UNIWERSYTET GDAŃSKI

FACULTY OF ECONOMICS

ECTS INFORMATION PACKAGE

Academic year 2015/2016

ECTS information package prepared by:

Editor
Magdalena Reszka

Academic teachers lecturing particular subjects are responsible for the information included in the description of the subjects

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INTRODUCTION TO ECTS

The European Commission promotes co-operation between universities, having acknowledged its importance to the upgrading of the level of education and the students visits to study abroad (one or two semesters) are the dominant element of such co-operation. Indispensable requirement for the development of that form of education is full recognition of the period of studies abroad and foreign diplomas. For that purpose the European Credit Transfer System (ECTS) have been created.

The objective of ECTS system is to enable studying of students at the foreign universities (e.g. in the frames of ERASMUS programme) and exchange of students between Polish universities as well (e.g. in the frames of MOST programme).

Full acknowledgement of studies means that the period of studies abroad or at other Polish university (in this exams and other forms of evaluation) substitutes comparative period of studies at the mother university (in this: exams and other forms of evaluation). Using ECTS is based on the mutual confidence between co-operating universities and every university chooses its own partners for the co-operation. Introduction of the credit transfer system is the instrument which presents clear rules of carrying and assessment of studies abroad or at other Polish universities.

ECTS Credits

ECTS credits mean a certain figure related to the particular subjects on the basis of amount of work done by the individual student to pass the exam. Within the ECTS framework, the load of work in the whole academic year required from each student amounts for 60 credits, with recommendation to equal division for 30 credits in each semester.

ECTS credits relate to subjects, but are given those students who fulfilled requirements necessary to obtain the assessment of the subject. Students do not receive credits for the participation in classes but have to get assessment according to the evaluation criteria obligatory in particular university.

A. General information about the Faculty

A.1. Address of the Faculty

FACULTY OF ECONOMICS
Armii Krajowej 119/121
81-824 Sopot
tel. (48 58) 523-10 –00, 523-11 -10
fax (48-58) 550-11-10
http://ekonom.univ.gda.pl

A.2. Faculty authorities

Dean of Faculty of Economics UG

Prof. Krzysztof Dobrowolski

Deputy Dean for Education: Prof. Monika Bąk
Deputy Dean for Students: Prof. Krystyna Żołądkiewicz
Deputy Dean for Extra- mural studies: Wojciech Bizon, PhD

A.3. Obligatory division of the academic year (project)

ACADEMIC YEAR 2015/2016			
Winter semester		***Summer semester***	
	inauguration of academic year **courses** **winter holidays** **exam session (courses excluded)**		**courses** **spring holidays** **the day off from classes** **exam session (courses excluded)** **summer holidays** **corrective exam session**

A.4. History of the Faculty

The origins of the Faculty of Economics date back to the tradition of the Maritime Institute established in Warsaw in 1942 at the underground University of Western Lands and connected with the Polish Immigration Government in London. The Maritime Institute traditions were continued by: Higher School of Seaborne Trade (1945-1952), Higher Economic School (1952-1970), and at present by the Faculty of Economics and the Faculty of Management of Gdansk University, established in 1993 after the transformation of the Faculty of Transportation Economics and the Faculty of Production Economic which existed in 1970-1993.

Despite the socialist era of early years of the Faculty its teaching programme has always been based on experience of western research institutions and foundations of market economy. After the economic transformation of Poland the role of the Faculty as one of the leading education centres of the region has been further strengthened.

At the beginning, academic staff represented both specialists connected with Polish pre-war maritime economy and lecturers of higher schools. Among the most outstanding were Tadeusz Ocioszyński, Bolesław Kasprowicz, Władysław Kowalenko. Tadeusz Kwiatkowski was also one of the first lecturers. Its teaching programme was based on experience of western research institutions.

Faculty of Economics – up to 1993 Faculty of Economics of Transportation – at the University of Gdansk offers the university level of education and has full academic rights. There are about 3800 students (in this nearly a hundred of foreign students) every year at different specialisations and forms of studies at the Faculty.

A.5. Organisational structure of the Faculty

INSTITUTE OF INTERNATIONAL BUSINESS
ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 523- 13- 90

Chair of Economics and Organisation of Foreign Trade
Chair of Marketing
Chair of International Economic Relations
Chair of International Currency Relations
Chair of International Transportation and Forwarding

INSTITUTE OF MARITIME TRANSPORTATION AND SEABORNE TRADE
ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 523- 14-26

Chair of Seaborne Trade
Chair of Global Economy
Chair of Electronic Commerce

CHAIR OF MACROECONOMICS
ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 523- 13- 24

CHAIR OF MICROECONOMICS
ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 523- 13-58

CHAIR OF ECONOMIC POLICY
ul. Armii Krajowej 119/121, 81-824 Sopot
tel. 523- 14- 20
fax. 523- 12- 31

CHAIRS OF TRANSPORTATION AND LOGISTICS
ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 523- 13-45

Chair of Comparative Research of Transport Systems
Chair of Economics and Management of Transportation Companies
Chair of Logistics
Chair of Transportation Policy
Chair of Transportation Market

CHAIR OF EUROPEAN INTEGRATION ECONOMICS
ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax. 523-12-23

RESEARCH CENTRE OF EUROPEAN INTEGRATION
ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 523-12-23

B. Information about studies at the Faculty

B.1. ECTS at the Faculty

Incoming students coordinator:

Prof. Przemysław Borkowski,
ul. Armii Krajowej 119/121
81-824 Sopot
Room 229
e-mail: przemyslaw.borkowski@univ.gda.pl

Outgoing students institute coordinators:

Prof. Przemysław Borkowski,- outgoing students of specializations: Transport and Logistic, Economic Assessment and Functioning of Enterprises, Theory of Enterprises
e-mail: przemyslaw.borkowski@univ.gda.pl
Prof. Joanna Bednarz,- outgoing students of specializations: Foreign Trade, International Finances and Banking, International Business, International Marketing; International Marketing Strategies
e-mail: j.bednarz@ek.univ.gda.pl
Olga Debicka, PhD - outgoing students of specializations: Electronic Business, Human Resources Management, International Maritime Transport and Trade, International Managerial Economics
e-mail: olga.debicka@gmail.com
Prof.Henryk Ćwikliński - outgoing students of Economic Policy and Entrepreneurial Strategy specialization
e-mail :ekojk@ug.edu.pl
Maciej Krzemiński,PhD - outgoing students of specializations: Innovations in Economy, European Dimension of Entrepreneurship
e-mail: m.krzeminski@univ.gda.pl

Student affairs office

Anna Żebrowska
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81-824 Sopot
Room 126
Mondays, Tuesdays and Thursdays from 9 to 13.30
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Administrative support (ECTS Information Package's editor)

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B.2. Forms of education at the Faculty

The Faculty offers education in two fields, both in full- and part-time modes: Economics and International Economic Relations. In accordance with the Bologna Declaration, the studies at the Faculty of Economics are of three-tier character: 1st degree study (BA), 2nd degree study (MA) and 3rd degree study (PhD). Moreover, the Faculty offers numerous postgraduate studies, including MBA (together with the Faculty of Management).

Economics:

The Faculty of Economics offers 1st-, 2nd- and 3rd-degree (BA, MA and PhD respectively) studies in economics. In accordance with the Bologna system of education, the 1st degree graduates of other fields may carry on their 2nd-degree studies in economics. Students are required to learn two foreign languages. They also have an opportunity to study at one of several dozen foreign universities under the Erasmus programme. Students have access to the library with its vast collection of textbooks, to the Internet (also wireless) and to the dealing room , where they learn how to make foreign exchange transactions

in real time. Since 2008, they have had an opportunity to use the specialised Thomson Reuters Data Suite lab and obtain Thomson Reuters certificate. They can broaden their interests in numerous scientific societies. From the academic year 2010/2011 Faculty offers English Language Part-time Doctoral Studies in Economics (phdeconomics.ug.edu.pl).

International Economic Relations:

The Faculty of Economics of Gdańsk University is one of the few elite Polish universities that were given the approval by the Minister of Science and Higher Education to open the field of study - INTERNATIONAL ECONOMIC RELATIONS (1st- and 2nd-degree studies). In accordance with the Bologna system of education, the 1st-degree graduates may carry on their 2nd-degree education of International Economic Relations. Students are required to learn two foreign languages to obtain B2 CEFR certificate. Students also have an opportunity to study at one of several dozen foreign universities under the Erasmus/Socrates programme. Since 2008, they have had an opportunity to attend "Thomson Reuters Academy" classes and obtain the Thomson Reuters certificate. Students have access to the library with its vast collection of textbooks, to the Internet (also wireless), and to the dealing room (the only one in Poland), where they learn how to make foreign exchange transactions in real time. They can broaden their interests in numerous scientific societies. The International Economic Relations also offers a specialisation: International Business, where classes are held entirely in English (Bachelor and Master Degree).

Specialisations offered at the Faculty of Economics (offered in Polish):

Specialisation / studies' degree	BA study		MA study	
	Full-time studies	Extra-mural studies	Full-time studies	Extra-mural studies
Economics:				
Electronic Business	+	+	+	+
Economic Assessment and Functioning of Enterprises	-	-	+	+
Human Resources Management	-	-	-	+
Innovations in Economy	+	-	+	-
Economic Policy and Entrepreneurial Strategy	+	+	+	+
Theory of Enterprises	+	+	-	-
Economics of Transport and Logistics	+	+	+	+
Finance in enterprises*	-	-	-	+
International Economic Relations:				
European Dimension of Entrepreneurship	+	+	+	+
International Finances and Banking	+	+	+	+
Foreign Trade	+	+	+	+
International Marketing	+	+	-	-
International Marketing Strategies	-	-	+	+
International Maritime Transport and Trade	+	+	+	+
International Managerial Economics	+	+	+	+
International Tourism	-	-	+	+
International Business (fully in English)	+	-	+	-

***** Specialization Finance in companies was established in cooperation with the ACCA (The Association of Chartered Certified Accountants) and the Accountants Association in Poland. Is offered as part-time master studies. Specialization is divided into two groups: I. Finances in companies and II. Finances in companies - accredited by ACCA.

Every specialisation has the limited number of places, and the basic criteria of admission are declarations of interested students in regards to particular specialisation and results achieved by them during the first two years of studies. A programme of studies at particular specialisation embraces subjects common for the whole Faculty and specialisation subjects (obligatory and facultative). Students with very good results have the right to study according to an individual programme.

The full-time studies at the Faculty might be supplemented with one semester or one-year studies abroad within the frameworks of the ERASMUS programme.

Post graduate, extra-mural, studies are carried during one or two semesters and they concern:

- International Business (Polish language),
- International Business (English language),
- Transportation and Logistics,
- International Marketing,
- Public Procurements,
- Regional Development and Structural Funds of EU. Projects Management,
- Human Resources Management in International Trade
- Innovative practices of PR
- Innovations in tourism

Doctorate Studies are carried in the extra-mural system and they are created for people with high economic and non-economic education. They last 3 years. Doctorate studies are open for people with master diploma (including academic teachers of Gdansk University). The teaching programme includes methodology subjects, theory of economics, international economic relations, computer science, finance management and specialist subjects including the most advanced economic knowledge.

MBA interfaculty studies are designed for people with high economic and non-economic education. MBA studies last 4 semesters and are carried in the extra-mural system, in two days weekend modules. After completing, a graduate receives a diploma of postgraduate studies at the University of Gdansk according to the pattern approved by the Ministry of National Education. Additionally a graduate receives a MBA diploma of Gdansk University, signed also by the other Universities creating consortium, that is, University in Antwerp (RUCA), Copenhagen Business School and Fachhochschule fur Technik und Wirtschaft in Berlin.

B.3. Educational and social environment

- **Libraries**

The Main UG Library has a collection of over 1,400,000 volumes. This includes books and journals, including foreign publications, covering all fields of university subjects, particularly those taught at the University of Gdansk. A significant part of the collection consists of publications concerning the sea and Pomerania. There are priceless special collections about the history and culture of Pomerania: manuscripts, old prints, cartographic publications, documents about social life and also audio-visual and multimedia collections. Among the Library's cimelia are old texts from Polish and world literature, particularly Gdansk texts, the so-called gedaniana. Apart from the resources in traditional forms, the library offers its readers increasingly more information in an electronic form, including, above all, access to electronic periodicals - over 15,000 titles. Thanks to widespread access to the Internet, it is possible to make available broad access to information about the library's own resources and to make use of information about the resources of other academic libraries in Poland and abroad. Since 1993 the Library has actively participated in the computerization of academic libraries in Poland.

The Library of the University of Gdansk includes 8 lending libraries, 19 reading rooms, 7 specialistic libraries, 1 Main Library of the University of Gdansk , 1100 places in the reading-rooms. Annually over 1,000,000 books and journals pass through the hands of our readers.

In 2006 a new Main Library Building was added of the resources of the University of Gdansk. It is the most up-to-date library in Pomeranian region covering a space of almost 90,000 cubic meters. Designed as a local center of scholarly and scientific information, the library serves the entire academic community. The wholly computerized building holds 500,000 volumes (books and journals) as free access, and 200,000 items in special collections (old prints, maps, films, audio materials etc.). It contains 500 places readers, 170 computer terminals and 32 rooms for individual study. In one day it can be visited by up to 2000 readers.

the UG Central Library

ul. Wita Stwosza 53
80-308 Gdańsk

Monday - Friday	9.00-20.00
Saturday	10.00-17.00
Sunday	10.00-15.00

The University of Gdansk Economics Library (near the Faculty of Economics)

Monday - Friday	9.00-20.00
Saturday	9.00-15.00

There is also a bookshop in the Faculty building.

- **Computer labs**

Courses for students of Faculty of Economics take place in buildings situated in Sopot in 119/121 Armii Krajowej St. The Faculty has 6 computer labs and general access terminals; students may also use special computer labs: Thomson Reuters Data Suite and a dealing room; all the lecture halls are fitted with multimedia equipment, and the Faculty buildings have wireless access to the Internet under the EDUROAM programme.

- **Student associations:**

  - Students' Parliament at the University of Gdańsk
  - Student Scientific Circles
  - Academic Cultural Centre
  - Academic Sporting Union of the University of Gdańsk
  - Graduates of the University of Gdańsk

- **Accommodation**

Close to the Faculty, there are two students' hostels, no 7 and no 8. Most rooms in student dormitories are double. Rooms are furnished, bed clothes are changed every three weeks. There are shared showers and kitchens equipped with a cooker, a sink, some cupboards and a shared refrigerator. In each dormitory there is a laundry. For Erasmus students there is no separate application for accommodation required - students only have to put a sign at the appropriate place in the application form. Information about assigned places will be given out about one month before the date of arrival. Please, note that not every Erasmus students could be provided with dormitory place.
The University also has two Teacher's Hostels, where young scientific staff members live.

- **Cost of living**

Banks: Being registered as a foreign student, you have a choice of bank accounts in Poland :

  - Polish currency bank account (ROR -type) - you need your passport and letter from Erasmus Office confirming your status.

  - Foreign currency bank account - besides passport, you are required to deliver your custom declaration you are given at crossing border. The declaration must describe how much money you have brought.

You can also use your credit cards : Visa, American Express , Eurocard, Eurocheque are accepted in most hotels and banks in all large cities in Poland.
Shopping: In the city you will find many shops where you can get almost everything you need. There are several big Shopping Centres also. There is students' cafeteria in the Faculty building and a canteen in the hostel no 8.
Approximate cost of living:

- Dinner in student cafeteria – 15-25 PLN
- Milk – 2,5 PLN
- Bread - 2-3 PLN
- Butter - 3,5 PLN
- Egg - 0,60 PLN
- Apples - 3,5PLN
- Pizza – 20-25 PLN
- Yoghurt – 2-2,5PLN
- Cigarettes - 6-10 PLN
- Beer - 4 PLN (in shops , more in pubs)
- Tram / Bus ticket:
  - 1,50-1,80 PLN bus fare
- Cinema – 20-30 PLN
- Daily newspaper - 2-2,5 PLN
- Washing powder - 15 PLN
- Toothpaste - 5-7 PLN
- Shampoo – 10-20 PLN

- Students preparing meals themselves have to be prepared for expenses of about 450PLN per month.

- **Communication**

The public transport system in Gdańsk includes 10 tramlines and 84 bus lines (including 8 night bus lines) and 110 bus lines in Gdynia. There is a time-limit system of fares in Gdańsk; a ticket punched in one vehicle (bus or tram) is valid for a given period of time, even when changing lines. In Gdynia tickets are of single use: one ticket for one ride. In all the three cities the time of punching in buses and trams is printed on the ticket. Students are given 50% discount on ticket fares (after showing their student identity cards). You can also purchase a daily, monthly or quarterly pass. We recommend buying a monthly or quarterly pass which is a reasonably cheap way of travelling. The three cities are interconnected by a local train called SKM (Szybka Kolej Miejska – The Fast City Train). The journey between the main stations of Gdańsk and Gdynia lasts about 35 minutes. In rush hours the train leaves every 10 minutes, at other times every 30 minutes, with break between 1 and 4 a.m. There is a distance-limit system of fares on SKM, so while buying the ticket you should say where you want to get to. The ticket must be punched at a railway station, before ascending the train. Students are given 37% discount on ticket fares. There are weekly, monthly, or quarterly passes available. There is a large system of taxi transportation. Taxis can be called on the phone in such a case they offer various discounts (usually 20-40%).

For more info look here:

http://www.ztm.gda.pl/en/index.php/ztm/more/about

http://www.zkmgdynia.pl/?lang=uk

http://www.skm.pkp.pl/en/

- **Health insurance**

Foreign students should ensure to bring the health insurance issued at their home country which is valid on the Polish territory or the European Health Insurance Card for the whole period of study.

B.4. Rules of assigning ECTS credits

ECTS system refers to subjects at all specialisations realised in the stationary system at the Faculty of Economics. Credits refer to all subjects included in the plan of studies. The ECTS credit system is based on the following assumptions:

- number of ECTS credits necessary to pass the academic year **amounts to 60;**
- number of ECTS credits differs depending on the load of work the student must do to pass particular subject – subjects are assessed according to the following criteria: the number of hours, difficulty level (understood as students' effort), experience of academic staff preparing the information package and the status of the subject (obligatory and facultative);
- according to the number of classes and a difficulty level connected with passing subjects;
- more credits are given to obligatory subjects than to facultative;
- for each subject, which is finished with the exam, depending on the difficulties, the following credits are given: 0, 1 or 1,5 credit additionally;
- there are less credits for foreign languages courses but the exam at the end of the course is specially promoted;
- lectures (15 hours) in foreign language with a written work at the end, are given 3 credits;
- lectures (30 hours) in foreign language with a written work at the end, are given 5 credits;
- master seminar received 30 credits, assuming high concentration of work in the last semester due to the obligation of completing Master thesis and preparation to defence it.

B.5. Scale of grades

ECTS grade	*UG grade equivalent*	
A	very good	5,0
B	plus good	4,5
C	good	4,0
D	satisfactory plus	3,5
E	satisfactory	3,0
F	unsatisfactory	2,0

C. Information for Erasmus students

Below you will find the specific information regarding ERASMUS students who would like to study at our Faculty.
Dear Erasmus student please bear in mind that you may attend only those classes which are listed in this section. Other programmes (like for instance regular studies in Polish or International Business commercial studies) are excluded from Erasmus. Please note that at the Faculty of Economics there are two semesters: winter and summer. While planning your stay please refer to the specific section (winter or summer semester) for the choice of subjects. Of course if you plan to stay whole academic year refer to both semesters. In the case of staying the whole academic year please note that several subjects are offered both in winter and summer semester so you cannot choose the same subject both in winter and summer semester.

For application procedure, accommodation and other "technical" issues please read the webpage of our university Student's Exchange Office at
http://www.ug.edu.pl/en/?id_cat=17&lang=en

The list of possible subjects is extensive. However please bear in mind that enrolment for subjects is done via electronic enrolment system which will be open to you during first week of each semester (you will be provided technical information how to use this system beforehand). You are free to select from this list - we do not force you to take any specific subjects - it is entirely up to you and your home university coordinator (the phrase: “except IB students” means that students who study at International Business commercial studies aren’t allowed to attend that particular courses and it does not concern Erasmus). But this means that Learning Agreement will be finalized (signed by our Faculty coordinator) only after the enrolment procedure.

Winter semester - list of lectures and syllabuses

Code	Title of lecture	Hours	ECTS	Language
14.3.E.FZ.34	**Australia - your partner in business** *prof. UG dr hab. Krystyna Żołądkiewicz*	15	3	English
04.0.E.FZ.960	**Business logistics process modelling** *prof. UG dr hab. Cezary Mańkowski*	30	5	English
14.3.E.FZ.2008	**COMMUNICATION AND SALES STRATEGIES IN LOGISTICS** *dr Dorota Książkiewicz*	15	3	English
14.3.E.FZ.2003	**CONTEMPORARY PROBLEMS OF TRANSPORT AND LOGISTICS** *prof. zw. dr hab. Włodzimierz Rydzkowski*	15	3	English
04.0.E.FZ.963	**Controlling (excluding IB students)** *prof. UG dr hab. Cezary Mańkowski*	15	3	English
14.3.E.FZ.1917	**Cultural Differences in Business (Excluding IB students)** *prof. zw. dr hab. Ewa Oziewicz*	30	5	English
04.0.E.FZ.1271	**E-COMMERCE Business Models** *mgr Michał Laskowski*	30	5	English
14.3.E.FZ.2005	**e-logistics markets** *dr hab. Andrzej Jezierski*	30	5	English
14.3.E.FZ.984	**Economic Policy of the OECD Member Countries (excluding IB students)** *dr Piotr Kuropatwiński*	30	5	English
14.3.E.FZ.2780	**Europe and China. Overcoming cultural barriers in business.** *mgr Dominik Aziewicz, prof. UG dr hab. Przemysław Kulawczuk*	30	5	English
14.6.E.FZ.58	**External Economic Relations of the EU** *prof. zw. dr hab. Anna B. Kisiel-Łowczyc*	15	3	English
14.3.E.FZ.1448	**Financial Crisis 2008 and Sovereign Crisis in Eurozone** *dr Marcin Brycz*	30	5	English
14.3.E.FZ.2023	**Financial Reporting and Analysis (excluding IB students)** *dr Joanna Stefaniak-Kopoboru*	30	5	English
14.3.E.FZ.2765	**Foreign Direct Investments in Poland and EU** *dr hab. Stanisław Umiński*	15	3	English
14.3.E.FZ.1522	**Game Theory in Economics** *dr Anna Blajer-Gołębiewska*	30	5	English
14.3.E.FZ.2002	**Global issues of maritime transport** *dr Ernest Czermański*	30	5	English
14.3.E.FZ.10	**Innovation and innovation management** *dr Tomasz Brodzicki*	30	5	English
14.3.E.FZ.14	**International economics** *dr Tomasz Brodzicki, dr hab. Stanisław Umiński*	30	5	English
14.3.E.FZ.2775	**International Entrepreneurship (e-learning course)** *dr Andrzej Poszewiecki*	30	5	English
04.5.E.FZ.803	**International Human Resources Management (excluding IB students)** *prof. UG dr hab. Dorota Simpson*	30	5	English
14.3.E.FZ.2761	**Key Business and Management Models and Their Use in Business Practice** *dr Tomasz Brodzicki*	30	5	English
14.3.E.FZ.1916	**Logistics of Economic Processes** *dr Leszek Reszka*	30	5	English
14.3.E.FZ.2026	**Marketing Research in Practice** *dr Marcin Skurczyński*	15	3	English
14.3.E.FZ.2779	**Mergers and acquisitions** *dr Magdalena Markiewicz*	30	5	English
04.9.E.FZ.2778	**Negotiation in Business** *prof. UG dr hab. Dorota Simpson*	30	5	English
14.3.E.FZ.38	**Portfolio management** *dr hab. Przemysław Borkowski*	15	3	English
04.7.E.FZ.91	**Services Marketing** *prof. UG dr hab. Dorota Simpson*	30	5	English
04.0.E.FZ.61	**Small business management** *prof. UG dr hab. Przemysław Kulawczuk*	30	5	English
14.3.E.FZ.1277	**Strategy of competition in the global market** *prof. UG dr hab. Stanisław Miecznikowski*	30	5	English
04.0.E.FZ.39	**The role of logistics in distribution** *dr Alicja Leszczyńska*	15	3	English
02.4.E.FZ.956	**Urban Mobility Strategy** *dr Piotr Kuropatwiński*	30	5	English

Course title	Australia - your partner in business	ECTS code	14.3.EE.FZ.34
		ECTS credits	3
		max. students	30

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Krystyna Żołądkiewicz, Associate Professor				

Number of hours											
Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Seminars-presentations by diplomatic staff of Australia to Poland and representatives of Australian business

Prerequisites (required courses and introductory requirements)

Required courses	No formal requirements.
Introductory requirements	Sound knowledge of problems related to the world economy, preferential trade agreements and trade policy.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Active participation in the course Coherent presentations on performance of Australian economy in small groups Exam (60%) + activity (40%) 5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below

Course objectives

The objective of the course is to enhance students' knowledge on performance of Australian economy, its trade and investment relations, especially in the context of the world economy.

Learning outcomes

Knowledge	MSG1_W03	Student understands functioning and characteristics of Australia's economy, one of the best developed countries (+)
	MSG1_W10	Student has an advanced knowledge about regional trade agreements of Australia and trade organizations (++)
	MSG1_W11	Student understands links between Australia and other global world players with special emphasis on Asian partners, and consequences for the Australian economy, trade 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

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MSG1_W03	X							X	X		
MSG1_W10	X							X	X		
MSG1_W11	X							X	X		

Skills	MSG1_U03	Student is able to identify and analyze changes in Australian trade policy, merchandise trade and services turnovers, and to discuss international investment position of Australia (++)
	MSG1_U07	Student is confident as regards regional integration agreements of Australia with major trading partners (+)
	MSG1_U08	Student is able to make an important contribution to more universal conclusions on Australian economy (+)

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U03	X							X	X		
MSG1_U07	X							X	X		
MSG1_U08	X							X	X		

Attitudes	MSG1_K01	Student knows limitations of own knowledge, and Australia can be used as a model of well developed country in the world economy (+)
	MSG1_K05	Student participates efficiently in understanding and accomplishing group development tasks related to indentification of economics, business activities, and development of integration processes (++)

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K01								X	X		
MSG1_K05								X	X		

Course contents

Australia - general information (capital, surface area, population)
Administrative division (federal, states, territories)
Recent economic indicators (GDP, GDP per capita, inflation and unemployment rates, exchange rate, etc.)
Behind the trade performance (domestic economic reform, trade policy)
Australian merchandise and services trade, investment links
Australia vs the European Union and Poland
Free Trade Agreements of Australia (CER, AUSFTA, TAFTA, SAFTA, AANZFTA, TPP, etc.).

Recommended reading lists

Oficial website of Department of Foreign Affairs and Trade - Australia http://www.dfat.gov.au
Oficial website of regional agreements of Australia http://www.fta.gov.au
Oficial website of Australian Bureau of Statistics http://www.abs.gov.au
Economic periodicals
K. Żołądkiewicz, *Economic cooperation between Poland and Australia*, "Trends in the World Economy", Uniwersytet Szczeciński 2009, p. 137-155
K. Żołądkiewicz, *EU - Australia. Economic Partners?*, Akademia Ekonomiczna we Wrocławiu, Wrocław 2010
K. Żołądkiewicz, *Australia jako partner handlowy Polski*, (w:) *Miejsce Polski w gospodarce światowej*, red. H. Nakonieczna-Kisiel, Zeszyty Naukowe Uniwersytetu Szczecińskiego, "Finanse. Rynki Finansowe. Ubezpieczenia" 2013, nr 756
K. Żołądkiewicz, *The CER Agreement between Australia and New Zealand after 30 years*, (w:) *Economy and growth from the Asian states' perspective*, red. J. Marszałek-Kawa, Wydawnictwo Adam Marszałek, Toruń 2014.

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

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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 SSL, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning 503
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 eceonomic methods and tools for logistics business process modelling
	MSG1_W08	Student has got to know the right eceonomic 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

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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 identyfies, diagnose, and makes decisions on business variants regarding the profession of management
	MSG1_K04	tudent identyfies, 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

1.Scheer A. W.: Business Process Engineering. Springer-Verlag, Berlin 1994
2.Scheer A. W.: ARIS-Business Process Modelling. Springer-Verlag, Berlin 2000
3.Mańkowski C.: Ontological Foundations for Business Logistic Process Modeling. "Railway Transport and Logistics" 2007, no. 2, p. 30-38 (download: http://fpedas.utc.sk/zdal/images/zdal/archiv/zdal_2007_02.pdf)

Additional sources:
Http://supply-chain.org/
Http://www.ariscommunity.com
Http://www.softwareag.com
Http://www.idef.com
Http://www.wonderware.com

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

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Course title	COMMUNICATION AND SALES STRATEGIES IN LOGISTICS	ECTS code	14.3.EE.FZ.2008
		ECTS credits	3
		max. students	30

Name of unit administrating study	KPT	Field of study	Economics/MSG**	Field of specialisation	HZ;TiL;

Teaching staff	Dorota Książkiewicz, Ph.D.

Number of hours												
Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	1 SMSU, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Case studies, Didactic games,

Prerequisites (required courses and introductory requirements)

Required courses	Basic logistics 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 and perform a presentation in front of the group. Presentations are marked in relation to their contents and the way they are prepared and presented.

Course objectives

The goal is to present the tools and techniques related to effective communictaion in trade negotiations.

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

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E2_U02								X			
E2_U04						X					

Attitudes	E2_K03	Students are involved in planning and implemetation processes of communication strategies
	E2_K07	Students are able to bulid 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 bulid an effective service offer?

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, Pretice Hall, 1990

Robert B. Cialdini, Influence: how and why people agree to things.

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

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Course title	CONTEMPORARY PROBLEMS OF TRANSPORT AND LOGISTICS	ECTS code	14.3.EE.FZ.2003
		ECTS credits	3
		max. students	15

Name of unit administrating study	KPT	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Włodzimierz Rydzkowski, Professor				

Number of hours											
Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations,

Prerequisites (required courses and introductory requirements)

Required courses	Transport, freigh and logistics market
Introductory requirements	Basic knowledge of transport and logistics, written and spoken English

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 contenporary problems of transport and logistics. Their work is evaluated from the technical, visual and substansive perspective. The grading scale is consistent with study regulations.

Course objectives

The objective of this course is to deliver basic knowledge on the contemporary problems of transporation and logistics in global environment.

Learning outcomes

Knowledge	MSG1_W02	Student gains knowledge of transport policy (+)
	MSG1_W04	Student enhances his knowledge on deregulation effects and market liberalisation during the privatisation process and european integration (+)
	MSG1_W10	Student gets to know the transport role in the globalization proces (+)

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W02								X	X		X
MSG1_W04								X	X		X
MSG1_W10								X	X		X
E1_W01											
E1_W01											
E1_W01											
E1_W01											

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E1_W01											
E1_W01											
E1_W01											
E1_W01											
E1_W01											

Skills	MSG1_U02	Student can evaluate the situation on transport market and compare the present situation to the previous onee (++)
	MSG1_U07	Student can identify problems on transportation market in Europe (+)
	MSG1_U08	Student can analize the situation on Transport, Freight and Logistic (+)

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_U07								X	X		X
MSG1_U08								X	X		X

Attitudes	MSG1_K01	Student learns the skill of public speaking, working in group and tasks organisation (+)
	MSG1_K05	Student participates efficiently in undertaking and accomplishing group development (++)

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K01									X	X	X
MSG1_K05									X	X	X

Course contents

1. Principles of European Transport Policy
2. Effects of Deregulation and Liberalization in Transport
3. Process of Privatization in Transport
4. Integration of the European Transportation Systems
5. Role of Transport in the Processes of Globalization
6. Logistics Services in Poland
7. Best Practices in Transport and Logistics

Recommended reading lists

The International Journal of Logistics Management

Logistics and Transport - the International University of logistics and transport in Wrocław

Transport in figures - publikacje Eurostat

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

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Course title	Controlling (excluding IB students)	ECTS code	04.0.EE.FZ.963
		ECTS credits	3
		max. students	25

Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	
Teaching staff	Cezary Mańkowski, Associate Professor				

Number of hours

Lectures	0	Classes	0	Tutorials	15	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU, 1 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning 503
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Case studies, 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	Preparing and presenting three projects on: controlling system, KPI, profitability in an electronic form used for multimedial presentation purposes. The grading scale is consistent with the study regulations.

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 knows methods and tools of controlling of business processes.
	MSG1_W04	Student has got a knowledge on controlling of business processes

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W06										X	
MSG1_W04										X	

Skills	E1_U02	Student can use tools and methods of controlling of business processes to resolve practical problems
	MSG1_U05	Student applies controlling methods and tools to resolve practical problems in business processes

Verification of learning outcomes - Skills

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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	
MSG1_U05										X	

Attitudes		
	E1_K04	Student seeks to supplement and improve the acquired knowledge and skills.
	MSG1_K03	Student communicates within a task group, identifies aims with tools and methods to meet them and is responsible for the achivement of the aims

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_K03										X	

Course contents

1. Controlling as a decision making support system in business
The controlling matter and functions. The components of the controlling support system. The algorithm of the controlling. Examples/cases of controlling most often quoted in literature and practice. Structure and attributes of controled processes.
2. Planning key performance indicators as targets to achieve and keep based on flexible budgeting
The idea of KPI as targets to achieve and to keep. Planning KPI based on flexible budgeting. Structure of KPI. Profit as a criteria of deciding on a set of KPI. Case study.
3. Planning, measuring and identyfying gaps on controlled indicators including profitability of products/services based on contribution accounting
The mater of variable and fixed costs accounting. Tool and structure of the managerial accounting. Planning, measuring, identifying variance on controlled indicators. Creating hierarchy of profitability of products/services. Financial contribution indicator as a basic criteria for taking decisions. Suggesting corrective decisions based on the hierarchy of products/services profitability.
4. Variance analysis
Methods and tools of variance analysis. Statistical process control (SPC) as a set of tools for variance analysis. Creating confidence interval for controlled parameters. Usage of statistical test for identifying the significance of variance. Six sigma and other tools of SPC.
5. Statistical process control (SPC)
Six sigma. Control chart of Shewhart. Process flow diagram. Ishikawa diagram. Pareto diagram. Check-sheet. Scatter plot.

Recommended reading lists

Core literature:

1. J.K.Shim, J.G.Siegel, N. Dauber: Corporate controller's handbook of financial management. CCH, Inc., 2008
2. C. Drury: Management accounting. Chapman, London 1992

Additional literature:

1. S.M. Bragg: The work of the managerial accountant. Wiley, 2009
2. R.S. Kaplan, A.A. Atkinson: Advanced management accounting. Prentice-Hall Intern. Inc., Englewood Cliffs 1989

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

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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 SSL, 2 SMSU, 1 SMSU,
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:		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	Each student’s grade consists of: written assessment - exam (30%), group task including presentation (50%) and active presence during tutorials (20%) Exam: different types of questions from literature and lectures 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

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		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.

Course contents

1. Introduction to cross-cultural differences in business. Lecture aims, contents and student tasks.

2. How cultural differences affect business

3. Definitions of culture

4. Intercultural versus cross-cultural communication

5. Models of culture - basic knowledge

6. Hofstede's dimensions of culture

7. Challenge of cross-cultural management in the modern world. Understanding cultural differences

8. Challenge of cross-cultural management in the modern world. Understanding cultural differences ctd.

9. Consequences of cultural differences: stereotypes and prejudices

10. Influence of globalization processes on culture. Diffusion of cultures. Cultural divergence versus convergence in the contemporary world

11. Englishes in cross-cultural communication.

12. Case studies. Presentations of students' group work I

13. Case studies. Presentations of students' group work II

14. Case studies. Presentations of students' group work III

15. Written assessment - exam

Recommended reading lists

Basic sources:

- R. Gesteland, *Spanning the chasme of cultural gap*, http://economictimes.indiatimes.com/articleshow/39466904.cms?prtpage=1
- www.kwintessential.co.uk

Supplementary sources:

- S. P. Verluyten, *Intercultural Communication in Business and Organisations. An Introduction,* ACCO, Louven 2002.
- G. Hofstede, *Cultures and Organizations. Software of the Mind,* McGraw-Hill, New York 1997 or later editions.

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

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Course title	E-COMMERCE Business Models	ECTS code	04.0.EE.FZ.1271
		ECTS credits	5
		max. students	30

Name of unit administrating study	ITiHM	Field of study	Economics/MSG**	Field of specialisation	
Teaching staff	Michał Laskowski, MSc				

Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Activating methods in training classes, Lectures including multimodal presentations, Work in computer laboratories, Case studies, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	All Polish and ERASMUS students are welcomed.
Introductory requirements	Internet browsing skills. Elementary knowledge about buying online.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	**PROJECT:** In groups of 2-3 students prepare and present a short case study of eCommerce start-up business of Your choice. A) Briefly describe Your business product / service. **B) Your task is to show efficient ways of introducing and promoting your eCommerce** C) Present profit posibilities connected with Your ecommerce, describe Your main profit and additional profits. No acurate calculations are required. D) During Your presentation use examples Your task is to prepare a presentation, that should last 15-20 min. no more (!)No extra paper version of the project is required.

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_W07	The course will introduce the idea of eCommerce in the variety of its forms. Many case studies as examples illustrating different sales models will be presented. At the end of the course in groups of 2-3 students will be asked to prepare and present a short case study. The tutor is an experienced eCommerce specialist. See example lecture at:www.laskowski.edu.pl/e-commerce-business-models

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

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E1_W07											X
Skills	E1_U06	Students will gain non-technical skills in the area od e-commerce enterpreneurship.									

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_U06							X	X			

Attitudes	E1_K07	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_K07									X		X

Course contents

1. **Types of eCommerce services**. B2B, B2C, C2C realations success stories.

2. Examples of sales models. **Methods of selling on-line.**

3. On-line trading platforms. The role of eCommerce platforms on **the on-line market**.

4. **Security in eCommerce**, payments on-line, secure transactions, problems with authetificating users.

5. **Building Your first website in 1 hour**. Tools making webdesign fast and efficient.

6. **Simple eCommerce model** for trading consumer goods. Model best for launching a new product for a small company.

7. Mailing system a way to automate customer relationships. **Autoresponder** and other examples reducing customare care costs.

8. **Internet Marketing**. Different types of free and commercial methods of attracting clients.

9. **Social Marketing**. New approch to marketing communication with clients.

10. **Online shops** from the administration panel (case study). How does an on-line store look .like from the backend. What are the common features in software for eCommerce .

11. **Services on-line + business models case studies**. Selling services on-line how different is it from selling goods.

12. **Development perspectives for future eCommerce**

Recommended reading lists

Facultative reading:
1. "The E-Commerce Book: Building the E-Empire", Steffano Korper and Juanita Ellis, Academic Press, 2010
2. "Internet Commerce Metrics and Models in the New Era of Accountability", Jagannathan Sridhar, Jay Srinivasan, Jerry L. Kalman, Prentice Hall PTR, 2009.
3. "The Long Tail: Why the Future of Business is Selling Less of More", Chris Anderson, Hyperion 2006
4. "Design and Launch an eCommerce Business in a Week", Jason Rich, Entrepreneur Press, 2008

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

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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, Habilitated doctor				

Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
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:		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

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	E1_U02	Student can practiclly 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

T he International Journal of Logistics Management

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

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

Web pages e-logistics stock

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

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Course title	Economic Policy of the OECD Member Countries (excluding IB students)	ECTS code	14.3.EE.FZ.984
		ECTS credits	5
		max. students	40

Name of unit administrating study	KPG	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Piotr Kuropatwiński, PhD				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Individual projects, Collaborating, group activities, not for IB students

Prerequisites (required courses and introductory requirements)	
Required courses	Subjects, that the student is supposed to have passed are the microeconomics and macroeconomics.
Introductory requirements	The starting point for taking part in the series of tutorials and lectures is the knowledge about basic macro and microeconomic concepts and relationships.

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	Students are supposed to prepare a project in a project team. The subject of the project should refer to either: (1)a selected macroeconomic policy issue in any of the OECD member countries, (2) a selected micro (sectorial) economy issue, or (3) a comparative study of those issues in two different OECD countries. The project result should be delivered in three formats: (1) a ppt presentation, (2) a written essay with subtitles (< 5 pages)and (3) one page of the lessons learnt document showing the process of working on the project. The project deliverables will be assessed according to the following scale: 40% relevance of content, 30% attractiveness of the form, 30% originality of approach applied.

Course objectives
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes		
Knowledge		The student knows basic terminology and has well founded knowledge about different institutional solutions allowing to carry our fiscal and monetary policies applied in different OECD countries and relationships between them.The student has a basic and well ordered knowledge about basic rules of applied in economic policy making, including monetary, budgetary (fiscal) and social policies.The student has a basic and well ordered knowledge about systems of legal, organisational and cultural norms applied in economic organisations and institutions, in particular to activities of enterprises In international markets.The student has knowledge about views on the principles of shaping economic institutions of the OECD countries and processes of their change and about scale and consequences of those changes.
Skills		The student is able to use theoretical knowledge to diagnose the background of differences of operations of enterprises in international markets resulting from differences In institutional solutions and differences in organisational cultures of particular OECD countries or groups of countries.The student is able to observe and analyse basic economic processes taking place in the OECD countries and interpret comparative tables of statistical data and economic indices as well as to formulate general forecasts of macroeconomic indices in those countries.The student is able to

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		identify and analyse relationships between enterprises and regulatory institutions operating in their national and international environment.The student is able to define not only the directions of change, but is also able to analyse and define recommended directions of modifications of economic policy instruments.
Attitudes		The student is able to work in a team, having developed skills to effectively participate in the process of undertaking and implementing projects concerning the operation of enterprises and markets.The student is able to determine and apply criteria allowing to resolve dilemmas appearing in the process of realization of particular project tasks.The student is able to act creatively and show entrepreneurial spirit in appropriate communication with the environment and in the team.

Course contents

1.**OECD as an element of world system of international economic institutions**. Origins, organs, conditions of memberships, tasks defined in the statutes, structure of actually realised activities. OECD member countries. OECD and non-member countries. Perspectives of extension of membership of the OECD. Place of the OECD countries in world economy.
2.**Scope of the series of lectures on economic policy and its position in economic sciences**. Metapolitics and economic policy in its strict sense. Foundations of institutional order in an economy. Definition and protection of property rights as a foundation of institutional order of a market-oriented economy. Macroeconomic policy and microeconomic policy. Aims of macroeconomic policy. Principal areas of dispute concerning the ways of achieving them.
3.**Active and passive fiscal policy**. Difficulties connected with the application of active fiscal policies. Weaknesses (drawbacks) of active fiscal policies. Redistributional results of inflation, in particular connected with shortages. Inflation and claiming attitudes of the population.
4.**The American model of economic policy**, sources of the model and adaptation of its solutions in the world. Public sector in the USA.
5.**Public choice** - theories of economic choice of A. Downs, the state as the Leviatan of J. M. Buchanan (Nobel prize in economics in 1986), logic of collective choice of M. Ohlsson.
6.**Characteristics of the centrally planned economic system in Central and Eastern Europe**. Critical assessment of the doctrine and practical ways of its implementation in the European countries of the eastern block. Structural features of the centrally planned economies and symptoms of its inefficiency.
7.**Microeconomic (industrial) policy**. Examples of its instruments. Critical analysis of results of various conceptual frameworks of microeconomic policies. Presentation of positive propositions of microeconomic policy.
8.Agricultural policy. Comparative assessment of EU and US agricultural policies. Perspectives of reform of the EU agricultural policy.
9.**Reasons and ways of implementation of regional policy of the EU**. Role of structural funds in economic and social policy of the EU. Problems of realisation of development programmes under conditions of low level of strategic reflection in local self-governments - regional administration of the new EU member countries.
10.**Principal challenges of the economies of the new EU member states in coming years**. Comparison of basic variables that characterise the macroeconomic situation of the OECD/EU member states. Costs and benefits of meeting the Maastricht convergence criteria. Perspectives of accession to the euro zone. Flexible markets and the issue of fiscal federalism under conditions of a common European currency.
11.**Financing of education.**Educational vouchers, scope of public and private schools at different levels of education, criteria of quality assessment of the educational system and criteria of quality comparisons of various educational institutions, studies of the quality of education among the OECD member states.
12.**Financing of health services in the** USA, Japan, France, Australia, New Zealand and Sweden. Suggestions for Polish reforms.
13.**Chances and ways of reduction of rigid expenditures of central government budget in selected countries.**
14.**Problems and policies of support of the small and medium-sized businesses in OECD countries**
15.**Challenges of globalisation in various economic sectors.**

Recommended reading lists

Polityka gospodarcza H. Ćwikliński (ed.), UG. Publisher, 4th edition,Gdańsk 2004
J.E. Stiglitz, *Economics of the public sector*, PWN, W-wa 2004
F.S. Mishkin, *Economics of money, banking and financial markets,* PWN, Warsaw 2002.
www.oecd.org
Agnes Benassy-Quere et al. Economic Policy, Theory and Practice. Oxford University Press, Oxford, 2010

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

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Course title	Europe and China. Overcoming cultural barriers in business.	ECTS code	14.3.EE.FZ.2780
		ECTS credits	5
		max. students	30

Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Dominik Aziewicz, Msc. ; Przemysław Kulawczuk, Associate Professor				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU, 1 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Individual projects, Discussion, questioning,

Prerequisites (required courses and introductory requirements)

Required courses	none
Introductory requirements	none

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	80% group presentation 20% classroom activities

Course objectives

The main aim of this course is to integrate foreign students (especially Chinese students) with polish colleges. Improve their relations, and overcome cultural barriers between them.

They can also learn about business implication of cultural differences, and some interesting facts about Chinese economy.

Learning outcomes

Knowledge	E1_W05	Students get basic knowledge of cultural differences and their impact on business decisions.
	MSG1_W07	Students understand the reasons of cultural determination.
	MSG1_W06	Students are aware of Chinese/European habits.

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_W05							X	X	X		
MSG1_W07							X	X	X		
MSG1_W06							X	X	X		

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Skills	MSG1_U02	Students can use cultural differences models in business negotiations.
	MSG1_U06	Students can effectively communicate with Chinese/European partners.
	E1_U01	Students gain the ability to interpret situation on Chinese/ European market.

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U02							X	X	X		
MSG1_U06							X	X	X		
E1_U01							X	X	X		

Attitudes	E1_K02	Students know how to work in the international team.
	MSG1_K07	Students develop their intercultural empathy.

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02							X	X	X		
E1_K07							X	X	X		

Course contents

1) Biological vs cultural determination of human.
2) Historical reasons of cultural differences between Europe and Far East.
3) Theory of cross-cultural communication.
4) China in well known cultural differences models.
5) Habits and their meaning.
6) Legends, myths and popular culture.
7) Poland and China social models.
8) Economic transformation in Poland and China.
9) Small business development in Poland and China
10) Advertising in Poland and China.
11) Working as a intercultural team.
12) Business negotiations between with Chinese partners.
13) Students presentations. Concluding remarks.

Recommended reading lists

English:

1)Hofstede G., Hofstede G. J., Minkov M., *Cultures and Organizations. Software of the mind*, McGraw-Hill, New York 2010

2)Gesteland R.R., *Cross- Cultural Business Behavior: Negotiating, Selling, Sourcing and Managing Across Cultures,*Copenhagen Business School Press, 1999

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3)Nisbett R., *The Geography of Thought. How Asians and Westers Think Differently and Why*, New York 2003

Polish:

1) Zenderowski R., Koziński B., *Różnice kulturowe w biznesie*, CeDeWu.pl, Warszawa 2012.

2) Zajdler E., *Zrozumieć Chińczyków*. *Kody kulturowe społeczności chińskich*, Dialog, Warszawa 2011.

3) Chong D. *Jak Polacy mogą przebić mur chiński*, ConnectAsia, Wrocław 2011.

4) *Gdańskie Studia Azji Wschodniej*, Wydawnictwo Uniwersytetu Gdańskiego.

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

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Course title	External Economic Relations of the EU	ECTS code	14.6.EE.FZ.58
		ECTS credits	3
		max. students	40

Name of unit administrating study	IHZ	Field of study	Economics	Field of specialisation	NONE;

Teaching staff	Anna B. Kisiel-Łowczyc, Professor

Number of hours

Lectures	15	Classes		Tutorials		Laboratory		Seminars		Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	General knowledge in international economic relations and regional European integration
Introductory requirements	

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	

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		Evaluation of actual problems of EU external relations in global economy in time of crises: bilateral and multilateral level. Special focus is oriented to new EU strategy: Northern Dimension, Wider Europe, Eastern Partnership; EU`s Strategy for BSR. EU bilateral relations with Asian integration forms. Relations EU - BRIC: economic and political - state and future. Problems of new enlargement: Balkan candidates and Turkey. Evaluations of EU - Russia relations.
Skills		Understanding of the specified bilateral relations the EU - R.T.A. (es. Asian) in the structure of the world economy.
Attitudes		Understanding of the new relations between the EU and neighbourhood countries.

Course contents

1. Global and international position of the EU in the world: state and future.
2. Evaluation of transatlantic economic and political relations of the UE: USA - EU.
3. Eastern Partnership of the EU:members, plans and challenges.
4. Progress in bilateral relations EU - Russia (since y.1991)
5. Mediterranean Economic Area: history and present state.
6. BRICS`s countries as economic partners of the EU.
7. South-Western and North-Eastern "division" of EU: competitiveness approach.
8. Prospects for new enlargement of the EU: position of the Balkan states and Turkey

Recommended reading lists

1. Molle W.The Economics of European Integration, 1997
2. http://europa.eu.int/

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

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Course title	Financial Crisis 2008 and Sovereign Crisis in Eurozone	ECTS code	14.3.EE.FZ.1448
		ECTS credits	5
		max. students	28

Name of unit administrating study	KMikr	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Marcin Brycz, Ph.D.				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations,

Prerequisites (required courses and introductory requirements)

Required courses	Macroeconomics: basic level.
Introductory requirements	Macroeconomics, intrest in financial market.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	The essay should be 5-7 pages long. The evaluation is affected by: style, references and the understanding of the subject * single choice test

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge		The main purpose of the lecture is to gain knowledge by students on financial crisis 2008 and the connection between financial disruption and real economy. Participants than will be capable of making critical analysis of macroeconomic environment amid crisis and its influence on market participants eg. firms, consumers.
Skills		Understanding of the market relationships in times of crisis.
Attitudes		Communication with market participants on financial crisis.

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. Macroeconomic environment in the USA after 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 crisis begun: first warning in 2007, Failure of the biggest financial companies. Programs introduced by FED (crisis response) -- analysis of FED's balance sheet. Too big to fail (moral hazard)
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.

Recommended reading lists

Basic references:
1. Brunnermeier (2009), Deciphering the Liquidity and Credit Crunch 2007-2008, Journal of Economic Perspectives.

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

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

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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-Kopoboru, PhD				

Number of hours

Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU, 1 SMSU,
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:		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,

Prerequisites (required courses and introductory requirements)

Required courses	Microeconomics
Introductory requirements	Basic knowledge of accounting and corporate finance knowledge of the EXCEL worksheet

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	The course will end with the test and group project. 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.

Course objectives

Learning outcomes

Knowledge		General knowledge of reading financial statements and basic knowledge of the financial analysis of those statements.the specific goals are: understanding the basic principles of business survival, understanding the correlation between business activity, accounting systems, financial reporting and financial analysis, preparation of basic financial assessment of an enterprise’s financial situation
Skills		Understanding of basic financial statements, preparation of basic financial analysis of a company based on the information presented in the financial statements, calculations and interpretation of ratios, compare and analyse a company’s financial results over the years, Ability to use EXCEL worksheet for purposes of the financial analysis
Attitudes		Ability to develop student’s analytical skills, correctly identify and resolve dilemnas that might be faced in the economic reality, cooperate withing the group working on the project

Course contents

Introduction to financial reporting - aims, general rules and principles

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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 finacial statements - horizontal vs. vertical analysis

Ratio Analysis - financial liquidity, financial leverage, efficiency and profitability

Relations between ratios - Du Pont Model

Cash Flow analysis

Shareholders ratios

Preparation of basic financial analysis

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

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

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Course title	Foreign Direct Investments in Poland and EU	ECTS code	14.3.EE.FZ.2765
		ECTS credits	3
		max. students	35

Name of unit administrating study	OBIE	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Stanisław Umiński, Habilitated doctor

Number of hours

Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
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:		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

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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 banchmark recommendations on FDI to practical situations.
	E1_U04	The Student shall be able to predict the conseqences of FDI inflow and outflow for competitiveness.
	E1_U07	Student will be able to identify and assess the key elements of investment attractiveness.

Verification of learning outcomes - Skills

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

Attitudes	E1_K01	The competences acquired by the Student will be usefull in proffesionall 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 essencial for understanding foreign direct investors' behaviour.

Verification of learning outcomes - Attitudes

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

Course contents

Foreign direct investments (FDI): definitions and statistical problems, direct and portfolio investments, monitoring of FDI inflow;

Theories of FDI: investment portfolio, international production, localization, internalization, eclectic Dunning's theory, motives of FDI;

Poland as a place of FDI location: FDI in Poland, role of EU origin investors, assessment of investment attractiveness in Poland;

FDI influence on the economy of Poland: theoretical aspects, FDI's influence on competitiveness;

FDI in process of technology transfer: theory of technology transfer, FDI role in innovativeness and R&D;

Freedom of capital transfer in the EU: basic EU law in the area of capital transfer, evolution of legal basis, safeguard clauses, FDI flows in the EU - intra and extra flows and stocks;

EU as a place for location of transnational corporations: economic integration in the EU, assessment of investment climate, strategies of Polish FDI in the EU, Polish FDI in the EU countries.

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Recommended reading lists
1. Dunning J.H., S.M. Lundan, *Multinational Enterprises and the Global Economy*, Edward Elgar Publishing, 2008 2. Radosevic S., *International Technology Transfer and Catch-up in Economic Development*, Edward Elgar, Chaltenham, 1999 3. OECD, *Benchmark Definition of Foreign Direct Investment*, Paris, 2008 4. UNCTAD: http://www.unctad.org

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

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Course title	Game Theory in Economics	ECTS code	14.3.EE.FZ.1522
		ECTS credits	5
		max. students	40

Name of unit administrating study	KMikr	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Anna Blajer-Gołębiewska, 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 SSL, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Case studies, Didactic games,

Prerequisites (required courses and introductory requirements)

Required courses	Microeconomics and macroeconomics (basic level).
Introductory requirements	A student should understand basic concepts of micro- and macroeconomics, should be able to describe and analyse theoretical and practical problems in economics.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	The assessment checks the application of the game theory into the chosen economic problem. Students do it by 1. designing a game and providing presentation; 2. solving case studies. Lecturer will consider innovativeness, originality and credibility of the modelling of the chosen economic problem.

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge	E2_W01	A student has a broaden knowledge about the subject and methodology of economics, knows the forms and directions of their development.
	E2_W04	Has knowledge of created by the discipline of economics various types of socio-economic relations and regularities that govern them.
	E2_W06	Knows selected methods and tools of description in economics, appropriate for the discipline of economics, including the modeling phenomena, processes, entities, structures and economic institutions using Game Theory approach.

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_W01								X			X
E2_W04											X
E2_W06							X	X	X		X

Skills	E2_U01	A student can correctly observe, interpret and explain economic phenomena and

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

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U01							X	X	X		X
E2_U04							X	X	X		X
E2_U08											

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

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K02							X	X			X
E2_K06								X			X
E2_K07								X			X

Course contents

1. How to play: basic concepts in game theory, history of game theory, classification of games
2. Sherlock Holmes: zero-sum games, focal point
3. Beautiful Mind: Nash equilibrium vs other equilibrium concepts
4. Chickens and prisoners: examples and paradoxes in the game theory
5. Table or Tree: strategic vs extensive form games
6. Conflict or cooperation: non-cooperative games, oligopolies, entry deterrence
7. Centipedes: examples and paradoxes in the game theory
8. Knowing the rules: information in game theory, strategic decision under imperfect information, incomplete information, uncertainty and risk, Bayesian games
9. Beer and Quiche: asymmetric information, signalling games
10. Hawks and doves: evolutionary games
11. Auctions
12. Public choice, voting

Recommended reading lists

Basic references:
1. M. Osborne, An Introduction to Game Theory, Oxford University Press, 2004.
2. E. Rasmusen, Games and Information: an Introduction to Game Theory,Wiley-Blackwell, 2007.
Facultative references:
1. A. Dixit, B. Nalebuff, The Art of Strategy, WW Norton, 2008.
2. R.B. Myerson, Game theory: analysis of conflict Harvard University Press,1997.
3. R. Gibbsons, Game Theory for Applied Economists, Princeton University, Press, 1992.
4. A. Blajer-Gołębiewska, E. Babula, The Application of Game Theory into the Model of Signaling, [w:] Competition of Entities with Reference to Competition of the Economy, ed. T. Bernat, Wydawnictwo Katedry Mikroekonomii Uniwersytetu Szczecińskiego, Szczecin 2009, pp. 5-20.

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

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Course title	Global issues of maritime transport	ECTS code	14.3.EE.FZ.2002
		ECTS credits	5
		max. students	30

Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	BRAK;IB;
Teaching staff	Ernest Czermański, PhD				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU,
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:		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	No formal requirements.
Introductory requirements	General macroeconomical theory, economic definitions relating to the international trade and transport.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Two steps evaluation: 1. constant student’s activity rating 2. presentation For own statements, opinions expressed during lectures each student may recive max. 1 point for each lecture. This will have impact on final grade - 2 points means a half grade up (+5%). From the presentation evaluatted will be: relevance to the topic, topicality of presented problems and solutions, own expression. Grading scale: 91% - 100 - 5; 81% - 90 - 4 +; 71% - 80 - 4; 61% - 70 - 3 +; 51% - 60 - 3 0% - 50 - 2.

Course objectives

Learning outcomes

Knowledge		Student knows:1.Domain of maritime industry and shipping,2. Shipping market description and types of shipping,3. Costs types of shipping,4. Shipping companies revenues,5. Container shipping characteristics,6.Bottlenecks of maritime transport,7. Most important problem in existing shipping market,8. Barriers and challenges of the future development of shipping,9. Environmental aspects of maritime transport,10. Functioning of the maritime transport in the Baltic Sea Regio9
Skills		Student knows how to:1. recognize ships types, describe most important parts of the ship and activities related to the ship,2. refer to adequate shpping market parts, analyze them and interpret of results,3. correctly interpret and explain economic trends and occurances in maritime transport,4. understand differences between shipping pricing methods, changes in the freight rates and translate this into the specific situations,5. find out important problems in shipping lines and possible impact on own delivery demand,6. choose the best solution in container shipping network with argumantation,7. search for statistical data on maritime transport and seaborne trade, analyze them and interpret

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		results,8. deal with specific maritime conditions due to cargo transport suspecitbility,9. analyze chosen problem, present them and propose solutions.
Attitudes		Student can:1. work in a team and indivitualy on chosen problems,2. present his opinion, argue and discuss,3. understand the importancy of small scale problems on global shipping market and trade,4. co-operation and proper participate in decisions making, taking the responsibility.

Course contents

1. Introduction to the maritime transport

2. World seaborne trade in the global aspect

3. Ships particulars and transportation capacities

4. Shipping market

5. Current development barriers

6. Challenges of maritime transport in world supply chains

7. Economical aspects of the piracy

8. Arctic shipping

9. Containerization and shipping

10. Baltic Sea Region in global supply chains

Additionaly, on request, site visit in Deepwater Container Terminal

Recommended reading lists

Basic references:

1. A. Branch, *Elements of shipping*, London-New York-Routledge, Taylor & Francis Group, 2007,

2. E. Czermański, *Market and transport analysis for potential intermodal connections from Scandinavia through the Port of Gdynia to/from Central and Southern Europe*, Part I, SONorA project Report, Gdynia, Sep. 2010.

3. E. Czermański, *Across the continent. North - South European trade outlook*, "Baltic Transport Journal", No. 4/2010.

Facultattive references:

1. European Commission (2011) White paper 2011. Roadmap to a Single European Transport Area - Towards a competitive and resource efficient transport system. Illustrated version. English (http://ec.europa.eu/transport/themes/strategies/doc/2011_white_paper/white-paper-illustrated-brochure_en.pdf)

2. *Shipping statistics and market review 2013*, ISL, Bremen, Germany 2014.

3. A. Branch, *Economics of shipping practice and management*, London-New York, Chapman and Hall, 1995,

4. H. Hecht, T. Pawlik, *Maritime container shipping*, Bremen, Hanseatic Lloyd, 2007.

5. *Containerization International Yearbook*, London 2013.

6. H. Vrenken, C. Macharis, P. Wolters, *Intermodal Transport in Europe*, Weissenbruch, Brussels, Belgium 2005.

7. *Baltic Container Yearbook 2014*, Baltic Transport Journal, Gdynia 2014,

8. *Baltic RO-RO&Ferry Yearbook 2014*, Baltic Transport Journal, Gdynia 2014.

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

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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, PhD				

Number of hours											
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL,
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:		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	Attendence + active participation. Group work devoted to real companies - report and its presentation. Essay. Grading system: 91 % or more - 5 (very good) 81 % or more - 4+ 71 % or more - 4 61 % or more - 3+ 51 % or more - 3 0 % or more - 2 (failed)

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge		As for knowledge effects, students gain a thourough understanding of innovation and innovation management practicities 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 entrpreneurship 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.

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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 languagues.
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 responsibilty for their own and others' work; are entrepreneurial, creative and innovative.

Course contents

What is Innovation ? Innovation and Firms CompetitivenessSystemic Approach to InnovationCan Innovation Process be Managed?Ten Types of InnovationCreativityLooking across New market innovation - Blue ocean strategiesChange ManagementLeadership in InnovationBusiness Model CanvasInnovation CultureCreating the innovative organizationInnovation Strategy - Increasing Strategic Intelligence Design and implementation of technology strategyDeveloping innovative capabilitiesFinance 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.

Additional material

Fagerberger (2006) The Oxford Handbook of Innovation, Oxford University Press.

Burgelman et al. (2009) Strategic management of technology and innovation, McGraw-Hill/Irvin.

Aaker (2001) Developing Business Strategies, John Wiley&Sons.

Porter (1998) Competitive strategy, The Free Press.

selected journal papers and working papers

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

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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, PhD ; Stanisław Umiński, Habilitated doctor				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU, 1 SMSU,
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:		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 + attendence. Final extended essay to be handled in the end of the term on a preassigned topic (selection of topics provided for). 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 macroecnomics and aspects of economic growth in open-economies. The participant gains a through understanding of the complex aspects of the contemporary international economic systems.
Skills		A student learns how to solve the problems, analyzes and assesses the market data concerningspecific problems in international economicss. He/she interprets properly the motives of international transactions and flows and makes use of theoretical background in empiricaltests of their performance. A student analyzes the determinants and consequences of processes, collects and measures the statistical data and economical indicators with the aim to make forecasts. A student analyses the background for managerial decisions through the case study analysis.
Attitudes		Concerning the social skills, the student is able to work in an international team, taking part in a discussion and trying to solve the tasks in an enterpreneurial way. A student identifies the challenges of working in financial institutions domestically and internationally. He/she is aware that it is necessary to expand and complement knowledge in international economics throughout their working lives. Students demonstrate accountability for their work, knowing the diversity of business cultures.

Course contents

1. Introduction to international economics

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2. Classical models of foreign trade

3. Standard model of international trade - graphical explanation

4. Other trade theories: H-O, HOS, HOV, technology as a base for trade - new trade theory,

5. New trade theory of Krugman (1980) - intra-industry trade (HIIT and VIIT)

6. New new trade theory - heterogeneous firms - exporters and non-exporters in trade Melitz (2003)

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 (ISLMBP/ASADNX).

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 Robet C. (2004) Advanced International Trade, Princeton University Press.

3. Obstfeld Maurice, Rogoff Kennth (1996) Foundations of International Macroeconomics, MIT Press.

4. Ciżkowicz P., Rzońca A., Umiński S., (2013) “The determinants of regional exports in Poland - a panel data analysis", Post-Communist Economies, Volume 25, Issue 2, s. 206-224

5. Brodzicki T., Umiński S., (2013) “International trade relations of enterprises established in Poland's regions: gravity model panel estimation", Working Paper nr 1/2013, Instytut Rozwoju.

6. Brodzicki T. (2012), On optimality or non-optimality of the eurozone, w: Turnovec, F., Strielkowski, W., et al. (2012), Advanced Economics of European Integration: selected issues. 1st ed. Charles University in Prague, Faculty of Social Science.

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

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Course title	International Entrepreneurship (e-learning course)	ECTS code	14.3.EM.FZ.2775
		ECTS credits	5
		max. students	35

Name of unit administrating study	KMakr	Field of study	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 SSL, 2 SMSU,
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:		Language of instruction:	English

Teaching form	blended learning
Teaching methods	E-learning,

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

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)

Promoting the development of personal qualities that are relevant to entrepreneurship, such as creativity, risk-taking and responsibility

Providing the technical and business skills that are needed in order to start and run a new business.

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

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 familar with basic theories that explain entrepreneurial behaviour

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Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_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

3. **3.** Business organization

The conceptualization of an idea and product creation

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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

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Effective motivation

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

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

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Course title	International Human Resources Management (excluding IB students)	ECTS code	04.5.EE.FZ.803
		ECTS credits	5
		max. students	40

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Dorota Simpson, Associate Professor				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies, Didactic games,

Prerequisites (required courses and introductory requirements)

Required courses	Students should have basic knowledge of management and organization behaviour, business strategies in global market.
Introductory requirements	

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	

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		After completing the course students should know how to plan, recruit, select, assess, train and comensate employees both in domestic and international environment. In particular, they should be able to assess candidates using various selection methods, including interview. Group work and presentation will teach them how to communicate effectively, lead or moderate discussion and convince the others to presented ideas.

Course contents

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

Recommended reading lists

Obligatory:

1. M. Armstrong, A Handbook of Human Resource Practice, Kogan Page 2006, ISBN 0-7494- 4631-5
2. P.J. Dowling, D.E. Welch, R.S. Schuler, International Human Resource Management, South-Western College Publishing 1999, ISBN 0-538-86137-1

Facultative:

1. M. Armstrong Strategic HRM, Kogan Page 2006, ISBN 0-74944-511-4
2. A. Sherman, G. Bohlander, S. Snell,Managing Human Resources, South-Western College Publishing 1998, ISBN 0-538-87075-3

3. D. Simpson, Cultural differences in conducting business in the South Baltic Region [in:] Export marketing of Small and

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Medium-Sized Enterprises in the South Baltic Region, ed. H. Treder, P. Kulawczuk, Gdańsk University Press, Gdańsk 2012, p.p. 173-185

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

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Course title	Key Business and Management Models and Their Use in Business Practice	ECTS code	14.3.EE.FZ.2761
		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, PhD				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Collaborating, group activities, Case studies, Didactic games,

Prerequisites (required courses and introductory requirements)

Required courses	Introduction to management.
Introductory requirements	Good command of English.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Attendence + active participation in group work (50%). Preperation and presentation of a final group project (50%). Grading system: 91 % or more - 5 (very good) 81 % or more - 4+ 71 % or more - 4 61 % or more - 3+ 51 % or more - 3 0 % or more - 2 (failed)

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

The module concentrates on gaining knowlege and skills in implementation of selected key business and management models in business practice.

Learning outcomes

Course contents

The module discusses key Business and Management Models and their use in business practice with emphasis placed on gaining knowledge and skills in their implementation. Each class starts with a short theoretical overview followed by group work on actual cases of firms. Each result is discussed.

The module goes from strategic through tactical and operational models. In the end we discuss the business model canvass approach which gives holistic perspective on business models and allows their testing.

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1.Strategic, tactical and operational business models - introduction

2.Porter five forces & diamond

3.Parametric SWOT/TOWS

4.Problem - action tree & Root - cause analysis

5.Value chain & Value-base management

6.Ansoff product/market grid - Ansoff cube

7.BGC matrix

8.Scenario planning

9.Competitive benchmarking

10.E and 0 theories

11.Business process redesign

12.Curry's pyramid

13.8phases of change & blue oceans

14.Lean-thinking (JIT) and Six sigma

15.Balanced scoreboard

16.Kaizen

17.Business model canvas

Recommended reading lists

Core textbooks

Assen M. et al. (2009), Key Management Models, Prentice Hall, London.

Osterwalder A., Pigneur Y. (2010), Business model generation, Wiley, London.

Aaker (2001) Developing Business Strategies, John Wiley&Sons.

Additional material

Porter (1998) Competitive strategy, The Free Press.

Keeley L. et al.(2013), Ten Types of Innovation, The Discipline of Building Breakthroughs, Wiley.

selected journal papers and working papers

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

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Course title	Logistics of Economic Processes	ECTS code	14.3.EE.FZ.1916
		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 SSL, 2 SMSU,
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:		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 konwledge.

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		Student gains the knowledge of logistic support of an organization.
Skills		Student knows tools and methods used in logistics and knows how to use them in practice.
Attitudes		Student can work in groups, aims to gain the knowledge permanently.

Course contents

- The fundamentals of logistics:
  definition of logistics,
  logistic support system’s components,
  macro- and microeconomic aspects of logistics
- Forecasting of primary demand:
  the role of primary demand forecasts in logistics,
  demand forecasting in logistic practice of small and medium companies - results of empirical research,
  methods of forecasting used 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,

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introduction of possible wages for criteria and parameters,
calculating of score for each supplier,
taking a decision about choice of the supplier

- Logistic costs:
  total logistic costs calculation,
  activity based costing as a method of logistic processes management ,
  the idea of life cycle logistic support system

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

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

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Course title	Marketing Research in Practice	ECTS code	14.3.EE.FZ.2026
		ECTS credits	3
		max. students	30

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Marcin Skurczyński, PhD				

Number of hours											
Lectures	0	Classes	0	Tutorials	15	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	1 SMSU, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Work in computer laboratories,

Prerequisites (required courses and introductory requirements)

Required courses	Badania marketingowe, Badania rynku, Marketing Międzynarodowy, Marketing Research, International Marketing
Introductory requirements	Understanding principles of marketing; Basic knowledge of research process and research tools.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Overall evaluation will be based on the results of 5 micro-projects - 20 points each. Projects will relate to the topics taught during the course.

Course objectives

Learning outcomes

Knowledge		Student will understand how to address various problems through marketing research. Student will learn different research models.
Skills		Student will be able to use different marketing research tools, analyse data and prepare perfect research reports in different areas of company’s activities.
Attitudes		Student will learn to listen to and address problems of other parties. Student will cooperate in groups and solve the problems. Student will be expected to show creative approach and to be responsible to come up with consistent research project patterns.

Course contents

1. Marketing research in everyday activities of the company.
2. Measuring customer satisfaction.
3. Research in advertisement
4. Developing a perfect product
5. Research-based pricing
6. Retail monitoring techniques
7. Statistical testing

Recommended reading lists

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1. C. Dawson, A Practical Research Methods, How To Books, Oxford 2002

2. S. Crouch, M. Housden, Marketing Research for Managers, Butterworth-Heinemann, Oxford, 2003

3. V. R. Rao, Handbook of Pricing Research in Marketing, Edward Elgar Publishing 2009

4. A. R. Andreasen, Marketing research that won't break the bank: a practical guide to getting the information you need, Wiley 2002

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

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Course title	Mergers and acquisitions	ECTS code	14.3.EE.FZ.2779
		ECTS credits	5
		max. students	22

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Magdalena Markiewicz, Ph.D.				

Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Case studies, Discussion, questioning, Work in computer laboratories, Except IB students (Master studies)

Prerequisites (required courses and introductory requirements)

Required courses	None
Introductory requirements	Basic knowledge of financial markets and business vocabulary. General preparation to finance management and strategic planning.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Attendence and active participation. An essay related to the chosen case study, prepared according to the preliminary conditions or a final multiple choice test on the areas covered during the lecture. The method is to be chosen at the beginning of the lecture. It will be an opportunity to use database of Thomson Reuters Eikon in which it is planned to be held a part of meetings, concerned on research on corporate analysis. The subject of an essay may be chosen from a selection of topics provided by the teacher or individually, at the beginning of the lecture. The output of the essay shall be presented in final part of the course.

Course objectives

The basic aim of the subject is getting acquintance by the students with mergers and acquisitions as the important processes of gaining the competitive advantage in the financial markets. Within the course there are analyzed the case studies of mergers of companies and institutions acting in the domestic and international scale.

Learning outcomes

Knowledge		The student has a thorough understanding of prinicpal issues in the area of corporate consolidation and important issues in development strategy of enterprises. The participant has basic research skills in acquiring and interpreting economic data. He knows the motives of mergers and acquisitions, the determinats of such operations. He is able to recognize the synergial effect of companies consolidation.
Skills		A student interprets properly the motives of M&A and makes use of theoretical background in empirical tests of M&A performance. A student analyses the determinants and consequences of financial processes, collects and measures the statistical data and economic indicators with the aim to make prognosis of the development of the M&A transaction and post-merger integration. He/she is able to consider the successful and unsuccessful factors in M&A transactions by analysing the key elements of them in the case studies.

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Attitudes	MSG1_K03	A student has the skills of teamwork, taking part in a discussion and trying to solve the tasks in an entrepreneurial way.

Verification of learning outcomes - Attitudes

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

Course contents

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

Recommended reading lists

D. Eiteman, A. Stonehill, M. Moffett, Multinational Business Finance, International Edition 11th, Pearson Education, 2007, chapter 19.

W. L. Megginson, S. B. Smart, B. M. Lucey, Introduction to corporate finance, Cengage Learning EMEA, 2008, chapter 17.

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

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Course title	Negotiation in Business	ECTS code	04.9.EE.FZ.2778
		ECTS credits	5
		max. students	30

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Dorota Simpson, Associate Professor

Number of hours

Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	
Introductory requirements	

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	

Course objectives

Learning outcomes

Course contents

Recommended reading lists

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

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Course title	Portfolio management	ECTS code	14.3.EE.FZ.38
		ECTS credits	3
		max. students	40

Name of unit administrating study	KBPST	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Przemysław Borkowski, Habilitated doctor				

Number of hours											
Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Case studies, Individual projects,

Prerequisites (required courses and introductory requirements)	
Required courses	
Introductory requirements	

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	Project will be evaluated with following parts having impact on final mark: Policy statement - 10%; Market description - 10%; Top-down sectoral/company analysis 10%; Selection of choice criteria/Decision making 20%; 1st term investment evaluation 20%; 2nd term investment evaluation 20%; Conclusions 10%. Mark is based on total points scored percentage:51%-60% mark 3; 61%-70% mark 3.5; 71%-80% mark 4; 81%-90% mark 4.5; 91% and more, mark 5

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge		Student understands modern portfolio theory, is capable of analysing portfolio choice, asset allocation decisions and measure both portfolio performance and portfolio risk. Student uses correct terminology employed in professional financial management, understands rules guiding portfolio management on national and international markets, is capable of evaluating global and country specific factors in portfolio optimisation.
Skills		Student is able to:create market portfolios in line with economic theory using different choice models,use theoretical background in creative way in order to optimise portfolio selection process,allocate assets accordingly to selected choice factors,measure portfolio performance,measure risk in portfolio (using quantitative / statistics and qualitative approaches),use VaR method in assessment of portfolio risk,analyse investment environment.
Attitudes		Subject develops interpersonal communication, improves discussion skills, forces participants to think independently and solve complex problems.

Course contents

1. Asset allocation (1 h.)
Basics of investment decisions, assets and investment needs; principles of asset allocation.

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2. Capital Asset Pricing Model (2 h.)
Application of Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory as an alternative approach (APT)
3. Basics of portfolio theory (2 h.)
Principles of Markowitz portfolio analysis, two-asset portfolio versus multi-asset portfolio
4. Portfolio analysis (2 h.)
The idea of asset diversification; problem of correlation and its impact on return rates, covariance and its financial consequences; efficiency frontier in asset diversification.
5. Optimal portfolio choice (2 h.)
Rational choice principle; utility function in portfolio optimization; assets and weights in portfolio; beta coefficient.
6. Risk and portfolio efficiency (2h.)
Measurement of portfolio risk, Sharpe's coefficient, Treynor's coefficient; Jensen's coefficient; types of risk associated with portfolio selection; solutions allowing for portfolio risk reduction.
7. Investment funds and portfolio choice (2 h.)
Functions and types of investment funds; problem of optimal choice on the part of investor; financial information in investment funds; transaction and hidden costs.
8. International investors (2 h.)
Comparison between national and foreign assets, legal issues. International investment alternatives, free capital flows restrictions; currency risk; institutional solutions for international investing.

Recommended reading lists
Basic reading: M.Gruber: Modern Portfolio Theory and Investment Analysis, John Wiley & Sons, London 2002; R.Gibson: Asset Allocation. Balancing Financial Risk, Mc-Graw Hill, London 2000.P.Jenks, S.Eckett: The Global -Investor Book of Investing Rules, Harriman House 2002 Additional reading: F.Fabozzi: Fixed-Income Portfolio Strategies, Probus Publishing Co. Chicago 1995;;B.Litterman: Modern Investment Management: An Equilibrium Approach, John Wiley & Sons, London 2003;R.Hagin: Investment Management: Portfolio Diversification, Risk and Timing, John Wiley & Sons, London 2004.

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

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Course title	Services Marketing	ECTS code	04.7.EE.FZ.91
		ECTS credits	5
		max. students	40

Name of unit administrating study	IHZ	Field of study	Economics	Field of specialisation	NONE;

Teaching staff	Dorota Simpson, Associate Professor

Number of hours

Lectures	30	Classes	0	Tutorials		Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Individual projects, Case studies, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	Microeconomics Marketing Market research
Introductory requirements	Students should know how to collect materials gained from the literature, Internet and companies, select them in relation to the topic of their project, and compose them to present the results in front of the group.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	**Test - 50% of the final mark** (51% - 60% - 3,0; 61-70% - 3,5; 71-80% - 4,0; 81-90% - 4,5; 91-100% - 5,0) **Project and presentation - 50% of the final mark**

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 learn how to use marketing tools in service companies, how to design services company and enter the market. They prepare innovative entrepreneurial projects small service enterprise operating in local or global environment. Projects are prepared in groups of four or five students. This task gives opportunity to communicate, discuss and argue in groups, builds creativity, entrepreneurial attitudes, and improves interpersonal, and communication skills.
Skills		Students learn how to collect data and other materials, select them, analyze, and interpret them according to the topic they have to examine. In particular they learn how to use PEST analysis, Porter's model, PRIMO-F analysis, SWOT analysis, Ansoff matrix, BCG matrix, promotion tools in the process of building the marketing plan.
Attitudes		Studednts learn how to work individually and in a team. Team work encourage them to exchange ideas, question and discuss, including defense of their opinions. Working in a team needs cooperation and co-ordination to achieve formulated goals and to get things done.

Course contents

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Students are introduced into the service sector, its importance in economies of chosen coutries and global economy. They learn about specific features distinguishing services from goods and their impact on marketing tools which can be used by marketers, in particular marketing mix in services, the importance of people in professional services, marketing planning, mission statement, strategic objectives, market objectives, market environment analysis (SWOT, PEST, ETOP analysies), market segmentation, different strategies used in service business, Ansoff matrix, BCG matrix, promotion tools, promotion strategy
Recommended reading lists
Literature - obligatory 1. C. Lovelock, J. Writz, Services Marketing Prentice Hall 2006 2. P. Kotler, T. Hayes, P.N. Bloom, Marketing Professional Services, Prentice Hall 2002 Supplemantary reading 3. V. Zeithaml, M.J. Bitner, D.D. Gremler, Services Marketing, McGraw-Hill/Irwin 2002

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

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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 SMSU,
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:		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; openess for teamwork; basic presentation techniques (PP), creativity and cooperation atitudes.
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

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		problems or to exploit business opportunieties in small business formation

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U06							X	X	X		
E2_U07							X	X	X		

Attitudes	MSG2_K02	The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making
	E2_K03	The student can set up priorities and plan tasks as well as monitor and correct the progress

Verification of learning outcomes - Attitudes

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

Course contents

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

Recommended reading lists

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

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

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Course title	Strategy of competition in the global market	ECTS code	14.3.EE.FZ.1277
		ECTS credits	5
		max. students	30

Name of unit administrating study	KRT	Field of study	Economics/MSG**	Field of specialisation	
Teaching staff	Stanisław Miecznikowski, 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 SMSU, 3 SSL,
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:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Case studies,

Prerequisites (required courses and introductory requirements)	
Required courses	Knowlegde of Business English.
Introductory requirements	Basic terms of the macroeconomics and international business.

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	Preparing presentation or essay on the topic chosen by the student during the lectures and agreed with the lecturer.

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		Method of analysis the international economy relationship on the competed global economy.
Skills		Provided the skills to the analysis of the foreign trade, macroeconomic boots of GDP's and equilibrium in the economy.
Attitudes		The developments of main economisc powers in the world Far East Asia countries, European Union and USA and their fight with the crisis dilemma.

Course contents

1.Defining of macroeconomic and the Keynes subject of general theory

1.1 The IS- LM Model

1.2 Neoclassical synthesis: from Samuelson to Patinkin

1.3 Non- Walrasian Equilibrium Models

2. Milton Friedman's anti-Keynesian offensive

2.1 Lucas and the emergence of new classical macroeconomics

2.2 The Neo Keynesian response

2.3 The development of macroeconomic theory

3. The deflation dilemma

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3.1 The austerity and the recession in the EU

3.2 Japan trade deficit hit record as yen weaken- export boost

3.3 What the other countries can learn from Japan's sale tax and what Abenomics hold lesson for the west

4. Globalization of the production

4.1 The firm operate with worldwide product division

4.2 Global production and marketing. Drivers of globalization

4.3 A global standardization, strategy to build a strong multinational organization

5. Globalization of the market

5.1 Opportunities, threads, the cause of shift in the world economy

5.2 The emergencies of global institutions- International Monetary Fund (IMF), World Trade Organization (WTO), Organization of Economic Cooperation and Development (EOCD)

6. Industrial challenges on the global market

6.1. Industrial policy

6.2 The global revival of industrial policy

7. The financial crisis and it's effects on the global economy

7.1 The emergency subsidies to the financial sectors

7.2 The emergency liquidity, assistance, the purchase of equity capital in institutions by government agencies or emergency funds

7.3 The purchase of problem assets and insurance of guaranties for obligations and treasury bonds

8. Bailout- the concern in the markets is that the eurozones political structures do not have the authority to deal with the magnitude of economic problem

8.1 What would it mean for the Greek, Portugal, Republic of Ireland or Spain

8.2 What the matter with Italy? Italy's debt crisis. 10 reason to be fearful

8.3 The IMF suggested creating a fund to lend to troubled euro- zone members

9. Industrial policy remains controversial

9.1 America can claim perhaps the most important industrial policy success

9.2 But missteps and failure are most usual

9.3 The most feared of all industrial strategies is China

10. Prospective public investment in clean energy technology

10.1 Despite promises, that they are not but to pick winners in green technology, governments are doing exactly that

10.2 Investment in clean energy and low carbon technology was hit twice over

10.3 The recession has driven larger firms to look at energy efficiency in unlikely areas- cheep solar, efficient car

11. Revised growth figures of the GDP in the main global economy countries

11.1 Revised growth figures in the USA

11.2 EU austerity drive country by country

11.3 Austerity cost the spending of public services

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12. Global clash over economy

12.1 IMF meeting clashes hopes for co operation

12.2 Currencies the key to markets move

12.3 Price level targeting

13. How to grow in global economy

13.1 Unprecedented improvements in living standards for the majority of people on the planet

13.2 The second reason to worry about stagnation has to do with slowly supply

13.3 The handover from the financial crises and the feebleness of the recovery could themselves dent economies potential

Recommended reading lists

Basic

Hill W. L. Charles, International Business Competing in the Global Market. Sixth Edition. Mc Graw- Hill International Edition University of Washington New- York , NY 2008

B. J. Capsey, E. F. Brigham, “ Introduction to Financial Management" Tenth edition CBS Collage Publishing NY 2008

M. Turek: MacroEconomics from Neoclassical Synthesis to the new Neoclassical synthesis. Fundacja Rozwoju Uniwesytetu Gdańskiego Gdańsk 2013

Ancillary materials

A.Brummer, The Crunch the Scandal of Northern Rock and the Escalating Crisis. Random House Business Books London 2008

H. Minsky Stabilizing and unstable economy. Mc Graw Hill. International Edition 2008

T. Shirato, J. Webb, Understanding Globalization. Sage Publication Ind, International Edition 2003

G. Turner, The credit crunch. Housing Bubbles, Globalization on the Worldwide Economic Crisis. Pluto Press London 2008

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

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Course title	The role of logistics in distribution	ECTS code	04.0.EE.FZ.39
		ECTS credits	3
		max. students	30

Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Alicja Leszczyńska, PhD				

Number of hours											
Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 1 SMSU, 3 SSL,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	3, 1, 5,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning Wydział Ekonomiczny
Teaching methods	Lectures including multimodal presentations,

Prerequisites (required courses and introductory requirements)

Required courses	General economic knowledge (macroeconomy, microeconomy), management, marketing.
Introductory requirements	General knowlegde concerned notions, definitions, rules, theories in scope of economy, management, marketing is needed. Ability to classify, identify, analise and assessment of economic phenomena and active approach to solving economic problems, especially concerning international activity. Some logistics knowledge would be helpful, although for those students who are not familiar with logistics, some neseccary introduction and explanation about logistics will be delivered at the begining of the lecture.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	The basis for assessment is written work (essay), chosen by student from topics indicated by lecturer or chosen independently by student from literature or economic practice but connected with problems of logistics in distribution processes. Presentation is also recommended. Criteria of assessment: way of presentation, merit content.

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge		The aim of the lecture is to gain specialist knowledge concerning problems of logistics support in distribution. After listening the lecture, a student:understands the role of logistics in distribution as a vital tool of companies competitivenessknows the matter of physical distribution and sees its specificsidentifies marketing and physical distribution channelssees logistics customer service as a direct result of proper organisation and management of logistics processes in distributionacquires knowledge concerning complexity of logistics decisions in distribution, such as transport, warehousing, inventory management, order processing decisionsunderstands necessity of IT systems supporting logistics processes in distributionexplains the role of distribution and logistics centres as well as 3PL and 4PL companies in effective logistics processes in distribution
Skills		As s result of the lecture, a student:is able to analise, interpret and assess various logistics problems in distributionidentifies marketing and logistics channels and indicates the most appropriate for the companymakes proper logistics decisions as regards transportation, warehousing, inventory and order processing from the point of total logistics costs in distribution and the expected level of customer serviceuses IT tools and chooses proper logistics strategies in distributionis able to take advantage of logistics

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		centres and choose logistics companies for successful distribution
Attitudes		The lecture aims at shaping active approach to taking appropriate decisions concerning logistics processes supporting distribution systems of companies who function in contemporary competitive economic conditions.

Course contents

1. Logistics as a tool of companies competitiveness in the contemporary economic conditions
2. The matter of physical distribution
3. Marketing and physical distribution channels
4. Logistics customer service
5. Main logistics problems in distribution:
- Transport decisions
- Order processing decisions
- Stockholding and warehousing
- Problems of packaging and other logistics innovations in distribution
6. Information technology systems as a support of logistics processes in distribution
7. Logistics infrastructure as a basis of effective flow of goods
8. Logistics and distribution centres
9. The role of third party logistics companies and other intermediaries in the logistics processes
10. Development trends in logistics and distribution

Recommended reading lists

Books:
R.Ballou: Business Logistics Management. Prentice-HallInternational, 1992
J. Coyle, E. Bardi, J. Langley: The Management of Business Logistics. West Publishing Company, 1996
M. Christopher: Marketing Logistics. Butterworth-Heinemann, 1997
Handbook of Logistics and Distribution Management. Edited by J. L. Gattorna, Gower, 1994
A. C. McKinnon: Physical Distribution Systems. Routledge, 1991
A. Rushton, J. Oxley: Handbook of Logistics and Distribution. Kogan Page, 1995
D.Simchi-Levi, P.Kaminsky, E.Simchi-Levi: Designing and Managing the Supply Chain. Irwin McGraw-Hill, 2000
Journals:
International Journal of Logistics Management, International Journal of Physical Distribution and Logistics management

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

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Course title	Urban Mobility Strategy	ECTS code	02.4.EE.FZ.956
		ECTS credits	5
		max. students	40

Name of unit administrating study	KPG	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Piotr Kuropatwiński, PhD				

Number of hours											
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
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:		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	The students are supposed to have passed the course in basic management theory and microeconomics.
Introductory requirements	Knowledge about microeconomic concepts and relationships. Basic management theory.

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	Students are supposed to prepare a project in a project team. The subject of the project should refer to processes of development and implementation of sustainable urban mobility strategies in a particular town, city or agglomeration The project result should be delivered in three formats: (1) a ppt presentation, (2) a written essay with subtitles (< 5 pages)and (3) one page of the lessons learnt document showing the process of working on the project. The project deliverables will be assessed according to the following scale: 40% relevance of content, 30% attractiveness of the form, 30% originality of approach applied.

Course objectives
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes		
Knowledge		The student is aware of modern urban mobility problems and innovative ways of solving them. The student knows the principal manifestations of unsustainable spatial and transport development patterns.The student knows the modern ways of solving mobility problems in innovation-oriented cities of the world. The students knows how to develop their analytical and comunication skills having crucial importance in the process of preparing and implementing innovative solutions of urban mobility problems.
Skills		The student is able to identify the underlying problems of quality of life in modern urban environment and barriers to processes of its improvement.The student is able to pracitically define the criteria of choosing the subject, and solve dilemmas of applying solutions .The student is able to identify ways of mitigating the energy use and pollution of urban environment.
Attitudes		The student is able to work in teams and carry out field research studies, using either questionnaires, or simple observation and registration of basic facts techniques.The

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		student is able to appropriately communicate his findings, behaving in a professional way, respecting differences in opinions of different stakeholders.

Course contents

Topics:

1. General definition of sustainability and sustainable development. The concept of external costs.
2. Principal challenges to sustainable development of urban areas: urban "sprawl", pressure of individual motorisation, low level of social trust and quality of social communication.
3. Mobility needs in an urban environment. Ways of their classification according to various criteria. Comfort, accessibility, emotions connected with journeys made in an urban environment, sources and destinations of particular joruneys.
4. Differences in perception of mobility needs among various population groups depending on the criterion of age, social status, profession, family status, housing location and conditions etc. .
5. Factors adversely influencing the quality of life in urban environment: different perspectives. Congestion, environmental pollution, deficit of car parking spaces, noise, social exclusion, road traffic safety and personal security problems, increasing results of a sedentary life style.
6. Evolution of life style in urban environment in the 20th century. Increased role of leisure time and events organised in public space.
7. Ways of measuring the intensity of problems resulting form unsustainable development. The concept of modal split. Comparison of modal split in various large agglomerations of Europe and other parts of the world. Factors influencing the modal split.
8. Analysis of strategic documents concerning the solution of mobility problems developed in selected cities with particular stress on their weaknesses.
9. Strategies applied to solve the mobility problems in cities, Examples from Poland and other selected European agglomerations. Advantages and weaknesses of public transport in relation to individual transport (motorised and non-motorised). Ways of solving mobility problems in cities: development of public transport networks, promotion of walking and cycling .
10. The concept of eco-mobility chains. Park&Ride and Bike& Ride solutions in different configurations. Car sharing and car pooling systems. Internalisation of external costs of individual motorisation.
11. Bike sharing systems of subsequent generations.
12. Ways of promoting sustainable mobility solutions: engineering aspects and promotional and educational issues. Officially declared and actually implemented solutions. Solutions based on traffic engineering considerations and solutions based on strategic reflection on the city development.
13. Research projects based on studying documents and field research projects on mobility issues in particular cities. Internet fora as a source of strategic reflection devloted to the solution of urban mobility problems.
14. Mobility policy audits in urban environments. The role of non-governmental organisations in the ublic dialogue devoted to mobility issues in towns and cities.
15. Presentation of research results on problems of sustainable mobility in selected towns and cities.

Recommended reading lists

Cycling - the Way Ahead for Towns and Cities. European Commission, Luxembourg 2000

Collection of cycling concepts. Danish Road Directorate 2000

Facultative:

Proceedings of the Velo-City Congresses 2003, 2005, 2007, 2009, 2010, 2011 available in the web, websites of projects carried out within the framework of the European intelligent energy programme (trendy-travel, bicy.it, epomm, eltis, obis, presto etc.).

Websites of American and European Cycling advocacy organisations such as streetfilms.org; onestreet.org; ecf.com and others.

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

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Summer semester - list of lectures and syllabuses

Code	Title of lecture	Hours	ECTS	Language
14.3.E.FL.4	**Aspects of economic growth and economic development** *dr Tomasz Brodzicki*	30	5	English
14.3.E.FL.2001	**Behavioural economic. Psychology of decision making** *prof. UG dr hab. Jacek Zaucha*	30	5	English
04.0.E.FL.2037	**Business Process Reengineering** *prof. UG dr hab. Cezary Mańkowski*	30	5	English
14.3.E.FL.1919	**Civic society and NGOs development** *dr Piotr Kuropatwiński*	30	5	English
14.3.E.FL.1923	**Commercial banking skills training** *mgr Lilia Neumann, prof. UG dr hab. Przemysław Kulawczuk*	30	5	English
14.3.E.FL.2016	**Culture shock** *mgr Anna Fornalska-Skurczyńska, dr Marcin Skurczyński*	15	3	English
14.3.E.FL.2785	**Customs services for travelers** *dr Monika Grottel*	15	3	English
14.3.E.FL.88	**Development and integration of the Baltic Sea Region** *prof. UG dr hab. Jacek Zaucha*	15	3	English
14.3.E.FL.1920	**Econophysics - an introduction** *mgr Michał Suchanek, prof. zw. dr hab. Krzysztof Szałucki*	30	5	English
14.6.E.FL.1270	**External Relations of the EU** *prof. zw. dr hab. Anna B. Kisiel-Łowczyc*	15	3	English
14.3.E.FL.2029	**Financial accounting and reporting - international issues** *dr Joanna Stefaniak-Kopoboru*	30	5	English
14.3.E.FL.32	**Forecasting of Economic Processes** *dr Leszek Reszka*	15	3	English
14.3.E.FL.2784	**Get that job!** *dr Marcin Skurczyński, mgr Anna Fornalska-Skurczyńska*	30	5	English
04.0.E.FL.40	**International logistics** *dr Alicja Leszczyńska*	15	3	English
04.0.E.FL.62	**International Management: Investment strategies in emerging markets** *prof. UG dr hab. Przemysław Kulawczuk*	30	5	English
04.2.E.FL.1787	**Internet marketing sem/seo** *mgr Michał Laskowski*	30	5	English
14.3.E.FL.2020	**Internet Tools in Business Logistics** *dr hab. Andrzej Jezierski*	30	5	English
14.3.E.FL.2776	**Introduction to International Trade Transactions** *mgr Anna Fornalska-Skurczyńska*	15	3	English
14.3.E.FL.2027	**Introduction to Programming in Business** *dr Marcin Skurczyński*	30	5	English
04.9.E.FL.2777	**Leadership in Business** *prof. UG dr hab. Dorota Simpson*	30	5	English
14.3.E.FL.17	**Macroeconomic Developments in the New Member States of UE** *prof. UG dr hab. Henryk Ćwikliński*	15	3	English
14.3.E.FL.1924	**Markets of the world: culture and economy** *dr Monika Grottel, mgr Anna Fornalska-Skurczyńska*	15	3	English
14.3.E.FL.16	**Money, inflation and monetary policy** *prof. UG dr hab. Dariusz Filar*	30	5	English
14.3.E.FL.966	**Optimization of Economic Processes** *dr Leszek Reszka*	15	3	English
14.3.E.FL.1918	**Passenger transport** *prof. zw. dr hab. Olgierd Wyszomirski, prof. zw. dr hab. Andrzej Ruciński, prof. UG dr hab. Stanisław Miecznikowski, dr Marcin Wołek, dr Dariusz Tłoczyński*	30	5	English
14.3.E.FL.2011	**Poland, Germany, Russia, China - Cultural differences, Customs and Protocol** *mgr Anna Fornalska-Skurczyńska, dr Marcin Skurczyński*	15	3	English
14.3.E.FL.46	**Poland's Economic Transition Macroeconomic Stabilisation and Institutional Changes** *dr Piotr Kuropatwiński*	30	5	English
14.3.E.FL.2014	**Supply management and production planning in SAP ERP** *mgr Agnieszka Szmelter, prof. UG dr hab. Henryk Woźniak*	30	5	English
14.3.E.FL.2015	**The use of ERP systems in sales and warehouse management** *mgr Agnieszka Szmelter, prof. UG dr hab. Henryk Woźniak*	30	5	English
14.3.E.FL.1535	**Thomson Reuters Academy** *dr Monika Szmelter*	15	3	English

14.3.E.FL.2768	**Understanding, managing and financing innovation processes** *dr Anna Golejewska*	30	5	English

Course title	Aspects of economic growth and economic development	ECTS code	14.3.EE.FL.4
		ECTS credits	5
		max. students	30

Name of unit administrating study	KEIE	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Tomasz Brodzicki, PhD				

Number of hours

Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	Undergraduate macroecomomics and microeconomics. Basic callculus.
Introductory requirements	Good command of English.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Attendence + active participation. Extended essay on a preassigned topic (chosen from a selection of topics provided for at the beginning of the lecture), a final multiple choice test on the areas covered during the lecture or a group report and presentation. The method to be chosen by the group at the beginning of the lecture. Grading system: 91 % or more - 5 (very good) 81 % or more - 4+ 71 % or more - 4 61 % or more - 3+ 51 % or more - 3 0 % or more - 2 (failed)

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Verification of learning outcomes - Knowledge

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

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E1_W03				X				X	X		
E1_W04				X				X	X		
E1_W06				X				X	X		
E1_W08				X				X	X		
E1_W09				X				X	X		

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

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01				X				X	X		
E1_U02				X				X	X		
E1_U03				X				X	X		
E1_U08				X							X
E1_U11				X					X		

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

Verification of learning outcomes - Attitudes

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

Course contents

1. Stylized facts on economic growth and economic development from historical and contemporary perspective.

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

Recommended reading lists

Principal textbooks:

Jones Ch. I. (2002) Introduction to Economic Growth, W.W. Norton and Company.

Weil D. (2005) Economic Growth, Pearson, Addison Wesely, Boston.

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Debraj R. (1998) Development Economics, Princeton University Press.

Additional material:

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

Selected journal articles and working papers.

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

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Course title	Behavioural economic. Psychology of decision making	ECTS code	14.3.EE.FL.2001
		ECTS credits	5
		max. students	30

Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Jacek Zaucha, Associate Professor				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 2, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies,

Prerequisites (required courses and introductory requirements)

Required courses	none
Introductory requirements	Basic knowledge of microeconomics and statistics

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	The project is on preparation (by two three students together) of the students' own questionnaire for researching some behavioural problems or aspects of economy. Then students are asked to conduct the research and present the results. The grading is based on the quality of the project, quality of performance during presentation. The quality will be assessed on basis of: innovation approach 50%, reliability and realistic approach 30%, attractiveness and clearness of presentation 20%.

Course objectives

Making students aware of the main findings of the behavioural economics

Training students in the use of the behavioural tools and methods useful in solving day to day economic questions and problems.

Learning outcomes

Knowledge	MSG2_W01	As the result of the course student has got abilities to observe and interpret economic phenomena and processes in the field of behavioural economics. Besides, the student knows methods created bybehavioural economics for examining the relations among economic agents and regularities in the socio-economic relations concerning decision making in business and economics. Student knows methods and tools used for analysing behavioural situations and phenomena.
	MSG2_W07	Students knows role of of System 1 and System 2 in the decision making process
	E2_W01	As the result of the course student has got abilities to observe and interpret economic phenomena and processes in the field of behavioural economics. Besides, the student knows methods created bybehavioural economics for examining the relations among economic agents and regularities in the socio-economic relations concerning decision making in business and economics. Student knows methods and tools used for analysing behavioural situations and phenomena.

Verification of learning outcomes - Knowledge

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Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W01								X			
MSG2_W07											X
E2_W01								X			

Skills	MSG2_U12	Student can build decision situations in business and economics with the use of methodologies and tools used in behavioural studies. Besides, the student can present his knowledge and practical abilities concerning interpretation of behavioural aspects of economics and can critically assess the psychological aspects of practical business and economics decision makings. Besides, the students design experiments and tests to check behavioural concepts in economic policy, finance, public finance, marketing, management. Conduct those tests and experiments and analyse the results.
	E2_U06	Student can build decision situations in business and economics with the use of methodologies and tools used in behavioural studies. Besides, the student can present his knowledge and practical abilities concerning interpretation of behavioural aspects of economics and can critically assess the psychological aspects of practical business and economics decision makings. Besides, the students design experiments and tests to check behavioural concepts in economic policy, finance, public finance, marketing, management. Conduct those tests and experiments and analyse the results.
	E2_U07	Student can build decision situations in business and economics with the use of methodologies and tools used in behavioural studies. Besides, the student can present his knowledge and practical abilities concerning interpretation of behavioural aspects of economics and can critically assess the psychological aspects of practical business and economics decision makings. Besides, the students design experiments and tests to check behavioural concepts in economic policy, finance, public finance, marketing, management. Conduct those tests and experiments and analyse the results.

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_U12											X
E2_U06											X
E2_U07											X

Attitudes	MSG2_K01	Student gains approaches that facilitate life-long learning, work group, team spirit, acceptance to leadership and creativity. Besides the student can apply the rules of Corporate Social responsibility to the direct investment activities on the emerging markets. Moreover, student gains approaches of personal honesty, independence of thinking, taking the responsibility.
	E2_K01	tudent gains approaches that facilitate life-long learning, work group, team spirit, acceptance to leadership and creativity. Besides the student can apply the rules of Corporate Social responsibility to the direct investment activities on the emerging markets. Moreover, student gains approaches of personal honesty, independence of thinking, taking the responsibility.

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K01											X
E2_K01											X

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Course contents
1. Preferences and economic motives of people. Role of leading motives 2. Decision making in conditions of risk and uncertainty. Expected value, expected utility 3. Reduced rationality of human economic choices. Reduced rationality or different levels of rationality? 4. Behavioural economics complement or negation of the main stream economics 4. How do we take decisions? System one and system two. 5. Heuristics 6. Prospect theory 7. Altruism 8. Practical application of behavioural economics in day to day life. 8. Applications: design of behavioural experiments and tests I 9. Applications: design of behavioural experiments and tests II 10. Workshop on behavioural economics - presentation of the research outcomes of the student's experiments 11. Workshop on behavioural economics - presentation of the research outcomes of the student's experiments 12. Workshop on behavioural public finance - discussion on the outcomes of the student's experiments
Recommended reading lists
1. DAN ARIELY, *Predictably Irrational.* Harper Collins Publishers 2008 http://www.google.pl/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.shabanali.com%2Fupload%2Fpredictable.pdf&ei=M8geU6aeAsqshQe6moGACQ&usg=AFQjCNGyTbxCzAs0VkJbtCluUTE_I556sA&sig2=qM6HfHk1qBwV-Gyp27TZVA 2. Daniel Kahneman, *Thinking fast and slow*. Macmillan 2001

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

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Course title	Business Process Reengineering	ECTS code	04.0.EE.FL.2037
		ECTS credits	5
		max. students	14

Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Cezary Mańkowski, Associate Professor

Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 2, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Work in computer laboratories, Case studies,

Prerequisites (required courses and introductory requirements)

Required courses	No requirements
Introductory requirements	No requirements

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	1) Identification of problems with a business process performance (graded from 1 to 5 points) 2) Mapping a selected business process (graded from 1 to 5 points) 3) Creating a vision for a new business process (graded from 1 to 5 points) 4) Making and presenting a project of a new business process (graded from 1 to 5 points) 5) Final grade: very good (19-20 points), good (15-18), satisfactory (11-14), unsatisfactory (1-10 points)

Course objectives

Preparing students to use modern methods and tools for business proces reengineering

Learning outcomes

Knowledge	E1_W06	Student has got to know the right eceonomic methods and tools for business process reengineering
	MSG1_W08	Student has got to know the right eceonomic methods and tools for business process reengineering

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W06										X	
MSG1_W08										X	

Skills	E1_U03	Student can reengineer events driven business process chains, functions and operations
	MSG1_U03	Student can reengineer events driven business process chains, functions and operations

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Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U03										X	
MSG1_U03										X	

Attitudes	E1_K04	Student identyfies, diagnose, and makes decisions on business variants regarding the profession of management
	MSG1_K04	Student identyfies, diagnose, and makes decisions on business variants regarding the profession of management

Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K04										X	
MSG1_K04										X	
E1_K04						X				X	
MSG1_K04						X				X	

Course contents

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

2. The issue of business process reengineering (BPR)
The essence of BPR. Perspectives and levels of BPR. Algorithm of BPR . Advantages and disadvantages of BPR.

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

4. Methods and tools of a business process reengineering
Intuitive, organizational and engineering methods. Ishikawa diagram. Pareto analysis. FMEA . Value stream map. Mapping. Simulation. Ratio analysis.

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

6. Creating a vision for a new business proces
Non-linear thinking. Brainstorming. Turning points. Theory of chaos and catastrophes. Theory of constraints. Synergy.

7. Making and presenting a project of a new business process
Making a project of a new business process according to the vision taken previously. Presentation of the new project at the presence of other students - case analysis.

Recommended reading lists

Literature (obligatory)

1) J. Champy: Reengineering Management. HarperCollins e-books, 2009, ISBN 0887307965

2) R. L. Manganelli, M. M. Klein: The Reengineering Handbook: A Step-by-Step Guide to Business Transformation. AMACOM, 1996, ISBN 978-0814479230

3) C. Mańkowski: Ontological Foundations for Business Logistic Process Modeling. "Railway Transport and Logistics" 2007, no. 2, p. 30-38 (download: http://fpedas.utc.sk/zdal/images/zdal/archiv/zdal_2007_02.pdf)

Additional source

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1) P. K. Dey: Re-engineering materials management. A case study on an Indian refinery. Business Process Management Journal, 2001, Vol. 7 Iss: 5, pp.394 - 408 (download: http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=8&cad=rja&uact=8&ved=0CGUQFjAH&url=http%3A%2F%2Fwww.researchgate.net%2Fpublication%2F235266274_Re-engineering_materials_management_A_case_study_on_an_Indian_refinery%2Ffile%2F60b7d522610d0ead74.pdf&ei=XJpnU8PmL7OI7Ab1rIFg&usg=AFQjCNHZaPF57Mk4iWMr_WQwBLpKpVZhkQ)

2) M. Hammer, J. Champy: Reengineering the Corporation. A Manifesto for Business Revolution. Summaris.com, 2000 (download: http://imamu.edu.sa/Scientific_selections/abstracts/Documents/Reengineering%20The%20Corporation.pdf)

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

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Course title	Civic society and NGOs development	ECTS code	14.3.EE.FL.1919
		ECTS credits	5
		max. students	30

Name of unit administrating study	KPG	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Piotr Kuropatwiński, PhD				

Number of hours											
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Individual projects,

Prerequisites (required courses and introductory requirements)	
Required courses	Economic and social policy; basic management theory.
Introductory requirements	Knowledge of basic management theory and social policy according to the university curriculum.

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	The condition for receiving a positive assessment of the subject is to prepare a project in a project team. The topic of the project should cover the activities of a selected non-governmental organisation. The results of a project should be prepared in the following three documents formatted in the following way (1) a ppt presentation (2) wrtitten essay divided with subtitles (not more than 5 pages long) oraz (3) one page document including the lessons learnt showing the process of preparing the project The project results will be assessed according to the following criteria: 40% relevance of the topic; 30% attractiveness of the presentation; 30% originality of the approach adopted The level of activity during the tutorials is also taken into consideration as a criterion of assessment

Course objectives
Understanding and knowledge, how to fruitfully take advantage of various institutional solutions favouring the development of entrerpreneurial civic society.

Learning outcomes		
Skills		The student is able to use her/his theoretical knowledge to diagnose the background of differences in functioning NGOs and the differences in the level of development of organisational cultures in particular organisations.The student is able to observe and analyse basic processes taking place in NGOs and to formulate general forecasts of basic indices of efficiency of their activities.The student is able to identify and analyse relationships between organisations and institutions of different echelons of hierarchy of various entities forming the national and international environment of social organisations (NGOs).The student is able not only to determine the directions of change but also to diagnose, analyse and determine favourable directions of modification of social policy instruments.
Attitudes		The student is able to work in a team, has acquired the skills allowing her/him to effectively participate in the process of undertaking and implementation of projects managed by the NGOs.The student is able to determine and apply criteria which allow to resolve the dilemmas appearing in the process of realisation of particular project tasks.The student is able to manifest creativity and entrepreneurship while communicating with the environment while performing team work.

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Course contents
1. Civic society and the authoritarian - populist society - areas of comparative analysis. Entrepreneurial behaviour and non-entrepreneurial behaviour. Reactive and proactive organisations 2. Stages of development of non-governmental organisations: from spontaneous altruism to professional development of partnership structures on a local, regional, national and international scale 3. The concept of strategy. Technique, tactics, strategy, policy, axiology. Strategic reflection and strategic planning 4. Entities of the non-governmental sector, private sector and public sector - specific features of operation and areas of interaction 5. The relevance of non-governmental organisations in the process of transition and creation of an entrepreneurial civic society. Short history of development of the non-governmental sector in Poland and in the Pomeranian Voivodship. Areas of activity which are subject of interest of NGOs 6. Basic principles of managing change in organisations and of project management. Operation of organisations oriented on management of a series of projects. Types of projects leading towards community development 7. Discussion about exemplary projects of local development implemented on the basis of grass-root initiatives presented in the internet and particular students.

Recommended reading lists
Liz Clarke: Change management Geert Hofstede: Cultures and organisations Celia Burton, Norma Michael. Project management Materials available at the Regional Centre of Support of NGOS (RCIWOP) in Gdańsk Website of the Pomeranian Association "Common Europe" (www.pswe.org) Internet data bases about activities of non-governmental organisations in various countries and region.

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

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Course title	Commercial banking skills training	ECTS code	14.3.EE.FL.1923
		ECTS credits	5
		max. students	30

Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Lilia Neumann, Msc ; Przemysław Kulawczuk, Associate Professor				

Number of hours

Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU, 1 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4, 2,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	None.
Introductory requirements	Basic knowledge of macroeconomics.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Presentation and engagement in group activities and team spirit. The grading scale consistent with studyregulations.

Course objectives

Students will be familiar with basic commercial bank products, and banking vocabulary.

Student will be prepared to choose the most suitable fianancial solution of those offered by commercial banks.

Students will be able to analise and criticise financial solutions of offered commercial bank products.

Students will be able to discuss and negotiate with retail bankers.

Learning outcomes

Knowledge	MSG1_W08	Students get basic knowledge of commercial bank products and banker-customer relationship. They are aware of the risk connected with financial market products. Students know methods and tools used by bankers for selling process. Students can make a critical analisys and the best choice of financial products offered by commercial banks.
	E1_W06	Students get basic knowledge of commercial bank products and banker-customer relationship. They are aware of the risk connected with financial market products. Students know methods and tools used by bankers for selling process. Students can make a critical analisys and the best choice of financial products offered by commercial banks.
	E2_W07	Students get basic knowledge of commercial bank products and banker-customer relationship. They are aware of the risk connected with financial market products. Students know methods and tools used by bankers for selling process. Students can make a critical analisys and the best choice of financial products offered by commercial banks.

Verification of learning outcomes - Knowledge

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Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W08					X		X	X			
E1_W06					X		X	X			
E2_W07					X		X	X			

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

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U06					X		X				
MSG1_U13					X		X	X	X		
MSG2_U06					X		X				
E1_U06					X		X				
E1_U07					X		X	X			
E2_U07					X		X	X			

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

Verification of learning outcomes - Attitudes

Outcomes											

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	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02					X		X				
E2_K02					X		X				
MSG1_K03							X	X	X		
MSG1_K01					X		X	X	X		
MSG2_K01					X		X	X	X		
E1_K01					X		X	X	X		
E2_K01					X		X	X	X		
MSG1_K02					X		X				
MSG2_K02					X		X				
MSG2_K03							X	X	X		
E1_K06							X	X	X		
E2_K06							X	X	X		

Course contents

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

Recommended reading lists

1. Mishkin Frederic S., The Economics of Money, Banking and Financial Markets, Pearson Series in Economics, 2013
2. Reed Edward W., Gill Edward K. Commercial banking, Prentice- Hall International Editions, USA, 1989
3. Electronic publications delivered by the lecturer.

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

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Course title	Culture shock	ECTS code	14.3.EM.FL.2016
		ECTS credits	3
		max. students	25

Name of unit administrating study	IHZ	Field of study	MSG**	Field of specialisation	NONE;

Teaching staff	Anna Fornalska-Skurczyńska, MSc ; Marcin Skurczyński, PhD

Number of hours												
Lectures	0	Classes	15	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Activating methods in training classes, Individual projects, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	
Introductory requirements	Basic understanding of cultural differences.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Assessment project will regard cultural differences pereceived by students visiting foreign countries. Project will take the form of multimedia presentation (movie). Final grade will be based on the quality of sources used, multimedia techniques employed, completeness of the project and overall consistance.

Course objectives

Learning outcomes

Knowledge	MSG1_W06	Student knows the basic terminology and has a systematized knowledge of cultural differences and culture shock that might be induced as a result of activity on international markets.
	MSG1_W07	Student knows how cultural differences influence international trade.
	MSG1_W08	Student knows the basic tools and techniques of acquiring data.

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W06					X			X	X	X	
MSG1_W07					X			X	X	X	
MSG1_W08								X		X	

Skills	MSG1_U01	Student is able to correctly interpret economic phenomena, gather and analyze data, draw relevant conclusions and present them in an appropriate form.
	MSG1_U13	Student can suggest possible ways of coping with culture shock for the given countries.
	MSG1_U15	Student can prepare a presentation about given aspect of cultural differences and its role in international trade.

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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
MSG1_U01										X	
MSG1_U13									X	X	
MSG1_U15					X					X	

Attitudes		
	MSG1_K01	Student can broaden and improve his skills and his knowledge on his own.
	MSG1_K03	Student possesses proper communication skills.
	MSG1_K02	Stdent is willing to interact with other students, works in groups.
	MSG1_K07	Student is aware of the importance of ethical behaviour in the learning process as well as in future professional career.

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_K03								X	X		
MSG1_K02								X	X		
MSG1_K07								X	X	X	

Course contents

1. Defining culture - various definitions
2. Cultural differences and their importance in both personal and professional life
3. Culture shock, its stages and symptoms
4. Dealing with culture shock - competences required
5. Studying abroad
6. Movie presentations and discussion I
7. Movie presentations and discussion II

Recommended reading lists

E. Marx, Breaking Through Culture Shock, Nicholas Brealey Publishing in association with Intercultural Press, 2001

C. Ward, S. Bochner, A. Furnham, The Psychology of Culture Shock, Routledge 2001

P. Pedersen, The Five Stages of Culture Shock, Critical Incidents around the World, ABC-CLIO 1995

K. Oberg, Cultural Shock: Adjustment to New Cultural Environments, 1960

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

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Course title	Customs services for travelers	ECTS code	14.3.EE.FL.2785
		ECTS credits	3
		max. students	20

Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Monika Grottel, PhD

Number of hours

Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 2, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Collaborating, group activities, Case studies,

Prerequisites (required courses and introductory requirements)

Required courses	International Business Transactions
Introductory requirements	• basic knowledge in Economy and International Business Relations • ability to work in a groups

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Each student: 1. Will prepare a presentation (in groups od 4-5 people) on a given subject, this constitutes 50% of a final grade, 2. Will take a short test, this constitutes 30% of a final grade, 3. Will be assesed while working in groups durign classes, this constittes 20% of final grade.

Course objectives

Learning outcomes

Course contents

Recommended reading lists

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

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Course title	Development and integration of the Baltic Sea Region	ECTS code	14.3.EE.FL.88
		ECTS credits	3
		max. students	40

Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Jacek Zaucha, Associate Professor				

Number of hours											
Lectures	0	Classes	0	Tutorials	15	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL, 1 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4, 6, 2,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning Also classes outside UG in Marshal Office and Secretariats of transnational Baltic initiatives and programmes
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Case studies,

Prerequisites (required courses and introductory requirements)

Required courses	No prerequisites.
Introductory requirements	Basic knowledge of macroeconomics.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Students are expected to prepare 5-6 page essay on macro-economic situation of the chosen Baltic Sea region Country . The maximum points that can be scored for the essay is 100. The points are allocated under following algorithm a) Up to 25 points - description of a macroeconomic situation of a given country with sue of macroeconomic indicators - time series of GDP per capita, GDP growth rate unemployment rate, inflation rate, currency exchange rate, interest rate, public debt as percentage of GDP, deficit of public finance as percent of GDP b) Up to 25 points - description of economic integration of a given country - time series of indicators showing economic openness, (FDI, export import) with focus on the Baltic Sea region c) Up to 15 points - description of main drivers of long term economic development of a given country based on professional literature and available analysis d) Up to 5 points for conclusions concerning the role of a given country in the Baltic integration e) up to 10 points for methodology chosen (in line with the standarf economic methods) f) Up to 10 points for timely delivery (one point less for every 2 calendar days of delay) g) Up to 10 points for keeping agreed standard (i.e. structure and the length of the essay) Rules for grading : 51-60% dst (satisfactory) 61-70% dst+ 71-80% db (good) 81-90% db+ 91-100% bdb (outstanding)

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge		The participants will gain knowledge on economic development of the Baltic Sea Region (BSR) countries and mechanisms of their integration: institutional, spatial, economic and

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		cultural. Students will understand macro-economic situation of each BSR country, main developmental drivers, mechanisms influencing competitiveness of the BSR countries. Students will also identify and analyse drivers for the BSR integration, performance and achievements of the BSR institutions, content of the EU strategy for the BSR and the most important BSR wide projects. They will also become familiar with and will be able to apply main theories and theoretical models on economic integration to the explanation of the BSR integration processes. They will learn different techniques on measurement of economic integration and development at the macro regional level.

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							
MSG1_W10				X							
MSG1_W09				X							
MSG1_W11				X							
MSG1_W01				X							
MSG1_W10				X							
MSG1_W09				X							
MSG1_W11				X							

Skills		Students will gain skills necessary for conducting analysis of the progress of the BSR integration and development of the BSR countries. Those skills are useful in applying for the job of a bank analysts, public civil servant responsible for growth and development policy, member of the international organisations active in the field of Economic integration , research staff in public and private research and educational facilities. The students will be able to interpret and analyse such phenomena as integration through the foreign trade, integration driver by FDI flows, Balassa-Samuelson effect, trade creation and trade diversion, intra and inter-industry trade. Making use of standard economic tools students observe, collect relevant information and interpret integration and economic development of the BSR. They predict the macro-economic indicators for the nearest future and directions of development of the economic situation in the BSR. They will use the knowledge on different economic schools and models to that end.The participants will assess by themselves the most interesting BSR projects and by that learn how to put such projects together (in particular those fulfilling the third objective of the EU Cohesion Policy). They will also have a chance to invent some shadow projects for the EU Strategy for the BSR and they will participate in monitoring the progress of the real strategy implementation. The partcipants will gain competences in critical and independent analysis of ongoing transnational macroeconomic processes and questions. They will build basic skills necessary for their future participation in the BSR projects and initiatives.

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							

Attitudes		Students will gain skills necessary for critical analyses of the data and information available. They will also be trained to deliver agrred outcomes timely and in the agreed format.

Verification of learning outcomes - Attitudes

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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							

Course contents

1. **Baltic Sea Region (BSR) in statu nascendi:**

· The history of the BSR co-operation

· BSR Culture

· Origin, and delimitation of the BSR

· Strong and weak sides of the BSR as a pan-European region

2. **BSR economy in a nut shall**

· Macro-economic situation of the main BSR countries

· The growth of the BSR countries -main assets and main motors for their development

· **Porter's diamond of Competitiveness**

· Different aspects of the BSR competitiveness according to Baltic Development Forum

· Comparative assessment with other pan-European macro regions

3. BSR economic integration:

· Different levels of economic integration

· Foreign Trade as a vehicle of economic integration

· BSR integration through trade

· Foreign Direct Investments (FDI) as a vehicle of economic integration

· BSR integration through FDI

4. BSR spatial integration:

· The essence of spatial integration

· Economies of agglomeration, externalities, economies of scale

· New Economic Geography - the consequences of lowering the distance

· BSR urban structure from European perspective

· BSR potential accessibility

· Main factors of the BSR spatial integration

5. BSR institutional integration

· BSR network of governmental and non governmental institutions

· Characteristics of main BSR organizations and their functions

· VASAB 2010 origin and main documents (spatial vision, action plan and key themes)

· Helsinki Commission and its Baltic Sea Action Plan.

· EU BSR strategy

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6.Case study: integration of Russia into the BSR

· North West Russia - main economic characteristics

· Economic integration of St. Petersburg

· Institutional integration of St. Petersburg

· Developmental policy of St. Petersburg authorities and their impact on BSR integration

7. The EU Cohesion Policy and its impact on BSR development and integration

· South Baltic Cross-border co-operation Programme 2007-2013: Priority axis, measures available funds

· Transnational co-operation Programme of the BSR 2007-2013

· The most important BSR strategic projects and their results

8. Workshops

Study visits to the most import ant BSR institutions e.g. UBC, JTS of South Baltic, Maritime Institute, Office of the President of the Gdańsk Region etc. for interviewing key persons for BSR integration

Recommended reading lists

Compulsory reading

The State of the Region Reports by Baltic Development Forum (from 2006 till 2012)

Additional reading

Zaucha J., 2007, Report on Good Practices within BSR INTERREG IIIB and II C Project, ARL, Hannover

Zaucha J., 2009, Factors influencing Integration of the Baltic Sea Region with special Focus on the spatial and Economic Dimensions, in: Rieter H., Zweynert J. (eds.), "Economic Styles In the Process of EU Eastern Enlargement", Schriftenreihe des Europa-Kollegs Hamburg zur Integrationsforschung no.58, Nomos, Hamburg pp.261-292

Zaucha J.,2013, Programming development of the Baltic Sea Region. in: Kudlacz T. & Wozniak D. (eds.) “ Programming regional development in Poland. Theory and practice". Studies of Polish Academy of Science, Committee for Spatial Economy and Regional Planning, vol. 35, Warsaw , pp. 177-190,

and information from the portals: http://ec.europa.eu/regional_policy/index_pl.htm, http://www.mrr.gov.pl/polityka_regionalna , http://www.vasab.org, http://www.interreg.gov.pl/20072013/EWT/, http://www.bsrinterreg.net , http://www.eu.baltic.net, http://www.cbss.st , http://www.bdforum.org

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

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Course title	Econophysics - an introduction	ECTS code	14.3.EE.FL.1920
		ECTS credits	5
		max. students	30

Name of unit administrating study	KEiFPT	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Michał Suchanek, Msc ; Krzysztof Szałucki, Professor				

Number of hours											
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Case studies,

Prerequisites (required courses and introductory requirements)

Required courses	Statistics, Microeconomics
Introductory requirements	

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Presence and activity during the classes are the main criteria of evaluation.

Course objectives

Learning outcomes

Knowledge	E2_W04	Student realises the complex character of economic systems and therefore understands the need and profits of interdisciplinary approach to economic analysis. Student recognises how certain patterns transcend social and natural science. Student knows and understands the foundations of complexity economics.
Skills	E2_U03	Student learns how to apply tools which evolved from physics to solving certain economic problems. He can use methods such as wave theory, random matrix theory and diffusion theory in complex economic decision-making situations. Student learns how to model economic reality with innovative methodology.
Attitudes	E2_K01	Student achieves the ability to perceive complex economic systems and societies as networks. He understands the consequences of irrational and chaotic human behaviour.

Course contents

1) Econophysics - the new science discipline

2) The basics of complexity economics

3) Dynamics and nonlinearity of economic systems

4) Heterogenous and irrational economic agents

5) Network function in economic modelling

6) Evolution of economic systems - three design spaces

7) Complex physics in the analysis of economic data

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8) Economy complexity index (ECI) in economic growth prediction 9) Elliott Wave Theory in the modelling of psychological aspects of market decisions 10) Random Matrix Theory applied to the portfolio management 11) Derivative pricing - the Black-Scholes model 12) Summary and credit
Recommended reading lists
1) E.D. Beinhocker, *The origin of wealth. Evolution, Complexity and the Radical Remaking of Economics,* RH Business Books, 2007 2) S. Sinha, A. Chatterjee, A. Chakraborti, B.K. Chakrabarti, *Econophysics. An Introduction,* Wiley-WCH, 2010

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

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Course title	External Relations of the EU	ECTS code	14.6.EE.FL.1270
		ECTS credits	3
		max. students	40

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	
Teaching staff	Anna B. Kisiel-Łowczyc, Professor				

Number of hours

Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 2, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		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	General knowledge in international economic relations and regional European integration.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	

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		Evaluation of current problems of external economic relations of the EU in Europe and in the world economy based on bilateral or multilateral level. Main focus is oriented on new trends in relations EU - rest of the world (Northern Dimension, Wider Europe, Eastern Partnership) and economic results (in trade and FDI flows).
Skills		Understanding of the main changes in the basic economic and political relations the EU - rest of the world as the result of globalisation and crisis.
Attitudes		Understanding necessity of initiative changes in the EU external policy: new challenge before new enlargement.

Course contents

1. Transatlantic Trade and Investment Partnership(TTIP) EU - US: state of negotiations.
2. Structure of the EU`s relationship with third states (f.t.a., partnership and cooperation agreements, Eastern Neighbourhood Policy, EURO - MED).
3. EU - BRICS Group (Brazil, Russia, India, China, Rep. of South Africa) relations.
4. Partnership and Cooperation Agreement with f. Soviet Union states.
5. Bilateral relations EU - Russian Federation(main fields of cooperation).
6. Bilateral relations EU - China.
7. Economic relations EU - Asian states and integration forms (ASEAN, ASEM, APEC)
8. Economic relations EU - ACP countries: evaluation and prospect.
9. History of specific bilateral relations the EU - Turkey.

Recommended reading lists

1. Molle W. The Economics of European Integration, 1997

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2. http://europa.eu.int	
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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

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Course title	Financial accounting and reporting - international issues	ECTS code	14.3.EE.FL.2029
		ECTS credits	5
		max. students	20

Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Joanna Stefaniak-Kopoboru, PhD

Number of hours

Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations,

Prerequisites (required courses and introductory requirements)

Required courses	economics
Introductory requirements	basic knowledge of accounting, corporate finance, economics

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Students are required to prepare an essay on a chosen topic connected to the content of the course and present it during the last session

Course objectives

Present the basic concepts of accounting and financial reporting in respect to the international aspects (systems, standrds, requirements)

Learning outcomes

Knowledge		Basic knowledge on accounting systems, differences in approach to the accounting systems in different countries General knowledge of reading the financial statements, ability to recognize differences between national financial statements, understanding of cultural impact on corporate finance Basic knowledge on financial analysis
Skills		Student should learn some practical skills allowing him to understand differences in accounting systems and financial reporting between countries

Course contents

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

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

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Additional literature: Books on the topic

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

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Course title	Forecasting of Economic Processes	ECTS code	14.3.EE.FL.32
		ECTS credits	3
		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	15	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4, 6,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	Microeconomics, Macroeconomics.
Introductory requirements	Basic economic konowledge.

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

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		Student gains the knowledge of econometric forecasting methods.
Skills		Student knows how to use presented methods in practice.
Attitudes		Student can work in groups, aims to gain the knowledge permanently.

Course contents

Forecasting theory. Costs of forecasting. Forecasting methods: heuristic methods, analog methods, time series methods, trend estimation, moving average, Brown’s, Holt’s and Winter’s models, cause-effect econometric models. Parameters of forecasts quality evaluation.

Recommended reading lists

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

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

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

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Course title	Get that job!	ECTS code	14.3.EE.FL.2784
		ECTS credits	5
		max. students	25

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Marcin Skurczyński, PhD ; Anna Fornalska-Skurczyńska, MSc				

Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	
Introductory requirements	

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	**Each student might gather max. 100 points during classes. Final grade will be based on:** a) the ranking list prepared during job interviews (max. 50pts) b) '30 second elevator speech' prepared by each student (max. 20pts) c) CV and letter of application prepared for the given job offer (max. 30pts) Grades are as follows: 91-100 5 81-90 4,5 71-80 4 61-70 3,5 51-60 3

Course objectives

Learning outcomes

Course contents

1. Autopresentation - stating the goal of autpresentation, basic rules

2. CV - different types of CV, how to write it, dos and donts, identifying what to include in a CV and what to avoid

3. Aplication letter

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4. How to prepare for a job interwiev - elevator speech, FAQ 5. Verbal and nonverbal communication 6. Meeting with HR professionals 7. Meeting with psychologist 8. Job interviews 9. Job interviews 10. Job interviews

Recommended reading lists
R. Corfiedl, Preparing the Perfect CV, Kogan Page Publishers, 2009 L. Howell, Give YOr Elevator Speech a Lift!, Danforth Book Distribution, 2006 T. Sjodin, Small Message, Big Impact, Penguin Group, 2013

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

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Course title	International logistics	ECTS code	04.0.EE.FL.40
		ECTS credits	3
		max. students	30

Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Alicja Leszczyńska, PhD

Number of hours

Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 1 SMSU, 3 SSL,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4, 2, 6,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning Wydział Ekonomiczny
Teaching methods	Lectures including multimodal presentations,

Prerequisites (required courses and introductory requirements)

Required courses	General economic knowledge (macroeconomy, microeconomy), management, marketing.
Introductory requirements	General knowlegde concerned notions, definitions, rules, theories in scope of economy, management, marketing is needed. Ability to classify, identify, analise and assessment of economic phenomena and active approach to solving economic problems, especially concerning international activity. Some logistics knowledge would be helpful, although for those students who are not familiar with logistics, some neseccary introduction and explanation about logistics will be delivered at the begining of the lecture.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	The basis for assessment is written work (essay), chosen by student from topics indicated by lecturer or chosen independently by student from literature or economic practice but connected with problems of international logistics. Presentation is also recommended. Criteria of assessment: way of presentation, merit content.

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge		The aim of the lecture is to gain specialist knowledge in problems of international and global logistics. After listening the lecture a student:understands conditions of international and global logistics developmentdefines international and global logistics and understands their specificsidentifies various subjects participating in international logistics processesacquires knowledge concerning organisation and management of international and global supply networksknows major logistics decision problems in international supply networkssees problems of logistics customer service in international logistics processesknows information technology tools and other modern technologies supporting and enabling international logistics processesknows legal regulations, rules, documents used in international logisticsidentifies possible risks and threats in international logistics
Skills		As a result of the lecture, a student:acquires abilities in identification of economic, social, political and other factors, which determine international logistics processescan identify various subjects and relations between them in international supply chainscan create strategic aims of companies functioning in those chainscan make proper logistics decisions as regards supply, distribution and customer service in international supply

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		networksselects and implements appropriate logistics strategiesanalises and estimates risks and threats in international logisticsdiscerns new world's trends in logistics processes
Attitudes		Acquired knowledge and abilities in scope of international logistics enable proper analysis, interpretation and assessment of the role of logistics in global and international economic processes. They allow for creative logistics approach to rapidly changing economic reality and enable making appropriate decisions in professional practice.

Course contents

1. Influence of globalisation of economy on logistics processes
2. Organisation and management of global supply chain
3. Characteristic features of international / global logistics
4. Logistics strategies in international / global operations

5. Functional aspects of international / global logistics

6. The role of TFL (transport, forwarding, logistics) sector and other intermediaries in international logistics
7. Information technology systems and other modern technologies in international / global logistics
8. Risks in international and global logistics
9. Development trends of the European logistics service market
10. Ecology aspects of international logistics

Recommended reading lists

1. M. Christopher: *Marketing Logistics.* Butterworth Heinemann, Oxford 1997.

2. J. J. Coyle, C. J. Langley, R.A. Novack, B. J. Gibson: *Managing Supply Chains. A Logistics Approach.* South - Western Cengage Learning, 2013

3. *Global Logistics. New Directions in Supply Chain Management.* Ed. D. Waters. Kogan Page 2011.

4. K.N. Gourdin: *Global Logistics Management.* Blackwell Publishing, 2006.

5. *Global Logistics and Distribution Planning*. Ed. D. Waters, Kogan Page, 1999.

6. J. J. Mangan, Ch. Lalvani, T. Butcher, R. Yavadpour: *Global Logistics & Supply Chain Management.* John Wiley & Sons, Ltd, 2012.

7. D.Simchi-Levi, P. Kaminsky, E. Simchi-Levi: *Designing and Managing Supply Chain.* Irwin McGrow-Hill, 2000.

The International Journal of Logistics Management

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

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Course title	International Management: Investment strategies in emerging markets	ECTS code	04.0.EE.FL.62
		ECTS credits	5
		max. students	35

Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Przemysław Kulawczuk, Associate Professor				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 1 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4, 2,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations,

Prerequisites (required courses and introductory requirements)

Required courses	Basic knowledge on market entry strategies. Basic knowledge on foreign direct investment. Good teamwork spirit and cooperation attitude. Also some presentation skills (PP).
Introductory requirements	2-3 years of studies in managemnt or economics (international relations also wecome)

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	The quality of proposed business solutions 40% The innovation level of creative proposals 40% Engagement in group activities and team spirit 20%

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge	MSG2_W06	The student gains the enlarged knowledge on functioning of enterprises on the international markets, especially on emerging markets
	E2_W11	The student gains knowledge in starting up new ventures on emerging markets, including business models and forms of business start ups

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W06							X				
E2_W11							X				

Skills	MSG2_U06	The student gains skills in using knowledge in decision making, especially in international business environment on emerging markets
	E2_U07	The student gains the ability to design reasonable business propositions to solve problems or to exploit business opportunieties in international business environment on emerging markets

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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		
E2_K03								X	X		

Course contents

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

Recommended reading lists

1. Estrin S., Meyer K.E. ed., Investment Strategies in Emerging Markets, Edward Elgar, Cheltenham, UK; Northampton, MA, USA, 2004
2. Meyer K.E., Estrin S. ed, Acquisition Strategies in European Emerging Markets, Palgrave Macmillan, Houndmills UK, New York, USA, 2007
3. Electronic publications delivered by the lecturer

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

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Course title	Internet marketing sem/seo	ECTS code	04.2.EE.FL.1787
		ECTS credits	5
		max. students	30

Name of unit administrating study	ITiHM	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Michał Laskowski, MSc				

Number of hours

Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 2, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Work in computer laboratories, Case studies,

Prerequisites (required courses and introductory requirements)

Required courses	INTERNET MARKETING sem/seo course is a great continuation of E-COMMERCE BUSINESS MODELS course. **However, all Polish and ERASMUS students are welcome.**
Introductory requirements	Basic internet browsing skills.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	In Your project You are asked to prepare a draft of an Google Adwoards Campaign. Choose a company and product, that You would like to advertise. You will be asked to include a number of factors learned during the course (like: time targeting, geotargeting, language, expenditure plan day/budget ect.).

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge	E1_W02	During the course students will discover how to successfully advertise in Google. what are the techniques of achieving a higher position i Google search results page. The course will also cover the topic of indexing social media/ images / maps/ video in the search engine.After the course students will be able to prepare an online marketing campaign.The tutor is an experienced eCommerce specialist. See example lecture at: www.laskowski.edu.pl/internet-marketing-sem-seo

Verification of learning outcomes - Knowledge

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

Skills	E1_U06	Studenst will gain an substantial insight into search engine optimisation and search engine marketing techniques and factors determining high rank of a website.

Verification of learning outcomes - Skills

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Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U06								X	X		

Attitudes	E1_K05	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_K05											X

Course contents

1. **The Google search engine** application

2. Form of advertising on-line

3. **SEO** - organic search results optimization techniques

4. PPC - pay per click model

5. Building traffic with **social media**

6. **Online marketing** success / failure stories

7. A successful marketing strategy

8. How to research other sites with free tools

9. **Using maps, video, images for promotion**

10. Social media for boosting online sales

11. **Google Adwords** campaign configuration

12. New trends: mobile trade platform, **social trade platform**

Recommended reading lists

Facultative reading:
1. "Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity", Avinash Kaushik, Sybex, 2009
2. "Search Engines: Information Retrieval in Practice", Bruce Croft, Addison Wesley, 2009
3. "The Art of SEO (Theory in Practice", Eric Enge, O'Reilly Media, 2009
4. "Online Marketing Strategies:Analytics, Strategies, and Terminology for Managers: Managing SEO, SEM, and Social Media Marketing Campaigns Online", Brandon Wirtz, CreateSpace, 2009
5. "Professional Search Engine Optimization with PHP: A Developer's Guide to SEO", Jaimie Sirovich , Wrox, 2007

Contact	michal@laskowski.edu.pl,

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

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Course title	Internet Tools in Business Logistics	ECTS code	14.3.EE.FL.2020
		ECTS credits	5
		max. students	12

Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Andrzej Jezierski, Habilitated doctor				

Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Work in computer laboratories,

Prerequisites (required courses and introductory requirements)	
Required courses	Microeconomics, macroeconomics.
Introductory requirements	Basic economic knowledge.

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	Students are obliged to prepare a multimedial presentation in working groups on a chosen subject from the contemporary problems of internet tools support in business logistics.

Course objectives

Presentation the idea of conception of business logistics

Presentation tools and methods of business logistics

Learning outcomes

Knowledge	E1_W01	Student understands the conception of business logistics
	E1_W02	Students gains the knowledge of logistics support of an organization
	E1_W04	Student describes internet methods and tools of business logistic

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W01				X							
E1_W02						X					
E1_W04									X		

Skills	E1_U01	Students knows internet tools and methods used in business logistics.
	E1_U02	Students knows how to use tchem in practice

Verification of learning outcomes - Skills

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

Attitudes	E1_K01	Student can work in groups, aims to gain the knowledge permanently

Verification of learning outcomes - Attitudes

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

Course contents

The fundamentals of business logistics;

definition of logistics, definition of logistics system and logistics processes,

definition of logistic support system,

logistic support system's components.

Macro- and microeconomic aspects of business logistics. Logistics services.

E-logistics support systems.

The role of internet support in business logistics.

Internet tools and methods in logistics support system.

E-logistics stock exchange: Teleroute, Timocom, Logintrans, Benelog, etc.

Recommended reading lists

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

D. J. Bowersox: Logistical Management, New York 1986

www.timocom.com

www.logintrans.com

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

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Course title	Introduction to International Trade Transactions	ECTS code	14.3.EE.FL.2776
		ECTS credits	3
		max. students	25

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	BE;MEM;GZL;HZ;FMiB;MM;TiL;MTiHM;

Teaching staff	Anna Fornalska-Skurczyńska, MSc

Number of hours

Lectures	0	Classes	15	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Collaborating, group activities, Lectures including multimodal presentations, Discussion, questioning,

Prerequisites (required courses and introductory requirements)

Required courses	
Introductory requirements	Basic knowledge about international trade and EU specifics

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Students will prepare a given project in groups of 3-4. It will be either exports or imports to UE. The grade will be based on the: project and its final presentation. Msximum of 100 points may be gained. Grade will be as follows: 51-60 3 61-70 3,5 71-80 4 81-90 4,5 91-100 5

Course objectives

Learning outcomes

Course contents

1. Core competence of the company and reasons to internationalize.
2. Information sources about international markets.
3. International markets assessment. Choice of target markets.
4. Contracts in International Trade
5. Incoterms2010
6. Commercial Documents

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7. Presentations
Recommended reading lists
Contact: a.fornalska@ug.edu.pl,

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

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Course title	Introduction to Programming in Business	ECTS code	14.3.EM.FL.2027
		ECTS credits	5
		max. students	20

Name of unit administrating study	IHZ	Field of study	MSG**	Field of specialisation	NONE;
Teaching staff	Marcin Skurczyński, PhD				

Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	1 SMSU, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	2, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Work in computer laboratories, Lectures including multimodal presentations, Collaborating, group activities, Didactic games,

Prerequisites (required courses and introductory requirements)

Required courses	Introduction to computer technology; Microeconomy; Marketing
Introductory requirements	Understanding interdependencies of different areas within the market environment will be a plus.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	5 projects to be handed-in throughout the semester. Each project evaluated on the basis of: solution provided, applied logic, project consistency and technique/tools employed. Scale 0-20 points each, total 0-100 points. Due dates to be set up at the beginning of the course. Projects submition after set deadlines will result in points deduction.

Course objectives

Learning outcomes

Knowledge		Student will know how to decompose management problems to solvable level. Student will understand the idea of pseudocoding. Student will know the basic programming structures and tools.
Skills		Student will be able to employ different programming tools to problem solving. Student will be able to create simple business applications. Student will be able to build,describe and analyse different algorythms.
Attitudes		Student will learn how to share a workload and responsibilities. Student will learn how to communicate in the group. Student will be able to identify and address problems.

Course contents

1. Examples of solvable problems in economics

2. Software tools used for problem solving

3. Introduction to programming - pseudocoding

4. Problem set I: Developing pseudocode

5. Introduction to Python: Data Structures

6. Python syntax

7. Testing and debugging

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8. Problem set II: My first program 9. Designing Graphical User Interfaces I 10. Designing Graphical User Interfaces II 11. Problem set III: Adding a 'face' 12. Working with databases: SQL querries 13. Problem set IV: Ask a question 14. Probability and statistics for business modelling I 15. Probability and statistics for business modelling II

Recommended reading lists
1. Powerpoint presentations / lectures / code files 2. Python's standard documentation: http://docs.python.org 3. Python Programming/Database Programming: http://python.about.com

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

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Course title	Leadership in Business	ECTS code	04.9.EE.FL.2777
		ECTS credits	5
		max. students	30

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Dorota Simpson, Associate Professor				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU, 1 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4, 2,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning Wydział Ekonomiczny
Teaching methods	Lectures including multimodal presentations, Individual projects, Collaborating, group activities, Case studies,

Prerequisites (required courses and introductory requirements)	
Required courses	
Introductory requirements	

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	

Course objectives

Learning outcomes

Course contents

Recommended reading lists

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

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Course title	Macroeconomic Developments in the New Member States of UE	ECTS code	14.3.EE.FL.17
		ECTS credits	3
		max. students	40

Name of unit administrating study	KPG	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Henryk Ćwikliński, Associate Professor

Number of hours

Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL, 1 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4, 6, 2,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Individual projects,

Prerequisites (required courses and introductory requirements)

Required courses	Microeconomics, Macroeconomics
Introductory requirements	

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Course completion Presentation, graded assessment of presentation Self - prepared presentation

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_W01	to be familiar with impact of transition and EU accession on Central European economies since 1990

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W01						X			X		
E1_W02						X			X		
E1_W03						X			X		
E1_W08						X			X		

Verification of learning outcomes - Skills

Outcomes											

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

Verification of learning outcomes - Attitudes

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

Course contents

1. Economics of shortage till 1989
2. Major components of transition strategies
3. Macroeconomic stabilisation - comparison of economic developments in central European countries
4. Assessment in terms of the E. U. economic criteria
5. Main barriers on output, productivity and employment growth
6. Implications for policy makers
7. European mistakes to be avoided- final debate

Recommended reading lists

1. J. Kornai, Economics of shortage, North Holland, Amsterdam 1980
2. A. Besançon: Anatomie d'un spectre. L'économie politique du socialisme reel, Calmann-Lévy, Paris 1981
3. Transition. The First Ten Years. Analysis and Lessons for Eastern Europe and the Former Soviet Union, The World Bank, Washington D. C., 2002, no. 23511
4. H. Ćwikliński: The Polish Incomplete Economic Transition, “The NEBI Yearbook 2002", Springer-Verlag-Berlin, Heidelberg, New York.
5. Economic surveys of Europe (for a selected year), http://www.unece.org/ead/survey.htm
6. Convergence Report of the E. C., European Commission, 2010, http://ec.europa.eu./economy_finanse/publications/european_economy/2006/ee 106 en.pdf
7. Ewa Balcerowicz: The Impact of EU Accession on Poland's Economy, E-brief, CASE no. 5/2007, www.case.com.pl
8. S. Feuerstein, O. Grimm: The Enlargement of the European Monetary Union, Bank i Kredyt, luty 2007, p. 3-20
9. The condition of the SME sector in Pomerania, research report 2006, www.pog.arp.gda.pl, also a book edited by Pomerania Development Agency Co. Gdańsk 2007 10. **"Crisis and Transition: The People's Perspective**", EBRD 2011, www.ebrd.com/transitionreport 11. A.Benassy-Quere, B. Coeure, P. Jacquet, J. Pisani-Ferry: ECONOMIC POLICY THEORY AND PRACTICE, OXFORD UNIVERSITY PRESS, 2010

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

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Course title	Markets of the world: culture and economy	ECTS code	14.3.EE.FL.1924
		ECTS credits	3
		max. students	20

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Monika Grottel, PhD ; Anna Fornalska-Skurczyńska, MSc				

Number of hours

Lectures	0	Classes	0	Tutorials	15	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 1 SMSU, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 2, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Activating methods in training classes, Discussion, questioning, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	International Business Transactions
Introductory requirements	Basic knowledge in Economic Geography, International Business Relations and Macroeconomics ability to work in a groups.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Each student: 1. Will prepare a presentation (in groups od 4-5 people) on a given subject, this constitutes 50% of a final grade, 2. Will take a short test, this constitutes 30% of a final grade, 3. Will be assesed while working in groups durign classes, this constittes 20% of final grade.

Course objectives

Learning outcomes

Knowledge		Student knows the basic terminology and has a systematized knowledge of culture and economy of chosen regions and subregions. Student knows the basic tools and techniques of acquiring data.
Skills		Student is able to correctly interpret economic phenomena, gather and analyze data, draw relevant conclusions and present them in an appropriate form, can compare selected countires in respect to culture and economy of chosen world's regions and subregions.
Attitudes		Student can broaden and improve his skills and his knowledge on his own, possesses proper communication skills and is willing to interact with other students, works in groups and is aware of the importance of ethical behaviour in the learning process, student understands the responsibility for his own work as well as for the group decissions.

Course contents

1.United Nations geoscheme - regions and subregions

2.Southern America - Brasil and Argentina - the birthplace of samba and tango:

a. Its share in the global economy, the most important branches of industry, raw materials, trading partners

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b. Football phenomena

c. Culture and cuisine

3. Central America:

a. Its share in the global economy, the most important branches of industry, raw materials, trading partners

b. Dominican Republic, Haiti, Jamaica, Puerto Rico - holiday destinations

c. Cuba - Fidel Castro's dictatorship - success or a failure?

d. How to make a Cuban cigar?

e. Culture and cuisine

4. Australia and Oceania:

a. Its share in the global economy, the most important branches of industry, raw materials, trading partners

b. Australia - a country of diversity

c. Skiing in New Zealand?

d. Culture and cuisine

5. Middle East countries:

a. Its share in the global economy, the most important branches of industry, raw materials, trading partners

b. Arabic countries - economy, cuisine, culture

c. Oil - the diamond of the Middle East?

d. Diving

e. Culture and cuisine

6. African countries:

a. Its share in the global economy, the most important branches of industry, raw materials, trading partners

b. From extreme poverty to prosperity

c. Kenia - a nature reserve or modern highways?

d. Culture and cuisine

7.Southern Asia:

a. Its share in the global economy, the most important branches of industry, raw materials, trading partners

b. India - a perfect place for retirement?

c. Borneo - the world's thrid largest island

d. Culture and cuisine

8.Test, grades

Recommended reading lists
1. United Nations official website, www.un.org/en/ 2. IMF GDP Datas [online], www.imf.org 3. National Gegraphic official webside, www.mationalgegraphic.com

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

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** MSG - International Economic Relations

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Course title	Money, inflation and monetary policy	ECTS code	14.3.EE.FL.16
		ECTS credits	5
		max. students	40

Name of unit administrating study	KMikr	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Dariusz Filar, 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 SMSU, 1 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4, 2,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		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	Macroeconomics
Introductory requirements	Student should be able to describe the fundamental notions and definitions of macroeconomics (market, income, supply and demand, economic growth etc.)

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	Assessment of student performance is based on the presentation delivered during one of the meetings. The topic of the presentation should be chosen from the list provided by the lecturer.

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		Among the main goals of the learning process are:- ability to analyze and evaluate properly the achieved level of price stability;- understanding of the links between monetary policy and dynamics of business cycle;- enhanced propensity to discuss monetary aspects of modern economy
Skills		As a result of the participation in the learning process student should be able to understand and analyze monetary aspects of economy. She/he should be able to follow policy of central banks and adjust own financial decisions to market conditions.

Course contents

The meaning and creation of money; credit aggregates;
Difference between inflation and price-level. The significance of core inflation;
Factors resulting in demand-pull and cost-push inflationary processes;
Inflation, unemployment and business cycles;
The impact of inflation on umemployment; the short-run and long-run Phillips curve
The relation among inflation, nominal interest rate and the demand and supply of money;
Currencies and exchange rate changes;
The goals of monetary policy; means for achieving the goals;

The monetary policy conduct - decision making strategies including an instrument rule, a targeting rule, open-market operations, and the market for reserves

Monetary policy’s transmission mechanism (chain of events) between changing the reference rate and achieving the ultimate monetary policy goal when fighting either inflation or recession;

Institutional framework of central banks’ activities; the significance of central bank’s independence

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The Euro Area - ERM-2 as enternig mechanism

Recommended reading lists
Hand-outs delivered during the learning process (mainly research papers published by central banks - for example Blinder, Allan S., "Monetary Policy Today: Sixteen Questions and about Twelve Answers", Banco de Espana, Madrid 2006) Chapters concerning money and monetary policy from the leading text-books in economics

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

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Course title	Optimization of Economic Processes	ECTS code	14.3.EE.FL.966
		ECTS credits	3
		max. students	35

Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	
Teaching staff	Leszek Reszka, Ph.D.				

Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	15	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)	
Required courses	Microecomics, Macroeconomics
Introductory requirements	Basic economic konowledge

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

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		Student gains the knowledge of optimization methods
Skills		Student knows how to use optimization methods in practice
Attitudes		Student can work in groups, aims to gain the knowledge permanently

Course contents

Optimization theory. Optimizations models, optimal assortment of production model, optimal mixture model, transportation model, assignment model, transshipment model.

Recommended reading lists

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

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

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Course title	Passenger transport	ECTS code	14.3.EE.FL.1918
		ECTS credits	5
		max. students	30

Name of unit administrating study	KRT	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Olgierd Wyszomirski, Professor ; Andrzej Ruciński, Professor ; Stanisław Miecznikowski, Associate Professor ; Marcin Wołek, PhD ; Dariusz Tłoczyński, PhD

Number of hours

Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	1 SMSU, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	2, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Case studies, technical excursion to depot of SKM (Rapid Urban Railway in Tricity) located in Gdynia

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	very good (5) - 100%- 90% good (4) - 89-75% satysfactory (3) - 74%-60%

Course objectives

Learning outcomes

Knowledge		Knowledge on passenger transport from the perspective of its three branches of transport: railway, air and urban. Identification of characteristic features of demand and supply, costs and revenues, organisation and management on the branches of transport.
Skills		Ability to analyse case studies and to generalise economic facts based on case study research. Student will get basic knowledge on business instruments being used on passenger transport market including strategic planning and marketing research.
Attitudes		Ability to work in small groups and to divide tasks and execute desired level of quality.

Course contents

1. Passenger market as a macrosegment of transport market

2. Passenger air transport: demand and supply

3. Passenger air transport: costs and revenues

4. Passenger air transport: organisation and management

5. Passenger railway transport: demand and supply

6. Passenger railway transport: costs and revenues

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7. Passenger railway transport: organisation and management

8. Urban passenger transport: demand and supply

9. Urban passenger transport: costs and revenues

10. Urban passenger transport: organisation and management

11. Trolleybus as a specific urban transport mode from the perspective of TROLLEY PROJECT

Recommended reading lists
S. Cole: Applied Transport Economics. Policy, management & Decision Making. 3rd Edition. Kogan Page, London and Sterling 2005 E. Cascetta: Transportation Systems Analysis. Models and Applications. Second Edition. Springer, New York, Dordrecht, Heidelberg, London 2009 J.G. Wensveen: Ait Transportation. A Management Perspective. 6th Edition, Asgate, Farnhan and Burlington 2010 A. Graham: Managing Airports: An International Perspective. 3th Edition. BH, Oxford 2008 F. Bruinsma, E. Pels, H. Priemus, P. Rietveld, B. Van Wee: Railway Development. Impacts on Urban Dynamics, PhysicaVerlag, Amsterdam and Delft 2008

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

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Course title	Poland, Germany, Russia, China - Cultural differences, Customs and Protocol	ECTS code	14.3.EE.FL.2011
		ECTS credits	3
		max. students	25

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Anna Fornalska-Skurczyńska, MSc ; Marcin Skurczyński, PhD

Number of hours

Lectures	0	Classes	15	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Activating methods in training classes, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)

Required courses	
Introductory requirements	basic knowledge in: international economic relations, macroeconomics, international trade policy, good command of English

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Each student can get 100 points: - will prepare a presentation (in groups od 4-5 people) on a given subject, max 30pts - will be assesed while working in groups during classes, max 20 pts - will take a short test at the end of classes, max 50 pts Grades are: 51-60 pts - 3 61-70 pts - 3,5 71-80 pts - 4 81-90 pts - 4,5 91-100 pts - 5

Course objectives

Learning outcomes

Knowledge		Student knows the basic terminology and has a systematized knowledge of cultural and business differences between the selected countries, knows the basic tools and techniques of acquiring data.
Skills		Student is able to correctly interpret economic phenomena, gather and analyze data, draw relevant conclusions and present them in an appropriate form, can compare selected countires in respect to cultural differences affecting business.
Attitudes		Student can broaden and improve his skills and his knowledge on his own, possesses

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		proper communication skills and is willing to interact with other students, works in groups and is aware of the importance of ethical behaviour in the learning process.

Course contents

1. National cultural dimensions according to Geert Hofstedte

2. Poland (country's characteristic, stereotypes, meeting and greeting, dining etiquette, the art of gift giving, relationships & communication in business, business meetings, business cards, business negotiations, dos and dont's)

3. China (country's characteristic, stereotypes, meeting and greeting, dining etiquette, the art of gift giving, relationships & communication in business, business meetings, business cards, business negotiations, dos and dont's)

4. Germany (country's characteristic, stereotypes, meeting and greeting, dining etiquette, the art of gift giving, relationships & communication in business, business meetings, business cards, business negotiations, dos and dont's)

5. Russia (country's characteristic, stereotypes, meeting and greeting, dining etiquette, the art of gift giving, relationships & communication in business, business meetings, business cards, business negotiations, dos and dont's)

Recommended reading lists

1. Intercultural communication, Everett M. Rogers, Thomas M. Steinfatt, Waveland Press, 1999.

2. Negotiation, Harvard Business Essentials, Harvard Business School Publishing Corporation, 2003.

3. The Book of business etiquette, Nella Henney, Biblio Bazaar 2007.

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

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Course title	Poland's Economic Transition Macroeconomic Stabilisation and Institutional Changes	ECTS code	14.3.EE.FL.46
		ECTS credits	5
		max. students	40

Name of unit administrating study	KPG	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Piotr Kuropatwiński, PhD				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL, 1 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4, 6, 2,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Individual projects,

Prerequisites (required courses and introductory requirements)

Required courses	Subjects, that the student is supposed to have passed are the microeconomics and macroeconomics.
Introductory requirements	The starting point for taking part in the series of tutorials and lectures is the knowledge about basic macro and microeconomic concepts and relationships.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Students are supposed to prepare a project in a project team. The subject of the project should refer to processes of adaptation to the shock stabilization therapy and institutional restructuring of a particular company, institution or a market in Poland The project result should be delivered in three formats: (1) a ppt presentation, (2) a written essay with subtitles (< 5 pages)and (3) one page of the lessons learnt document showing the process of working on the project. The project deliverables will be assessed according to the following scale: 40% relevance of content, 30% attractiveness of the form, 30% originality of approach applied.

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge		The student knows basic terminology and has well founded knowledge about different institutional solutions allowing to carry our fiscal and monetary policies applied in Poland during the transition process.The student has a basic and well ordered knowledge about basic rules of applied in economic policy making, including monetary, budgetary (fiscal) and social policies during the process of transition.The student has a basic and well ordered knowledge about systems of legal, organisational and cultural norms applied in economic organisations and institutions during the process of transition.The student has knowledge about views on the instruments applied during the transition process and about scale and consequences of those changes.
Skills		The student is able to use theoretical knowledge to diagnose the background of differences of operations of enterprises resulting from differences in institutional solutions applied under the planned economy and specific features of organisational cultures applied under the plan oriented economic system.The student is able to observe and analyse basic economic processes taking place during large scale economic restructuring projects and interpret statistical data and economic indices as well as to formulate

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		general forecasts of macroeconomic indices in those countries.The student is able to identify and analyse relationships between enterprises and regulatory institutions operating under different ideological and organizational frameworks.The student is able to define not only the directions of change, but is also able to analyse and define recommended directions of modifications of economic institutions responsible for those changes.
Attitudes		The student is able to work in a team, having developed skills to effectively participate in the process of undertaking and implementing projects concerning the operation of enterprises and markets under conditions of shock anti-inflationary therapy.The student is able to determine and apply criteria allowing to resolve dilemmas appearing in the process of realization of particular project tasks.The student is able to act creatively and show entrepreneurial spirit in appropriate communication with the environment and in the team.

Course contents

1. Characteristics of Polands economic system in 1970s and 1980s. Elements of official doctrine and its evolution. External relations (foreign trade and indebtedness)
Internal structures (organisational structure, structure of output, size composition of business entities, most important manifestations of economic imbalances). Changes in patterns of social mobility in late 1970s. Sources and manifestations of organised dissent in late 1970s
2. Economic and political crisis manifestations between 1978 and 1980. Strengthening internal dissent. Growing foreign debt. Shortages in internal markets
Decrease in total output. Half-hearted recognition of internal opposition.
3. Reform projects discussed in the years 1980-81. Reform projects discussed in the years 1980-81. Content of reform projects. Changes in the status of state enterprises and their internal governance. Continuation and growth in internal imbalances.
4. Polish economy and politics in 1980s. Anti inflationary package introduced under martial law, changes in price and purchasing power levels. Varying directions of official process of reforming. Changes in perception of needed reforms among the members of the opposition". Background of the "Round Table" discussions.
5. Economics and politics of Poland between the "Round Table" and the formation of the new government. Economic policies of the last non democratic government. Economic results of the "Round Table". Elections of the 4th June 1989. Shortageflation and its basic symptoms
Economic reform proposals of the new coalition government. Hyperinflation in late 1989
6. Elements of stabilisation package and their initial impact. Monetary policies. Fiscal policy package. Situation of households. Changes in corporate behaviour compatible with the market orientation and attempts to avoid restructuring.
7. Institutional changes introduced in early 1990s and their initial results. Basic controversies. Privatisation and restructuring. Symptoms of improvement in economic performance.
8. Structural changes resulting from the stabilisation and institutional change packages.
Measures of structural changes, their inadequacies. Explosion of entrepreneurship. Speed of changes in a comparative perspective.
9. Endogenous and exogenous forces in the transformation process. Impact of "Europe Agreement" on Polish economy. Foreign investment inflows, sources and directions.
Tax and labour legislation, its impact on internal entrepreneurial activity
10. The second wave of institutional reforms, restructuring of public administration and public services. Necessity of reforms. Content of four reform packages. Attempt to assess particular reform packages from an economic policy perspective. Access to the European Union, principal controversies
11. Alternative scenarios for the nearest future. Pessimistic scenarios. Optimistic scenarios

Recommended reading lists

Basic: L.Balcerowicz: Socialism, Capitalism, Democracy G. Geert Hofstede: Cultures and Organisations. Software of the mind, K.Arrow: Kenneth Arrow "Limits to an organisation"Martin Myant, Jan Drahokoupil. Transition Economies. Political Economy in Russia, Eastern Europe & Central Asia. John Wiley & Sons.Inc.

Complementary: A. Besancon: Anatomie d une spectre- Economie politique du socialisme reel
F.v. Hayek "The Road to Serfdom"
G.Kołodko: "From Shock to Therapy"

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

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Course title	Supply management and production planning in SAP ERP	ECTS code	14.3.EE.FL.2014
		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, Msc ; Henryk Woźniak, Associate Professor				

Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Work in computer laboratories, Case studies, Lectures including multimodal presentations, Discussion, questioning,

Prerequisites (required courses and introductory requirements)

Required courses	Microeconomics, Introduction to Computer Science, Economic Analysis Fundamentals of logistics would be welcome
Introductory requirements	Knowledge: Basic theories and principles of microeconomics, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	An essay on a chosen topic related to the subject Solving case studies in class

Course objectives

Showing the role of ERP systems (transactional systems) in realizing efficient flow of resources in logistics systems.

Showing to students the tools used to support the sphere of supply and production in the company.

Gaining skills by students to handle with SAP ERP system.

Learning outcomes

Knowledge	E1_W03	Student understands the role of information systems in the proper implementation of logistics processes.
	E1_W06	Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.
	MSG1_W06	Student understands the role of information systems in the proper implementation of logistics processes.
	MSG1_W08	Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.

Verification of learning outcomes - Knowledge

Outcomes											

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	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W03				X					X		
E1_W06				X					X		
MSG1_W06				X					X		
MSG1_W08				X					X		

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

Verification of learning outcomes - Skills

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

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

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K04								X	X		
E1_K07								X	X		
MSG1_K04								X	X		
MSG1_K06								X	X		

Course contents

1. Introduction to ERP systems:
1.1. Characteristics of ERP systems
1.2. Architecture of ERP systems
1.3. Main vendors of ERP solutions
2. General information about SAP AG and its products
3. Introduction to GBI study

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4. Navigation in SAP ERP
5. Materials Management module in SAP ERP:
5.1. Introduction to MM study
5.2. Creating new records in master data
5.3. Creating purchase requisitions and requests for quotation
5.4. Maintaining quotations from vendors
5.5. Creating purchase orders and goods receipts
5.6. Verifying physical receipts
5.7. Posting payment to vendors
6. Production Planning module in SAP ERP:
6.1. Introduction to PP study
6.2. Creating and changing records in Material Master
6.3. Changing routing
6.4. Creating SOP (Sales and Operation Plan)
6.5. Running Master Production Schedule
6.6. Creating production orders
6.7. Confirming production completion
6.8. Receiving goods form production orders
6.9. Review of costs assigned to production orders

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

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

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Course title	The use of ERP systems in sales and warehouse management	ECTS code	14.3.EE.FL.2015
		ECTS credits	5
		max. students	30

Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Agnieszka Szmelter, Msc ; Henryk Woźniak, Associate Professor				

Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Activating methods in training classes, Work in computer laboratories, Case studies, Discussion, questioning,

Prerequisites (required courses and introductory requirements)

Required courses	Microeconomics, Macroeconomics, Basics of Computer Science, Basics of Financial Accounting and Economic Analysis Fundamentals of logistics would be welcome
Introductory requirements	Knowledge: Basic theories and principles of microeconomics, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	An essay on a chosen topic related to the subject Solving case studies and discussion in class

Course objectives

Introduction to sales management and warehouse management.

The rules of operation of information transaction systems in logistics.

Showing the functioning of ERP applications, especially with the SAP ERP 6.0.

Preparing students to work in companies with a global range.

Learning outcomes

Knowledge	E1_W02	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.
	MSG1_W03	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.
	E1_W06	Student understands the rules of warehouse management and sales planning and executing.
	MSG1_W05	Student understands the rules of warehouse management and sales planning and executing.
	E1_W07	Student understands the importance of logistics customer service and optimization of flow of information in shaping the company success.
	MSG1_W05	Student understands the importance of logistics customer service and optimization of

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		flow of information in shaping the company success.
	E1_W06	Student lists the documents related to sales service and warehouse operations.
	MSG1_W08	Student lists the documents related to sales service and warehouse operations.

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W02				X					X		
E1_W06				X				X	X		
E1_W07				X				X			
MSG1_W03				X					X		
MSG1_W05				X				X			
MSG1_W08				X				X	X		

Skills	E1_U02	Student uses information technology in the area of ERP systems.
	MSG1_U08	Student uses information technology in the area of ERP systems.
	E1_U07	Student is able to plan the resources associated with the sale of goods and services to the customer.
	MSG1_U04	Student is able to plan the resources associated with the sale of goods and services to the customer.
	E1_U02	Student is able to handle the flow of documentation related to the sale of goods and services and warehouse operations.
	MSG1_U08	Student is able to handle the flow of documentation related to the sale of goods and services and warehouse operations.

Verification of learning outcomes - Skills

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

Attitudes	E1_K01	Student works independently, expanding his skills and knowledge
	MSG1_K01	Student works independently, expanding his skills and knowledge
	E1_K06	Student is open to new methods for solving decision problems in the area of logistics
	MSG1_K03	Student is open to new methods for solving decision problems in the area of logistics
	E1_K05	Student is involved in the implementation of logistics processes in the area of sales and inventory management
	MSG1_K04	Student is involved in the implementation of logistics processes in the area of sales and inventory management

Verification of learning outcomes - Attitudes

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

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E1_K01								X	X		
E1_K05								X	X		
E1_K06								X	X		
MSG1_K01								X	X		
MSG1_K03								X	X		
E1_K04								X	X		

Course contents

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

Recommended reading lists

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.

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

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Course title	Thomson Reuters Academy	ECTS code	14.3.EE.FL.1535
		ECTS credits	3
		max. students	22

Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Monika Szmelter, Ph.D.				

Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	15	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	2 SMSU, 3 SSL,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	4, 6,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning Thomson Reuters Data Suite (room 402)
Teaching methods	Work in computer laboratories, Activating methods in training classes, There is possibility to get Thomson Reuters Certificate (certificate of Thomson Reuters EIKON) - necessity to pass additional exam prepared by Thomson Reuters company

Prerequisites (required courses and introductory requirements)

Required courses	Finance or Finance&Financial Markets, Informative Technologies
Introductory requirements	basic knowledge of financial markets (especially capital market, money market and forex); computer using skills; basic knowledge of data basis.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	questions of the test: true/false, with one or many answers, open questions correct answers: 91% and more - grade: 5; 81% - 90% - grade: 4+; 71% - 80% - grade: 4; 61% - 70% - grade: 3+; 51% - 60% - grade: 3; 50% and less - grade: 2

Course objectives

Main objectives of Thomson Reuters Academy:

1/ to learn students technical aspects of using EIKON and prepare them to Thomson Reuters exam

2/ to leran students searching data related to financial markets, global economy and corporates.

Learning outcomes

Knowledge	MSG1_W08	Students acquire knowledge about the software - Thomson Reuters Eikon (database).
	MSG1_W08	Students know rules of using the database and the scope of this information service.
	MSG1_W17	Students know trends on key financial markets.
	MSG1_W08	Students are able to name financial instruments and applications using proffesional vocabulary.
	MSG1_W17	Students explain financial markets rules and characterize them using Thomson Reuters Eikon.
	MSG1_W10	Students has basic knowledge on world economy.

Verification of learning outcomes - Knowledge

Outcomes											

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

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

Verification of learning outcomes - Skills

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

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

Verification of learning outcomes - Attitudes

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

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MSG1_K06			X								

Course contents
Thomson Reuters Academy 1: Introduction to the Thomson Reuters Eikon. Key Components and Data (introduce, data range in service, using "help" tool) Thomson Reuters Academy 2: Searching for Data and News (data searching, news, fundamental and economic data, using tools like: Reuters Search, Speed Guides) Thomson Reuters Academy 3: Searching for Data and News (searching news and historical data in applications, files saving) Thomson Reuters Academy 4: Displaying Data and Screen Design (screen design, applications functionality, sreens managing, data linking) Thomson Reuters Academy 5: Analysing data using charts (introduce to Chart, creating charts, adding indicators, trend analyze) Thomson Reuters Academy 6: Retrieving Data in Excel using Thomson Reuters Eikon (real-time data transfer to Excel, possibility to get fundmanetal data of companies) Thomson Reuters Academy 7: Using selected calculators Thomson Reuters Academy 8: Additional functions of Thomson Reuters Eikon
Recommended reading lists
Materials prepared by Thomson Reuters.

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

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Course title	Understanding, managing and financing innovation processes	ECTS code	14.3.EE.FL.2768
		ECTS credits	5
		max. students	30

Name of unit administrating study	KEIE	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Anna Golejewska, PhD				

Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SSL, 2 SMSU,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	6, 4,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:		Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Case studies,

Prerequisites (required courses and introductory requirements)

Required courses	Microeconomics: basic level.
Introductory requirements	Interest in innovation.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Attandance and development of an nnovation project and methods of its financing (in groups)

Course objectives

The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes

Knowledge	E1_W02	As the result of the course student has got abilities to identify different models of innovation, innovation strategies and funding to promote innovation and research activities.
Skills	E1_U02	Student should learn some practical skills allowing him to develop an innovation project and find methods of its financing.
Attitudes	E1_K02	The student is open to cooperation and is able to work with others in a group, to take certain roles in teamwork, which serve the realization of team objectives.

Course contents

1. Types of innovation.

2. Models of innovation.

3. Successfun and unsuccessful innovation.

4. The degree of innovativeness.

5. Innovation as a management proccess.

6. Organisation characteristics facillitating innovation proccess (strategy, acceptance of risks, space for creativity...)

7. Models of technology transfer.

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8. Forms of strategic alliances (supplier relations, R&D consortia, jv, clusters...)

9. Financing innovative business towards comercialisation.

10. Funding to promote innovation and research activities.

11. Technology financing and commercialisation programs.

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

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