as well as personal determinants of consumer behaviour in the contemporary turbulent socio-economic environment.												
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	
MSG2_W01			X		X		X	X	X			
MSG2_W07			X		X		X	X	X			
MSG2_W16			X		X		X	X	X			
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			

MSG2_U12			X		X			X	X		
MSG2_U14			X					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
MSG2_K01								X	X		
MSG2_K03								X	X		
MSG2_K07								X	X		

Course contents

1. Basic terms: buyer, consumer, decision-maker.
 2. Psychological determinants among the influences of consumer behaviour.
 3. Situational factors and their impact on consumer behaviour.
 4. Emotional decisions and their role in purchasing process.
 5. Significance of consumer risk and cognitive dissonance theory.
 6. Classification of consumer risks.
 7. Decision making process in the conditions of an increased risk.
 8. Can be the Veblen's theory applicable to contemporary consumer research?
 9. Emotions, action, thinking - is this a mode of consumer behaviour in XXI century?
 10. Shaping relations: consumers and brands.
 11. Variety of disciplines used in consumer research.
 12. Neurology and neuropsychology in consumer research.
 13. Ethical aspects of the advanced research techniques.
 14. Human emotions and cultural conditions.
 15. Which economic theories can reflect contemporary consumer behaviour?
- (most of the aforementioned themes for 2 meetings)

Recommended reading lists
Basic literature

1. Foxall G., *Advanced Introduction to Consumer Behavior Analysis*, Edward Elgar Publishing, Cheltenham 2017.
2. Kahneman D., *Thinking, Fast and Slow*, Macmillan, New York 2011.
3. Solomon M. R. et al., *Consumer Behaviour: A European Perspective*, 4th edition, Prentice Hall Europe 2010.

Complementary literature

1. Hackett P.M.W. (ed.), *Qualitative Research Methods in Consumer Psychology: Ethnography and Culture*, Routledge, Taylor & Francis, New York 2016.
2. Morin Ch., Renvoise P., *The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime*, J. Wiley & Sons, New Jersey 2018.



3. Nikodemska-Wolowik A.M., F. Cumberland, H. Stubbe Solgaard, The Effects of Consumer Ethnocentrism and Country of Origin on Polish Consumers' Evaluation of Foreign Manufactured Products, "Journal of East-West Business", Volume 16, no. 3/2010.

4. Pradeep A.K., The Buying Brain: Secrets for Selling to the Subconscious Mind, J. Wiley & Sons, New Jersey 2010.

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

** MSG - International Economic Relations

Course title	Economic policy						ECTS code	14.3.EE.FL.3229				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KPG	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Anita Szymańska, Habilitated doctor ; Grzegorz Pawłowski, PhD ; Andrzej Paczoski, PhD											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	2 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):						45	Semester:	4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						15	Type of course:	optional				
Total number of hours:						60	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations,											
Prerequisites (required courses and introductory requirements)												
Required courses	The theory of macroeconomics											
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students will be obliged to prepare a presentation on the one of lectures subjects. The specific topic must be approved by the lecturer. The presentation should include data, facts, tables, and graphs.											
Course objectives												
The aim of the subject is to improve students' knowledge about setting levels of taxation, government budgets, money supply, as well as about labour market policy, national ownership, and many other areas of government interventions into the economy.												
Learning outcomes												
Knowledge	E1_W01	A student obtains general knowledge about the aims and measures of economic policy.										
	E1_W02	A student knows about the argumentation for government intervention in economy.										
	E1_W03	A student can describe typical examples of economic policy problems.										
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_W02						X	X	X				
E1_W03						X	X	X				
Skills	E1_U01	A student is able to assess government decisions in the area of economic policy.										
	E1_U02	A student can predict some consequences of the usage of the basic economic policy measures.										
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	X	X			
E1_U02						X	X	X			
Attitudes	E1_K01	A student is able to comment and discuss the problems of economic policy dilemmas.									

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			

Course contents

Economic policy - introduction. Strategic dimension of the economic policy. Monetary policy and strategies of Direct Inflation Targeting. Fiscal policy. Public sector in economy. Government deficit and general government debt. Redistribution policy. Welfare state. Income guarantee. Income inequality and its consequences for economic growth. Institutions of labour market. Labour market policy. Evolution of economic systems and economic policy.

Recommended reading lists

Basic:

A. Benassy-Quere (et al.), Economic Policy, Theory and Practice, Oxford University Press 2010.

Additional:

J. Niedźwiedzińska, Inflation Targeting, Institutional features of the strategy in practice
https://www.nbp.pl/publikacje/materialy_i_studia/299_en.pdf

T. J. Chermack, Scenario Planning in Organizations: How to Create, Use, and Assess Scenarios,
<https://books.google.pl/books?id=R0XSIIdT-AmoC&printsec=frontcover&dq=scenario+planning+book&hl=pl&sa=X&ved=0ahUKewi4oJau8ZrhAhUICZoKHYNQAG4Q6AEIMTAB#v=onepage&q&f=false>

H. Immerroll, L. Richardson, Redistribution Policy in Europe and the United States: Is the Great Recession a "Game Changer" for Working - age Families?, OECD 2014

P. R. Gregory, R. C. Stewart, The Global Economy and Its Economic Systems, Cengage Custom Edition 2014.

R. G. Holcombe, A. M. Castillo, Liberalism and Cronyism: Two Rival Political and Economic Systems, Mercatus Center, George Mason University, Arlington, Virginia 2013.

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

** MSG - International Economic Relations

Course title	Econophysics - an introduction					ECTS code	14.3.EE.FL.1920				
						ECTS credits	5				
						max. students	30				
Name of unit administrating study	KEiFPT	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Michał Suchanek, Ph.D. ; Krzysztof Szalucki, Professor										
Number of hours											
Lectures	0	Classes	0	Tutorials	30	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:		4,			
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, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses	Statistics, Microeconomics										
Introductory requirements											
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	A project involving the use of one of the econophysics methods is the basis of evaluation as well as presence and activity during the classes.										
Course objectives											
Learning outcomes											
Knowledge	E2_W04	Student realises the complex character of economic systems and therefore understands the need and profits of interdisciplinary approach to economic analysis. Student recognises how certain patterns transcend social and natural science. Student knows and understands the foundations of complexity economics.									
Skills	E2_U03	Student learns how to apply tools which evolved from physics to solving certain economic problems. He can use methods such as wave theory, random matrix theory and diffusion theory in complex economic decision-making situations. Student learns how to model economic reality with innovative methodology.									
Attitudes	E2_K01	Student achieves the ability to perceive complex economic systems and societies as networks. He understands the consequences of irrational and chaotic human behaviour.									
Course contents											
<ol style="list-style-type: none"> 1) Econophysics - the new science discipline 2) The basics of complexity economics 3) Dynamics and nonlinearity of economic systems 4) Heterogenous and irrational economic agents 5) Network function in economic modelling 6) Evolution of economic systems - three design spaces 7) Complex physics in the analysis of economic data 8) Economy complexity index (ECI) in economic growth prediction 9) Elliott Wave Theory in the modelling of psychological aspects of market decisions 10) Random Matrix Theory applied to the portfolio management 11) Derivative pricing - the Black-Scholes model 12) Summary and credit 											



Recommended reading lists

- 1) E.D. Beinhocker, *The origin of wealth. Evolution, Complexity and the Radical Remaking of Economics*, RH Business Books, 2007
- 2) S. Sinha, A. Chatterjee, A. Chakraborti, B.K. Chakrabarti, *Econophysics. An Introduction*, Wiley-WCH, 2010

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

** MSG - International Economic Relations

Course title	Financial accounting and reporting - international issues						ECTS code	14.3.EE.FL.2029				
							ECTS credits	5				
							max. students	20				
Name of unit administrating study	OBIE	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Joanna Stefaniak, 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:	6, 4,					
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,											
Prerequisites (required courses and introductory requirements)												
Required courses	Economics											
Introductory requirements	Basic knowledge of accounting, corporate finance, economics											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are required to prepare an essay on a chosen topic connected to the content of the course and present it during the last sessions.											
Course objectives												
The aim of the course is to present the basic concepts of accounting and financial reporting in respect to the international aspects (systems, standards, requirements)												
Learning outcomes												
Knowledge	E1_W03	Student gets basic knowledge on accounting systems, differences in approach to the accounting systems in different countries										
	MSG1_W02	Student knows accounting systems in the international context										
	MSG1_W09	Student gets general knowledge of reading the financial statements, ability to recognize differences between national financial statements, understanding of cultural impact on corporate finance										
	MSG1_W15	Student understands the cultural impact on corporate finance , especially in the European Union										
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				
MSG1_W02				X		X		X				
MSG1_W09				X		X		X				
MSG1_W15				X		X						
Skills	E1_U02	Student learns some practical skills allowing him to understand differences in accounting systems and financial reporting between countries										

	MSG1_U06	Student knows how to use knowledge to take on new challenges
	MSG1_U09	Student correctly uses the terms in the field accounting and financial reporting
	MSG1_U02	Student knows how to use basic theoretical knowledge in practice in relation to the functioning of business entities on the international market

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U02				X		X					
MSG1_U06								X	X		
MSG1_U09				X					X		
MSG1_U02				X		X					

Attitudes	E1_K01	Student understands the need to learn throughout life
	E1_K04	Student correctly identifies differences between accounting systems and financial reports from different countries
	E1_K06	Student can independently supplement and improve acquired knowledge and skills
	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_K01								X	X		
E1_K04								X	X	X	
E1_K06						X					
MSG1_K03						X					

Course contents

Introduction to the financial accounting and reporting issues
 Accounting and reporting in the business activity in the market economy
 Models of accounting systems - international comparisons
 Accounting vs financial reporting - information in accounting systems, financial accounting vs management accounting
 Financial reporting - basic information, types and elements of financial statements, comparison of data presented in financial statements
 Consolidated Financial Reports - basic information, methods of preparation,
 International Financial Reports Standards (IFRS) - general information, content, impact on national financial reporting
 International standards vs national standards, examples of different national financial statements
 Cultural aspects of financial statements
 Differences in assessment of financial activity of companies based on financial reporting

Recommended reading lists
Basic literature::

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

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

** MSG - International Economic Relations

Course title	Green Business Venturing						ECTS code	04.0.EE.FL.2987				
							ECTS credits	5				
							max. students	32				
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*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6,					
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	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Case studies, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses	Fundamental / basic business management course is suggested to pass before Green Business Venturing or alternatively cultural studies on new life styles course (or similar), or intercultural business (similar).											
Introductory requirements	Innovative spirit, openness to group work, willingness to defend own ideas, patience in learning how to make managerial decisions.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students will be assessed basing on the 2 groups of criteria: a) active participation in lectures, discussions, group works, practical exercises etc. - 50% of available points b) quality of the prepared business model project in small 2-3 persons groups on green business start ups - 50% of available points the quality components will include: original approach 1/4, attractiveness of green business for the market 1/4, convincing ppt / prezi presentation 1/4 and right pricing and proper financial targets 1/4.											
Course objectives												
The main aim of the course in Green Business Venturing is to develop innovative spirit in the area of seeking good business opportunities in the area of green business, building skills how to use those opportunities and convert them into the working business models and finally how to defend the worked out business models in front of venture investors. Besides, the participants will learn a substantial piece of knowledge about green business, new life styles and how to join the main stream of the new generation development.												
Learning outcomes												
Knowledge	MSG1_W06	The student gains the enlarged knowledge on starting up and functioning of green small enterprises including international markets										
	E1_W11	The student gains knowledge in starting up new green 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	
	MSG1_W06						X		X			

E1_W11							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 or to exploit green business opportunities in green business formation									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U07							X	X			
E1_U06							X	X			
Attitudes	E1_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
E1_K02							X	X	X		
E1_K02							X	X	X		
Course contents											
1. Green and healthy life and new lifestyles - lecture and interactive group discussion 2. New needs and cultural patterns possible for green business exploitation - lecture and interactive group discussion 3. Definition of green business: presentation of solutions used in different countries and group discussion 4. Business knowledge and know-how. How to learn them? Green branch knowledge and skills. Selection of thematic approach for group projects 5. Building creative ideas for new green ventures. Introductory lecture and group project work 6. Planning new green ventures - Osterwalder business model application - introductory lecture and group project work 7. Green business marketing. Introductory lecture and group project work 8. Building customers' relations in green products and services. Introductory lecture and group project work 9. Financing green ventures. Introductory lecture and group project work 10. Green business international. Introductory lecture and group project work 11. Strategies of small business expansion on new markets. Introductory lecture and group project work 12-15. Groups' presentations of green business models and defence ahead of virtual venture investors											
Recommended reading lists											
1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007 2. Masters' business models projects in green business, Faculty of Economics 2013-2017 3. How to set up your own small business, American Institute of Small Business, 1991 4. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999 5. Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development, OECD Paris 2012 6. 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	How to open own profitable business						ECTS code	14.3.EE.FL.3155				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KEIE	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Joanna Kuczevska, 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, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		6, 2, 4,				
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	Collaborating, group activities, Case studies, Activating methods in training classes,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics											
Introductory requirements	Basic knowledge of microeconomics and strategic management											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are required to prepare the business project (business model) of the new start-up and present it during the last session. Content of the business model:- Creating own business plan using budget of 30kEuro in a chosen city- Creation of marketing campaign based on modern marketing tools - Final results (business model) in a form of presentation											
Course objectives												
Present the business concepts of the own start-up in respect to the international aspects. Creating own business plan using the budget of 30kEuro in a chosen city and creation of marketing campaign based on modern marketing tools.												
Learning outcomes												
Knowledge	E1_W02	Student has got knowledge about the companies competitiveness and processes of its strategic management										
	E1_W07	Student has got knowledge about the law, administrative rules concerning the business start-up project in the international context										
	MSG1_W13	Student knows the general rules of establishing and developing the start-ups in the international context										
	MSG1_W16	Student knows the rules of the international business transactions										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W02								X	X		X	
E1_W07												
MSG1_W13												
MSG1_W16												

Skills	E1_U01	Student is able to observe and explain the economics processes in the context of the small company management
	E1_U06	Student is able to use the economic knowledge to take the business decisions
	MSG1_U11	Student is able to assess the risk of the start-up creation in the international (specially the EU) scale

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	X	X		X
E1_U06											
MSG1_U11											

Attitudes	E1_K02	Student is able to cooperate in the team to be responsible for the different tasks
	E1_K03	Student is able to plan and develop the business model
	E1_K05	Student is able to develop the business model adjusted to the economic, social and political environment requirements
	MSG1_K06	Student is able to act and think in an entrepreneurial 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_K03											
E1_K05											
MSG1_K06											

Course contents

- Competitiveness of enterprise:** definition, types, models, environment
- Business strategy and business models:** strategic management process - steps and tools; business models - types; how to build the business model
- The basis of the project management:** definition of scope, integration, log frame, risk and time management
- How to start the small business:** the real case description; students' start up in Amsterdam
- Running the business in the Netherlands:** general rules, law regulations, taxation, access to the external funds
- The role of marketing in the start-up strategic management**
- Influence of A vibrant city** (how important is to choose the proper place for running a business)

Recommended reading lists

- Osterwalder Alexander, Business Model Generation, A Handbook for Visionaries, Game Changers, and Challengers, 2010.
- Steve Blank, Bob Dorf, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, 2012
- A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Sixth Edition, 2017
- Frank T. Rothaermel, Strategic Management, 2011

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

** MSG - International Economic Relations

Course title	International Management: Investment strategies in emerging markets						ECTS code	04.0.EE.FL.62				
							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, 1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	4, 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, Lectures including multimodal presentations,											
Prerequisites (required courses and introductory requirements)												
Required courses	Basic knowledge on market entry strategies. Basic knowledge on foreign direct investment. Good teamwork spirit and cooperation attitude. Also some presentation skills (PP).											
Introductory requirements	2-3 years of studies in managemnt or economics (international relations also welcome)											
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 enterprises on the international markets, especially on emerging markets										
	E2_W11	The student gains knowledge in starting up new ventures on emerging markets, 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					
E2_W11							X					
Skills	MSG2_U06	The student gains skills in using knowledge in decision making, especially in international business environment on emerging markets										
	E2_U07	The student gains the ability to design reasonable business propositions to solve problems or to exploit business opportunities in international business environment on emerging markets										
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		
E2_K03								X	X		

Course contents

1. Foreign Direct Investment: fundamental concepts
2. Emerging markets: description of basic features: China, India, Brazil, Central Europe
3. Investment strategies in emerging markets
4. Institutional context in foreign direct investment strategies
5. FDI trends in European Emerging Economies
6. Changing patterns of FDI in Europe
7. Acquisition as entry and expansion strategy
8. Cultural context of entry strategies
9. Case studies: TP SA - France Telekom and T-Mobile Hungary
10. Case studies: Cadbury-Wedel, Carlsberg Breweries and MOL, Hungary
11. Case studies: entry strategies from India, Vietnam and Egypt
12. Successful patterns of FDI in emerging markets: Concluding remarks

Recommended reading lists

1. Estrin S., Meyer K.E. ed., Investment Strategies in Emerging Markets, Edward Elgar, Cheltenham, UK; Northampton, MA, USA, 2004
2. Meyer K.E., Estrin S. ed, Acquisition Strategies in European Emerging Markets, Palgrave Macmillan, Houndmills UK, New York, USA, 2007
3. 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	Internet Tools in Business Logistics										ECTS code	14.3.EE.FL.2020
											ECTS credits	5
											max. students	12
Name of unit administrating study	OTHER	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:	6, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional				
Total number of hours:							0	Language of instruction:	English			
Teaching form	in-class learning											
Teaching methods	Work in computer laboratories,											
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	Students are obliged to prepare a multimedial presentation in working groups on a chosen subject from the contemporary problems of internet tools support in business logistics.											
Course objectives												
Presentation the idea of conception of business logistics Presentation tools and methods of business logistics												
Learning outcomes												
Knowledge	E1_W01	Student understands the conception of business logistics										
	E1_W02	Students gains the knowledge of logistics support of an organization										
	E1_W04	Student describes internet methods and tools of business logistic										
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			
Skills	E1_U01	Students knows internet tools and methods used in business logistics.										
	E1_U02	Students knows how to use tchem 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_U01						X					
E1_U02								X			
Attitudes	E1_K01	Student can work in groups, 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			
Course contents											
<p>The fundamentals of business logistics; definition of logistics, definition of logistics system and logistics processes, definition of logistic support system, logistic support system's components. Macro- and microeconomic aspects of business logistics. Logistics services. E-logistics support systems. The role of internet support in business logistics. Internet tools and methods in logistics support system. E-logistics stock exchange: Teleroute, Timocom, Logintrans, Benelog, ARIS, etc.</p>											
Recommended reading lists											
<p>R. Ballou: Basic Business Logistics, Prentice Hall New York 1987 D. J. Bowersox: Logistical Management, New York 1986 www.timocom.com www.logintrans.com Web pages e-logistics stock</p>											
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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title	Managerial Decisions in Logistics						ECTS code	14.3.EE.FL.2866				
							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, 1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):				50		Semester:		6, 4, 2,				
Hours without the participation of the academic teacher (student's self-study, homeworks):				0		Type of course:		optional				
Total number of hours:				50		Language of instruction:		English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Work in computer laboratories, Case studies, Collaborating, group activities,											
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												
<p>The aim of the subject is to provide the knowledge and practical skills in making of managerial decisions in logistics</p> <p>Moreover, students will expand their vocabulary in English terminology in the field of logistics and decisions making</p> <p>By preparing project, they will develop social competence of teamwork.</p>												
Learning outcomes												
Knowledge	E1_W01	The student knows the idea of the logistic processes and logistic systems in organizations										
	E1_W06	The student knows methods of forecasting and optimization.										
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	The student applies the methods of forecasting and optimization in logistics for organizations, makes a project for the organization in the area of logistics with the use of methods of forecasting and optimization										
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	The student develops the social competence of team work									
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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
E1_K02							X				

Course contents

1)The fundamentals of logistics
 definition of logistics,
 goals of logistics,
 logistic support system's components,

2)Forecasting in logistics
 the role of forecasts in logistics,
 definition of forecasting,
 costs of forecasting,
 demand forecasting in logistic practice of small and medium companies
 methods of forecasting used logistics
 parameters of forecasts quality evaluation

3)Optimization in logistics
 definition of optimization,
 conjunction of logistics and optimization
 optimization methods in logistics
 linear programming models

Recommended reading lists

(a)

1)B. S. Blanchard: Logistics Engineering and Management. Prentice Hall, New Jersey 1998

2)A. Yalaoui, Hi. Chehade, F. Yalaoui, L. Amodio: Optimization of Logistics (ISTE), Kindle Edition 2013

3)G. D. Eppen, F. J.Gould, C. P.Schmidt, J. H. Moore, L. R. Weatherford: Introductory Management Science Decision Modelling with Spreadsheets. Prentice Hall, New Jersey 1998.

(b)

1)L. Reszka: Econometric Forecasting in Logistics Support System for Small Enterprise [W:] N. Fabbes-Coste, M. Koulikoff-Souviron (red.): Ninth ELA Doctorate Workshop 2004. European Logistics Association 2004

2)R. H. Ballou: Basic Business Logistics. Prentice Hall, New York 1987

3)G. J. Plenert: Supply Chain Optimization through Segmentation and Analytics (Resource Management), CRC Press, 2014

4)S. G. Powell, K. R. Bake: Management Science: The Art of Modeling with Spreadsheets, John Wiley and Sons, 2010

5)D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi: 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	Passenger transport						ECTS code	14.3.EE.FL.1918				
							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 ; Marcin Wołek, PhD ; Dariusz Tłoczyński, Associate Professor ; Krzysztof!!!! Grzelec!!!!, Associate Professor ; Krzysztof Grzelec, Habilitated doctor											
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:	2, 4,					
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, Case studies, technical excursion to Gdansk airport											
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 railway market 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 (4) 61-70 - C+ (3,5) 51-60 - C (3) 50 and less - D Attendance rate: 25 pts (maks.), presentation (maks.) 75 pts.											
Course objectives												
To provide specific knowledge on particular passenger transport markets, including air, railway, road and urban.												
Learning outcomes												
Knowledge	E2_W01	Knowledge on passenger transport from the perspective of its four branches of transport: air, railway, road and urban. Identification of characteristic features of demand and supply, costs and revenues, organisation and management on the branches of 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 economic facts based on case study research. Student will get basic knowledge on business instruments being used on passenger 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_K01	Ability to work in small groups and to divide tasks and execute desired level of quality.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K02							X	X	X		
Course contents											
1. Passenger market as a macrosegment of transport market. 2. Environmental challenges of development of passenger transport. 3. Introduction to cost and pricing in passenger transport. 4. Passenger air transport: demand and supply 5. Passenger air transport: costs and revenues 6. Passenger air transport: policy, organisation and management 7. Passenger railway transport: demand and supply 8. Passenger railway transport: costs and revenues 9. Passenger railway transport: policy, organisation and management 10. Road passenger transport: demand and supply 11. Road passenger transport: costs and revenues 12. Road passenger transport: policy, organisation and management 13. Urban passenger transport: policy, organisation and management											
Recommended reading lists											
S. Cole: Applied Transport Economics. Policy, management & Decision Making. 3rd Edition. Kogan Page, London and Sterling 2005 E. Cascetta: Transportation Systems Analysis. Models and Applications. Second Edition. Springer, New York, Dordrecht, Heidelberg, London 2009 J.G. Wensveen: Ait Transportation. A Management Perspective. 6th Edition, Asgate, Farnhan and Burlington 2010 A. Graham: Managing Airports: An International Perspective. 3th Edition. BH, Oxford 2008 F. Bruinsma, E. Pels, H. Priemus, P. Rietveld, B. Van Wee: Railway Development. Impacts on Urban Dynamics, PhysicaVerlag, Amsterdam and Delft 2008											
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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title	Pharmaceutical business management						ECTS code	14.3.EE.FL.3227				
							ECTS credits	5				
							max. students	25				
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*	2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4,					
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												
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												
This course enables students to learn about basic fundamentals of management in pharma industry.												
Learning outcomes												
Knowledge	MSG2_W04	Student has a specialist knowledge of pharma business management										
	MSG2_W06	Student understands the functioning of the modern company in the international context										
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_W04					X							
MSG2_W06					X							

Skills	MSG2_U07	The student analyses and identifies links between pharma 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
MSG2_U07					X						
Course contents											
<ol style="list-style-type: none"> 1. 1. Healthcare environment 2. 2. The Pharmaceutical Industry Environment 3. 3. The Pharmaceutical Marketing Environment 4. 4. Marketing Strategy 5. 5. Marketing Research 6. 6. Market Segmentation 7. 7. Situational Analysis 8. 8. Positioning Targeting and Profiling 9. 9. New Product Development 10. 10 Product Life Cycle and Portfolio Management 11. 11.Distribution Strategy 12. 12. Pricing Strategy 13. 13. Communication strategy 14. 14. Personal Selling 15. 15. Advertising 16. 16. Public Relations and Sales Promotion 											
Recommended reading lists											
<ol style="list-style-type: none"> 1. 1) Kotler, Philip, Marketing Management: Analysis, Planning, Implementation, and Control Latest Edition, Prentice Hall 2. 2) Best, Roger J., Market-Based Management - Strategies for Growing Customer Value and Profitability (3rd Edition), Prentice Hall 3) 3. 3) Lehmann, Donald R. and Russell S. Winer, Product Management (2005 4th Edition). McGraw-Hill/Irwin. 											
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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
 ** MSG - International Economic Relations

Course title	Successful Business Communication						ECTS code	14.3.EE.FL.3072					
							ECTS credits	5					
							max. students	25					
Name of unit administrating study	IHZ	Field of study	Economics/MSG**			Field of specialisation	NONE;						
Teaching staff	Monika Grottel, 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, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:			6, 2, 4,				
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, Individual projects,												
Prerequisites (required courses and introductory requirements)													
Required courses	<ul style="list-style-type: none"> • international business transactions • cultural determinants of international business 												
Introductory requirements	<ul style="list-style-type: none"> • computer skills • knowledge of business information sources • ability to search information on the internet • basic knowledge of business transaction 												
Assessment method, forms and criteria													
Assessment method	Course completion (graded)												
Assessment criteria	Each student: 1. Will prepare a presentation (in groups 4-5 people) on a given subject, this constitutes 50% of a final grade, 2. Will take a short test, this constitutes 30% of a final grade, 3. Will be assessed while working in groups during classes, this constitutes 20% of final grade.												
Course objectives													
The aim of the lecture is to present the specifics of communication in international business. Students will: <ul style="list-style-type: none"> • learn the theoretical aspects of communication, strategies, channels and styles of communication, as well as the principles of verbal and nonverbal communication • review the practice of business communication during the recruitment process, trade meetings, trade fairs, • practise how to prepare business presentation and public appearances. 													
Learning outcomes													
Knowledge	MSG1_W02	A student knows the basic terminology and has basic and ordered knowledge in the field of communication in international business.											
	MSG1_W07	A student has basic knowledge about a man as an economical unit, operating in enterprises, including individual economic activity.											
	MSG1_W07	A student knows the principles of interpersonal and business communication.											
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_W02							X	X	X		
MSG1_W07							X	X	X		
MSG1_W08							X	X	X		
Skills	MSG1_U03	A student can interpret basic problems and processes in the field of intercultural communication i, their causes and course.									
	MSG1_U04	A student is able to observe and analyze basic differences in the field of communication in international business, can interpret the verbal and non-verbal signals, as well as forecast business processes using economic standard methods and tools.									

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_U03							X	X	X		
MSG1_U04							X	X	X		
Attitudes	MSG1_K02	A student can broaden and improve skills and knowledge on her/his own, possesses proper communication skills and is willing to interact with other students, works in groups and is aware of the importance of ethical behaviour in the learning process.									
	MSG1_K06	The student can think and act in an entrepreneurial 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
MSG1_K02							X	X	X		
MSG1_K06								X	X		

Course contents

1. Theoretical basis of communication: definition of communication, communication process and its participants, features and conditions of effective communication, definition and principles of message formulation, forms of information exchange.
2. Strategies and channels of communication.
3. Principles of verbal communication: semantic principles of communication, secrets of careful listening.
4. Non-verbal communication principles: non-verbal communication channels - body language.
5. Communication styles and types of behavior in the communication process: aggressive attitude, has, assertive.
6. Disturbances and barriers in the communication process: semantic, psychological, environmental and physical barriers, conflict and ways to solve it.
7. Manipulation in the communication process: the impact of emotions on the communication process.
8. Rules for the preparation of a good presentation.
9. Communication during recruitment, how to prepare a CV.
10. Cultural conditions of business communication.
11. Golden rules of communication - student presentations.
12. Final test.

Recommended reading lists

1. Business communication: process and product. ed. M.E. Guffey, Mason: South-Western Cengage Learning, 2008
2. Gene Zelazny, Say it with presentations: how to design and deliver successful business presentations, 2nd [rev. & expanded.], New York : McGraw-Hill, 2013
3. Carmine Gallo, The Presentation Secrets of Steve Jobs. How to be insanely great in front of any audience, Columnist, Businessweek.com



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

Course title	Supply management and production planning in SAP ERP (excluding IB)						ECTS code	14.3.EE.FL.2984				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KL	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Agnieszka Szmelter-Jarosz, Ph.D. ; Dariusz Weiland, Msc.											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6, 2, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Work in computer laboratories, Case studies, Lectures including multimodal presentations, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics, Introduction to Computer Science, Economic Analysis Fundamentals of logistics would be welcome											
Introductory requirements	Knowledge: Basic theories and principles of microeconomics, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	An essay on a chosen topic related to the subject Solving case studies in class											
Course objectives												
Showing the role of ERP systems (transactional systems) in realizing an efficient flow of resources in logistics systems (case study). Showing to students the tools used to support the sphere of supply and production in the company (case study). Gaining skills by students to handle with SAP ERP system.												
Learning outcomes												
Knowledge	E1_W03	Student understands the role of information systems in the proper implementation of logistics processes.										
	E1_W06	Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.										
	MSG1_W06	Student understands the role of information systems in the proper implementation of logistics processes.										
	MSG1_W08	Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.										
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			
E1_W06				X					X			

MSG1_W06				X					X		
MSG1_W08				X					X		
Skills	E1_U02	Student organizes and implements the process of ordering goods from a supplier.									
	E1_U02	Student organizes and executes production process.									
	E1_U07	Student plans production process and on its basis creates production schedule.									
	MSG1_U06	Student organizes and implements the process of ordering goods from a supplier.									
	MSG1_U06	Student organizes and executes production process.									
	MSG1_U10	Student plans production process and on its basis creates production schedule.									

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U02								X			
E1_U07								X			
MSG1_U06								X			
MSG1_U10								X			

Attitudes	E1_K04	Student identifies and resolves complex decision problems in the area of sourcing and production.									
	E1_K07	Student is able to communicate with suppliers and customers in order to plan seamless flow of resources in the area of sourcing and production.									
	MSG1_K04	Student identifies and resolves complex decision problems in the area of sourcing and production.									
	MSG1_K06	Student is able to communicate with suppliers and customers in order to plan seamless flow of resources in the area of sourcing and production.									

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	X		
E1_K07								X	X		
MSG1_K04								X	X		
MSG1_K06								X	X		

Course contents

1. Introduction to ERP systems:
 - 1.1. Characteristics of ERP systems
 - 1.2. Architecture of ERP systems
 - 1.3. Main vendors of ERP solutions
2. General information about SAP AG and its products
3. Introduction to GBI study
4. Navigation in SAP ERP
5. Materials Management module in SAP ERP (case study):
 - 5.1. Introduction to MM study
 - 5.2. Creating new records in master data
 - 5.3. Creating purchase requisitions and requests for quotation
 - 5.4. Maintaining quotations from vendors
 - 5.5. Creating purchase orders and goods receipts
 - 5.6. Verifying physical receipts
 - 5.7. Posting payment to vendors
6. Production Planning module in SAP ERP (case study):



- 6.1. Introduction to PP study
- 6.2. Creating and changing records in Material Master
- 6.3. Changing routing
- 6.4. Creating SOP (Sales and Operation Plan)
- 6.5. Running Master Production Schedule
- 6.6. Creating production orders
- 6.7. Confirming production completion
- 6.8. Receiving goods form production orders
- 6.9. Review of costs assigned to production orders

Recommended reading lists

Basic:

Szmelter A., Communication in global supply chains in automotive industry, Information Systems in Management 2015, Vol. 4, no 3, p. 205-218
materials of SAP Unversity Alliances

Facultative:

D. E. O'Leary, Enterprise Resource Planning Systems. Systems, Life Cycle, Electronic Commerce and Risk, Cambridge University Press, 2000.
S. R. Magal, J. Word, Integrated Business Processes with ERP Systems, Jhn Wiley & Sons, 2011.
M. Murray, Discover logistics with SAP ERP, Galileo Press, 2008.
J. T. Dickersbach, G. Keller, Production Planning and Control with SAP ERP, Galileo Press, 2011.
J. Kletti, Manufacturing Execution System - MES, Springer, 2007.

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

Course title	TRENDS IN GLOBAL TRADE AND TRANSPORT					ECTS code	14.3.EE.FL.3235				
						ECTS credits	5				
						max. students	15				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	IC;BE;HZ;TiL;IB;						
Teaching staff	Dorota Książkiewicz, Ph.D.										
Number of hours											
Lectures	0	Classes	0	Tutorials	30	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):				60	Semester:		2, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):				65	Type of course:		optional				
Total number of hours:				125	Language of instruction:		English				
Teaching form	in-class learning										
Teaching methods	Collaborating, group activities, Lectures including multimodal presentations,										
Prerequisites (required courses and introductory requirements)											
Required courses	transportation, global trade										
Introductory requirements	Basic knowledge on globalization processes, international trade and transport services.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	Students choose a topic they consider important in the development of global trade and justify its relevance to the modern economy. They are supposed to prepare an essay on a chosen topic related to organization or technology trends in global trade and transport.										
Course objectives											
The goal of the class is to focus on global market development. The role of digitalization and automation in global trade and transport services development will be discussed, along with the role of geopolitics and international competition.											
Learning outcomes											
Course contents											
<ol style="list-style-type: none"> 1. Basic trends in global trade 2. International transport networks and major trade routes 3. Technology development and its role in the development of global trade 4. Geopolitis influencing global trade 5. Geopolitics influencing transport services 6. The impact of e-commerce and omni-channel distribution on supply chains 7. International competition 8. Sharing economy development 9. Risk assesment in international trade and transport 											
Recommended reading lists											
Container Logistics: The Role of the Container in the Supply Chain by Dr Rolf Neise (Editor), Kogan Page 2018 Rodrigue J.P., Comtois C., Slack B.: The Geography of Transport Systems FOURTH EDITION, New York: Routledge (2017)											



Robotic Process Automation and Risk Mitigation: The Definitive Guide by Mary C. Lacity, Steve Brookes Publishing 2017

[Service Automation: Robots and the Future of Work 2016](#) by Leslie P. Willcocks

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

Course title	Understanding, managing and financing innovation processes					ECTS code	14.3.EE.FL.2768				
						ECTS credits	5				
						max. students	30				
Name of unit administrating study	KEIE	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Anna Golejewska, 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:	6, 4,				
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,										
Prerequisites (required courses and introductory requirements)											
Required courses	Microeconomics: basic level.										
Introductory requirements	Interest in innovation.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	Attandance and development of an nnovation project and methods of its financing (in groups)										
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	As the result of the course student has got abilities to identify different models of innovation, innovation strategies and funding to promote innovation and research activities.									
Skills	E1_U02	Student should learn some practical skills allowing him to develop an innovation project and find methods of its financing.									
Attitudes	E1_K02	The student is open to cooperation and is able to work with others in a group, to take certain roles in teamwork, which serve the realization of team objectives.									
Course contents											
<ol style="list-style-type: none"> 1. Types of innovation. 2. Models of innovation. 3. Successfun and unsuccessful innovation. 4. The degree of innovativeness. 5. Innovation as a management process. 6. Organisation characteristics facillitating innovation process (strategy, acceptance of risks, space for creativity...) 7. Models of technology transfer. 8. Forms of strategic alliances (supplier relations, R&D consortia, jv, clusters...) 											

9. Financing innovative business towards commercialisation.
10. Funding to promote innovation and research activities.
11. Technology financing and commercialisation programs.

Recommended reading lists

1. Fulford H., (ed.), Case Studies in Innovation for Researchers, Teachers and Students, Academic Publishing International, 2012, ISBN: 978-1-908272-37-9
2. Keeley L., Walters H., Pikkell R., Quinn B., Ten Types of Innovation: The Discipline of Building Breakthroughs, Doblin, 2013, ISBN: 978-1-118-50424-6
3. Jarunee Wonglimpiyarat, Technology Financing and Commercialization. Exploring the Challenges and How Nations Can Build Innovative Capacity, Palgrave Macmillan, 2014, ISBN 9781137470614
4. Osterwalder A., Pigneur Y., Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Wiley and Sons, 2010, ISBN 978-0470-87641-1
5. Trott P., Innovation Management and New Product Development, 5th Edition, Financial Times Prentice Hall, Harlow, 2011, ISBN 9780273736561

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