

**Winter semester 2020/21**

Code	Title of lecture	Hours	ECTS	Language
04.1.E.FR.798	<b>Business English</b> <i>CJO CJO</i>	30	5	English
04.0.E.FZ.960	<b>Business logistics process modelling</b> <i>prof. UG dr hab. Cezary Mańkowski</i>	30	5	English
14.3.E.FZ.2008	<b>COMMUNICATION AND SALES STRATEGIES IN LOGISTICS</b> <i>dr Dorota Książkiewicz</i>	30	5	English
14.3.E.FZ.2985	<b>Company management with use of ERP system</b> <i>dr Agnieszka Szmelter-Jarosz</i>	30	5	English
14.3.E.FZ.1917	<b>Cultural Differences in Business (Excluding IB students)</b> <i>prof. dr hab. Ewa Oziewicz</i>	30	5	English
14.3.E.FZ.3336	<b>Distribution Across Generations and Pension System Efficiency</b> <i>dr Marcin Brycz</i>	30	5	English
14.3.E.FZ.2005	<b>e-logistics markets</b> <i>prof. UG dr hab. Andrzej Jezierski</i>	30	5	English
14.3.E.FZ.2863	<b>Entrepreneurship and Business Success</b> <i>dr Andrzej Poszewiecki</i>	30	5	English
14.3.E.FZ.2023	<b>Financial Reporting and Analysis (excluding IB students)</b> <i>dr Joanna Stefaniak</i>	30	5	English
14.3.E.FZ.2765	<b>Foreign Direct Investments in Poland and EU</b> <i>prof. UG dr hab. Stanisław Umiński</i>	30	5	English
14.3.E.FZ.3233	<b>Fundamentals of European Integration</b> <i>dr Maciej Krzemiński, prof. UG dr hab. Stanisław Umiński</i>	30	5	English
14.3.E.FZ.3333	<b>Great Recession, European debt crisis and Covid-19 crisis. Will EU recover?</b> <i>dr Marcin Brycz</i>	30	5	English
14.3.E.FZ.10	<b>Innovation and innovation management</b> <i>prof. UG dr hab. Tomasz Brodzicki</i>	30	5	English
14.3.E.FZ.3330	<b>International Economic Diplomacy</b> <i>dr Renata Orłowska, prof. UG dr hab. Krystyna Żołądkiewicz</i>	30	5	English
14.3.E.FZ.14	<b>International economics</b> <i>prof. UG dr hab. Tomasz Brodzicki, prof. UG dr hab. Stanisław Umiński</i>	30	5	English
14.3.E.FZ.2834	<b>International Entrepreneurship</b> <i>prof. UG dr hab. Piotr Zientara</i>	30	5	English
04.7.E.FZ.49	<b>International Marketing (excluding IB students)</b> <i>dr Marek Reysowski</i>	30	5	English
14.3.E.FZ.2851	<b>Logistics for Economic Processes</b> <i>dr Leszek Reszka</i>	30	5	English
04.0.E.FZ.2988	<b>Managerial Decision Making Exercises</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FZ.3349	<b>Personal finance, crowdinvesting and crowdfunding</b> <i>dr Urszula Mrzygłód</i>	30	5	English
14.3.E.FZ.3327	<b>Psychology</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FZ.3231	<b>Refinitiv Academy</b> <i>dr Monika Szmelter</i>	30	5	English
04.0.E.FZ.61	<b>Small business management</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FZ.3150	<b>Sustainable Urban Transport and Mobility</b> <i>prof. dr hab. Olgierd Wyszomirski, prof. UG dr hab. Katarzyna Hebel, prof. UG dr hab. Marcin Wołek, mgr Aleksander Jagiełło</i>	30	5	English

Course title	Business English						ECTS code	04.1.EE.FR.798				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation							
Teaching staff	CJO CJO,											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	30	
Forma aktywności						Year&Type of studies*	2 SS2, 1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	3-4, 1-2,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Activating methods in training classes, Collaborating, group activities, Case studies, 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
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<ol style="list-style-type: none"> <li>1. Presentations: categories and techniques, ways of presenting information, hints for a successful presentation, delivering presentations on chosen business topics with the use of visual aids-OHP, Power Point.</li> <li>2. Advertising and marketing: market structure, marketing strategies, marketing mix, market research, branding, pricing, promotional tools, globalization of markets, advertisements and commercials, effectiveness of advertising.</li> <li>3. Business strategy: company structure, departments and their roles, the global company, downsizing, restructuring, entering a foreign market, international mergers, alliances and takeovers, business in the 21st century.</li> <li>4. Management: styles and necessary skills, management attitudes in different countries, management theories, leadership, empowerment, team building, international management development.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>8. Employment: recruitment, education and training, compensation</li> <li>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.</li> <li>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.</li> <li>11. Corporate culture, cross-cultural communication</li> </ol> <p>The focus on topics depends on the needs analysis at the beginning of the course.</p>
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Recommended reading lists
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<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	Business logistics process modelling						ECTS code	04.0.EE.FZ.960				
							ECTS credits	5				
							max. students	14				
Name of unit administrating study	KL	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Cezary Mańkowski, Associate Professor											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 3,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning C205											
Teaching methods	Work in computer laboratories, Case studies, Individual projects, limited to 14 students due to the no. of software licences											
Prerequisites (required courses and introductory requirements)												
Required courses	No requirements											
Introductory requirements	No requirements											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Constructing EPC model of a selected business logistics process and presentation of the created model in the form of verbal description according to the EPC terminology (standard of modelling)											
Course objectives												
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.												
Learning outcomes												
Knowledge	E1_W06	Student has got to know the right economic methods and tools for logistics business process modelling										
	MSG1_W08	Student has got to know the right economic methods and tools for logistics business process modelling										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W06										X		
MSG1_W08										X		
Skills	E1_U03	Student can analyse events driving business process chains, functions and operations										
	MSG1_U03	Student can analyse events driving business process chains, functions and operations										
Verification of learning outcomes - Skills												

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

## Verification of learning outcomes - Attitudes

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

## Course contents

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

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

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

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

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

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

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

Vision, redesigning, reengineering

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

Presentation, estimation, discussion

## Recommended reading lists

*Literature obligatory*

- 1) A.-W. Scheer: ARIS & Business Process Modeling. Springer Verlag, Berlin 2000
- 2) J. Mendling: Metrics for process models. Springer Verlag, Berlin 2008
- 3) Mańkowski C.: Ontological Foundations for Business Logistic Process Modeling. "Railway Transport and Logistics" 2007, no. 2, p. 30-38

*Additional sources:*

- 1) Rosing M., A-W. Scheer, H. Scheel: The Complete Business Process Modeling Handbook. Body of Knowledge from Process Modeling to BPM (Volume 1). Morgan Kaufmann, Waltham 2015. Available at <http://ebpm.ir/wp-content/uploads/2017/10/The-Complete-Business-Process-Handbook-Body-of-Knowledge-from-Process-Modeling-to-BPM-Volume-I-2014.pdf>
- 2) [Http://supply-chain.org/](http://supply-chain.org/)  
[Http://www.ariscommunity.com](http://www.ariscommunity.com)  
[Http://www.softwareag.com](http://www.softwareag.com)  
[Http://www.idef.com](http://www.idef.com)  
[Http://www.wonderware.com](http://www.wonderware.com)

## Contact

[ekocm@ug.edu.pl](mailto:ekocm@ug.edu.pl),

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

\*\* MSG - International Economic Relations

Course title	COMMUNICATION AND SALES STRATEGIES IN LOGISTICS							ECTS code	14.3.EE.FZ.2008			
								ECTS credits	5			
								max. students	20			
Name of unit administrating study	KPT	Field of study	Economics/MSG**		Field of specialisation							
Teaching staff	Dorota Książkiewicz, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	1, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional				
Total number of hours:							0	Language of instruction:	English			
Teaching form	blended learning											
Teaching methods	Case studies, E-learning,											
Prerequisites (required courses and introductory requirements)												
Required courses	Basic logistics and marketing knowledge.											
Introductory requirements	The specificity of transportation and logistic services market.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are supposed to prepare a case study analysis in groups. Presentations of the the main case study outline and conclusions is performed and discussed in class. Students are given marks in relation to the contents of the presentation and the way it is prepared and performed.											
Course objectives												
The goal is to present the tools and techniques related to effective communication in international trade. The focus is on international communication and regional approach to trade processes, featuring transport and logistic issues.												
Learning outcomes												
Knowledge	E2_W02	Students are able to identify basic market relations in logistics and name the levels of communication between the subjects involved.										
	E2_W06	Students undrestand basic factors of effective communication and its role in logistic processes.Students can name basic marketing strategies and understand their impact on consumer relations.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E2_W02								X				
E2_W06						X						
Skills	E2_U02	Students can identify and analyse various levels of communication in logistic processes.										
	E2_U04	They can bulid marketing strategies based on communication.										
Verification of learning outcomes - Skills												
Outcomes												

	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U02								X			
E2_U04						X					
Attitudes	E2_K03	Students are involved in planning and implementation processes of communication strategies									
	E2_K07	Students are able to build an effective communication in both personal and business relations									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K03								X			
E2_K07						X					

**Course contents**

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

**Recommended reading lists**

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

**Contact**
[d.ksiazkiewicz@ug.edu.pl](mailto:d.ksiazkiewicz@ug.edu.pl),

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

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



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

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

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

Recommended reading lists

*Basic:*

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

*Facultative:*

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

Contact

[a.szmelter@ug.edu.pl](mailto:a.szmelter@ug.edu.pl),

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

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

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

Course title	Distribution Across Generations and Pension System Efficiency						ECTS code	14.3.EE.FZ.3336				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	KMikr	Field of study	Economics/MSG**			Field of specialisation	BRAK;IB;PGi SP;					
Teaching staff	Marcin Brycz, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, 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	Macroeconomics, interest in financial market.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	(50%) The presentation should be 15 min long and also: -less text more own speech -good understand of the subject -logical argumentation -legible slides (50%) Active participation in case study work											
Course objectives												
The course objective is to explain the link from population change through pension system arrangement to long-term savings and investment relation and finally. On this background generational better/worse -off is sketched												
Learning outcomes												
Knowledge	E1_W01	Get knowledge on population, pension, savings and investment										
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						
Skills	MSG1_U01	Understanding the link of pension system and savings-investment										
Attitudes		Communication with market participants on pension and demographics issues.										
Verification of learning outcomes - Attitudes												

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K07						X					

**Course contents**

## Course contents

- 1.The concept of generational accounting
- 2.Pension System History in Brief
- 3.Pension System Function
- 4.Pension System Efficiency in EU
- 5.Population, Pension System and Long-term interest rate
- 6.Do Pension Funds Reinforce Boom-Bust Credit Cycles?
- 7.What next? Do Future Generation be Worse-off?

**Recommended reading lists**

(a)

1. Barr, N., & Diamond, P. (2006). The economics of pensions. Oxford review of economic policy, 22(1), 15-39.
2. Chybalski, F. (2012). Measuring the multidimensional adequacy of pension systems in European countries. The Pensions Institute Cass Business School.
3. Brycz, M., (2016), ATP-pension fund's investments and consumption in Sweden 1961-1994. Past example, but problem still not resolved. RESEARCH PAPERS OF WROCŁAW UNIVERSITY OF ECONOMICS, 451/2016

**Contact**
[marcin.brycz@ug.edu.pl](mailto:marcin.brycz@ug.edu.pl),

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

\*\* MSG - International Economic Relations

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

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

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

#### Course contents

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

#### Recommended reading lists

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

<b>Contact</b>	<a href="mailto:andrzej.jezierski@ug.edu.pl">andrzej.jezierski@ug.edu.pl</a> ,
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
 \*\* MSG - International Economic Relations



Course title	Entrepreneurship and Business Success						ECTS code	14.3.EE.FZ.2863			
							ECTS credits	5			
							max. students	30			
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Andrzej Poszewiecki, Ph.D.										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	blended learning										
Teaching methods	E-learning, Use of scientific literature in English, academic English.										
Prerequisites (required courses and introductory requirements)											
Required courses	None										
Introductory requirements	Good knowledge of English.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The basic criteria for evaluation  5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below										
Course objectives											
<p>Inform and challenge students to develop the knowledge and skills required to form a better understanding of the small enterprise sector.</p> <p>Providing the technical and business skills that are needed in order to start and run a new business.</p> <p>Raising learners' awareness of self-employment as a career option (the message being that you can become not only an employee, but also an entrepreneur)</p> <p>Promoting the development of personal qualities that are relevant to entrepreneurship, such as creativity, risk-taking and responsibility</p>											

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

Developing entrepreneurial marketing strategies and plans for new ventures.

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

**Learning outcomes**

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

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W04					X						
MSG1_W06					X						
MSG1_W13					X						

**Skills**

MSG1\_U07

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

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U07					X						

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

Genes or science? Can entrepreneurship be learnt?

Motivation of entrepreneurs (economic incentives)

Assets of an entrepreneur

Leadership of an entrepreneur

An entrepreneur vs. time

Success factors

People who should never become big entrepreneurs

**2. 2. Business models**

A business model

A typical business model

An innovative business model

Formulating a business model

Typology of innovative business models

Practical examples of business models

Frameworks in designing an innovative business model using academic English

**3. 3. Business organization**

The conceptualization of an idea and product creation

A production process

The most common forms of business activity

The organizational framework and structure of a business

Assets of an enterprise

**4. 4. Business financing**

Start-up funds

The value of money

Advantages and disadvantages of being a business owner

Business efficiency analysis

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

What is marketing?

SWOT Analysis

Defining the Market Segmentation

Conducting Marketing Research

USP - Unique Selling Proposition

Conducting a Competitive Analysis

Preparing Pricing and Sales Strategy

Preparing Promotion Strategy

**6. 6. Small global companies**

International Business

Developing an Export Strategy

Export Decision Scheme

Born Global Companies

Import Opportunities

**7. 7. Personnel in business**

Organizational culture

Teamwork

Creativity and intra-entrepreneurship

Effective motivation

Use of academic English in HR

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

Regulations in intellectual property protection at Polish universities

Basic concepts related to intellectual property

Industrial property

Copyright protection

Protection of business commercial secrets

Recommended reading lists

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

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

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

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

Contact

[andrzej.poszewiecki@ug.edu.pl](mailto:andrzej.poszewiecki@ug.edu.pl),

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

\*\* MSG - International Economic Relations

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

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

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

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



*Additional literature:*

Books on the topic

Contact

[jstefaniak@ug.edu.pl](mailto:jstefaniak@ug.edu.pl),

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

\*\* MSG - International Economic Relations

Course title	Foreign Direct Investments in Poland and EU										ECTS code	14.3.EE.FZ.2765
											ECTS credits	5
											max. students	35
Name of unit administrating study	OBIE	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Stanisław Umiński, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	3 SS1, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	5, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional				
Total number of hours:							0	Language of instruction:	English			
Teaching form	in-class learning Economic Faculty, Sopot											
Teaching methods	Lectures including multimodal presentations, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements	Student shall have basic knowlegde in economics. The knowledge of international economics or international economic relations is recommended.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The presentation prepared by the Student(s) shall touch the problems of foreign direct investments. The topic ought to be devoted to the general aspects of FDI or be focused on the problems of FDI (incoming or outgoing) in the specific country. Thus it may have general, sectoral or country approach. The reference as well the example of ideas that the presentation might be about is the variety of problems researched in the series of World Investment Reports by UNCTAD. The presentation shall make reference to literature on FDI available on the internet or in a form of books. The grading scale is consistent with study regulations.											
Course objectives												
Knowledge: MSG1_W01, MSG1_W02, MSG1_W04, MSG1_W05, MSG1_W06, MSG1_W10, MSG1_W15, MSG1_W17 Skills: MSG1_U01, MSG1_U02, MSG1_U03, MSG1_U04, MSG1_U07, MSG1_U09, MSG1_U16 Attitudes: MSG1_K01												
Learning outcomes												
Knowledge	E1_W01	Student acquires basic knowledge on foreign direct investments (FDI) in the EU and in Poland.										
	E1_W02	Student knows theorethical framework devoted to FDI, methodological questions related to FDI data collection.										
	E1_W04	Student knows differences between FDI and portfolio investments.										
	E1_W05	Student identifies FDI trends and structures in Poland and in the EU as well as basic legal provisions related to capital transfers in the EU law.										
	E1_W06	Students get to know consequences of FDI inflows.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	



E1_W01									X		
E1_W02							X		X		
E1_W04						X			X		
E1_W05						X		X	X		
E1_W06											

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

Recommended reading lists

1. Dunning J.H., S.M. Lundan, *Multinational Enterprises and the Global Economy*, Second Edition, Edward Elgar Publishing, 2008  
[https://dipiufabc.files.wordpress.com/2015/06/dunning\\_multinational-enterprises-and-global-economy.pdf](https://dipiufabc.files.wordpress.com/2015/06/dunning_multinational-enterprises-and-global-economy.pdf)
2. Radosevic S., *International Technology Transfer and Catch-up in Economic Development*, Edward Elgar, Cheltenham, 1999
3. <http://www.oecd.org/investment/fdibenchmarkdefinition.htm>
4. Forsgren M., *Theories of the Multinational Firm. A Multidimensional Creature in the Global Economy*, Second Edition, Edward Elgar, Cheltenham, 2013
5. UNCTAD: <http://www.unctad.org>
6. Iammarino S., McCann P., *Multinationals and Economic Geography*, Edward Elgar, Cheltenham, 2013
7. Klein N., *This Changes Everything: Capitalism vs. The Climate*, Klein Lewis Productions Ltd, 2014
8. Klein N., *No Logo: 10th Anniversary Edition*, Picador, 2010
9. Antras P., Yeaple S., Chapter 2. Multinational Firms and the Structure of International Trade, *Handbook of International Economics*, 2013/02/01  
<https://www.sciencedirect.com/science/article/pii/B9780444543141000021>  
<https://www.nber.org/papers/w18775.pdf>
10. Gawlikowska-Hueckel K., Umiński S., eds., *An Analysis of Poland's Foreign Trade in the Light of the Latest Theoretical Concepts*, Scholar Publishing House, Warsaw 2016  
[http://instytut-rozwoju.org/upload/dfile/Analysis\\_of\\_the\\_Polish\\_foreign\\_trade\\_in\\_the\\_light\\_of\\_recent\\_theoretical\\_concepts\\_.pdf](http://instytut-rozwoju.org/upload/dfile/Analysis_of_the_Polish_foreign_trade_in_the_light_of_recent_theoretical_concepts_.pdf)

Contact

[stanislaw.uminski@ug.edu.pl](mailto:stanislaw.uminski@ug.edu.pl),

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

\*\* MSG - International Economic Relations

Course title	Fundamentals of European Integration						ECTS code	14.3.EE.FZ.3233				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	OBIE	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Maciej Krzemiński, PhD ; Stanisław Umiński, Associate Professor											
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS1, 3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	3, 5, 1, 3,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses	This course is NOT available for IB students !											
Introductory requirements	Knowledge of economics, especially macroeconomics, and international issues.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	During the semester, Students have to write one colloquium. They also prepare an essay - in groups. The essay shall be focused on European Integration problems. Goals and essay structure, its main thesis are consulted with the Lecturer. But they are a team work of each group of Students. A Student that represents each group - briefly presents the essay, its main thesis and conclusions on one of the classes.											
Course objectives												
<p>Students acquire basic knowledge on European Integration process as well as the European Union as such. They are thought basic terms and European Union "vocabulary", that is know as <i>acquis communautaire</i>. Students know basic facts about European structures, including European institutions and consequences of their activity on economic entities. They also know fundamental rules, regulations and EU law cases that are useful for interpretations of functioning of the EU and business entities in the EU - especially functioning within EU common/internal market. Students see/analyse integration processes within the EU in the context of the global economy. Students know consequences of European integration for business entities. Students are able to use fundamental knowledge on the EU as well as basic models that explain functioning of the EU and markets - to analyse business entities presence and activity on the European market/s. They interpretate and critically assess main processes that take place within EU structures. Student are able to analyze basic facts and data and well as construct basic economic indicators. They also interpretate key relations between EU structures, rules and the EU law - and business activity. Students make use of basic European (EU) terminology and are able to prepare an essay, to present its thesis and goals. Student learn how to work in a group. How to formulate the ideas and concepts, how to effectively communicate them to the group. They are able to indicate basic dilemmas and work them out. Student improves his professional and responsible attitude towards other people (other Students and a Lecturer).</p>												
Learning outcomes												
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W01			X	X								
MSG1_W02			X	X					X			

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

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

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U02			X	X					X		X
MSG1_U03			X								
MSG1_U04									X		X
MSG1_U07			X						X		
MSG1_U09			X						X		
MSG1_U14									X		X

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K02							X		X		X
MSG1_K04							X		X		X
MSG1_K07							X		X		X

**Course contents**

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

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

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

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

9. Selected European policies:

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

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

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

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

#### Recommended reading lists

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

#### Contact

[m.krzeminski@ug.edu.pl](mailto:m.krzeminski@ug.edu.pl), [stanislaw.uminski@ug.edu.pl](mailto:stanislaw.uminski@ug.edu.pl),

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

\*\* MSG - International Economic Relations

Course title	Great Recession, European debt crisis and Covid-19 crisis. Will EU recover?					ECTS code	14.3.EE.FZ.3333					
						ECTS credits	5					
						max. students	25					
Name of unit administrating study	KMikr	Field of study	Economics/MSG**		Field of specialisation	BRAK;IB;						
Teaching staff	Marcin Brycz, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	Macroeconomics: basic level											
Introductory requirements	Macroeconomics, interest in financial market.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	(50%) Presentation should be 15 min long and also: -less text more own speech -good understand of the subject -logical argumentation -legible slides (50%) Active participation in case study work											
Course objectives												
The objective of the course is to complement the implementation of the impact of subsequent crisis on real economy												
Learning outcomes												
Knowledge	E1_W01	The main purpose of the lecture is to gain knowledge by students on three crises and the connection between financial disruption, real shocks and real economy. Participants than will be capable of making critical analysis of macroeconomic environment amid crisis and its influence on market participants eg. firms, consumers.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W01						X			X			
Skills	MSG1_U03	Understanding of the market relationships in times of crisis.										
Verification of learning outcomes - Skills												

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U03								X			

Attitudes	E1_K07	Communication with market participants on financial crisis.									
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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_K07						X					

**Course contents**

1. The basics of connection between financial environment and real activity: Modigliani-Miller theorem, Monetarists' theory of financial transmission, bank lending channel, and financial accelerator mechanism.
2. The macroeconomic environment in the USA after the dot-com bubble burst. Alan Greenspan and his monetary policy.
3. Housing market in the USA 2001 - 2008
4. Mortgage and financial markets -- why it went too far. Basics of financial instruments: CDO, MBS, CDS, ABCP. Money market participants.
5. When the crisis began: first warning in 2007, Failure of the biggest financial companies. Programs introduced by FED (crisis response) -- analysis of FED's balance sheet. Too big to fail (moral hazard)
6. Crisis in Europe, Greece's creative accounting.
7. European Central Bank crisis response
8. From the financial markets to ordinary people's life -- critical synthesis of financial crisis management. Multi-speed Europe
9. COVID-19 outbreak. Epidemiologists' rationale.
10. COVID-19 sectors, macroeconomic indicators across countries.
11. Discussion: will Europe recover?

**Recommended reading lists**

Basic references:

1. Brunnermeier (2009), Deciphering the Liquidity and Credit Crunch 2007-2008, Journal of Economic Perspectives. /available on-line/
2. Gary B. Gorton, Andrew Metrick, "Haircuts" NBER working paper /available on-line/
3. Kacperczyk, M., Schnabl, Ph., WHEN SAFE PROVED RISKY: COMMERCIAL PAPER DURING THE FINANCIAL CRISIS OF 2007-2009, :NBER working paper /available on-line/
4. Soros, G., The Crash of 2008 and What it Means, New York
5. Soros, G., The Soros Lectures at the Central European University, Lecture 2. New York /available on-line/

Facultative references:

1. Begg, Dornbusch, Fischer. Economics (part 1 and 2)

Contact	<a href="mailto:marcin.brycz@ug.edu.pl">marcin.brycz@ug.edu.pl</a> ,
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies



\*\* MSG - International Economic Relations



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

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

#### Course contents

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

#### Recommended reading lists

**Core textbooks**

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

**Additional material**

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

#### Contact

[t.brodzicki@ug.edu.pl](mailto:t.brodzicki@ug.edu.pl),

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

Course title	International Economic Diplomacy					ECTS code	14.3.EE.FZ.3330				
						ECTS credits	5				
						max. students	45				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	AR;AG;IC;AP;ACCA;BE;EM;EEF;						
Teaching staff	Renata Orłowska, PhD ; Krystyna Żołądkiewicz, 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:	1, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning Wydział Ekonomiczny										
Teaching methods	Lectures including multimodal presentations, Collaborating, group activities, Case studies, E-learning,										
Prerequisites (required courses and introductory requirements)											
Required courses	none										
Introductory requirements	Knowledge of basic theories and terminology regarded to the world economy										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	<p>Presentations of research done by students and their findings (80%)</p> <p>Group 1:</p> <p>The WTO's main functions are related to: Administering WTO trade agreements; Forum for trade negotiations; Handling trade disputes; Monitoring national trade policies; Technical assistance and training for developing countries; Cooperation with other international organizations. In your view, where are improvements needed in the WTO's functioning? Why?</p> <p>Group 2:</p> <p>The World Trade Organization (WTO) was established in 1995, although its roots date back to 1947, with the creation of the General Agreement on Tariffs and Trade (GATT). The WTO is the international organization dealing with the rules of trade between nations. What are, in your opinion, the WTO's main achievements in its first 25 years of existence, and why?</p> <p>Group 3:</p> <p>Why do you think a multilateral trading system is needed, please elaborate?</p> <p>Group 4:</p> <p>The WTO currently counts 164 Members. Some 20 countries are in various stages of accession process to the organization. What are, in your view, the benefits of WTO's membership?</p> <p>Group 5:</p> <p>Dispute Settlement Body (DSB) plays an important role in the WTO. Study the dispute between the US and the EU (case: Boeing vs. Airbus) and present results.</p> <p>Group 6:</p>										

	<p>Appellate Body (AB) was considered a major achievement of the WTO functioning. What are, in your view, the current problems of AB?</p> <p>Group 7:</p> <p>The WTO recognizes as <i>least-developed countries</i> (LDCs) those countries which have been designated as such by the United Nations. What is the WTO development policy towards these countries?</p> <p>Group 8:</p> <p>Rational behind trade war between the US and China in the context of developing and developed countries.</p> <p>Group 9:</p> <p>The Doha round was the first under the WTO auspices. How would you explain the fiasco of the Doha Round?</p> <p>Individual homework after each class (20%)</p> <p>Available marks:</p> <p>5 - 91-100%</p> <p>4,5 - 81-90%</p> <p>4 - 71-80%</p> <p>3,5 - 61-70%</p> <p>3 - 51-60%</p> <p>2 - 50% and below</p>
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**Course objectives**

International Economic Diplomacy is a 30 hours course focusing on decision-making, policy-making and advocating of a state's business interests. This course introduces students to the key theories and issues concerning the dealings of nations with each other as well as the institutions of global governance that impact trade relations. It traces the changes taking place in the global trade architecture especially the move from trade negotiations fronted by the WTO to trade in a multilateral environment and the regulatory architecture for dispute settlement. This course increase the skills of technical expertise which analyses the effects of a country's economic situation on its political climate and on economic interests.

Students may also have the opportunity to visit the headquarter of the WTO in Geneva, Switzerland.

The aim of this visit is to provide students with the opportunity to acquire first-hand knowledge and experience of WTO and meet international economic diplomacy experts.

By the end of this course students should be able to:

1. Describe how international economic diplomacy has evolved, and how it plays a key role in international affairs, connecting closely with domestic priorities and development objectives in states.
2. Explain the role played by different actors, state and non-states, in the development of 'whole of country' policies, and how a good diplomatic system works with all the key stakeholders.
3. Assess current trends in the framework conditions of international trade and other economic exchanges.

**Learning outcomes**

Knowledge	MSG2_W02	Student understands and is able to correctly use and interpret terms with regard to international economic diplomacy, international trade and makes a distinction between theories and concepts of international trade (++)
	MSG2_W05	Student knows the changes taking place in the global trade architecture especially the move from trade negotiations fronted by the WTO to trade in a multilateral environment and the regulatory architecture for dispute settlement (+)

	MSG2_W10	Student understands theories and issues concerning the dealings of nations with each other as well as the institutions of global governance that impact trade relations (++)
	MSG2_W11	Student has an advanced knowledge about WTO, its rules, principles, functions (+++)

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W02					X		X		X		X
MSG2_W05					X		X		X		X
MSG2_W10					X		X		X		X
MSG2_W11					X		X		X		X

Skills	MSG2_U02	Student has an ability to correctly interpret and assess economic undertakings and economic relations between subjects of the world economy and is able to give an adequate interpretation of different aspects of international economic diplomacy (+)
	MSG2_U03	Student uses theoretical phenomena of the multilateral trade functioning and can analyze and interpret statistical data and rates allowing to discuss on problems related to international economic diplomacy (++)
	MSG2_U07	Student has an ability to formulate simple research hypothesis and to conduct discussions on economic processes taking place in the multilateral trade and is able to use correctly terminology regarding to the WTO (++)
	MSG2_U12	Student can formulate own arguments supported by some theories and opinions presented by distinguished authors and experts as well as statistical data (+)

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U02					X		X		X		X
MSG2_U03					X		X		X		X
MSG2_U07					X		X		X		X
MSG2_U12					X		X		X		X

Attitudes	E2_K01	Student will get an expertise in the field of international economic diplomacy, what will help to understand the complex interplay between international institutions, multinational corporations and markets. Getting to know permanently changing of international environment student will realize the importance of the necessity of life-long learning to be able to catch up with these developments, and will acquire competence to use adequate arguments in discussions on multilateral trade (+)
	E2_K05	Student will have an ability to engage in international endeavours, enhancement of assertiveness and entrepreneurship, what can be important for those who will start-up their own firms as well as those at the vanguard of international business operations and strategy. A deep understanding and knowledge of causes-and-effects links between different subjects of the world economy will influence student's ethical behaviour in professional live (+)

**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_K01							X				X

E2_K05							X					X
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**Course contents**

1. **The evolution of international economic diplomacy:** *Diplomacy starts with trade.*
2. **International economic diplomacy today:**
  - The definitions of international economic diplomacy;
  - Principal content;
  - The stages traversed by countries in practice of international economic diplomacy;
  - Public diplomacy,
  - Image management and trade diplomacy;
3. **Introduction to the WTO:**
  - Overview of the WTO;
  - WTO institutional and legal framework;
  - From GATT to WTO:
    - a. Post-world war II consensus: political security through economic security;
    - b. The Havana Charter (Draft for an ITO) - August 1947;
    - c. General Agreement on Tariffs and Trade (GATT) - signed in October 1947;
    - d. UN Conference on Trade and Development (Havana Conference) - November 1947;
    - e. ITO Charter agreed in March 1948, but&hellip; never came into force; however&hellip;;
    - f. Entry into force of the GATT through a Protocol of Provisional Application (Jan 1948)
4. **Multilateral Trade Negotiations**
5. **GATT vs WTO**
  - WTO: its objectives
  - WTO: its scope
  - WTO: its functions
  - The Marrakesh Agreement
  - WTO and Capacity Building
  - Institutional structure
  - WTO Decision-Making
6. **Basic Principles**
  - Obligations: Non-Discrimination (MFN, NT)
  - Obligations related to market access (Tariff bindings, Quantitative restrictions)
  - Basic Principles - the rights:
    - a. Exceptions
      - i. Safeguards, BOP, Infant Industry, Sector Specific Safeguards
      - ii. General exception

- iii. Security exception
- b. Preferences and Derogations
  - i. Regional integration
  - ii. Waive
  - iii. Special and differential treatment
- c. Fair Trade
  - i. Antidumping Measures
  - ii. Subsidies and Countervailing Duties

**7. Dispute Settlement: Basic Principles and Procedures**

- a. Objectives of the dispute settlement mechanism
- b. "Integrated Mechanism"
- c. Two main ways of settling a dispute
- d. The Actors: "Members only"
- e. The Dispute Settlement Body (the panels, "reverse consensus")
- f. The Appellate Body (functions)
- g. What can be challenged? (The Procedure, Some concluding remarks)

**8. Updating Trade Rules: An overview of WTO negotiations and recent achievements**

**9. WTO Ministerial Conferences:**

- a. Doha Development Agenda
- b. Negotiating structure as created BY DDA
- c. MC9 (2013) - The Bali Package
- d. MC10 (2015) - The Nairobi Package
- e. MC11 (2017) - The Buenos Aires Package

**10. WTO system - focus on business**

- a. Main Legal Instruments Negotiated in the Uruguay Round
- b. The GATT Rules
- c. Benefits to the Business Community

Recommended reading lists

1. K. Żołądkiewicz, R. Orłowska, International Economic Diplomacy, pdf book prepared under PROUG project, Sopot 2019
2. K. Żołądkiewicz, R. Orłowska, International Economic Diplomacy -Case studies - pdf book prepared under PROUG project, Sopot 2019
3. B.M. Hoekman, M.M. Kostecki, The Political Economy of the World Trading System. The WTO and Beyond, Oxford University Press, New York 2009.
4. A handbook of reading WTO goods and services schedules / WTO
5. Business Guide to the Uruguay Round / International Trade Centre UNCTAD/WTO
6. Business Guide to the World Trading System / International Trade Centre UNCTAD/WTO

7. A WTO Guide for Global Business / edited by Carol C. George, Stephen J. Orava
8. The History and Future of the World Trade Organization / Craig VanGrasstek, [https://www.wto.org/english/res\\_e/publications\\_e/historyandfuturewto\\_e.htm](https://www.wto.org/english/res_e/publications_e/historyandfuturewto_e.htm)
9. Understanding the WTO, [https://www.wto.org/english/thewto\\_e/whatis\\_e/tif\\_e/tif\\_e.htm](https://www.wto.org/english/thewto_e/whatis_e/tif_e/tif_e.htm)
10. 10 Things the WTO Can Do, [https://www.wto.org/english/thewto\\_e/whatis\\_e/10thi\\_e/10thi00\\_e.htm](https://www.wto.org/english/thewto_e/whatis_e/10thi_e/10thi00_e.htm)
11. World Trade Report 2015 - Speeding up trade: benefits and challenges of implementing the WTO Trade Facilitation Agreement / WTO. [https://www.wto.org/english/res\\_e/publications\\_e/wtr15\\_e.htm](https://www.wto.org/english/res_e/publications_e/wtr15_e.htm)
12. World Trade Report 2017 - Sixty Years of the Multilateral Trading System : Achievements and Challenges / WTO.
13. Statistics databases, [https://www.wto.org/english/res\\_e/statis\\_e/statis\\_e.htm](https://www.wto.org/english/res_e/statis_e/statis_e.htm)
14. TBT/SPS notifications <http://tbtims.wto.org/> and <http://spsims.wto.org/>
15. WTO Tariff Download Facility <http://tariffdata.wto.org/>
16. K. Żołądkiewicz, Accession to the WTO. Case: the Russian Federation, "International Journal of Emerging and Transition, Economies", vol. 3, 2010/1, p. 79-93.
17. K. Żołądkiewicz, Development of the International Economic Order: Constraints on non-WTO members, New Zealand Journal of Public and International Law", vol. 10, 2012/1, p. 75-106.
18. K. Żołądkiewicz, Some Deficiencies within the WTO System, "Folia Oeconomica Stetinensia", No. 10 (18), 2011/1, p. 78-89.

Contact

[renata.orlowska@ug.edu.pl](mailto:renata.orlowska@ug.edu.pl), [krystyna.zoladkiewicz@ug.edu.pl](mailto:krystyna.zoladkiewicz@ug.edu.pl),

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

\*\* MSG - International Economic Relations



Course title	International economics					ECTS code	14.3.EE.FZ.14				
						ECTS credits	5				
						max. students	30				
Name of unit administrating study	KEIE	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Tomasz Brodzicki, Associate Professor ; Stanisław Umiński, Associate Professor										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS2, 1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 3, 1,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning										
Teaching methods	Lectures including multimodal presentations, Discussion, questioning,										
Prerequisites (required courses and introductory requirements)											
Required courses	Undergraduate micro and macroeconomics.										
Introductory requirements	Good command of English.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	Active participation in classes + attendance. Multiple-choice test on the areas covered during the lectures and in the preassigned literature.										
Course objectives											
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.											
Learning outcomes											
Knowledge	Students have extended knowledge of trade theory, trade empirics, trade policy, economic integration, international financial system, open economy macroeconomics and aspects of economic growth in open-economies. The participant gains a thorough understanding of the complex aspects of the contemporary international economic systems.										
Skills	A student learns how to solve the problems, analyzes and assesses the market data concerning specific problems in international economics. He/she interprets properly the motives of international transactions and flows and makes use of theoretical background in empirical tests of their performance. A student analyzes the determinants and consequences of processes, collects and measures the statistical data and economical indicators with the aim to make forecasts. A student analyses the background for managerial decisions through the case study analysis.										
Attitudes	Concerning the social skills, the student is able to work in an international team, taking part in a discussion and trying to solve the tasks in an entrepreneurial way. A student identifies the challenges of working in financial institutions domestically and internationally. He/she is aware that it is necessary to expand and complement knowledge in international economics throughout their working lives. Students demonstrate accountability for their work, knowing the diversity of business cultures.										
Course contents											
<ol style="list-style-type: none"> <li>1. Introduction to international economics</li> <li>2. Classical models of foreign trade</li> <li>3. Standard model of international trade - graphical explanation</li> <li>4. Other trade theories: H-O, HOS, HOV, technology as a base for trade</li> <li>5. New trade theory of Krugman (1980) - intra-industry trade (HIIT and VIIT)</li> </ol>											

6. New new trade theory - heterogeneous firms - exporters and non-exporters in trade Melitz (2003) - micro-level evidence
7. International trade policy
8. International movements of factors of production
  - a. foreign direct investments
  - b. international migration
9. Determinants of foreign exchange rates.
10. Foreign exchange rate regimes, OCA debate, international role of euro.
11. Balance of payments and adjustments in balance of payments - automatic adjustment mechanisms and adjustment policy.
12. Models of small and large open economies under flexible/fixed exchange rates
13. Openness, economic growth and economic development - theoretical and empirical aspects.

Recommended reading lists

**Main textbooks:**

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

**Additional literature:**

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

Contact

[t.brodzicki@ug.edu.pl](mailto:t.brodzicki@ug.edu.pl), [stanislaw.uminski@ug.edu.pl](mailto:stanislaw.uminski@ug.edu.pl),

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

\*\* MSG - International Economic Relations

Course title	International Entrepreneurship						ECTS code	14.3.EE.FZ.2834				
							ECTS credits	5				
							max. students	60				
Name of unit administrating study	IHZ	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Piotr Zientara, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations,											
Prerequisites (required courses and introductory requirements)												
Required courses	-											
Introductory requirements	A good command of English and a basic understanding of economics											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Written exam in the form of a multiple-choice test - 100%. Grading scale: 91%-100% - 5; 81%-90 % 4+; 71%-80% 4; 61%-70% 3+; 51%-60% 3.											
Course objectives												
The objective of the course is to familiarize students with the theory and practice of entrepreneurship in the international context												
Learning outcomes												
Knowledge	E1_W02	The student has advanced knowledge of man as a producer and consumer of goods and services										
	E1_W04	The student has advanced knowledge of the nature of economic factors, processes, phenomena, structures, institutions, and about their connections, causes and implications of their changes										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W02								X				
E1_W04	X											
Skills	E1_U01	The student is able to observe, characterize, diagnose, evaluate and model in the planned and specialized way chosen aspects of economic and social life										
	E1_U08	The student is able to analyze people behavior, their motives and consequences for certain economic sphere										
Verification of learning outcomes - Skills												

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01								X			
E1_U08										X	
Attitudes	E1_K01	The student is competent to participate in creating new research projects and to determinate new aims of studie									
	E1_K03	The student is able to independently carry out economic and interdisciplinary research activity, manage research teams and to improve owned skills and knowledge									

**Verification of learning outcomes - Attitudes**

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

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

Notion of entrepreneurship (free enterprise) and the entrepreneur

Entrepreneur - intrapreneur - manager

Corporate entrepreneurship versus individual entrepreneurship

A role schema and an event schema

Theory of entrepreneurial cognition and social cognitive theory

Prevention focus behaviour versus promotion focus behaviour

Cognitive styles and entrepreneurship

**Starting a business**

Different types of companies

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

The main characteristics of a viable business plan

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

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

Government intervention in view of entrepreneurial activity

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

Significance of human and social capital for entrepreneurship

**Entrepreneurship and innovation**

Notion and implications of a knowledge-based economy

Significance of technological progress and its impact on modern economies

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



Schumpeterian link between entrepreneurship and innovation

Conceptualisations of the Japanese term ba

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

Role of creativity in innovation generation

**Family businesses**

Definition and idiosyncrasy of the family firm

The concept of socioemotional wealth

Advantages and disadvantages associated with family firms

**Business ethics and entrepreneurship**

Conceptualizations and implications of Corporate Social Responsibility

Environmental sustainability and entrepreneurship

**Recommended reading lists**

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

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

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

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

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

Contact

[piotr.zientara@ug.edu.pl](mailto:piotr.zientara@ug.edu.pl),

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

Course title	International Marketing (excluding IB students)					ECTS code	04.7.EE.FZ.49				
						ECTS credits	5				
						max. students	30				
Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Marek Reysowski, PhD										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning										
Teaching methods	Lectures including multimodal presentations, Case studies, Discussion, questioning, Collaborating, group activities,										
Prerequisites (required courses and introductory requirements)											
Required courses	Students must have basic knowledge about marketing and graduate at least one marketing course. The course cannot be selected by I IB students who have it in their study programme as an obligatory course.										
Introductory requirements	The goal of the course is to characterise the phenomenon of the international marketing, resent major marketing challenges companies face entering the international market. Students will have also to work on real business cases that will help them to comprehend the complexity of decisions made by managers in the international marketing. Other goal of the course is the presentation of the process of companies internationalization and globalization and differences between acting on domestic and international market.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The final grade is based on two factors: written test (70%) and student involvement & group work (30%).										
Course objectives											
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.											
Learning outcomes											
Knowledge	MSG1_W05	Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope									
	MSG1_W10	Students know also processes supporting the decision-making by managers and consumers-have at least a basic knowledge of the management of a business entity in the international market, including knowledge of marketing concepts and tools used in the management.									
	MSG1_W15	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.									
	MSG2_W05	Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope									
	MSG2_W10	Students know also processes supporting the decision-making by managers and consumers-have at least a basic knowledge of the management of a business entity in									

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

**Verification of learning outcomes - Knowledge**

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

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

**Verification of learning outcomes - Skills**

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

Attitudes	MSG1_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.
	MSG1_K06	Students properly communicate with classmates and lecturers, can properly determine

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

**Verification of learning outcomes - Attitudes**

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

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

Objectives and program of the course

Literature

Grading Policy

Direct exporting

Direct investment

Strategic alliances

**2. Global Segmentation and Positioning**

Grouping consumers within countries into homogenous segments

Use of strategically equivalent segments

Use of macro and micro data

Implications for positioning

Tools for forming groups

**3. International Marketing Research**

Basic problems in international marketing research

Sources of information

Adapting research methods to the international specific

Evaluation of foreign markets attractiveness

**4. Pricing**

International price setting

International price standardization

Transfer pricing

**5. Product Development For Global Markets**

Adaptation vs standardization

Concept testing

Influence of the R&amp;D interface

New product development for international markets

Product introduction: diffusion, sprinkler and waterfall

**6. Distribution strategies**

Exclusive distribution

Selective distribution

Intensive distribution

**7. Promotion strategies**

Pull strategy

Push strategy

**Recommended reading lists**

- Philip Kotler, any edition dated after 1998.
- Stanley L. Paliwoda, Michael J. Thomas, International Marketing, Butterworth Heinemann 1998.
- The Central Challenge for Global Strategy By Pankay Ghemawat, Harvard Business Review, March 2007 Handouts





distributed at class.

Contact

[marek.reysowski@ug.edu.pl](mailto:marek.reysowski@ug.edu.pl),

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

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

Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01								X			
E1_K02							X				

### Course contents

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

### Recommended reading lists

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

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

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

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

Simchi-Levi D., Kaminsky P., Simchi-Levi E.: Designing and managing the supply chain. Irwin McGraw - Hill, International Editions 2000

Contact	<a href="mailto:leszek.reszka@ug.edu.pl">leszek.reszka@ug.edu.pl</a> ,
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
 \*\* MSG - International Economic Relations

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

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

**Verification of learning outcomes - Skills**

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

Design of classes: each class will start from

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



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

Recommended reading lists

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

Contact

[przemyslaw.kulawczuk@ug.edu.pl](mailto:przemyslaw.kulawczuk@ug.edu.pl); [pk1@post.pl](mailto:pk1@post.pl),

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

\*\* MSG - International Economic Relations

Course title	Personal finance, crowdfunding and crowdfunding						ECTS code	14.3.EE.FZ.3349				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Urszula Mrzygłód, PhD											
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	blended learning											
Teaching methods	E-learning, Collaborating, group activities, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses	None.											
Introductory requirements	Basic knowledge of financial services, interest in crowdfunding and crowd investing.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Completing the course is based on the activity during the e-learning course and presentation.											
Course objectives												
The main aim of the subject is to familiarize students with the principles of personal finance management as well as services addressed to individuals. In addition, the course aims to explore new investment and financing opportunities, which include crowd investing and crowdfunding.												
Learning outcomes												
Knowledge	MSG1_W04	Student has knowledge about financial services and institutions delivering financial services.										
	MSG1_W05	Students understand personal finance management, including financial plans. Student										
	MSG1_W17	Student gains knowledge about the financial agreements, interprets expected results of financial decision.										
	E1_W02	Student has knowledge about financial services and institutions delivering financial services.										
	E1_W04	Students understand personal finance management, including financial plans. Student										
	E1_W05	Student gains knowledge about the financial agreements, interprets expected results of financial decision.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W04					X		X	X				
MSG1_W05					X		X	X				
MSG1_W17					X		X	X				

E1_W02					X		X	X			
E1_W04					X		X	X			
E1_W05					X		X	X			

Skills	E1_U01	Student is able to manage a personal financial plan.									
	E1_U03	Student gains the ability to interpret and analyze financial agreements as well as crowdinvesting and crowdfunding.									
	E1_U06	Student is aware of the risks associated with financial instruments and products.									
	MSG1_U01	Student is able to manage a personal financial plan.									
	MSG1_U03	Student gains the ability to interpret and analyze financial agreements as well as crowdinvesting and crowdfunding.									
	MSG1_U06	Student is aware of the risks associated with financial instruments and products.									

**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			
E1_U03					X			X			
E1_U06							X				
MSG1_U01					X			X			
MSG1_U03					X			X			
MSG1_U06							X				

Attitudes	E1_K02	Student acts as a member of the group and communicates properly with other group members.									
	E1_K03	Student is able to distinguish the importance of tasks and understands her/his own responsibilities in solving delivered tasks.									
	MSG1_K02	Student acts as a member of the group and communicates properly with other group members.									
	MSG1_K03	Student is able to distinguish the importance of tasks and understands her/his own responsibilities in solving delivered tasks.									

**Verification of learning outcomes - Attitudes**

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

**Course contents**

1. Theoretical aspects of personal finance, models, strategies.
2. The financial planning process; theory of saving: economic and psychological concepts.
3. Research on the structure of savings, investment decisions of families and individuals broken down by gender etc.
4. Motives for saving and investing.
5. Basics of banking services: characteristics of savings instruments for individuals; bank charges; types of deposits and



structured products (related to the investment market).

6. Investing through mutual funds: market and service characteristics and research results.
7. Retirement planning: types of services, including the reverse mortgage.
8. Investing in shares and bonds for individual clients, investment basics, primary and secondary offers, costs.
9. Financial services of high net worth and alternative tangible assets: metals, works of art, wine, etc.
10. Crowdfunding - characteristics, investment opportunities. Analysis of particular cases.
11. Crowdfunding and crowdfunding: comparative analysis, market development in Poland and Europe.
12. Crowdfunding: analysis of successful and unsuccessful campaigns.
- 13 Credits, loans and credit cards: characteristics, comparative analysis, decision problems.
14. Credit and loan agreements - sample forms.
15. P2P loans: characteristics, what should we know about it?

#### Recommended reading lists

Adamska-Mieruszewska J., Mrzygłód U., Skurczyński M. (2017), Success and failures of crowdfunded projects in Poland, *Finanse, Rynki Finansowe, Ubezpieczenia*, nr 5 (89), cz. 2, s. 415-426.

Kapoor, J.R., *Personal Finance*, McGraw-Hill, 2011 or 2014.

Madura, J., *Personal finance*, Prentice Hall, 2012

#### Contact

[urszula.mrzyglod@ug.edu.pl](mailto:urszula.mrzyglod@ug.edu.pl),

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

\*\* MSG - International Economic Relations

Course title	Psychology						ECTS code	14.3.EE.FZ.3327				
							ECTS credits	5				
							max. students	999				
Name of unit administrating study	ITiHM	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Jacek Winiarski, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses	None.											
Introductory requirements	Basic knowledge about science.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>1. Exam is a multiple choice test (20 individual question for every student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p>2. Individual presentation in front of the group on the agreed topic.</p> <p>The final grade is made up of the following components:          33,3% test,          33,3% presentation on contemporary psychology issues,          33,3 % active participation in debate.</p>											
Course objectives												
Presentation of selected fields of contemporary psychology and its apply in economics.												
Learning outcomes												
Knowledge	MSG1_W01	Student has fundamental knowledge in the field of psychology and its significance in the system of sciences, including related disciplines of science										
	MSG1_W05	The student knows the psychological connections and ruling regularities, including the principles of enterprise functioning and the management mechanism in the national and international aspect										
	MSG1_W11	The student has psychological knowledge about views on the structures and processes of change in economic structures and institutions (in particular those operating on the international market), about the causes, course, scale and consequences of these changes										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	

MSG1_W01	X					X			X		
MSG1_W05	X					X			X		
MSG1_W11	X					X			X		

Skills	MSG1_U01	A student analyses psychology the determinants and consequences of management process, collects and measures the statistical data and economic indicators concerning the development of enterprise markets with the aim to draw conclusions.									
	E1_U04	The student is able to evaluate investments and analyze the effectiveness of implementing elements of psychology in an enterprise									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01			X			X	X	X			
E1_U04			X			X	X	X			

Attitudes	E1_K01	Student is able to apply creative thinking in solving complex problems industrial organisation psychology									
	E1_K05	Student is able to work in group in order to conduct analysis of selected psychology issue									
	MSG1_K06	Student is able to find optimal solutions for selected entities psychology issue									

**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			
MSG1_K05							X				
MSG1_K06								X			

**Course contents**
**1: Introduction to Psychology**

- 1.1 What Is Psychology?
- 1.2 History of Psychology
- 1.3 Contemporary Psychology
- 1.4 Careers in Psychology

**2: Psychological Research**

- 2.1 Why Is Research Important?
- 2.2 Approaches to Research
- 2.3 Analyzing Findings
- 2.4 Ethics

**3: Learning**

- 3.1 What Is Learning?
- 3.2 Classical Conditioning
- 3.3 Operant Conditioning

3.4 Observational Learning (Modeling)

**4: Thinking and Intelligence**

4.1 What Is Cognition?

4.2 Language

4.3 Problem Solving

4.4 What Are Intelligence and Creativity?

4.5 Measures of Intelligence

4.6 The Source of Intelligence

**5: Emotion and Motivation**

5.1 Motivation

5.2 Hunger and Eating

5.3 Sexual Behavior

5.4 Emotion

**6: Industrial-Organizational Psychology**

6.1 What Is Industrial and Organizational Psychology?

6.2 Industrial Psychology: Selecting and Evaluating Employees

6.3 Organizational Psychology: The Social Dimension of Work

6.4 Human Factors Psychology and Workplace Design

**7: Stress, Lifestyle, and Health**

7.1 What Is Stress?

7.2 Stressors

7.3 Stress and Illness

7.4 Regulation of Stress

7.5 The Pursuit of Happiness

Recommended reading lists

**Primary literature:**

Carlson, N. R. (2013). *Physiology of Behavior* (11th ed.). Pearson.

Shrout, P. E., & Rodgers, J. L. (2018). Psychology, science, and knowledge construction: Broadening perspectives from the replication crisis. *Annual Review of Psychology*, 69, 487-510.

Massimini, M., & Peterson, M. (2009). Information and communication technology: Affects of U.S. college students. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 3(1).

**Supplementary literature:**

American Psychological Association [www.apa.org](http://www.apa.org)

Riggio, R. E. (2013). What is industrial/organizational psychology? *Psychology Today*.  
<http://www.psychologytoday.com/blog/cutting-edge-leadership/201303/what-is-industrial-organizational-psychology>

Shaw, C. M., & Tan, S. A. (2015). Integration of mobile technology in educational materials improves participation: Creation of



a novel smartphone application for resident education. *Journal of Surgical Education*, 72(4), 670-73.  
<https://www.sciencedirect.com/science/article/abs/pii/S1931720415000318>

McCrae, R. R. & Costa, P. T. (2008). Empirical and theoretical status of the five-factor model of personality traits. In G. J. Boyle, G. Matthews, & D. H. Saklofske (Eds.), *The Sage handbook of personality theory and assessment*. Vol. 1 Personality theories and models. Sage.

Women and Minorities in Psychology. (n.d.). IResearch. <http://psychology.iresearchnet.com/history-ofpsychology/women-and-minorities/>

Contact

[Jacek.Winiarski@ug.edu.pl](mailto:Jacek.Winiarski@ug.edu.pl),

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

Course title	Refinitiv Academy						ECTS code	14.3.EE.FZ.3231				
							ECTS credits	5				
							max. students	22				
Name of unit administrating study	IHZ	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Monika Szmelter, Ph.D.											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 3,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning b402											
Teaching methods	Work in computer laboratories,											
Prerequisites (required courses and introductory requirements)												
Required courses	Finance or Finance&Financial Markets, Informative Technologies.											
Introductory requirements	<p>basic knowledge of financial markets (especially capital market, money market and forex); computer using skills;</p> <p>basic knowledge of data basis Refinitiv Academy is not for SS1 MSG students (Thomson Reuters Academy/Refinitiv Academy is one of the major courses in Bachelor`s programme), or students who had Thomson Reuters Academy/Refinitiv Academy earlier.</p>											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The final grade consists of results in on-line certification exam provided by Refinitiv and University of Gdańsk (Refinitiv Eikon Certification). In the case of positive certification results (gained certificate), student automatically gains very good grade. Presence is obligatory during the course.											
Course objectives												
1/ to learn students technical aspects of using EIKON and prepare them to Refinitiv Eikon Certification Test												
2/ to learn students searching data related to financial markets, global economy and corporates.												
Learning outcomes												
Knowledge	MSG1_W08	Students acquire knowledge about the software - Eikon (database). Students know rules of using the database and the scope of this information service. Students are able to name financial instruments and applications using professional vocabulary.										
	MSG1_W17	Students know trends on key financial markets. Students explain financial markets rules and characterize them using Eikon.										
	MSG1_W10	Students has basic knowledge on world economy.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W08			X									
MSG1_W10			X									

MSG1_W17			X								
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Skills	MSG1_U01	Students observe local and international financial market, characterize them and identify relationships between them.									
	MSG1_U03	Students observe the world economy development.									
	MSG1_U04	Students analyze situation on financial markets and can give main findings.									
	MSG1_U08	Students create screen in Eikon, use applications, load data and decide on searching methods.									
	MSG1_U09	Students use professional vocabulary regarding financial markets and Eikon service.									
	MSG1_U10	Students use informative technics, search economic and financial data in Eikon database.									

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K01			X								
MSG1_K04			X								
MSG1_K06			X								

**Course contents**

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

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

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

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

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

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



data of companies)

Refinitiv Academy 12: Using selected calculators

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

Refinitiv Academy 14: Repeat classes

Refinitiv Academy 15: Refinitiv Eikon Certification Test

Recommended reading lists

Materials prepared by Refinitiv.

Contact

[monika.szmelter@ug.edu.pl](mailto:monika.szmelter@ug.edu.pl),

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

\*\* MSG - International Economic Relations



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

		problems or to exploit business opportunities in small business formation
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**Verification of learning outcomes - Skills**

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

**Recommended reading lists**

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

**Contact**

[przemyslaw.kulawczuk@ug.edu.pl](mailto:przemyslaw.kulawczuk@ug.edu.pl); [pk1@post.pl](mailto:pk1@post.pl),

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

\*\* MSG - International Economic Relations

Course title	Sustainable Urban Transport and Mobility						ECTS code	14.3.EE.FZ.3150				
							ECTS credits	5				
							max. students	20				
Name of unit administrating study	KRT	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Olgierd Wyszomirski, Professor ; Katarzyna Hebel, Associate Professor ; Marcin Wołek, Associate Professor ; Aleksander Jagiełło, MSc											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	3,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	No formal requirements.											
Introductory requirements	Knowledge of basic economics issues and basics of transport economics.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Presentation on sustainable urban transport and mobility subject (the title will be individually discussed during lecture). Evaluation criteria: 91-100 pts - A (5) 81-90 pts - B (4,5) 71-80 B ( pts -4) 61-70 pts - C+ (3,5) 51-60 pts - C (3) 50 and less - F Attendance rate: 25 pts (max), presentation 75 pts (max)											
Course objectives												
To provide specific knowledge on sustainable urban transport and mobility.												
Learning outcomes												
Knowledge	E2_W01	Identyfification of characteristic features of demand and supply, cost and price, organization and management on the urban transport										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E2_W01						X	X	X	X			
Skills	E2_U01	Ability to analyse case studies and to generalise fact based on case study research. Student will get basic knowledge on business instruments being used on urban transport market including strategic planning and marketing research										
Verification of learning outcomes - Skills												

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

**Attitudes**

E2\_K02

Ability to work in small groups and to divide tasks and execute desired level of quality

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

**Recommended reading lists**

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

**Contact**

[olgierd.wyszomirski@ug.edu.pl](mailto:olgierd.wyszomirski@ug.edu.pl), [katarzyna.hebel@ug.edu.pl](mailto:katarzyna.hebel@ug.edu.pl),  
[marcin.wolek@ug.edu.pl](mailto:marcin.wolek@ug.edu.pl), [aleksander.jagiello@ug.edu.pl](mailto:aleksander.jagiello@ug.edu.pl),

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

\*\* MSG - International Economic Relations