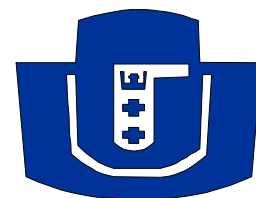




**UNIVERSITY OF GDANSK  
FACULTY OF ECONOMICS**



# **ECTS INFORMATION PACKAGE**

*Academic year 2005/2006*

ECTS information package prepared by the team:

*Faculty Co-ordinator*  
Elżbieta Adamowicz Ph.D.

*Institute Co-ordinators*  
Alicja Leszczyńska Ph.D.  
Renata Orłowska Ph.D.  
Aleksandra Wrona Ph.D.  
Adrianna Zabłocka M.Sc.

*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 SOCRATES 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. 551-00-61, 551-09-12

fax (48-58) 550-91-10

<http://ekonom.univ.gda.pl>

## **A.2. Faculty authorities**

### ***Dean of Faculty of Economics UG***

Prof. Stanisław Szwankowski

<b><i>Deputy Dean for Education:</i></b>	Prof. Teresa Kamińska
<b><i>Deputy Dean for Students:</i></b>	Prof. Dorota Simpson
<b><i>Deputy Dean for Extra- mural studies:</i></b>	Prof. Mirosław Chaberek

## **A.3. ECTS faculty co-ordinator**

Elżbieta Adamowicz Ph.D.  
ul. Armii Krajowej 119/121  
81-824 Sopot  
tel./fax (48-58) 550-93-41  
elaa@panda.bg.univ.gda.pl

## **A.4. History of the faculty**

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

In the beginning, academic staff represented specialists connected both with the Polish pre-war maritime economy and lecturers of higher schools. Among the most outstanding were Tadeusz Kwiatkowski, Tadeusz Ocioszyński, Bolesław Kasprowicz, Władysław Kowalenko. The teaching programmes were based on western research institution systems.

Based in Sopot, The Faculty of Economics – until 1993, the Faculty of Economics of Transportation – at the University of Gdańsk, provides a university level of education and has full academic rights. There are approximately 4.000 students (2.084 full time students, 1.675 extra-mural students, and approximately 200 evening students) including 100 foreign students in different specialisations and forms of study at the Faculty.

## **A.5. Organisational structure of the faculty**

### **INSTITUTE OF INTERNATIONAL BUSINESS**

ul. Armii Krajowej 119/121, 81-824 Sopot  
tel./fax 551-58-82

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

### **INSTITUTE OF MARITIME TRANSPORTATION AND SEABORNE TRADE**

ul. Armii Krajowej 119/121, 81-824 Sopot  
tel./fax 551-48-53

Department of Economics of Enterprises and Marketing  
Department of Seaborne Trade  
Department of Global Economy  
Department of Electronic Commerce

### **DEPARTMENT OF MACROECONOMICS**

ul. Armii Krajowej 119/121, 81-824 Sopot  
tel./fax 551-53-83

### **DEPARTMENT OF MICROECONOMICS**

ul. Armii Krajowej 119/121, 81-824 Sopot  
tel./fax 551-53-83

### **DEPARTMENT OF ECONOMIC POLICY**

ul. Armii Krajowej 119/121, 81-824 Sopot  
tel./fax 550-94-20

### **DEPARTMENTS OF TRANSPORTATION AND LOGISTICS**

ul. Armii Krajowej 119/121, 81-824 Sopot  
tel./fax 551-56-45

Department of Comparative Analysis of Transportation Systems  
Department of Economics and Management of Transportation Companies  
Department of Logistics  
Department of Transportation Policy  
Department of Transportation Market

### **DEPARTMENT OF EUROPEAN INTEGRATION ECONOMICS**

ul. Armii Krajowej 119/121, 81-824 Sopot  
tel./fax. 551-16-13

### **RESEARCH CENTRE OF EUROPEAN INTEGRATION**

ul. Armii Krajowej 119/121, 81-824 Sopot  
tel./fax 551-16-13

In 2004 there were 128 academic teachers employed at the faculty, of these 40 professors (25 extraordinary professors with a title, and 15 extraordinary professors UG), 45 associate professors, and 43 assistants

Academic staff of the Faculty of Economics are involved in varied research programmes (including EU programmes) focused on transition to market economy, European integration, the Baltic Region co-operation, international relations, international business, SMEs, transportation and logistics, marketing management, human capital, etc.

## **B. Information about studies at the faculty**

### **B.1. Forms of education at the faculty**

There are the following types of studies at the faculty:

- ◆ 5-years full time and 5-years extra-mural graduate studies (master degree),
- ◆ 3-year full time bachelor degree studies (new type of study from the academic year 2005/2006),
- ◆ 3-year bachelor degree evening studies,
- ◆ 3-years extra-mural postgraduate master degree course,
- ◆ 2-years extra-mural postgraduate master degree course,
- ◆ postgraduate studies,
- ◆ interfaculty postgraduate MBA Programme,
- ◆ doctorate studies.

**Full time studies** at the Faculty of Economics last 5 years (10 semesters). They are realised according to a programme of subjects based on the syllabus for the specialisation of economics approved by the Main Council of Higher Education. During the first two years, a common programme is realised and then students choose one of the ten courses of study such as: E-business, Economic diagnosing and functioning of enterprises, Economic Policy and Entrepreneurship Strategy, European Integration, Foreign Trade, International Finance and Banking, International Market and Global Economy, Marketing, Seaborne Trade and Tourism, Transport and Logistics. A programme of studies at a particular course embraces subjects common to the Faculty and specialisation subjects (obligatory and facultative). Students with very good results and achievements have the right to study according to an individual programme arranged with his/her tutor. The full time studies at the faculty can be supplemented with one semester or one year study abroad within the framework of the Socrates programme. The Faculty signed Socrates agreements with more than 40 European universities and every academic year, over 100 students study abroad.

For the 2005/2006 academic year, the University of Gdańsk has introduced in almost all fields of day studies a two-tier system of education (**The Bologna system**). The first tier of education embraces three years of vocational studies leading to the vocational degree of Bachelor. Each graduate of vocational studies will be able to continue his or her education with a two-years course of Master's studies, and then a three- or four-years course of Doctoral studies. Such system of education will enable students to obtain, in the course of five years of studying, two degrees from different fields of study.

**Extra-mural studies** at the Faculty have four forms:

- ◆ unified five year master degree. After semester 4, students have the possibility of choice from one of the seven courses: Economic diagnosing and functioning of enterprises, Economic policy and entrepreneurship strategy, European Integration, Foreign trade, International market and global economy, Seaborne trade and tourism, Transport and Logistics.
- ◆ 3-year bachelor degree evening study. Students choose one of the six courses preparing them for such profession as: freight forwarder, broker, Inland Revenue specialist, salesman, computer scientist, analyst.
- ◆ 3-year extra-mural postgraduate master degree course is addressed at graduates from non economics studies. They can choose one of the three specialties: Transportation and logistics, International trade, Economics of human resources.
- ◆ 2-year extra-mural postgraduate master degree course addressed at graduates who have completed economic vocational studies obtaining bachelor degree. The Faculty offers nine specialties such as: E-business, Economic diagnosing and functioning of enterprises, Economics of human resources, Economic policy and entrepreneurship strategy, European Integration, Foreign trade, International market and global economy, Seaborne trade and tourism, Transport and logistics.

**Postgraduate**, extra-mural, studies are carried out during one, two or three semesters and they concern: Company marketing communication in the international market, Entrepreneurship, European education, European integration, financial support and enterprises management, Human resources management in international business, International business, Public procurement, Regional development and structural funds of EU, Transport and logistics.

**MBA** interfaculty studies are designed for candidates with high education. They last 4 semesters and are carried out in an extra-mural system, in two day weekend modules. After completion, the graduate receives a diploma of postgraduate studies at the University of Gdańsk according to the certificate approved by the Ministry of National Education. Additionally, a graduate receives an MBA diploma of Gdańsk University, signed also by the other universities creating the consortium, i.e. University of Antwerp (RUCA), Copenhagen Business School and Fachhochschule für Technik and Wirtschaft in Berlin.



**Doctorate studies** are carried out in an extra-mural system and they are addressed at people with master degree. They last 3 years and can be extended to 4 years. The teaching programme includes methodology subjects, theory of economics, international economic relations, computer science, finance and specialist subjects including the most advanced economics knowledge. There are 79 candidates for a doctor's degree in 2004.

One of the most **significant achievements** of the Faculty of Economics was in obtaining a quality certificate in education given by Polish Rectors Conference in 2003.

## **B.2. Educational and social environment**

Courses for students of Faculty of Economics take place in buildings situated in Sopot in 119/121 Armii Krajowej St. Well equipped computer laboratories are available for all students, computers in the hall of the building enable students training their information technology skills and Internet access. Main University Library is located in the proximity of the Faculty. Close to the Faculty, there are two students' hostels, no 7 and no 8. There is students' cafeteria in the Faculty building. There is also a bookshop in the faculty building.

## **B.3. Obligatory division of the academic year**

<b>ACADEMIC YEAR 2005/2006</b>			
<i>Winter semester</i>		<i>Summer semester</i>	
03.10	inauguration of academic year	13.02 - 4.06	courses
04.10 - 22.01	courses	20.03	University of Gdansk Holiday
22.12 - 02.01	winter holidays	14.04 - 18.04	spring holidays
23.01 - 05.02	exam session (courses excluded)	5.06 - 25.06	exam session (courses excluded)
6.02 - 12.02	semester break	26.06 - 27.08	summer holidays
		28.08 - 17.09	corrective exam session

## **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:

- ◆ **credits refer to whole subjects**, not to the particular forms of courses, such as lectures, classes, laboratories, seminars (certain number of credits can be given to the part of the subject provided it lasts longer than one semester);
- ◆ 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 no credits for physical fitness training;
- ◆ 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 4 credits;
- ◆ lectures (30 hours) in foreign language with a written work at the end, are given 6 credits;
- ◆ master seminar received 30 credits, assuming high concentration of work in the last semester (10) due to the obligation of completing Master thesis and preparation to defence it.

#### **B.4. Scale of grades**

<i>ECTS grade</i>	<i>UG grade equivalent</i>	
A	very good (bdb)	5,0
B	plus good (db+)	4,5
C	good (db)	4,0
D	satisfactory plus (dst+)	3,5
E	satisfactory (dst)	3,0
F	unsatisfactory (ndst)	2,0

#### **B.4. Proposals of lectures in foreign languages**

The offer of lectures in foreign languages is addressed to foreign students who study at the Faculty of Economics within the framework of SOCRATES programme and for Polish students as well, in the academic year 2005/2006.

## Academic year 2005/2006 – winter semester

<i>Code</i>	<i>Person lecturing</i>	<i>Title of lecture</i>	<i>Duration hours</i>	<i>ECTS</i>	<i>Language of lecture</i>
14.6.EF.201	K. Żołądkiewicz	Australia in the international economy	15	4	English
14.6.EF.202	prof. A. Kisiel-Łowczyc	Baltic Economic Integration	15	4	English
14.3.EF.203	E. Gostomski Ph.D.	Bankensystem in Deutschland	15	4	German
04.1.EF.204	SJO	Business English	30	3	English
04.1.EF.205	SJO	Business French	30	3	French
14.3.EF.206	C. Mańkowski Ph.D.	Business Logistics Process Modelling	30	6	English
14.6.EF.208	prof. E. Oziewicz/R. Orłowska Ph.D.	Central and East European Countries in international economic organisations	30	6	English
04.5.EF.209	J. Simpson	Communication in International Business	15	4	English
14.3.EF.210	prof. R. Pemble	Comparative Management	15	4	English
14.3.EF.211	prof. R. Pemble	E-commerce: Management in the new economy	15	4	English
04.9.EF.212	prof. A. Kisiel-Łowczyc	Environment Security Issues	15	4	English
14.6.EF.213	prof. A. Kisiel-Łowczyc	External Relations of The European Union	15	4	English
14.3.EF.214	prof. A. Kisiel-Łowczyc	Globalisation and Knowledge Society	15	4	English
04.7.EF.215	prof. M. Thomas	Global Marketing Management	15	4	English
04.5.EF.217	prof. D. Simpson	Human Resources Management	30	6	English
14.3.EF.218	prof. R. Pemble	Innovation and Entrepreneurship	15	4	English
04.7.EF.219	R. Koszewski Ph.D./ M. Reysowski M.Sc./ M. Skurczyński M.Sc.	International Marketing	30	6	English
14.3.EF.220	prof. M. Turek	Le prix Nobel de sciences économiques	30	6	French
14.6.EF.221	prof. J. Burnewicz	Politique commune de transport de l'UE	15	4	French
04.3.EF.222	P. Borkowski M.Sc.	Portfolio management	15	4	English
04.3.EF.223	R. Koszewski Ph.D.	Strategic alliances on global market	15	4	English
14.3.EF.224	A. Halbe M.Sc.	Supplier's Management as a one of the major element in Supply Chain process	15	4	English
14.3.EF.225	Leszczyńska Ph.D.	The role of physical distribution in the logistics processes	15	4	English
04.5.EF.226	J. Rasmus M.Sc.	Training and Personnel Development – Towards a Learning Organisation	30	6	English
227 14.3.EF.	prof. Z. Kordel	Transport in der Logistischen Systemen	15	4	German
14.3.EF.228	prof. W. Rydzkowski	Transport Policy	15	4	English
04.5.EF.229	A. Havard Ph.D.	Virtuous Leadership	15	4	English
04.1.EF.230	SJO	Polish language	60	4	Polish

## Academic year 2005/2006 – summer semester

<i>Code</i>	<i>Person lecturing</i>	<i>Title of lecture</i>	<i>Duration hours</i>	<i>ECTS</i>	<i>Language of lecture</i>
14.3.EF.200	T. Brodzicki M.Sc.	Aspects of economic growth and economic development	15	4	English
14.3.EF.203	E. Gostomski Ph.D.	Bankensystem in Deutschland	15	4	German
04.1.EF.204	SJO	Business English	30	3	English
04.1.EF.231	SJO	Business German	30	3	German
04.1.EF.232	SJO	Business Italian	30	3	Italian
04.1.EF.233	SJO	Business Russian	30	3	Russian
04.1.EF.207	SJO	Business Spanish	30	3	Spanish
14.3.EF.234	prof. J. Pietrzak	Competitive strategies in the financial sector	15	4	English
14.3.EF.235	T. Brodzicki M.Sc.	Economy of the European Union- Main Trends and Challenges	15	4	English
14.6.EF.213	prof. A. Kisiel-Łowczyc	External Relations of The European Union	15	4	English
04.7.EF.236	A. Nikodemaska-Wołowik Ph.D.	Fundamentals of consumer behaviour	30	6	English
14.3.EF.237	prof. H. Woźniak	Grundlagen der Produktionslogistik	15	4	German
04.7.EF.219	R. Koszewski Ph.D./ M. Reysowski M.Sc./ M. Skurczyński M.Sc.	International Marketing	30	6	English
14.3.EF.238	prof. H. Ćwikliński	Macroeconomic Policies in Poland & in Other Transition Economies	15	4	English
04.7.EF.239	prof. D. Simpson	Marketing of Services	30	6	English
14.3.EF.240	prof. M. Turek	Monetary macroeconomics	30	6	English
04.7.EF.241	J. Bednarz Ph.D.	Poland as a brand name	15	4	English
14.3.EF.242	P. Kuropatwiński Ph.D.	Poland's Economic Transformation- Stabilisation Institutional Changes	30	6	English
10.9.EF.243	prof. G. Deipenbrock	Selected aspects of international business law	15	4	English
14.3.EF.244	A. Trzuskawska M.Sc.	Supply Chain Network Management	15	4	English
14.3.EF.225	A. Leszczyńska Ph.D.	The role of physical distribution in the logistics processes	15	4	English
14.3.EF.227	prof. Z. Kordel	Transport in der Logistischen Systemen	15	4	German
14.3.EF.245	prof. M. Turek	Western Europe's increase in wealth	30	6	English
04.1.EF.230	SJO	Polish language	60	4	Polish

## C. Description of subjects

### C.1. Rules of assigning codes to subjects

Every subject has a code which consists of 5 elements.

*Example:*

14.3.EC.05

- ◆ **14.3.** – means **European Erasmus programme code**, deciding of placing the subject in the particular thematic group
- ◆ **E** – **faculty code**, common to all subjects
- ◆ **C** – **group of subjects code** according to the suggested programme minimum
  - A** – general education subjects
  - B** – basic subjects

C- common subject for all specialisations

F – facultative subjects

- ◆ **HM** – connected with specialisation, at which the specialist subjects are lectured

**HM** – seaborne trade

**BE** – electronic business

**RM** – international market and global economy

**TL** – transportation and logistics

**HZ** – international business

**M** – marketing

**FM** – international finance and banking

**IE** – European integration

**PG** – economic policy and entrepreneurship strategy

**DF** – economic diagnosing and functioning of enterprises

- ◆ **05** – consecutive number of subject according to the prepared list

### C.3. Description of subjects

#### Winter semester 2005/2006

<b>CODE:</b> 14.3.EF.201	<b>SUBJECT: AUSTRALIA IN THE INTERNATIONAL ECONOMY</b>				
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Krystyna Żołądkiewcz					
<b>Description:</b> Australia – general presentation (area, population, states, composition of GDP); Australia's Trade and Investment; Australian Trade Policy; Relationships; Australia-Poland Economic Relations.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> <a href="http://www.dfat.gov.au">www.dfat.gov.au</a> ; <a href="http://www.rba.gov.au">www.rba.gov.au</a> ; <a href="http://www.wto.org">www.wto.org</a> ; <a href="http://www.oecd.org">www.oecd.org</a> ; <a href="http://www.abs.gov.au">www.abs.gov.au</a> ; <a href="http://www.afr.com.au">www.afr.com.au</a> ; current newspapers					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.6.EF.202	<b>SUBJECT: BALTIC ECONOMIC INTEGRATION</b>				
<b>Punkty ECTS:</b> 4	<b>Rok:</b> 4	<b>Semestr:</b> 7	<b>Liczba godz.:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Professor Anna B. Kisiel-Łowczyc					
<b>Description:</b> Description of the Baltic Sea Region in the 90s; Integration of the BSR countries through trade; Foreign direct investment (FDI) in the integration of BSR countries; Poland and BSR economic integration; Prospects of the Baltic economic integration till 2010.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essey					
<b>Bibliography:</b> A.B. Kisiel-Łowczyc: Bałtycka integracja ekonomiczna. Stan i perspektywy do r. 2010; PWE Warszawa 2000; W. Molle: The Economics of European Integration. Theory, Practice, Policy.1997; A. Zielińska-Głębocka: Wprowadzenie do ekonomii międzynarodowej. Teoria handlu i polityki handlowej. Wyd. Uniwersytetu Gdańskiego 1997; <a href="http://europa.eu.int/comm/enlargement">http://europa.eu.int/comm/enlargement</a>					
<b>Prerequisites:</b>					
<b>Further information:</b> e-mail: <a href="mailto:abkl@panda.bg.univ.gda.pl">abkl@panda.bg.univ.gda.pl</a>					

<b>CODE:</b> 14.3.EF.203	<b>SUBJECT: BANKENSYSTEM IN DEUTSCHLAND</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9, 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> German
<b>Instructor:</b> Eugeniusz Gostomski Ph.D.					
<b>Description:</b> Entwicklungstendenzen im Kreditgewerbe; Volkswirtschaftliche Funktionen der Kreditinstitute; Universalbanken; Spezialbanken; Bankverbände; Bankenaufsicht; Europäisches System der Zentralbanken; Onlinebanking; Zahlungsverkehrleistungen; Geldanlageleistungen; Finanzierungsleistungen; Kreditbanken; Sparkassen und Landesbanken; Kreditgenossenschaften und genossenschaftliche Zentralbanken; Zukunftsperspektiven.					
<b>Teaching/learning methods:</b> lecture					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> W. Heiring: Das Bankwesen in Deutschland, Bank Verlag Koeln 2002; Artikel aus der Zeitschrift „Die Bank“; Informationen aus Internet ueber entsprechenden Bankengruppen in Deutschland.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 04.1.EF.204	<b>SUBJECT: BUSINESS ENGLISH</b>				
<b>ECTS Credits:</b> 3	<b>Available in</b> <b>Year:</b> 5	<b>Semester:</b> 9/10	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> SJO					
<b>Description:</b> practical usage of business English					
<b>Teaching/learning methods:</b> exercises					
<b>Assessment Arrangements:</b> participation and final presentation					
<b>Bibliography:</b>					
<b>Prerequisites:</b> basic knowledge of English					
<b>Further information:</b>					

<b>CODE:</b> 04.1.EF.205	<b>SUBJECT: BUSINESS FRENCH</b>				
<b>ECTS Credits:</b> 3	<b>Available in</b> <b>Year:</b> 5	<b>Semester:</b> 9	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> French
<b>Instructor:</b> SJO					
<b>Description:</b> practical usage of business French					
<b>Teaching/learning methods:</b> exercises					
<b>Assessment Arrangements:</b> participation and final presentation					
<b>Bibliography:</b>					
<b>Prerequisites:</b> basic knowledge of French					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.206	<b>SUBJECT: BUSINESS LOGISTICS PROCESS MODELLING</b>				
<b>ECTS Credits:</b> 6	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Cezary Mańkowski Ph.D.					
<b>Description:</b> Business logistics process as a subject of modelling; structure of business logistics process; modelling business logistics process; analysis of a business logistics process.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> project					
<b>Bibliography:</b> Scheer A. W.: Business process engineering. Springer-Verlag, Berlin 1994; Scheer A. W.: Architecture of integrated information systems. Springer-Verlag, Berlin 1992; Mańkowski C.: Process of the trans - border logistics. Discussion paper No 131. Europa- Universitat Viadrina. Frankfurt (Oder) 1998; Mańkowski C.: Nature of the logistics process. The IV Doctorate Workshop. European Logistics Association, Paris 1999.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.208	<b>SUBJECT: CENTRAL AND EAST EUROPEAN COUNTRIES IN INTERNATIONAL ECONOMIC ORGANISATIONS</b>				
<b>ECTS Credits:</b> 6	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Ewa Oziewicz, Renata Orłowska Ph.D.					
<b>Description:</b> Globalization and history of international organization; Central & East European Countries – economic data; The role of CEE countries in the IMF; The World Bank Group and CEE countries; The liberalization process of GATT/WTO in CEE countries; The OECD and CEE economies; International and global corporation in Central and Eastern Europe.					
<b>Teaching/learning methods:</b> lectures and case studies					
<b>Assessment Arrangements:</b> participation in case studies and test					
<b>Bibliography:</b> <a href="http://www.imf.org">http://www.imf.org</a> ; <a href="http://www.worldbank.org">http://www.worldbank.org</a> ; <a href="http://www.wto.org">http://www.wto.org</a> ; <a href="http://oecd.org">http://oecd.org</a>					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 04.5.EF.209	<b>SUBJECT: COMMUNICATION IN INTERNATIONAL BUSINESS</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Jardine Simpson B.A.					
<b>Description:</b> Presentations, negotiations in international business, meetings, business correspondence in international business, describing trends in international business, telephone techniques, cultural differences					
<b>Teaching/learning methods:</b> lectures, workshops					
<b>Assessment Arrangements:</b> attendance and participation					
<b>Bibliography:</b> David Cotton, Market Leader, Pearson Education, London 2001.					
<b>Prerequisites:</b> FCE					
<b>Further information:</b> simpson@ek.univ.gda.pl					



<b>CODE:</b> 14.3.EF.210	<b>SUBJECT: COMPARATIVE MANAGEMENT</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Robert Pemble					
<b>Description:</b> This course examines the nature of business and commerce in the 21 <sup>st</sup> Century. It examines the business enterprise as an economic entity in the context of the social and ethical dimensions of business; Globalisation and the complexity of the political and economic environments; corporate excellence and management culture; innovation and entrepreneurship; and the development of the New Economy and E-commerce.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> Relevant Internet sources					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.211	<b>SUBJECT: E-COMMERCE: MANAGEMENT IN THE NEW ECONOMY</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Robert Pemble					
<b>Description:</b> This course is focused on four issues. Firstly, whether the Internet is a revolutionary phenomenon that creates new business paradigms or an evolutionary development of the application of information and communication technologies (ICTs)? Secondly, whether websites can be the vehicles both for reach-customer access potential- and also for richness-quality of customer experience? Thirdly, is the future of Ecommerce to be driven by net-based companies or by companies that utilise a range of delivery options- click versus brick? Fourthly, the management and business implications of the development of web-based services.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> Relevant Internet sources					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.6.EF.212	<b>SUBJECT: ENVIRONMENT SECURITY ISSUES</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4	<b>Semester:</b> 7, 8	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Anna B. Kisiel-Łowczyc					
<b>Description:</b> Environment protection as a global problem and challenge; International and global cooperation in environment protection; Ecological threats issues; Global impact of climate changes; Counteract climate changes: success or political fact (Kioto Convention); Trade in rights to emission of CO <sub>2</sub> .					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> participants must take an active part in classes, display a commitment to this area of study and prepare an essay.					
<b>Bibliography:</b> Environmental Security Database: <a href="http://europa.eu.int/com/environment">http://europa.eu.int/com/environment</a>					
<b>Prerequisites:</b>					
<b>Further information:</b> e-mail: <a href="mailto:abkl@panda.bg.univ.gda.pl">abkl@panda.bg.univ.gda.pl</a>					



<b>CODE:</b> 14.6.EF.213	<b>SUBJECT: EXTERNAL RELATION OF THE EU</b>				
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4	<b>Semester:</b> 7, 8	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Professor Anna B. Kisiel-Łowczyc					
<b>Description:</b> General introduction; External trade; Development; Common foreign policy; Relations with third countries: African, Caribbean and Pacific states, Developing countries in Asia and Latin America, Mediterranean partner countries, Gulf countries, Newly Independent Countries (NIC), Countries of South-Eastern Europe, Industrialised Countries.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> participants must take an active part in classes, display a commitment to this area of study and prepare an essay.					
<b>Bibliography:</b> Kisiel-Łowczyc AB.: Bałtycka integracja ekonomiczna. Stan i perspektywy do 2010r. Warszawa 2000; Molle W.: The Economics of European Integration. Theory, Practice, Policy.1997; Z Głębocka A.: Ewolucja integracji europejskiej. Wyd.Uniw.Gdańskiego, 2000; A. Zielińska-G Wprowadzenie do ekonomii międzynarodowej. Teoria handlu i polityki handlowej. Wyd. Uniwersytetu Gd 1997; <a href="http://europa.eu.int/comm/enlargement">http://europa.eu.int/comm/enlargement</a> .					
<b>Prerequisites:</b>					
<b>Further information:</b> e-mail: <a href="mailto:abkl@panda.bg.univ.gda.pl">abkl@panda.bg.univ.gda.pl</a>					

<b>CODE:</b> 14.6.EF.214	<b>SUBJECT: GLOBALISATION AND KNOWLEDGE SOCIETY</b>				
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4	<b>Semester:</b> 7, 8	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Professor Anna B. Kisiel-Łowczyc					
<b>Description:</b> Information Communication Technology (ICT) and globalisation: main interdependences; ICT world trade: development and recent trends; Knowledge – based Society; European Research Area (ERA); ICT policy and ICT opportunities; Baltic Rim – the information technology trade organisation?; ICT and Poland.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> participants must take an active part in classes, display a commitment to this area of study and prepare an essay.					
<b>Bibliography:</b> <a href="http://europa.eu.int/information-society">http://europa.eu.int/information-society</a> ; <a href="http://www.oecd.org/sti/measuring-infoeconomy">www.oecd.org/sti/measuring-infoeconomy</a> .					
<b>Prerequisites:</b>					
<b>Further information:</b> e-mail: <a href="mailto:abkl@panda.bg.univ.gda.pl">abkl@panda.bg.univ.gda.pl</a>					

<b>CODE:</b> 04.5.EF.215	<b>SUBJECT: GLOBAL MARKETING MANAGEMENT</b>				
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Professor Michael Thomas					
<b>Description:</b> Introduction to International Marketing; The Global Economic Environment; Global Market Research; Global Segmentation and Positioning; Global Competitive Analysis; Developing New Products for Global Markets; Global Pricing Strategy; Global Communication; Global Sales Management; Organising the Global Marketing Effort.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> participation, essay					
<b>Bibliography:</b> Frank Bradley: International Marketing Strategies. Prentice Hall 2000; Practical Chris J. Noonan: Export Marketing. George Allen & Unwin 1995.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> <b>04.5.EF. 217</b>	<b>SUBJECT: HUMAN RESOURCES MANAGEMENT</b>				
<b>ECTS Credits:</b> <b>6</b>	<b>Available in</b> <b>Year: 4/5</b>	<b>Semester:</b> <b>7/9</b>	<b>Hours:</b> <b>30</b>	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Dorota Simpson					
<b>Description:</b> The course contains personnel process in an organization (personnel planning, recruitment, selection, job description, evaluation, training and redundancy), leadership, motivation, communication, conflict management, decision making, cultural aspects of human resource management in globalization era.					
<b>Teaching/learning methods:</b> lectures, workshops					
<b>Assessment Arrangements:</b> examination					
<b>Bibliography:</b> D.Torrington, L.Hall, Human Resource Management, Prentice Hall Europe, 1998; P.J. Dowling, D.E. Welch, R.S. Schuler; H.T. Graham, R. Bennet: Human Resources Management. Pitman Publishing, London 1992 and next ed.; D. Simpson: Human Resources Management in the Service Sector. [in:] Contemporary Problems of International Economy. Institute of Foreign Trade University of Gdańsk, Sopot 1998.					
<b>Prerequisites:</b>					
<b>Further information:</b> <a href="mailto:simpson@ek.univ.gda.pl">simpson@ek.univ.gda.pl</a> ; tel. 5509113, IHZ, room 337					

<b>CODE:</b> <b>14.3.EF.218</b>	<b>SUBJECT: INNOVATION AND ENTREPRENEURSHIP</b>				
<b>ECTS Credits:</b> <b>4</b>	<b>Available in</b> <b>Year: 4/5</b>	<b>Semester:</b> <b>7/9</b>	<b>Hours:</b> <b>15</b>	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Robert Pemble					
<b>Description:</b> This course focuses on the individual, organizational, cultural and economic dimensions of entrepreneurship. It addresses two issues - what are the special characteristics that distinguish entrepreneurial activity from business activity in general; to what extent can entrepreneurship be explicitly developed and implemented with particular reference to the problem of enabling and sustaining growth.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> Relevant Internet sources					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> <b>04.7.EF.219</b>	<b>SUBJECT: INTERNATIONAL MARKETING</b>				
<b>ECTS Credits:</b> <b>6</b>	<b>Available in</b> <b>Year: 4/5</b>	<b>Semester:</b> <b>7/9, 8/10</b>	<b>Hours:</b> <b>30</b>	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Ph.D. Radosław Koszewski, Marcin Skurczyński M.Sc., Marek Reysowski M.Sc.					
<b>Description:</b> The course deals with international marketing problems that face Polish and foreign companies. After the course students should be able to evaluate opportunities on the international market, enter international market with products and services and organize foreign sale (distribution, pricing, product strategies etc.). There will be also given basics of intercultural communication in the strategy of internationalization.					
<b>Teaching/learning methods:</b> lectures and case studies					
<b>Assessment Arrangements:</b> written test and class participation					
<b>Bibliography:</b> Frank Bradley: International Marketing Strategies. Prentice Hall 2000; Practical Chris J. Noonan: Export Marketing. George Allen & Unwin 1995.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.220	<b>SUBJECT: LE PRIX NOBEL DE SCIENCES ÉCONOMIQUES</b>				
<b>ECTS Credits:</b> 6	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Marian Turek					
<b>Description:</b> Alfred Nobel et la création des prix Nobel ; Le prix Nobel d'économie; Il n'y pas de prix Nobel de mathématiques ; Les domaines de prédilection des lauréats ; Problèmes et difficultés rencontrés dans la désignation des lauréats; Comment les prix Nobel reflètent-ils les nouvelles tendances de l'analyse économique ; Les Lauréats ; L'apport des Nobel à la pensée économique; Les prix Nobel de demain; Les institutions qui concernent le prix Nobel.					
<b>Teaching/learning methods:</b> Lectures & seminars					
<b>Assessment Arrangements:</b> Extended essay					
<b>Bibliography:</b> Allais M., Combats pour l'Europe, Clement Juglar, Paris 1995; Friedman M., Capitalisme et liberté, Robert Laffont, Paris 1971; Hayek F. Von, Droit, l'égislation et liberté, 3 vol., PUF, Paris 1980, 1982, 1983; Hicks J., Une théorie de l'histoire économique, Le Seuil, Paris 1973; North D., L'essor du monde Occidental, Flammarion, Paris 1980; Simon H., Les sciences de l'artificiel, EPI, Paris 1973; Stigler G.J., La théorie des prix, Dunod, Paris 1980; Samuelson P., L'Economie, A.Colin, Paris 1983.					
<b>Prerequisites:</b> Good command of English; The ability to make use of materials displayed on the UG platform MOODLE is required ( <a href="http://pe.univ.gda.pl/moodleug">http://pe.univ.gda.pl/moodleug</a> )					
<b>Further information:</b> Enquiries should be addressed to: <a href="mailto:turek@panda.bg.univ.gda.pl">turek@panda.bg.univ.gda.pl</a>					

<b>CODE:</b> 14.3.EF.221	<b>SUBJECT: POLITIQUE COMMUNE DE TRANSPORT DE L'UE</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> French
<b>Instructor:</b> Professor Jan Burnewicz					
<b>Description:</b> La naissance et l'évolution de la politique commune de transport - PCT; Le développement des réseaux transeuropéens; L'organisation des marchés du transport routier; Vers un système concurrentiel dans le transport ferroviaire; L'idée du "ciel ouvert" dans le transport aérien; Le transport maritime vis-à-vis les tendances de mondialisation; Les problèmes de transport dans le processus de l'élargissement de l'UE.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> test de validation					
<b>Bibliography:</b> Pierre Bauchet: Les transports de l'Europe.La trop lente intégration. Economica. Paris 1996; Maurice Bernadet: L'Europe des transports routiers. Institutions-Textes-Perspectives. Éditions Celse. Paris 1990; Christian Hen, Jacques Léonard: L'Union européenne. Reperes. La Découverte. Paris 1998; Marie-Luise Herschtel: L'économie de l'Union européenne. Cours Économie. Armand Colin. Paris 1997, p. 80-85; Les transports dans les années 90. "Dossier de l'Europe". Bruxelles-Luxembourg 1993; Pierre Bauchet: Les transports mondiaux, instrument de domination. Economica, Paris 1998; Jérôme Trotignon: Économie européenne. Intégration et politiques communes. Hachette Supérieur. Paris 1997; Christian Gerondeau: Les transports en Europe. Éditions Transports Actualités. Paris 1996; Maurice Durousset: Les politiques communautaires. Ellipses. Paris 1992; Jean-Antoine Winghart: L'Europe des autoroutes. Presses Universitaires de France. Paris 1997; Robert Espérou et Alexandra Subrémon: La politique communautaire de transport aérien.					
<b>Prerequisites:</b> participation aux cours					
<b>Further information:</b> <a href="mailto:janbur@panda.bg.univ.gda.pl">janbur@panda.bg.univ.gda.pl</a>					

<b>CODE:</b> 04.3.EF.222	<b>SUBJECT: PORTFOLIO MANAGEMENT</b>				
<b>ECTS Credits:</b> 4	<b>Available in year:</b> 4	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Ph.D. Przemysław Borkowski					
<b>Description:</b> Basics of asset allocation; Capital Asset Pricing Model (CAPM); Basics of Portfolio Theory; Portfolio analysis; Optimal portfolio choice; Risk and portfolio efficiency; Investment funds and portfolio choice; International investors.					
<b>Teaching/learning methods:</b> lecture					
<b>Assessment Arrangements:</b> project					
<b>Bibliography:</b> F.Fabozzi: Fixed-Income Portfolio Strategies, Probus Publishing Co. Chicago 1995; P.Jenks, S.Eckett: The Global –Investor Book of Investing Rules, Harriman House 2002; 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; E.Elton, 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.					
<b>Prerequisites:</b>					
<b>Further information:</b> pborkow@panda.bg.univ.gda.pl					

<b>CODE:</b> 14.3.EF.223	<b>SUBJECT: STRATEGIC ALLIANCES ON GLOBAL MARKET</b>				
<b>ECTS Credits:</b> 4	<b>Available in year:</b> 4	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Ph.D. Radosław Koszewski					
<b>Description:</b> The lectures present different kinds of strategic alliances in the global economy. During the class will be discussed alliances between multinational companies as well as agreements between small and middle sized firms. There will be presented also elements of game theory related to strategic alliances as well as the concept of <i>competition</i> – the idea of cooperation and competing in the same time.					
<b>Program:</b>					
<ol style="list-style-type: none"> <li>1. General characteristics of strategic alliances.</li> <li>2. Identification of potential partners.</li> <li>3. Creation of a strategic alliance.</li> <li>4. Relations between partners within an alliance as “a game”.</li> <li>5. Organisational aspects of strategic alliances.</li> <li>6. Competition between strategic alliances on the global market.</li> </ol>					
Export consortia as an example of strategic alliance between SME.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essay and class participation					
<b>Bibliography:</b> P. Dussauge, B . Garette: <i>Competitive Strategy</i> , John Wiley & Sons, LTD, Chichester 1999; P. Kollok: <i>Social Dilemmas: The Anatomy of Cooperation</i> , Annual Review of Sociology, 24: 183-214; G. Hamel, L. Yvez, Y.L. Doz, C.K. Prahaland, „Collaborate with Your Competitors – and Win”; Harvard Business Review, January-February 1989; M. Kelly, J.L. Schaan, H. Joncas,: <i>Managing Alliance Relationships</i> , R&D Management, 32, 1, 2002					
<b>Prerequisites:</b>					
<b>Further information:</b> www.ekonom.univ.gda.pl/koszewski					

<b>CODE:</b> 14.3.EF.224	<b>SUBJECT: SUPPLIER'S MANAGEMENT AS A ONE OF THE MAJOR ELEMENT IN SUPPLY CHAIN PROCESS</b>				
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4/5	<b>Semester:</b> 7/9	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Artur Halbe M.Sc.					
<b>Description:</b> Cooperation with the Suppliers as the one of the major element in Supply Chain Management. Advanced Supply Chain's programs as a factor of competitive advantage. The best logistics solutions (JIT, KANBAN, TQM, etc.) – base of the lowest logistic costs. Cooperation with Quality Assurance Systems. Process of selection and election of suppliers. Programs of suppliers' development and common cooperation. Internal programs of costs control and election of the best sources of supply. Audits of the suppliers – parameters, requirements. Specification. Assisting tools of decision process of election the best suppliers.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> active participation in lectures, an essay					
<b>Bibliography:</b> M. Christopher: Logistyka i zarządzanie łańcuchem dostaw. Strategie obniżki kosztów i poprawy poziomu usług. Wyd. II. Polskie Centrum Doradztwa Logistycznego, Warszawa 2000; M. Chaberek: Makro- i mikroekonomiczne aspekty wsparcia logistycznego. Wyd. Uniwersytetu Gdańskiego, Gdańsk 2002; A.Halbe: Logistyczne problemy obsługi rynków zagranicznych przy przeniesieniu produkcji na przykładzie firmy zachodniej funkcjonującej w Polsce. Zeszyty Naukowe UG. Ekonomia Transportu Lądowego, Nr 24. Modelowanie Procesów i Systemów Logistycznych cz.II pod redakcją M. Chabierka. Wyd. Uniwersytetu Gdańskiego, Gdańsk 2002; D. Kisperska-Moroń: Pomiar funkcjonowania łańcuchów dostaw dla celów logistycznego benchmarkingu konkurencyjnego. Zeszyty Naukowe UG. Ekonomia Transportu Lądowego, Nr 24. Modelowanie Procesów i Systemów Logistycznych cz.II pod redakcją M. Chabierka. Wyd. Uniwersytetu Gdańskiego, Gdańsk 2002; P. L. Grieco, Jr.; M. W. Gozzo; J. W. Claunch: Just-in-Time Purchasing: In Pursuit of Excellence. PT Publications, Inc. USA 1989; G. Hutchins: Purchasing strategies for total quality, A Guide to Achieving Continuous Improvement. Rickard D. Irwin, Inc. USA 1992.					
<b>Prerequisites:</b>					
<b>Further information:</b> <a href="mailto:a.halbe@wp.pl">a.halbe@wp.pl</a>					

<b>CODE:</b> 14.3.EF. 225	<b>SUBJECT: THE ROLE OF PHYSICAL DISTRIBUTION IN THE LOGISTICS PROCESSES</b>				
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4/5	<b>Semester:</b> 7/9; 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Ph.D. Alicja Leszczyńska					
<b>Description:</b> The matter of physical distribution; marketing and logistics channels; main logistics problems in physical distribution; third party logistics companies market; logistics customer service; development trends in physical distribution.					
<b>Teaching/learning methods:</b> lectures/tutorials					
<b>Assessment Arrangements:</b> assessment for degree					
<b>Bibliography:</b> R. Ballou: Business Logistics Management. Prentice-Hall International,1992; J.J. Coyle , E.J. Bardi, C.J.Langley Jr.:The Management of Business Logistics, West Publishing Company, 1996; M. Christopher: Marketing Logistics. Butterworth-Heinemann,1997; Handbook of Logistics & Distribution Management. Edited by J.L.Gattorna, Gower 1994; A.McKinnon:Physical Distribution Systems.Routledge,1989; A. Rushton, J.Oxley: Handbook of Logistics & Distribution Management. Kogan Page,1995.					
<b>Prerequisites:</b>					
<b>Further information:</b>					



<b>CODE:</b> 04.9.EF.226		<b>SUBJECT: TRAINING AND PERSONNEL DEVELOPMENT – TOWARDS A LEARNING ORGANISATION</b>			
<b>ECTS Credits:</b> 6	<b>Available in Year:</b> 5	<b>Semester:</b> 9	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Jolanta Rasmus M.Sc.					
<b>Description:</b> Learning and Development as Key Concepts; Methods of personnel development other than training; Personnel development as a managerial function; An Effective Training – success factors; Training methods and techniques; Training as the group process; Competency – based training; Evaluation of training and development – methods – Humblin, Kirkpatrick; A learning organization.					
<b>Teaching/learning methods:</b> lecturers +workshops+ case studies					
<b>Assessment Arrangements:</b> exam					
<b>Bibliography:</b> D. Torrington, L. Hall, Personnel Management, HRM in Action, Prentice Hall International 1995; P. Bramley, Evaluating Training Effectiveness, McGraw-Hill 1996; P. M. Senge, The Fifth Discipline, The Art and Practice of The Learning Organization, Doubleday 1998; D. Torrington, L. Hall, Human Resource Management, Prentice Hall Europe, 1998; D. A. Benton, applied Human Relations An Organizational and Skill Development Approach, Prentice Hall, Upper Saddle River, New Jersey 1998; G. Dyrden, J. Vos, The learning Revolution, The Learning Web, Torrance, CA, USA 1999; A. Mayo, Kształtowanie strategii szkoleń i rozwoju pracowników, Oficyna Ekonomiczna 2002.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.227		<b>SUBJECT: TRANSPORT IN LOGISTICHEN SYSTEM</b>			
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4/5	<b>Semester:</b> 7/9; 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> German
<b>Instructor:</b> Professor Zdzisław Kordel					
<b>Description:</b> Logistik - was ist das? Logistische Systeme; Logistische Prozesse in der Wirtschaft; Charakteristik der einzelnen Prozesse: Versorgung, Produktion, Lagerung, Distribution; Charakteristik der logistischen Kosten; Einfluss der Logistik auf die Effektivitaet der Wirtschafttaetigkeit; .					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b>					
<b>Bibliography:</b> S.Abt, H.Woźniak: Podstawy logistyki. Wydawnictwo UG, Gdańsk 1993; H.Ch. Pfhof: Systemy logistyczne. Poznań 2000; P.Blaik: Logistyka. Warszawa 1998.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.228		<b>SUBJECT: TRANSPORT POLICY</b>			
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4/5	<b>Semester:</b> 7/9; 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Professor Włodzimierz Rydzkowski					
<b>Description:</b> Trends in the development of transport infrastructure in Poland and in Europe; Trends in the development of transport systems and technologies; Problems of adjusting Poland's transport infrastructure and systems to UE standards; UE experience in transport deregulation; Deregulation of Polish transport; Privatization and restructuring of transport enterprises in Poland against European trends.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> test					
<b>Bibliography:</b>					
<b>Prerequisites:</b>					
<b>Further information:</b> Prof. W. Rydzkowski, Prof. K. Wojewódzka-Król, tel.: 551-00-61 ext. 1343					

<b>CODE:</b> <b>14.3.EF.229</b>	<b>SUBJECT: VIRTUOUS LEADERSHIP</b>				
<b>ECTS Credits:</b> <b>4</b>	<b>Available in</b> <b>Year: 4/5</b>	<b>Semester:</b> <b>7/9</b>	<b>Hours:</b> <b>15</b>	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Ph.D. Alexandre Havard					
<b>Description:</b> Adapting leadership concepts derived from the classical European philosophical tradition to modern organizations, <i>Virtuous Leadership</i> transcends the common perception of leadership as a matter of charisma and personal style and the employment of techniques of persuasion that all too often lapse into manipulation. The program challenges participants to review their assumptions about leadership and their criteria for professional success in light of the classical virtues, imparting a new awareness of virtue as the key to: Effective decision-making; The formulation of compelling and realistic strategic plans; Building consensus; Winning trust and loyalty; Motivating others through the human attractiveness of the leader's personality.					
<b>Program:</b> Basic Concepts of Aretology; The Upward Spiral of Personal Growth; Mind, Will and Heart; Maturity in Judgments, Emotions and Behaviour; Virtues and Self-Realization; Virtue Ethics vs. Rules-Based Ethics; Prudence: Making the Right Decision; Courage: Resistance and Perseverance in Action; Self-Control: Mastery of Heart and Mind; Justice: Each one his Due.					
<b>Teaching/learning methods:</b> lectures and workshops					
<b>Assessment Arrangements:</b> essay and class participation					
<b>Bibliography:</b> Aristotle, <i>Nicomachean Ethic</i> ; S. Covey, <i>The 7 Habits of Highly Effective people</i> ; Free Press, Simon and Schuster NY; M. DePree, <i>Leadership is an Art</i> , Dell Trade Paperback 1990; W. Bennis, <i>On Becoming a Leader</i> ; P. Koestenbaum, <i>Leadership, The Inner Side of Greatness</i> ; Jossey-Bass 2002; J. O' Toole, <i>Leading Change: The Argument for Values-Based leadership</i> , Ballantine Books; J. Pieper, <i>Fortitude and Temperance</i> , Pantheon Books 1954; J. Pieper, <i>Prudence</i> , Pantheon Books 1954; J. Pieper, <i>Justice</i> , Pantheon Books 1954; P. Ferreiro and M. Alcázar, <i>Management of people in corporations</i> .					
<b>Prerequisites:</b>					
<b>Further information:</b> <i>Virtuous Leadership</i> is coordinated by Alexandre Havard, Director of the based in Helsinki European Centre for Leadership Development.					

<b>CODE:</b> <b>04.1.EF.230</b>	<b>SUBJECT: POLISH LANGUAGE</b>				
<b>ECTS Credits:</b> <b>4</b>	<b>Available in</b> <b>Year: 5</b>	<b>Semester:</b> <b>9/10</b>	<b>Hours:</b> <b>60</b>	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> Polish
<b>Instructor:</b> SJO					
<b>Description:</b> basic Polish language for foreigners					
<b>Teaching/learning methods:</b> exercises					
<b>Assessment Arrangements:</b> participation and final presentation					
<b>Bibliography:</b>					
<b>Prerequisites:</b>					
<b>Further information:</b>					

## Summer semester 2005/2006

<b>CODE:</b> 14.3.EF.200	<b>SUBJECT: ASPECTS OF ECONOMIC GROWTH AND ECONOMIC DEVELOPMENT</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9, 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Tomasz Brodzicki M.Sc.					
<b>Description:</b> Stylized facts on economic growth and economic development in global and European context; Neoclassical growth theory – Solow-Swan model and augmented Solow-Swan model (the role of human capital accumulation); Endogenous growth theory (new growth theory); Institutional factors in economic growth. Growth accounting; Total Factor Productivity; Technological change and its role in economic growth; Economic growth theory and growth empirics; Convergence vs. divergence; Determinants of economic growth; Economic integration and economic growth (accumulative effects of economic integration); Economic growth in the European Union; Economic development and economic growth – linkages and challenges.					
<b>Teaching/learning methods:</b> lectures and classes					
<b>Assessment Arrangements:</b> short essay					
<b>Bibliography:</b> Barro Robert J., Sala-i-Martin Xavier (2004) Economic growth –2nd edition, MIT Press, Cambridge, Mass; Romer D. (1996) Advanced Macroeconomics, McGraw-Hill. ( Polish edition – Romer D. (2000) Makroekonomia dla zaawansowanych, PWN, Warszawa); Burda Michael, Wyplosz Charles (1997) Macroeconomics. A European Text, Oxford University Press (Polish edition - Burda Michael, Wyplosz Charles (2000) Makroekonomia – podręcznik europejski, PWE, Warszawa); Selected journal articles and working papers.					
<b>Prerequisites:</b>					
<b>Further information:</b> brod@gnu.univ.gda.pl					

<b>CODE:</b> 14.3.EF.203	<b>SUBJECT: BANKENSYSTEM IN DEUTSCHLAND</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9, 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> German
<b>Instructor:</b> Eugeniusz Gostomski Ph.D.					
<b>Description:</b> Entwicklungstendenzen im Kreditgewerbe; Volkswirtschaftliche Funktionen der Kreditinstitute; Universalbanken; Spezialbanken; Bankverbände; Bankenaufsicht; Europäisches System der Zentralbanken; Onlinebanking; Zahlungsverkehrleistungen; Geldanlageleistungen; Finanzierungsleistungen; Kreditbanken; Sparkassen und Landesbanken; Kreditgenossenschaften und genossenschaftliche Zentralbanken; Zukunftsperspektiven.					
<b>Teaching/learning methods:</b> lecture					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> W. Heiring: Das Bankwesen in Deutschland, Bank Verlag Koeln 2002; Artikel aus der Zeitschrift „Die Bank“; Informationen aus Internet ueber entsprechenden Bankengruppen in Deutschland.					
<b>Prerequisites:</b>					
<b>Further information:</b>					



<b>CODE:</b> 04.1.EF.204	<b>SUBJECT: BUSINESS ENGLISH</b>				
<b>ECTS Credits:</b> 3	<b>Available in</b> <b>Year:</b> 5	<b>Semester:</b> 9/10	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> SJO					
<b>Description:</b> practical usage of business English					
<b>Teaching/learning methods:</b> exercises					
<b>Assessment Arrangements:</b> participation and final presentation					
<b>Bibliography:</b>					
<b>Prerequisites:</b> basic knowledge of English					
<b>Further information:</b>					

<b>CODE:</b> 04.1.EF.231	<b>SUBJECT: BUSINESS GERMAN</b>				
<b>ECTS Credits:</b> 3	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 10	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> German
<b>Instructor:</b> SJO					
<b>Description:</b> practical usage of business German					
<b>Teaching/learning methods:</b> exercises					
<b>Assessment Arrangements:</b> participation and final presentation					
<b>Bibliography:</b>					
<b>Prerequisites:</b> basic knowledge of German					
<b>Further information:</b>					

<b>CODE:</b> 04.1.EF.232	<b>SUBJECT: BUSINESS RUSSIAN</b>				
<b>ECTS Credits:</b> 3	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 10	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> Russian
<b>Instructor:</b> SJO					
<b>Description:</b> practical usage of business Russian					
<b>Teaching/learning methods:</b> exercises					
<b>Assessment Arrangements:</b> participation and final presentation					
<b>Bibliography:</b>					
<b>Prerequisites:</b> basic knowledge of Russian					
<b>Further information:</b>					

<b>CODE:</b> 04.1.EF.207	<b>SUBJECT: BUSINESS SPANISH</b>				
<b>ECTS Credits:</b> 3	<b>Available in</b> <b>Year:</b> 5	<b>Semester:</b> 9	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> Spanish
<b>Instructor:</b> SJO					
<b>Description:</b> practical usage of business Spanish					
<b>Teaching/learning methods:</b> exercises					
<b>Assessment Arrangements:</b> participation and final presentation					
<b>Bibliography:</b>					
<b>Prerequisites:</b> basic knowledge of Spanish					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.234	<b>SUBJECT: COMPETITIVE STRATEGIES IN THE FINANCIAL SECTOR</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Joanna Pietrzak					
<b>Description:</b> The nature of competition in the financial sector Global competition and growth strategies; New trends in distribution of banking products; Mass market strategies and customer loyalty; Private banking; Strategies based on strong brands; Best bank advertising campaigns					
<b>Teaching/learning methods:</b> lectures and discussion					
<b>Assessment Arrangements:</b> participation in class discussion, homework					
<b>Bibliography:</b> “The Banker”, “Institutional Investor”, “Financial Times”					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.235	<b>SUBJECT: ECONOMY OF THE EUROPEAN UNION – MAIN TRENDS AND CHALLENGES</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Tomasz Brodzicki M.Sc.					
<b>Description:</b> Review of EU Economy, Competitive Potential of the EU and the Lisbon Strategy; Principal Theoretical Aspects of European Economic Integration; The Economic Impact of the Internal Market – Internal Market Scoreboard; Macroeconomics of European Integration – the EURO; Determinants of Economic Growth in the EU and the Labor Market Puzzle; Regional Diversity and Effectiveness of Community Structural Policy; Economic Effects of Eastern Enlargement and Future Challenges.					
<b>Teaching/learning methods:</b> lectures and classes					
<b>Assessment Arrangements:</b> short essay					
<b>Bibliography:</b> Pelkmans Jacques (1999) European Integration. Methods and Economic Analysis, Longman; Hansen Jorgen Drud, Nielsen Jorgen U. M. (1999) An Economic Analysis of the European Union – 2nd edition, McGraw-Hill, London; Eijffinger Sylvester, de Haan Jakob (2000) European Monetary and Fiscal Policy, Oxford University Press; Selected working papers and journal articles, publications of the European Commission.					
<b>Prerequisites:</b>					
<b>Further information:</b> brodz@gnu.univ.gda.pl					

<b>CODE:</b> 14.6.EF.213	<b>SUBJECT: EXTERNAL RELATION OF THE EU</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9, 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Anna B. Kisiel-Łowczyc					
<b>Description:</b> General introduction; External trade; Development; Common foreign policy; Relations with third countries: African, Caribbean and Pacific states, Developing countries in Asia and Latin America, Mediterranean partner countries, Gulf countries, Newly Independent Countries (NIC), Countries of South-Eastern Europe, Industrialised Countries.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> participants must take an active part in classes, display a commitment to this area of study and prepare an essay.					
<b>Bibliography:</b> Kisiel-Łowczyc AB.: Bałtycka integracja ekonomiczna. Stan i perspektywy do 2010r. Warszawa 2000; Molle W.: The Economics of European Integration. Theory, Practice, Policy.1997; Z Głębocka A.: Ewolucja integracji europejskiej. Wyd.Uniw.Gdańskiego, 2000; A. Zielińska-G Wprowadzenie do ekonomii międzynarodowej. Teoria handlu i polityki handlowej. Wyd. Uniwersytetu Gd 1997; <a href="http://europa.eu.int/comm/enlargement">http://europa.eu.int/comm/enlargement</a> .					
<b>Prerequisites:</b>					
<b>Further information:</b> e-mail: <a href="mailto:abkl@panda.bg.univ.gda.pl">abkl@panda.bg.univ.gda.pl</a>					

<b>CODE:</b> 04.7.EF.236	<b>SUBJECT: FUNDAMENTALS OF CONSUMER BEHAVIOUR</b>				
<b>ECTS Credits:</b> 6	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 8/10	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Ph.D. Anna Maria Nikodemaska-Wołowik					
<b>Description:</b> Polish Consumers – 15 years after Turning Point; Internal influences of consumer behaviour; External influences of consumer behaviour; Consumer decision making process; Determinants of consumer decision; Types of perceived risk and cognitive dissonance; The role of brands and branding – a consumer’s perspective; Theory of qualitative marketing research; Qualitative marketing research – implementation and approaches; Contemporary trends in consumer behaviour on developed and emerging markets; Polish Consumers – typology and segmentation.					
<b>Teaching/learning methods:</b> lectures with elements of workshop					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> H. Assael: Consumer Behaviour And Marketing Action. South-Western College Publishing ITP, Cincinnati 1995; W. Gordon, R. Langmaid: Qualitative Marketing Research. A Practitioner’s and Buyer’s Guide. Gower, Aldershot 1988; D. Hawkins, R. Best, K. Coney: Consumer Behaviour. Implication for Marketing Strategy. Irwin, Chicago 1995.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.237	<b>SUBJECT: GRUNDLAGEN DER PRODUKTIONSLOGISTIK</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> German
<b>Instructor:</b> Professor Henryk Woźniak					
<b>Description:</b> Produktionstypen; Aufgabenbereiche der Produktion; Einflussfaktoren der Produktionslogistik; Ziele der Produktionslogistik; Anforderungen der Logistik an die Fertigung; Flexible Fertigung; Flexible Fertigungskonzepte; Computer-Integrated-Manufacturing (CIM); Produktionsplanung- und Steuerung; Fertigungstiefe – Entscheidungsfaktoren; MOB Strategien in der Industrie.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> H. Ch. Pfohl: Zarządzanie logistyką. Funkcje i instrumenty. Poznań 1998; Cz. Skowronek, Z. Sarjusz-Wolski: Logistyka w przedsiębiorstwie. PWE, Warszawa 1999; Z. Sarjusz-Wolski: Strategia zarządzania zaopatrzeniem. AW Placet, Warszawa 1998; S. Krawczyk: Logistyka w zarządzaniu marketingiem. AE Wrocław 1999.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 04.7.EF.219	<b>SUBJECT: INTERNATIONAL MARKETING</b>				
<b>ECTS Credits:</b> 6	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 7/9, 8/10	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Ph.D. Radosław Koszewski, Marcin Skurczyński M.Sc., Marek Reysowski M.Sc.					
<b>Description:</b> The course deals with international marketing problems that face Polish and foreign companies. After the course students should be able to evaluate opportunities on the international market, enter international market with products and services and organize foreign sale (distribution, pricing, product strategies etc.). There will be also given basics of intercultural communication in the strategy of internationalization.					
<b>Teaching/learning methods:</b> lectures and case studies					
<b>Assessment Arrangements:</b> written test and class participation					
<b>Bibliography:</b> Frank Bradley „International Marketing Strategies” Prentice Hall 2000; Practical Chris J. Noonan „Export Marketing”, George Allen & Unwin 1995.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> <b>14.9.EF.238</b>	<b>SUBJECT: MACROECONOMIC POLICIES IN POLAND &amp; IN OTHER TRANSITION ECONOMIES</b>				
<b>ECTS Credits:</b> <b>4</b>	<b>Available in Year:</b> 4/5	<b>Semester:</b> 8/10	<b>Hours:</b> 15	<b>Status:</b> <b>facultative</b>	<b>Teaching language:</b> English
<b>Instructor:</b> Professor Henryk Ćwikliński,					
<b>Description:</b> Economics of shortage till 1989; Major components of transition strategies; Macroeconomic stabilization; Assessment in terms of the Copenhagen economic criteria; A survey of selected sectors: manufacturing, agriculture, housing construction, merchandise retailing and transport; Main barriers on output, productivity and employment growth; Implications for policy makers; European mistakes to be avoided					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> Business Central Europe – monthly magazines; Transition newsletters, the World Bank/ the William Davidson Institute; internet statistics; 2000 Regular Report from the Commission on Poland's Progress towards Accession; H.Ćwikliński, T.Kosteyeva, Regulatory Institutions of the Economies under Transition, Yale University Economic Growth Center, occasional paper no.6, 1998; Średniokresowa strategia polityki pieniężnej na lata 1999 – 2003, NBP W-wa; Polska niedokończona transformacja, pod red. J. Winięckiego, CAS, W-wa 1996; M.E. Porter, The Competitive Advantage of Nations, New York 1990; Poland's Economic Performance, Mc Kinsey Global Inst., 2000					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> <b>04.7.EF.239</b>	<b>SUBJECT: MARKETING OF SERVICES</b>				
<b>ECTS Credits:</b> <b>6</b>	<b>Available in Year:</b> 4	<b>Semester:</b> 8	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Professor Dorota Simpson					
<b>Description:</b> Distinctive aspects of services; The importance of the service sector in post-industrial economy; The concept of marketing of services; Service quality – a critical point; Strategic issues in marketing of services; People and their role in the service sector; Communication and its role in the service sector; Distribution and its specific characteristics in the service sector; Pricing in services.					
<b>Teaching/learning methods:</b> lectures + case studies					
<b>Assessment Arrangements:</b> exam					
<b>Bibliography:</b> H. Kasper, P. Helsdingen, W. Vries, Services Marketing Management. An International Perspective, John Wiley&Sons, Chichester 1999; C. Lovelock, S. Vandermerve, B. Lewis, Services Marketing. A European Perspective, Prentice Hall Europe, 1999.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.240	<b>SUBJECT: MONETARY MACROECONOMICS</b>				
<b>ECTS Credits:</b> 6	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 8/10	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Professor Marian Turek					
<b>Description:</b> basic notions and problems; the controversy over the Quantity Theory of Money; the Keynesian tradition; money and the theory of the rate of interest; money in dynamic models; the rise and fall of monetarism					
<b>Teaching/learning methods:</b> lectures and seminars					
<b>Assessment Arrangements:</b> extended essay					
<b>Bibliography:</b> Blaug M., <i>Economic Theory in Retrospect</i> , CUP, Cambridge 1996; Clower R.W.(ed.), <i>Monetary Theory</i> , Penguin 1969; Friedman M., <i>Studies in the Quantity Theory of Money</i> , Chicago 1956; Keynes J.M., <i>A Treatise on Money</i> , London, Macmillan 1930; Mishkin F.S., <i>The Economics of Money, Banking and Financial Markets</i> , Addison-Wesley 1998; Patinkin D., <i>Money, Interest and Prices</i> , Harper & Row, New York 1965.					
<b>Prerequisites:</b> good command of English; The ability to make use of materials displayed on the UG platform MOODLE is required ( <a href="http://pe.univ.gda.pl/moodleug">http://pe.univ.gda.pl/moodleug</a> )					
<b>Further information:</b> Enquiries should be addressed to: e-mail: <a href="mailto:turek@panda.bg.univ.gda.pl">turek@panda.bg.univ.gda.pl</a>					

<b>CODE:</b> 04.7.EF.241	<b>SUBJECT: POLAND AS A BRAND NAME</b>				
<b>ECTS Credits:</b> 4	<b>Available in</b> <b>Year:</b> 4/5	<b>Semester:</b> 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> English
<b>Instructor:</b> Joanna Bednarz Ph.D.					
<b>Description:</b> Brand management, nationality as a brand name, Poland and famous Poles (examples), Polish brands' history, examples of Polish enterprises, spectacular new brands development, Polish brands on the EU market, advertising market in Poland, foreign nationalities as brand names (presentation).					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> participation, presentation of famous Polish and foreign brands					
<b>Bibliography:</b> Garbarski L., Rutkowski I., Wrzosek W., <i>Marketing</i> , PWE, Warszawa 1995; Kall J., <i>Silna marka. Istota i kreowanie</i> , PWE, Warszawa 2001; Kapferer J. N., <i>Les marques, capital de l'entreprise. Les chemins de la reconquête</i> , Les Editions d'Organisation, Paris, 1995; Kotler Ph., <i>Marketing. Analiza, planowanie, wdrażanie i kontrola</i> , Wydawnictwo FELBERG SJA, Warszawa 1999; Thomas M. J., <i>Podręcznik marketingu</i> , Wydawnictwo Naukowe PWN, Warszawa 1999; Urbanek G., <i>Zarządzanie marką</i> , PWE, Warszawa 2002; Witek-Hajduk M. K., <i>Zarządzanie marką</i> , Difin, Warszawa 2001.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> <b>14.9.EF.242</b>	<b>SUBJECT: POLAND'S ECONOMIC TRANSITION MACROECONOMIC STABILISATION AND INSTITUTIONAL CHANGES</b>				
<b>ECTS Credits:</b> <b>6</b>	<i>Available in</i> <i>Year:</i> 4/5	<i>Semester:</i> 8/10	<i>Hours:</i> 30	<i>Status:</i> facultative	<i>Teaching language:</i> English
<b>Instructor:</b> PhD Piotr Kuropatwiński					
<b>Description:</b> Characteristics of Poland's economic system in 1970s and 1980s; Economic and political crisis manifestations between 1978 and 1980; Reform projects discussed in the years 1980-81; Polish economy and politics in the 1980s; Economics and politics of Poland between the "Round Table" and the formation of the new government; Elements of stabilization package of January 1990 and their initial impact; Institutional changes introduced in early 1990s and their initial results; Major structural changes resulting from the stabilization and institutional change packages; Endogenous and exogenous forces in the transformation process; The second wave of institutional reforms – restructuring of public administration and public services; Alternative scenarios for the nearest future.					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b> essay					
<b>Bibliography:</b> L. Balcerowicz: Socialism, Capitalism, Democracy; A. Besançon: "Anatomie d'une spectre- Economie politique du socialisme réel"; K. Arrow: "Limits to an organisation"; F.v Hayek: "The road to serfdom"; G. Kołodko: "From Shock to Therapy"; D. Rosati: Polska droga do rynku"; R. Krawczyk: "Wielka przemiana"; J. Kornai: "Droga do wolnej gospodarki".					
<b>Prerequisites:</b> Basic understanding of macroeconomics					
<b>Further information:</b> ekpogo@panda.bg.univ.gda.pl					

<b>CODE:</b> <b>10.9.EF.243</b>	<b>SUBJECT: SELECTED ASPECTS OF INTERNATIONAL BUSINESS LAW</b>				
<b>ECTS Credits:</b> <b>4</b>	<i>Available in</i> <i>Year:</i> 4/5	<i>Semester:</i> 8/10	<i>Hours:</i> 15	<i>Status:</i> facultative	<i>Teaching language:</i> English
<b>Instructor:</b> Professor Gudula Deipenbrock					
<b>Description:</b> The class "Selected aspects of international business law" is intended to highlight selected fundamental legal structures of international trade and business transactions. The principles as well as the players and institution of international business and trade will be discussed. The legal framework of international business, especially thy structures of the European Union will be introduced to the students. Stress is put especially on fundamental, structural knowledge of international business law and the methods to be applied in that respect.					
<b>Teaching/learning methods:</b> The class shall be given in a seminaristic style including discussions. The methods introduced to the students will be the legal methods of applying and interpreting international business law provisions.					
<b>Assessment Arrangements:</b> A certificate of attendance (the attendance will be checked each class with a list to be signed by the attending students) shall be sufficient.					
<b>Bibliography:</b> Consolidated Version of the Treaty on European union and of the treaty Establishing the European Community (2002) (2002/C/325/01).					
<b>Prerequisites:</b>					
<b>Further information:</b>					



<b>CODE:</b> 14.3.EF. 225	<b>SUBJECT: THE ROLE OF PHYSICAL DISTRIBUTION IN THE LOGISTICS PROCESSES</b>				
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4/5	<b>Semester:</b> 7/9; 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Ph.D. Alicja Leszczyńska					
<b>Description:</b> The matter of physical distribution; marketing and logistics channels; main logistics problems in physical distribution; third party logistics companies market; logistics customer service; development trends in physical distribution.					
<b>Teaching/learning methods:</b> lectures/tutorials					
<b>Assessment Arrangements:</b> assessment for degree					
<b>Bibliography:</b> R. Ballou: Business Logistics Management. Prentice-Hall International,1992; J.J. Coyle , E.J. Bardi, C.J.Langley Jr.:The Management of Business Logistics, West Publishing Company, 1996: M. Christopher: Marketing Logistics. Butterworth-Heinemann,1997; Handbook of Logistics & Distribution Management. Edited by J.L.Gattorna, Gower 1994; A.McKinnon: Physical Distribution Systems.Routledge,1989; A. Rushton, J.Oxley: Handbook of Logistics & Distribution Management. Kogan Page,1995.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.227	<b>SUBJECT: TRANSPORT IN LOGISTICHEN SYSTEM</b>				
<b>ECTS Credits:</b> 4	<b>Available in Year:</b> 4/5	<b>Semester:</b> 7/9; 8/10	<b>Hours:</b> 15	<b>Status:</b> facultative	<b>Teaching language:</b> German
<b>Instructor:</b> Professor Zdzisław Kordel					
<b>Description:</b> Logistik - was ist das? Logistische Systeme; Logistische Prozesse in der Wirtschaft; Charakteristik der einzelnen Prozesse: Versorgung, Produktion, Lagerung, Distribution; Charakteristik der logistischen Kosten; Einfluss der Logistik auf die Effektivitaet der Wirtschafttaetigkeit; .					
<b>Teaching/learning methods:</b> lectures					
<b>Assessment Arrangements:</b>					
<b>Bibliography:</b> S.Abt, H.Woźniak: Podstawy logistyki. Wydawnictwo UG, Gdańsk 1993; H.Ch. Pfhöl: Systemy logistyczne. Poznań 2000; P.Blaik: Logistyka. Warszawa 1998.					
<b>Prerequisites:</b>					
<b>Further information:</b>					

<b>CODE:</b> 14.3.EF.245	<b>SUBJECT: WESTERN EUROPE'S INCREASE IN WEALTH</b>				
<b>ECTS Credits:</b> 6	<b>Available in Year:</b> 4/5	<b>Semester:</b> 8/10	<b>Hours:</b> 30	<b>Status:</b> facultative	<b>Teaching language:</b> English
<b>Instructor:</b> Professor Marian Turek					
<b>Description:</b> Europe's response to its geography; major differences marking out the development of Europe; the importance of innovations; the role of discoveries; the profit motive; the Industrial Revolution; the demand for capital; the wealth of knowledge					
<b>Teaching/learning methods:</b> lectures and seminars					
<b>Assessment Arrangements:</b> written exam					
<b>Bibliography:</b> J.Baechler , J.A. Hall (eds.), 1988, <i>Europe and the Rise of Capitalism</i> , Oxford, Blackwell; P.Bairoch, 1993, <i>Economics and World history: Myths and paradoxes</i> , New York, Harvest; Braudel Fernand, 1979, <i>Civilisation materiel</i> , Vol.3, Paris, Armand Colin; A.K. Caincross, 1962, <i>Factors in Economic Development</i> , New York, Praeger; Alfred Chandler, 1990, <i>Scale and Scope. The Dynamics of Captalism</i> , Cambridge, MA., Belknap Press; Goody Jack, 1996, <i>The East in the West</i> , Cambridge, CUP; Hicks John, 1969, <i>A Theory of Economic History</i> , Oxford, OUP					
<b>Prerequisites:</b> good command of English					
<b>Further information:</b> e-mail: turek@panda.bg.univ.gda.pl					

<b>CODE:</b> <b>04.1.EF.230</b>	<b>SUBJECT: POLISH LANGUAGE</b>				
<b>ECTS Credits:</b> <b>4</b>	<b>Available in</b> <b>Year: 5</b>	<b>Semester:</b> <b>9/10</b>	<b>Hours:</b> <b>60</b>	<b>Status:</b> facultative	<b>Teaching</b> <b>language:</b> Polish
<b>Instructor:</b> SJO					
<b>Description:</b> basic Polish language for foreigners					
<b>Teaching/learning methods:</b> exercises					
<b>Assessment Arrangements:</b> participation and final presentation					
<b>Bibliography:</b>					
<b>Prerequisites:</b>					
<b>Further information:</b>					