

Summer semester 2020/21

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. dr hab. Jacek Zaucha</i>	30	5	English
04.1.E.FR.798	Business English <i>CJO CJO</i>	30	5	English
14.3.E.FL.3332	City Logistics <i>dr Maria Matusiewicz</i>	30	5	English
14.3.E.FL.3228	Contemporary Consumers - Rational or Emotional? <i>prof. UG dr hab. Anna Maria Nikodemaska-Wołowik</i>	30	5	English
04.0.E.FL.3331	Controlling (for ERASMUS students) <i>prof. UG dr hab. Cezary Mańkowski</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.3343	Finance Business Processes <i>mgr Violetta Wilusz</i>	30	5	English
14.3.E.FL.2029	Financial accounting and reporting - international issues <i>dr Joanna Stefaniak</i>	30	5	English
14.3.E.FL.3344	Financial Reporting in Global Companies <i>mgr Violetta Wilusz</i>	30	5	English
04.0.E.FL.2987	Green Business Venturing <i>prof. UG dr hab. Przemysław Kulawczuk</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 hab. Marcin Wołek, prof. UG dr hab. Dariusz Tłoczyński, prof. UG dr hab. Krzysztof Grzelec</i>	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.2015	The use of ERP systems in sales and warehouse management <i>dr Agnieszka Szmelter-Jarosz, prof. UG dr hab. Henryk Woźniak</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 hab. 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, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	3 SS1, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	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 calculus.											
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

t.brodzicki@ug.edu.pl,

* 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	25			
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Jacek Zaucha, 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, *Predictably Irrational*. 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, *Thinking fast and slow*. Macmillan 2001

Contact

jacek.zaucha@ug.edu.pl,

* 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, Discussion, questioning, 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	The grading scale is consistent with the study regulations. 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. Improving language skills in the field of business specialist language, focused on economics and international economic relations and related fields.												
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											
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_U15			X	X	X	X		X	X			

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.
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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 <p>The focus on topics depends on the needs analysis at the beginning of the course.</p>
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Recommended reading lists

<p>(a)</p> <p>Business Partner (Pearson), 2018</p> <p>Market Leader 3rd edition (Pearson), 2016</p> <p>Business Result (Oxford University Press), 2018</p> <p>The Business 2.0 (Macmillan), 2009</p> <p>(b)</p> <p>English for Business Studies (Cambridge University Press), 2006</p> <p>Intelligent Business (Pearson), 2006</p> <p>Business Benchmark 2nd edition (Cambridge University Press), 2007</p> <p>Business Vocabulary in Use, (Cambridge University Press), 2007</p> <p>Financial English Ian MacKenzie (LTP), 2012</p> <p>Professional English in Use, Finance, Marketing (Cambridge), 2006</p> <p>Internet materials</p> <p>Economic press: The Economist, The Financial Times</p>

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

Course title	City Logistics						ECTS code	14.3.EE.FL.3332				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KPT	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Maria Matusiewicz, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	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, Discussion, questioning, Lectures including multimodal presentations, Individual projects, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria												
Course objectives												
Celem przedmiotu jest zgłębienie zagadnień związanych z dystrybucją towarów w przestrzeni miejskiej - rola polityki władz miejskich, pozycja użytkowników przestrzeni miejskiej, rola interesariuszy, ciekawe rozwiązania międzynarodowe, przykłady dobrych praktyk												
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	
E2_W02								X	X	X	X	
E2_W03								X	X	X	X	
E2_W07								X	X	X	X	
E2_W08												
Verification of learning outcomes - Skills												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E2_U02								X	X	X	X	
E2_U07								X	X	X	X	

E2_U10								X	X	X	X
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Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K04	X					X		X			
E2_K05	X					X		X			
E2_K08	X					X		X			

Course contents
Recommended reading lists

- Dolan, S. The Challenges of Last Mile Logistics & Delivery Technology Solutions. 2018. Available online: <https://www.businessinsider.com/last-mile-delivery-shipping-explained?IR=T> (accessed on 1 February 2018).
- Kaszubowski, D. Recommendations for urban freight policy development in Gdynia, Transportation Research Procedia 12. In Proceedings of the 9th International Conference on City Logistics, Tenerife, Canary Islands, Spain, 17-19 June 2015. [[Google Scholar](#)]
- European Commission. Communication from the Commission to the European Parliament, The Council, The European Economic and Social Committee and the Committee of the Regions. In Proceedings of the Together towards Competitive and Resource-Efficient Urban Mobility, COM (2013) 913 final, Brussels, Belgium, 17 December 2013. [[Google Scholar](#)]
- Wołek, M. Sustainable Urban Mobility Plan as a tool for the development of sustainable urban mobility. Logistyka 2014, 4, 3401-3412. [[Google Scholar](#)]
- ENCLOSE, Project Website. 2015. Available online: <http://www.enclose.eu/content.php?p=1> (accessed on 10 May 2019).
- SULPiTER, Project Website. 2019. Available online: <https://www.interreg-central.eu> (accessed on 10 May 2019).
- Ambrosino, G.; Liberato, A.; Pettinelli, I. Sustainable Urban Logistics Plans (SULP) Guidelines. In Proceedings of the Civitas Forum, Ljubljana, Slovenia, 7-9 October 2015. [[Google Scholar](#)]
- Debyser, A. Urban Mobility. Shifting Towards Sustainable Transport Systems; European Parliamentary Research Service: Brussels, Belgium, 2014; p. 14. [[Google Scholar](#)]
- Foltynski, M. New challenges for transport systems beyond 2020—SULPiTER project. In Proceedings of the 3rd International Conference Green Cities 2018—Green Logistics for Greener Cities, Szczecin, Poland, 13-14 September 2018. [[Google Scholar](#)]
- Giuliano, G. The challenges of urban freight: A research perspective. In Proceedings of the 2018 VREF Conference on Urban Freight, Gothenburg, Sweden, 17-19 October 2018. [[Google Scholar](#)]
- UM Gdańsk. Gdańsk in Numbers. 2019. Available online: <https://www.qdansk.pl/biznes/qdansk-w-liczbach,a,33608> (accessed on 17 February 2019).
- CIVITAS. Smart Choices for Cities. Cycling in the City. 2016. Available online: https://civitas.eu/sites/default/files/civ_pol-09_m_web.pdf (accessed on 2 March 2019).
- Statistics Poland. Available online: <https://stat.gov.pl/en/> (accessed on 12 July 2019).
- Tundys, B. City-logistics as a Factor Regional Development (in a Aspect Quality Management of the Air). In Proceedings of the 8th European Conference of Young Research and Scientific Workers Transcom Proceedings, Žilina, Slovakia, 22-24 June 2009. Section 2, Economics and Management, Part 2. [[Google Scholar](#)]
- Transportation Research Board. Guidebook for Freight Policy, Planning, and Programming in Small-and Medium-Sized Metropolitan Areas, Washington, DC. 2007. Available online: http://www.dot.ca.gov/hq/tpp/offices/ogm/key_reports_files/National%20Technical%20studies/NCHRP_guide_to_small_and_med_metro_freight_planning.pdf (accessed on 9 February 2018).
- ZDiZ. Zarząd Dróg i Zieleni w Gdańsku. Sustainable Urban Mobility Plan for Gdańsk. 2018. Available online: <https://gzdz.gda.pl/download/2019-01/360.pdf> (accessed on 11 February 2018).
- Matusiewicz, M. The argumentation for the implementation of Urban Consolidation Centre for the Old Town in Gdańsk as an indication of sustainable urban freight logistics. Res. J. Univ. Gdańsk. Transp. Econ. Logist. 2017, 69, 63-71. [[Google Scholar](#)]
- Amundsen, A.H.; Sundvor, I. Low Emission Zones in Europe Requirements, enforcement and air quality, Institute of Transport Economics, Norwegian Centre of Transport Research. 2018. Available online: <https://www.toi.no/getfile.php?mmfileid=49204> (accessed on 12 February 2019).
- Jiang, W.; Manfred, B.; Groer, S.; Scheuven, D. Impacts of low emission zones in Germany on air pollution levels. In Proceedings of the World Conference on Transport Research-WCTR 2016 Shanghai, Shanghai, China, 10-15 July 2016. Transportation Research Procedia 25. [[Google Scholar](#)]

Contact
m.matusiewicz@ug.edu.pl,

* 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	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;							
Teaching staff	Anna Maria Nikodemka-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. Nikodemska-Wołowik A.M., Zientara P., Zamojska A., A family - enterprise collective certification trademark. Consumer insight, "Journal of Family Business Management", EMERALD 2020. DOI 10.1108/JFBM-10-2019-0067
4. 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.

Contact

anna.nikodemska-wolowik@ug.edu.pl,

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

** MSG - International Economic Relations

Course title	Controlling (for ERASMUS students)						ECTS code	04.0.EE.FL.3331				
							ECTS credits	5				
							max. students	15				
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*	2 SS1, 3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4, 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, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Project 1: the map of controlling system components/structure Project 2: the report on KPI's as targets to keep or achieve Project 3: the ranking of product/SBU's profitability The grading scale is consistent with the study regulations.											
Course objectives												
The objective of this course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence related to controlling												
Learning outcomes												
Knowledge	E1_W06	Student knows methods and tools of controlling of business processes.										
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	
Skills	E1_U02	Student can use tools and methods of controlling of business processes to resolve practical problems										
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
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Attitudes	E1_K04	Student seeks to supplement and improve the acquired knowledge and skills.										
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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
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E1_K04												X
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Course contents
1. Controlling system structure

The idea of controlling (definitions, dimensions, applications, cases). Functions of controlling process. Components of the controlling as a cybernetic system. Attributes and relations between the controlling and the controlled processes. Controlling centers. Case study

2. Planning key performance indicators (KPI's) as targets to achieve or keep based on flexible budgeting

The idea of KPI's as targets to achieve and to keep. The method of flexible budgeting. The structure of the flexible budget spreadsheet. System of financial and non-financial KPI's. Calculations of KPI's. Case study.

3. Measuring and identifying variance on controlled process including profitability of products or companies based on rolling budgeting

The idea of rolling budgeting. The structure of rolling budgeting spreadsheet. The identification of absolute and relative variance on controlled indicators. The hierarchy of profitability of products/SBU's. Propositions of corrective decisions based on the hierarchy of products/SBU's profitability. Case study

4. Variance analysis

Qualitative/quantitative methods and tools to identify the variance significance. The calculation of confidence interval for controlled parameters. The application of statistical test for the identification of variance significance. Case study

5. Statistical process control (SPC)

Six sigma. Shewhart control charts. Process flow diagram. Ishikawa diagram. Pareto diagram. Check-sheet. Scatter plot. ABC analysis

Recommended reading lists
Core literature:

1. J.K.Shim, J.G.Siegel, N. Dauber: Corporate controller's handbook of financial management. CCH, Inc., 2008
2. C. Mańkowski: Planning key logistics indicators as targets to be achieved or kept. (pages 141-158) Article is available at <http://ekonom.ug.edu.pl/web/download.php?OpenFile=1690>

Additional literature:

1. C. Drury: Management and cost accounting. Cengage Learning EMEA, London 2015
2. S.M. Bragg: Controllership: the work of the managerial accountant. John Wiley & Sons, 2009

Contact	ekocm@ug.edu.pl ,
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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. The problem of 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. Labour market and its institutions. Evolution and challenge 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=R0XSIdT-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.

Contact	anita.szymanska@ug.edu.pl , grzegorz.pawlowski@ug.edu.pl , andrzej.paczoski@ug.edu.pl ,
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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
 ** MSG - International Economic Relations

Course title	Finace Business Processes						ECTS code	14.3.EE.FL.3343				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KEiFPT	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Violetta Wilusz, Msc.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	1 SS2, 3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	2, 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											
Teaching methods	Lectures including multimodal presentations, Individual projects, Collaborating, group activities, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are examined via presentations which are being prepared based on choosen financial process. Grading criteria are defined by verification of students understanding and using the most applicable aspects of business processes. Students also are able to locate the matter of the subject in a real business enviroment.											
Course objectives												
The aim of this lecture is getting knowledge about business processes in the area of corporate finance.												
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_W03							X					
E1_W06							X					
MSG1_W03							X					
MSG1_W06							X					
E2_W03							X					
E2_W06							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	

E1_U03							X		X		
E1_U06							X		X		
MSG1_U03							X		X		
MSG1_U06							X		X		
E2_U03							X		X		
E2_U06							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
E1_K01								X	X		
E1_K04								X	X		
MSG1_K01								X	X		
MSG1_K04								X	X		
E2_K01								X	X		
E2_K04								X	X		

Course contents

1. Running a business as a global company. Splitting business into modules.
2. Business processing worldwide. Strategies in global corporations.
3. Business processes types.
4. Finance as a proces.
5. IT systems in business processing.
6. Measures of effectiveness and efficiency in process finance.
7. Business process management.

Recommended reading lists

Reves M, Love C, Tillmanns P. Your Strategy Need a Strategy, Harvard Business Review

Contact

violetta.wilusz@ug.edu.pl,

* 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	X				
MSG1_W02				X		X	X	X				
MSG1_W09				X		X	X	X				
MSG1_W15				X		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	X				
MSG1_U06								X	X		
MSG1_U09				X					X		
MSG1_U02				X		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	X				
MSG1_K03						X	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

Contact	jstefaniak@ug.edu.pl ,
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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title	Financial Reporting in Global Companies										ECTS code	14.3.EE.FL.3344
											ECTS credits	5
											max. students	30
Name of unit administrating study	KEiFPT	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Violetta Wilusz, Msc.											
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,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	6, 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, Case studies, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are examined via presentations which are being prepared based on chosen financial process. Grading criteria are defined by verification of students understanding financial reporting requirements.											
Course objectives												
The aim of this lecture is getting knowledge about financial reporting in global companies.												
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_W03							X					
E1_W06							X					
MSG1_W03							X					
MSG1_W06							X					
E2_W03							X					
E2_W06							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	
E1_U03							X		X			

E1_U06							X		X		
MSG1_U03							X		X		
MSG1_U06							X		X		
E2_U03							X		X		
E2_U06							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
E1_K01									X		
E1_K04									X		
MSG1_K01									X		
MSG1_K04									X		
E2_K01									X		
MSG1_K04									X		

Course contents

1. Financial Reporting
2. Internal and external financial reporting.
3. Reporting requirements.
4. Reporting IT systems
5. Reporting calendar
6. Cooperation with auditors as a part of corporate financial reporting.
7. Statutory financial statements.

Recommended reading lists

<https://www.iasplus.com/en/standards/other/framework>

Contact

violetta.wilusz@ug.edu.pl,

* 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											
Contact	przemyslaw.kulawczuk@ug.edu.pl ; pkf@post.pl ,										

* 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

Contact
przemyslaw.kulawczuk@ug.edu.pl; pk1@post.pl,

* 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											
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											
Contact	andrzej.jezierski@ug.edu.pl ,										

* 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

Contact	leszek.reszka@ug.edu.pl ,
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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	20				
Name of unit administrating study	KRT	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Olgiard Wyszomirski, Professor ; Marcin Wołek, Habilitated Doctor ; Dariusz Tłoczyński, Associate Professor ; Krzysztof Grzelec, 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											
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.									
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Verification of learning outcomes - Attitudes

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

Course contents

1. Introduction
2. Passenger transport market as a segment of transport market
3. Environmental challenges of the development of passenger transport
4. Transport policy as a determinant of passenger transport development
5. Demand for passenger transport services
6. Competition on passenger transport market
7. Marketing in passenger transport
8. Promotion of passenger transport services
9. Analysis of the functioning of passenger transport
10. The main problems of road passenger transport
11. The main problems of rail passenger transport
12. The main problem of sea passenger transport
13. The main problems of urban passenger transport
14. The main problems of air passenger transport

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

Contact	olgierd.wyszomirski@ug.edu.pl , mwol@wp.pl , dariusz.tloczynski@ug.edu.pl , krzysztof.grzelec@ug.edu.pl ,
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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. 											
Contact	andrzej.poszewiecki@ug.edu.pl ,										

* 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 be assessed while working in groups during classes, this constitutes 50% 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

Contact
monika.grottel@ug.edu.pl

* 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											
<ol style="list-style-type: none"> 1. Introduction to ERP systems: <ol style="list-style-type: none"> 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): <ol style="list-style-type: none"> 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.

Contact

a.szmelter@ug.edu.pl, d.weiland@ug.edu.pl,

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

Course title	The use of ERP systems in sales and warehouse management					ECTS code	14.3.EE.FL.2015				
						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. ; Henryk Woźniak, 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	Activating methods in training classes, Work in computer laboratories, Case studies, Discussion, questioning,										
Prerequisites (required courses and introductory requirements)											
Required courses	Microeconomics, Macroeconomics, Basics of Computer Science, Basics of Financial Accounting and 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 and discussion in class										
Course objectives											
Introduction to sales management and warehouse management. The rules of operation of information transaction systems in logistics. Showing the functioning of ERP applications, especially with the SAP ERP 6.0. (case studies) Preparing students to work in companies with a global range.											
Learning outcomes											
Knowledge	E1_W02	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.									
	MSG1_W03	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.									
	E1_W06	Student understands the rules of warehouse management and sales planning and executing.									
	MSG1_W05	Student understands the rules of warehouse management and sales planning and executing.									
	E1_W07	Student understands the importance of logistics customer service and optimization of flow of information in shaping the company success.									
	MSG1_W05	Student understands the importance of logistics customer service and optimization of flow of information in shaping the company success.									
	E1_W06	Student lists the documents related to sales service and warehouse operations.									
	MSG1_W08	Student lists the documents related to sales service and warehouse operations.									

Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W02				X					X		
E1_W06				X				X	X		
E1_W07				X				X			
MSG1_W03				X					X		
MSG1_W05				X				X			
MSG1_W08				X				X	X		
Skills	E1_U02	Student uses information technology in the area of ERP systems.									
	MSG1_U08	Student uses information technology in the area of ERP systems.									
	E1_U07	Student is able to plan the resources associated with the sale of goods and services to the customer.									
	MSG1_U04	Student is able to plan the resources associated with the sale of goods and services to the customer.									
	E1_U02	Student is able to handle the flow of documentation related to the sale of goods and services and warehouse operations.									
	MSG1_U08	Student is able to handle the flow of documentation related to the sale of goods and services and warehouse 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_U02								X			
E1_U07				X				X			
MSG1_U04				X				X			
MSG1_U08								X			
Attitudes	E1_K01	Student works independently, expanding his skills and knowledge									
	MSG1_K01	Student works independently, expanding his skills and knowledge									
	E1_K06	Student is open to new methods for solving decision problems in the area of logistics									
	MSG1_K03	Student is open to new methods for solving decision problems in the area of logistics									
	E1_K05	Student is involved in the implementation of logistics processes in the area of sales and inventory management									
	MSG1_K04	Student is involved in the implementation of logistics processes in the area of sales and inventory 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_K01								X	X		
E1_K05								X	X		
E1_K06								X	X		



MSG1_K01								X	X		
MSG1_K03								X	X		
E1_K04								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. Navigation in SAP ERP
3. Sales and Distribution module in SAP ERP (case study):
 - 3.1. Introduction to SD study
 - 3.2. Creating and changing records in master data
 - 3.3. Creating customer inquiry
 - 3.4. Creating customer quotation
 - 3.5. Creating sales order
 - 3.6. Picking materials on delivery note
 - 3.7. Posting goods issue
 - 3.8. Creating sales invoice
 - 3.9. Posting receipt of customer payment
 - 3.10. Financial transactions in SAP ERP
4. Warehouse management in SAP ERP (case study):
 - 4.1. Supply:
 - 4.1.1. Creating purchase order
 - 4.1.2. Displaying material inventories
 - 4.1.3. Receiving goods
 - 4.1.4. Running reports
 - 4.1.5. Creating and confirming transfer orders
 - 4.2. Sales:
 - 4.2.1. Creating sales order
 - 4.2.2. Creating outbound delivery
 - 4.2.3. Creating and confirming transfer order
 - 4.2.4. Shipping materials
 - 4.2.5. Displaying material inventories

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 University Alliances

Facultative:
 E. Monk, B. Wagner, Enterprise Resource Planning, Cengage Learning EMEA, 2008.
 G. C. Williams, Implementing SAP ERP Sales&Distribution, McGraw Hill Professional, 2008.
 J. Kappauf, B. Lauterbach, M. Koch, Logistics Core Operations with SAP, Springer, 2011.
 L. K. Lau, Managing Business with SAP: Planning, Implementation and Evaluation, Idea Group Inc., 2005.

Contact	a.szmelter@ug.edu.pl , henryk.wozniak@techtransbalt.ug.edu.pl ,
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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	KPT	Field of study	Economics/MSG**	Field of specialisation							
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

Contact

d.ksiazkiewicz@ug.edu.pl,

* 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, 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, 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

Contact

a.golejewska@ug.edu.pl,

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