



UNIWERSYTET GDAŃSKI

FACULTY OF ECONOMICS



ECTS INFORMATION PACKAGE

Academic year 2010/2011

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 2010/2011			
Winter semester		Summer semester	
1.10.2010	inauguration of academic year	14.02.11 – 31.05.11	courses
2.10.10 – 24.01.11	courses	20.03.11	University of Gdansk Holiday
		22.04.11 – 26.04.11	spring holidays
24.12.10 – 2.01.11	winter holidays	1.06.11 – 19.06.11	exam session (courses excluded)
25.01.11 – 6.02.11	exam session (courses excluded)	20.06.11. – 26.06.11	corrective exam session (I)
		27.06.11. – 31.08.11	summer holidays
7.02.11 – 13.02.11	semester break	5.09.11 – 18.09.11	corrective exam session (II)

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 Faculty of Economics and Faculty of Management at Gdansk University, established in 1993 after the transformation of existed in 1970-1993 Faculty of Transportation Economics and Faculty of Production Economics.

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

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 523- 14-26

Department of Seaborne Trade
Department of Global Economy
Department 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 Analysis of Transportation 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:

Przemysław Borkowski, PhD
ul. Armii Krajowej 119/121
81-824 Sopot
Room 228
e-mail: przemyslaw.borkowski@univ.gda.pl

Outgoing students institute coordinators:

Elżbieta Adamowicz, PhD - outgoing students Transport and Logistic departments
e-mail: ekoea@ug.edu.pl
Joanna Bednarz, PhD - outgoing students Institute for International Business
e-mail: j.bednarz@ek.univ.gda.pl
Olga Debicka, PhD - outgoing students for Institute of Maritime Transport and Seaborne Trade
e-mail: olga.debicka@gmail.com

Student affairs office

Anna Łappo
ul. Armii Krajowej 119/121
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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81-824 Sopot
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B.2. Forms of education at the Faculty

Since the 2008/2009 academic year, the Faculty has been offering 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 Suite lab and obtain Thomson Reuters certificate. They can broaden their interests in numerous scientific societies. From the academic year 2010/2011 Faculty offers a new specialisation at MA level - European Economics and Finance, where classes are held entirely in English (<http://eueconomics.ug.edu.pl>) and also English Language Part-time Doctoral Studies in Economics (<http://phdeconomics.ug.edu.pl>). From the academic year 2010/2011 Faculty offers a new specialisation at MA level - European Economics and Finance, where classes are held entirely in English (<http://eueconomics.ug.edu.pl>) and also English Language Part-time Doctoral Studies in Economics (<http://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 "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 new specialisation: International Business, where classes are held entirely in English (Bachelor and Master Degree).

Specialisations offered at the Faculty of Economics:

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	+	+	-	-
Transport and Logistics	+	+	+	+
European Economics and Finance (fully in English)	-	-	+	-
International Economic Relations:				
European Dimension of Entrepreneurship	+	+	+	+
International Finances and Banking	+	+	+	+
Foreign Trade	+	+	+	+
International Marketing	+	+	-	-
International Marketing Strategies	-	-	+	+
International Maritime Transport and Trade	+	+	+	+
Enterprise on the Global Market	+	+	+	+
International Business (fully in English)	-	-	+	-

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.

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 für 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 gedania. 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 scholar 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, notice that not every Erasmus students could be provided with dormitory place.

The University also has two Teacher's Hostels, where young scientific workers live. Students preparing meals themselves have to be prepared for expenses of about 450PLN per month.

- **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 Socrates 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 into

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 - 10 PLN
- Milk – 2,5 PLN
- Bread - 2,5 PLN
- Butter - 3,5 PLN
- Egg - 0,40 PLN
- Apples - 2PLN
- Pizza - 15 PLN
- Yoghurt – 1,5PLN
- Cigarettes - 4-7 PLN
- Beer - 2,50 PLN (in shops , more in pubs)
- Tram / Bus ticket:
 - o 1 PLN per 15 minutes travel
 - o 2 PLN per 45 minutes travel
- Cinema – 15-20 PLN
- Daily newspaper - 1,5 PLN
- Washing powder - 6-7 PLN
- Toothpaste - 5-7 PLN
- Shampoo – 8-13 PLN

- **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 SMK, 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%).

- **Health insurance**

Students from EU member states should ensure to bring the Health insurance issued at their home country. Otherwise you will be asked to pay for any health service you get. Beginning on the 1 May 2004 EU citizens are entitled to free health service providing they present:

1. current student ID
2. current passport or other ID card/ID document
3. European Health Insurance Card or - Insurance Certificate issued in a home country.

The documents are issued for a defined period. Free health service is provided to the holder of those documents during the stated period only. To get more information you can visit the web page of the Polish National Health Fund:

<http://www.nfz.gov.pl/ue/?katnr=5&dzialnr=2&artnr=716&czartnr=2>

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 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

<i>ECTS grade</i>	<i>UG grade equivalent</i>	
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. 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 ERASMUS programme and for Polish students as well, in the academic year 2010/2011.

Winter semester - list of lectures and syllabuses

Code	Title of lecture	Hours	ECTS	Language
14.3.E.FZ.4	Aspects of economic growth and economic development <i>dr Tomasz Brodzicki</i>	30	5	English
14.3.E.FZ.34	Australia - your partner in business <i>prof. UG dr hab. Krystyna Żołądkiewicz</i>	15	3	English
14.6.E.FZ.59	Baltic Economic Cooperation <i>prof. zw. dr hab. Anna B. Kisiel-Łowczyc</i>	15	3	English
04.1.E.FR.798	Business English <i>SJO SJO</i>	30	5	English
09.1.E.FR.510	Business French <i>SJO SJO</i>	60	5	French
09.1.E.FR.791	Business German <i>SJO SJO</i>	30	5	German
04.0.E.FZ.960	Business logistics process modelling <i>dr Cezary Mańkowski</i>	30	5	English
04.1.E.FR.793	Business Russian <i>SJO SJO</i>	30	5	Russian
09.1.E.FR.252	Business Spanish <i>SJO SJO</i>	30	5	Spanish
04.0.E.FZ.962	Controlling (excluding IB students) <i>dr Cezary Mańkowski</i>	15	3	English
14.3.E.FZ.984	Economic Policy of the OECD Member Countries <i>dr Piotr Kuropatwiński</i>	30	5	English
14.3.E.FZ.977	European Union Enlargement- Doing Business in Poland <i>dr Renata Orłowska</i>	15	3	English
14.6.E.FR.58	External Economic Relations of the EU <i>prof. zw. dr hab. Anna B. Kisiel-Łowczyc</i>	15	3	English
14.3.E.FZ.10	Innovation and innovation management <i>dr Tomasz Brodzicki</i>	30	5	English
14.3.E.FR.14	International economics <i>dr Tomasz Brodzicki, dr Stanisław Umiński</i>	30	5	English
04.5.E.FZ.803	International Human Resources Management <i>prof. UG dr hab. Dorota Simpson</i>	30	5	English
04.7.E.FR.49	International Marketing <i>dr Radosław Koszewski, dr Marek Reysowski, dr Marcin Skurczyński</i>	30	5	English
14.3.E.FZ.958	Interpersonal and Intercultural Communication in Business <i>prof. zw. dr hab. Ewa Oziewicz</i>	15	3	English
14.3.E.FZ.965	Micrologistics <i>dr Leszek Reszka</i>	15	3	English
14.3.E.FZ.976	Migration Management <i>dr Renata Orłowska</i>	15	3	English
14.3.E.FZ.966	Optimization of Economic Processes <i>dr Leszek Reszka</i>	15	3	English
14.3.E.FZ.38	Portfolio management <i>dr Przemysław Borkowski</i>	15	3	English
14.3.E.FZ.31	Simulations of Economic Processes <i>dr Leszek Reszka</i>	15	3	English
04.0.E.FZ.61	Small business management <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FZ.50	Strategic Alliances <i>dr Radosław Koszewski</i>	15	3	English
14.3.E.FZ.24	Subject strategy of competition in the global market <i>prof. UG dr hab. Stanisław Miecznikowski</i>	30	5	English
14.3.E.FZ.970	The Increase in Wealth of Western Europe <i>prof. UG dr hab. Marian Turek</i>	30	5	English
04.0.E.FZ.39	The role of logistics in distribution <i>dr Alicja Leszczyńska</i>	15	3	English
02.4.E.FZ.956	Urban Mobility Strategy <i>dr Piotr Kuropatwiński</i>	30	5	English
14.3.E.FZ.37	WTO System and International Trade Policy <i>prof. UG dr hab. Krystyna Żołądkiewicz</i>	15	3	English

Course title:	Aspects of economic growth and economic development										ECTS code:		14.3.EE.FZ.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	
Type of studies*:			3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:		5, 1, 3, 9,			Type of course:			optional			Language of instruction			English			
Teaching methods						Lectures including multimodal presentations,																	
Assessment methods:						Essay, Test, attendance, extended essay on a selected topic or a test to choose from																	
Prerequisites (required courses and introductory requirements):						Undergraduate macroeconomics and microeconomics. Basic callculus. Good command of English.																	
Assumptions and objectives of the course (learning outcomes, skills and competence):						The student will obtain a thorough understanding of prinicipal issues in the contemporary growth theory and growth empirics as well as prominent issues in development economics. The participant could also improve basic research skills in acquiring and interpreting statistical data. Competencies: constructive criticism, independece in thinking and interpreting facts.																	
Course contents:						1. Stylized facts on economic growth 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 - 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.																	
Recommended reading lists:						Principal textbooks: Weil D. (2005) Economic Growth, Pearson, Addison Wesely, Boston. Jones Ch. I. (2002) Introduction to Economic Growth, W.W. Norton and Company. Debraj R. (1998) Development Economics, Princeton University Press. Additional material: Barro Robert J., Sala-i-Martin Xavier (2004) Economic growth - 2nd edition, MIT Press, Cambridge, Mass. Sachs J. D. (2005) The End of Poverty, Penguin Press, New York. Easterly W. (2002) The Elusive Quest for Growth, Economists' Adventures and Misadventures in the Tropics, the MIT Press, London. World Bank (2008) World Development Report, World Bank, Washington. Selected journal articles and working papers.																	
Contact:						brod@gnu.univ.gda.pl ,																	

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Australia - your partner in business				ECTS code:	14.3.EE.FZ.34					
					ECTS credits:	3					
					max. students:	0					
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
Type of studies*:	1 SMSU, 2 SMSU, 3 SSL, 5 SSM,		Semester:	1, 3, 5, 9,	Type of course:	optional	Language of instruction	English			
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities,										
Assessment methods:	Presentation, Project,										
Prerequisites (required courses and introductory requirements):	General knowledge of problems related to international economic relations, preferential trade agreements and trade policy.										
Assumptions and objectives of the course (learning outcomes, skills and competence):	<p>The aim of this lecture is an enhancement of knowledge about Australian economy. It will allow students to learn more about functioning and characteristic of this well developed country facing a problem of "tyranny of distance" as regards other international markets. Nevertheless, Australia plays an important role in Asia Pacific region, which has growing influence on world economy and international trade policy. Analysis of changes in trade policy, merchandise trade and services turnovers, international investment position of Australia, regional integration agreements of Australia with major trading partners is an important contribution to more universal conclusions. It also increases students' knowledge of cross-cultural business communication, functioning of different markets as well as provides for results of economic reforms in a country with well developed civil service. Australia can be used as a model for students who wish to interpret statistical data and economic events in case of other countries as well.</p>										
Course contents:	<p>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, etc.).</p>										
Recommended reading lists:	<p>Official website of Department of Foreign Affairs and Trade - Australia http://www.dfat.gov.au Official website of regional agreements of Australia http://www.fta.gov.au Official website of Australian Bureau of Statistics http://www.abs.gov.au Economic periodicals</p> <p>K. Żołądkiewicz, Integracja ekonomiczna Australii i Nowej Zelandii jako przykład współczesnych procesów integracyjnych, WUG, Gdańsk 2007</p>										
Contact:	k.zoladkiewicz@ug.edu.pl ,										

* SSL - undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Baltic Economic Cooperation				ECTS code:	14.6.EE.FZ.59		
					ECTS credits:	3		
					max. students:	25		
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	
Type of studies*:	2 SMSU,		Semester:	3,	Type of course:	optional	Language of instruction	English
Teaching methods	Lectures including multimodal presentations, Collaborating, group activities,							
Assessment methods:	Essay,							
Prerequisites (required courses and introductory requirements):	General knowledge in international economic relations esp. in economic regional European integration and Baltic Sea Region(BSR)							
Assumptions and objectives of the course (learning outcomes, skills and competence):	Specific position of the BSR in European Union and in Europe.Determinants of BSR`s high rank in world competitiveness. EU`s Strategy for BSR (2010 - 2020): main objectives							
Course contents:	1.Baltic Sea Region(BSR): general characteristics and main interactions: the BSR - the EU. 2.The BSR`s and the EU competitiveness in global economy. 3.Transport infrastructure as a factor of competitiveness in the global economy. 4.Cooperation in the energy sector between BSR countries. 5.The EU energy policy and environmental security in the BSR. 6.Intermodal transport networks in the BSR and the Russian Federation. 7.Environmental security issues in the BSR`s institutional interactions. 8.EU strategy for BSR							
Recommended reading lists:	1.Kisiel-Łowczyc A.B.: Bałtycka integracja ekonomiczna.Stan i perspektywy do r.2010., PWE, Warszawa, 2000 2.http://europa.eu.int/comm							
Contact:	abkl@gnu.univ.gda.pl ,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Business English				ECTS code:	04.1.EE.FR.798					
					ECTS credits:	5					
					max. students:	90					
Name of unit administrating study:		OTHER	Field of study:		Economics/MSG**		Field of specialisation:				
Teaching staff:		SJO SJO,									
Number of hours											
Lectures:	0	Classes:		Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	30
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,		Semester:	1-2, 3-4, 9-10,		Type of course:	optional	Language of instruction		English	
Teaching methods			Activating methods in training classes, Collaborating, group activities, Case studies,								
Assessment methods:			Test, Presentation,								
Prerequisites (required courses and introductory requirements):			Znajomość języka angielskiego, co najmniej na poziomie średniozaawansowanym.								
Assumptions and objectives of the course (learning outcomes, skills and competence):			<p>Przedstawianie i omawianie różnych zagadnień ekonomicznych, słownictwa specjalistycznego, omawianie tekstów specjalistycznych z prasy ekonomicznej, ćwiczenia w zakresie języka mówionego, przygotowanie do prowadzenia rozmów fachowych, dyskusje, negocjacje, rozwiązywanie problemów ekonomicznych, prezentacje, ćwiczenia związane z przygotowaniem do egzaminu BEC Vantage i Higher.</p>								
Course contents:			<ol style="list-style-type: none"> 1. Presentations : categories and techniques, ways of presenting information, hints for a successful presentation, delivering presentations on chosen business topics with the use of visual aids-OHP, Power Point. 2. Advertising and marketing :market structure, marketing strategies, marketing mix, market research, branding, pricing, promotional tools, globalization of markets, advertisements and commercials, effectiveness of advertising. 3. Business strategy : company structure, departments and their roles, the global company, downsizing, restructuring, entering a foreign market, international mergers, alliances and takeovers, business in the 21st century. 4. Management : styles and necessary skills, management attitudes in different countries, management theories, leadership, empowerment, team building, recruiting, international management development. 5. Banking : personal banking, commercial and retail banking, investment banking, financial institutions, central banking, money supply and control, banking operations, banking products and services, internet banking, interest rates and monetary policy, money market instruments. 6. Finance : personal finance, financial centres, indicators, elements of accounting, financial statements, balance sheet, profit and loss account, stocks and shares, bonds, futures and options, financial instruments, corporate finance, financial planning and regulations. 7. Foreign Trade : import and export, transportation and logistics, forwarding, the EU market, protectionism, documents in foreign trade, methods of payment, trade fairs and exhibitions, market indexes, growth, delivery and after-sales. 8. Job Recruitment : applying for job, skills and qualifications, writing letters of application and CV, preparing for an interview for a job, job advertisements, selection procedures, employment and employability, job flexibility and job protection. 9. Formal Meetings and Negotiations: types of meetings, the roles of participants, discussion techniques, the most appropriate use of language, types of negotiations, preparation and techniques, difficulties and reaching agreements, culture awareness, case studies. 10. Economic Trends : describing charts and graphs, employment trends, the business cycle, globalizing trends, sustainable development, political economy, new markets, inflation, unemployment, taxation, computerization, teleworking, current business news. 11. BEC Exam Vantage and Higher presentation, writing business letters, enquiries, orders, reminders, complaints, memos, emails, reports, proposals. 								

	The focus on topics depends on the needs analysis at the beginning of the course.
Recommended reading lists:	<p>Market leader (Longman)</p> <p>Market Leader Banking and Finance H. Johnson (Longman)</p> <p>Market Leader International Management A.Pilbeam (Longman)</p> <p>New Business Matters M. Powell (LTP)</p> <p>Business Class D.Cotton,S.Robbins (Nelson)</p> <p>Professional English in Use Finance I.Mackenzie (Cambridge)</p> <p>Business Vocabulary in Use B. Masscull (Cambridge)</p> <p>Business Benchmark Brook-Hart (Cambridge)</p> <p>English for the Financial Sector MacKenzie (Cambridge)</p> <p>Professional English in Use Marketing Farrall (Cambridge)</p> <p>Pass Cambridge BEC (Summertown Publishing)</p> <p>BEC Tests (Cambridge and Oxford)</p> <p>Economic Press: The Economist, The Financial Times, Newsweek.</p> <p>the news, video courses.</p>
Contact:	,

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Business French				ECTS code:	09.1.EE.FR.510					
					ECTS credits:	5					
					max. students:	60					
Name of unit administrating study:		OTHER	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		SJO SJO,									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	60
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,		Semester:	1-2, 3-4, 9-10,	Type of course:	optional	Language of instruction		French		
Teaching methods			Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects, Collaborating, group activities,								
Assessment methods:			Oral or written exam, Test, Presentation, Permanent assessment (tests, colloquia),								
Prerequisites (required courses and introductory requirements):			Poziom B1/B2 minimum.								
Assumptions and objectives of the course (learning outcomes, skills and competence):			Rozwijanie sprawności komunikowania się w języku francuskim używając język specjalistyczny zarówno w mowie jak i w piśmie. Przygotowanie do egzaminu DFA2 (zwany teraz DFP AFFAIRES C1)								
Course contents:			<p>L'ENTREPRISE : types; secteurs d'activite; culture; croissance; disparition.</p> <p>RESSOURCES HUMAINES : professions; lieu de travail; formation; emploi/chomage; contrat de travail; remuneration; personnel et encadrement; conflits du travail.</p> <p>PRODUCTION : biens de production; produire; productivite; recherche; propriete intellectuelle; sous-traitance; gestion de stocks; risques industriels; indicateurs economiques.</p> <p>MARKETING : agents du marche; etude de marche; identifier le produit; fixer le prix; communication commerciale; manifestations commerciales; commerces; commerce electronique.</p> <p>ACHAT ET VENTE : commande et livraison; conditions de paiement; se faire payer; exporter.</p> <p>ARGENT, FINANCE : services bancaires; credit bancaire; apport de capital; placements financiers; fluctuations boursieres; acteurs de la Bourse; assurances; faire les comptes/ le bilan.</p>								
Recommended reading lists:			<p>Vocabulaire progressif du francais des affaires (Jean-Luc Penfornis) Wyd. CLE INTERNATIONAL</p> <p>Affaires.com (Jean-Luc Penfornis) Wyd. CLE INTERNATIONAL</p> <p>Le nouveau french for business (Claude Le Goff) Wyd. HATIER/DIDIER</p> <p>Francais des affaires 350 exercices - Wyd. HACHETTE</p>								
Contact:			,								

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Business German				ECTS code:	09.1.EE.FR.791					
					ECTS credits:	5					
					max. students:						
Name of unit administrating study:	OTHER	Field of study:	Economics/MSG**		Field of specialisation:	NONE;					
Teaching staff:	SJO SJO,										
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	30
Type of studies*:	2 SMSU, 1 SMSU, 5 SSM,		Semester:	3-4, 1-2, 9-10,	Type of course:	optional	Language of instruction	German			
Teaching methods			Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects, Collaborating, group activities,								
Assessment methods:			Permanent assessment (tests, colloquia), Presentation, Test,								
Prerequisites (required courses and introductory requirements):											
Assumptions and objectives of the course (learning outcomes, skills and competence):			<p>Celem zajęć jest rozwijanie wszystkich sprawności językowych, zarówno biernych, jak i czynnych. Priorytetem jest jednak komunikacja ustna. Studenci mają możliwość przygotowania i przedstawienia prezentacji firmy, produktu, biorą udział w dyskusjach, przedstawiają argumenty za i przeciw. Ważnym elementem jest też aspekt międzykulturowy, który jest poruszany w ramach przygotowania prezentacji. Studenci poznają też realia gospodarki niemieckiej, każdorazowo uwzględniany jest kontekst polski. Na zajęciach omawiane są też tematy aktualne dotyczące kryzysu ekonomicznego, sytuacji polskich stoczni.</p>								
Course contents:			<ol style="list-style-type: none"> 1. Fusionen, Übernahmen, das Logo und dessen Funktion <ul style="list-style-type: none"> - themenbezogene Lexik - eine Jubiläumsrede halten 2. Rund um die Firma <ul style="list-style-type: none"> - eine Firmenpräsentation vorbereiten 3. Marketing, Ethnomarketing, Konsumverhalten, Kaufsucht <ul style="list-style-type: none"> - einen Teufelskreis beschreiben - einen Produktlebenszyklus beschreiben - eine Werbekampagne vorbereiten und über die Werbekampagne diskutieren - Pro - und Kontra- Argumente vortragen 4. Banken, Kreditwürdigkeit der Kunden, Kreditvergabe <ul style="list-style-type: none"> - Vermittlung wirtschaftsbezogener landeskundlicher Informationen (Schufa, Einfluss von Basel II auf die Kreditvergabe) - über gute und schlechte Geldanlagen diskutieren 5. Immobilienkrise und deren Konsequenzen für die Weltwirtschaft <ul style="list-style-type: none"> - ein Problem nach dem Schema: Ausgangspunkt, Ursachen, Folgen schildern, verschiedene Informationen in eine logische Reihenfolge bringen 6. Auf der Messe <ul style="list-style-type: none"> - Messeggespräche führen - ein Produkt präsentieren 7. Handelskorrespondenz <ul style="list-style-type: none"> - ein Angebot schreiben (ein verlangtes und ein unverlangtes) 8. Standortfaktoren, das deutsche Steuerrecht <ul style="list-style-type: none"> - Vorteile und Nachteile des deutschen Steuerrechts präsentieren - das deutsche Steuerrecht mit anderen Steuersystemen vergleichen 9. Polnische Werften <ul style="list-style-type: none"> - Argumente der EU und Argumente der polnischen Seite anführen - über die Lage der polnischen Werften diskutieren - Postulate und Forderungen formulieren 10. Konferenzen, Seminare <ul style="list-style-type: none"> - ein Seminarprogramm vorstellen - Änderungen im Programm ankündigen 								



Recommended reading lists:

Bibliographie: Conlin, Unternehmen Deutsch, Braunert, J./ Schenker, W. Aufbaukurs
Unternehmen Deutsch, Die Welt, Der Spiegel, Handelsblatt, EU- Info.

Contact:

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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations



Course title:	Business logistics process modelling				ECTS code:	04.0.EE.FZ.960		
					ECTS credits:	5		
					max. students:	14		
Name of unit administrating study:	KL	Field of study:	Economics/MSG**	Field of specialisation:				
Teaching staff:	Cezary Mańkowski, PhD							
Number of hours								
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	30	
						Seminars:	0	
						Language classes:	0	
Type of studies*:	3 SSL, 2 SMSU,		Semester:	5, 3,	Type of course:	optional	Language of instruction	English
Teaching methods	Work in computer laboratories, Case studies, limited to 14 students due to the no. of software licences							
Assessment methods:	Presentation,							
Prerequisites (required courses and introductory requirements):	General knowledge on economics							
Assumptions and objectives of the course (learning outcomes, skills and competence):	The aim of the course is to give students two skills. First, to be a specialist on the object of modelling, this is a process of logistics, its structure, main elements, and relations to other processes. Second, to know the methodology for identifying logistic processes, measuring and analyzing. Students are encouraged to build their own reference model with usage of the most modern ARIS methodology which requires performing all the above mentioned activities and thus confirms possessing the skills.							
Course contents:	1. Structure of a business logistics process Main ontologies, processualism, business process, architectures of business processes (ARIS, CIM OSA, Zachman's framework), logistics process, structure, elements, features of the process 2. Creating a reference model of a business logistics process Methods and tools of business logistic process 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, improving 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.: Architecture of integrated information systems. Springer-Verlag, Berlin 1992 3. Mańkowski C.: : Ontological foundations for business logistic process modeling. "Railway Transport and Logistics" 2007, no. 2 [download: http://zdal.utc.sk/cisla/2_07/07_mankowski.pdf] Additional sources: Http://www.ids-scheer.com.pl Http://www.idef.com Http://www.enterprisedynamics.com Http://www.wonderware.com							
Contact:	cezary@panda.bg.univ.gda.pl ,							

* SSL - undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Business Russian				ECTS code:	04.1.EE.FR.793					
					ECTS credits:	5					
					max. students:	60					
Name of unit administrating study:		OTHER	Field of study:		Economics/MSG**		Field of specialisation:		NONE;		
Teaching staff:		SJO SJO,									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	30
Type of studies*:	2 SMSU, 1 SMSU, 5 SSM,			Semester:	3-4, 1-2, 9-10,		Type of course:	optional	Language of instruction	Russian	
Teaching methods				Activating methods in training classes, Discussion, questioning, Work in computer laboratories,							
Assessment methods:				Permanent assessment (tests, colloquia), Test, zaliczenie przedmiotu zgodne z wymogami ustalonymi przez wydział							
Prerequisites (required courses and introductory requirements):				<p>Student powinien władać językiem rosyjskim ogólnym przynajmniej na poziomie B1. W pewnych sytuacjach może poradzić, znając język na poz. A2.</p> <p>Należy posiadać umiejętności w zakresie podstaw gramatyki języka rosyjskiego, leksyki ogólnej.</p> <p>Student powinien mówić, poprawnie pisać i wyrażać swoje myśli na tematy ogólne.</p> <p>Umiejętność czytania ze zrozumieniem.</p>							
Assumptions and objectives of the course (learning outcomes, skills and competence):				<p>Student powinien poznać leksykę specjalistyczną w zakresie ekonomii, handlu, marketingu.</p> <p>Powinien nauczyć się wyrażać swoje myśli w zakresie tematyki biznesowej, porozumieć się z kontrahentem, pracodawcą czy innym urzędem.</p> <p>Powinien nauczyć się dyskutować na tematy ekonomiczne, napisać list intencyjny, rozmawiać przez telefon na tematy związane z prowadzeniem biznesu.</p>							
Course contents:				<p>1. Czytanie tekstów specjalistycznych ze szczególnym uwzględnieniem leksyki i terminologii handlowej.</p> <p>2. Prezentacja firmy, jej struktura.</p> <p>3. Zarządzanie, marketing.</p> <p>3. Handel, towar, reklama; formy sprzedaży.</p> <p>4. Elementy polityki gospodarczej</p>							
Recommended reading lists:				<p>1.Podręczniki: "Dielowaja rzecz" a1, 2a,2b, wyd. Rea, Warszawa</p> <p>"Biznesmeni mówią po rosyjsku", Poltext, Warszawa</p> <p>2. Materiały prasowe, bieżące informacje gospodarcze (Internet, prasa, inne środki masowego przekazu)</p>							
Contact:				,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Business Spanish				ECTS code:	09.1.EE.FR.252					
					ECTS credits:	5					
					max. students:	60					
Name of unit administrating study:		OTHER	Field of study:		Economics		Field of specialisation:		NONE;		
Teaching staff:		SJO SJO,									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	30
Type of studies*:	3 SSL, 2 SMSU, 5 SSM, 1 SMSU,			Semester:	5-6, 3-4, 9-10, 1-2,	Type of course:	optional	Language of instruction		Spanish	
Teaching methods				Activating methods in training classes, Work in computer laboratories, Collaborating, group activities, Didactic games, Individual projects,							
Assessment methods:				Permanent assessment (tests, colloquia), Presentation,							
Prerequisites (required courses and introductory requirements):				Español nivel A2 o superior							
Assumptions and objectives of the course (learning outcomes, skills and competence):				El objeto de este curso es enseñar el lenguaje específico del mundo de los negocios. Se presta especial atención al vocabulario mercantil general. Se practica el lenguaje hablado mediante conversaciones y presentaciones, la lectura de textos de libros y la prensa económica, el lenguaje escrito mediante la elaboración de textos propios, y la comprensión de textos y mensajes auditivos.							
Course contents:				<ol style="list-style-type: none"> 1. Presentación. Diferentes tipos de trabajo. Buscando trabajo. Entrevista. Solicitud de empleo. Respuesta. La carta comercial. Curriculum Vitae. 2. La empresa. Características. Tipos. Organización de la empresa. La plantilla. Diferentes puestos de trabajo. El ordenador. 3. Compra y venta. Pedidos y envíos. Formas de pago. Al. contado, a plazos, la letra de cambio. Reclamos. Explicaciones. Las compañías de seguros. 4. Importación y exportación. Documentos. Las aduanas. Declaración de Aduana. Impuesto de compensación. 5. La Banca. Bancarios. Tipo de trabajo. El cheque. Diferentes tipos. Otros documentos bancarios. Crédito y préstamos. Referencias. Tarjetas de crédito. Formas de pago, transferencias. 6. La Bolsa. Historia de la Bolsa. El agente de bolsas. los corros. Las acciones. Cotización. Tipos. Obligaciones estatales. 7. Marketing y publicidad. Ferias, folletos. Avisos clasificados. 8. Transportes. Medios de transportes, tipos. Documentos relacionados con el transporte. 9. Los impuestos. Evasión de impuestos. Límites. Documentos. La declaración de impuestos. 10. Cámaras de comercio. Ventajas. Usos y costumbres. 11. Negociaciones. Diferentes pasos. 12. Correspondencia comercial (base de todo el programa). Diferentes tipos de cartas. 							
Recommended reading lists:				<ol style="list-style-type: none"> 1. Aguirre, B.: Curso de español comercial". Wyd. SGEL. 2. de Prada, M.: "Hablando de negocios". Wyd. Edelsa. 3. Orłowska N, Grabarska, R.: "Słownik ekonomiczny hiszpańsko-polski, polsko-hiszpański" Wyd. UG. 							

	<p>4. Orłowska N, Orłowski, A.: "Korespondencja handlowa i naukowa w języku hiszpańskim" Wyd. UG</p> <p>5. Artículos de la prensa económica</p>
Contact:	,

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Controlling (excluding IB students)				ECTS code:	04.0.EE.FZ.962		
					ECTS credits:	3		
					max. students:	14		
Name of unit administrating study:	KL	Field of study:	Economics/MSG**	Field of specialisation:				
Teaching staff:	Cezary Mańkowski, PhD							
Number of hours								
Lectures:	0	Classes:	0	Tutorials:	15	Laboratory:		
						Seminars:	0	
						Language classes:	0	
Type of studies*:	3 SSL, 2 SMSU,		Semester:	5, 3,	Type of course:	optional	Language of instruction	English
Teaching methods	Case studies, Lectures including multimodal presentations, Discussion, questioning,							
Assessment methods:	Presentation,							
Prerequisites (required courses and introductory requirements):	General knowledge on economics							
Assumptions and objectives of the course (learning outcomes, skills and competence):	<p>The main aim: developing student's skills in creating and implementing controlling methods and tools to control international economic processes. Possibilities and assessment of the processes' economic efficiency will be presented at the lectures. The other aims are:</p> <ul style="list-style-type: none"> - learning general knowledge on controlling idea, - identifying main components of controlling system, - learning methods and tools of controlling. 							
Course contents:	<p>1. Controlling as a decision making support system in the international business processes 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 controlled processes.</p> <p>2. Methods and tools for the controlling of international business processes The management accounting as the main tool in controlling. The cost accounting and its limitation in the decision making process. Applications supporting controlling.</p> <p>3. Multi-step and multi-block managerial accounting in the international business processes The mater of variable and fixed costs accounting. Tool and structure of the managerial accounting. Cost, sale, profit, volume relations.</p> <p>4. Strategic decisions on: investments, production profile, type of business, product portfolio in the international business, based on the financial contribution index. Financial contribution index as a basic criterion for taking decisions. Situation of the company generating high fixed costs and low variable costs and vice versa.</p> <p>5. The rules and tools for optimal price definition Low price limits as a tool in the operational controlling in the international business processes. The formulas to calculate the low price limits. Interpretation and examples of international implementations. Price definition in the inflation conditions.</p>							
Recommended reading lists:	<p>Core literature:</p> <ol style="list-style-type: none"> 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 <p>Additional literature:</p> <ol style="list-style-type: none"> 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 							
Contact:	cezary@panda.bg.univ.gda.pl ,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Economic Policy of the OECD Member Countries					ECTS code:	14.3.EE.FZ.984				
						ECTS credits:	5				
						max. students:					
Name of unit administrating study:		KPG	Field of study:		Economics/MSG**	Field of specialisation:					
Teaching staff:		Piotr Kuropatwiński, PhD									
Number of hours											
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 5 SSM, 2 SMSU,			Semester:	5, 9, 3,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Individual projects, Collaborating, group activities,							
Assessment methods:				Oral or written exam, Essay,							
Prerequisites (required courses and introductory requirements):				Ekonomia							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The series of lectures are supposed to provide the students with an overall orientation of issues that are subject to political reflection in the member countries of the OECD. Students will have the opportunity to develop their analytical skills while critically analysing the most important events and processes influencing the economic situation of the most economically developed countries of the world.							
Course contents:				<p>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.</p> <p>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.</p> <p>3. Active and passive fiscal policy. Difficulties connected with the application of active fiscal policies. Weaknesses (drawbacks) of active fiscal policies. Redistributinal results of inflation, in particular connected with shortages. Inflation and claiming attitudes of the population.</p> <p>4. The American model of economic policy, sources of the model and adaptation of its solutions in the world. Public sector in the USA.</p> <p>5. Public choice - theories of economic choice of A. Downs, the państwa jako lewiatana J. M. Buchanana (Nobel prize in economics in 1986), logic of collective choice of M. Olson.</p> <p>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.</p> <p>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.</p> <p>8. Agricultural policy. Comparative assessment of EU and US agricultural policies. Perspectives of reform of the EU agricultural policy.</p> <p>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.</p> <p>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.</p> <p>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</p>							

	<p>institutions, studies of the quality of education among the OECD member states.</p> <p>12. Financing of health services in the USA, Japan, France, Australia, New Zealand and Sweden. Suggestions for Polish reforms.</p> <p>13. Chances and ways of reduction of rigid expenditures of central government budget in selected countries.</p> <p>14. Problems and policies of support of the small and medium-sized businesses in OECD countries</p> <p>15. Challenges of globalisation in various economic sectors.</p>
Recommended reading lists:	<p><i>Polityka gospodarcza</i> H. Ćwikliński (ed.), UG. Publisher, 4th edition, Gdańsk 2004</p> <p>J.E. Stiglitz, <i>Economics of the public sector</i>, PWN, W-wa 2004</p> <p>F.S. Mishkin, <i>Economics of money, banking and financial markets</i>, PWN, Warsaw 2002.</p> <p>www.oecd.org</p>
Contact:	piotr.kuropatwinski@gnu.univ.gda.pl ,

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	European Union Enlargement- Doing Business in Poland				ECTS code:	14.3.EE.FZ.977					
					ECTS credits:	3					
					max. students:						
Name of unit administrating study:		IHZ	Field of study:	Economics/MSG**	Field of specialisation:						
Teaching staff:		Renata Orłowska, PhD									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	15	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 2 SMSU, 5 SSM,			Semester:	5, 3, 9,	Type of course:	optional	Language of instruction	English		
Teaching methods				Discussion, questioning, Individual projects, Collaborating, group activities, Case studies,							
Assessment methods:				Test, Project, uczestnictwo w zajęciach							
Prerequisites (required courses and introductory requirements):				mikro- , makroekonomia, międzynarodowe stosunki gospodarcze							
Assumptions and objectives of the course (learning outcomes, skills and competence):				<p>This course provides a broad overview of the development of European cooperation and integration. The 2004 enlargement, completed by the accession of Bulgaria and Romania on 1 January 2007, was the best prepared in the history of the EU. Doing business in Poland is becoming more like doing business elsewhere in Europe.</p> <p>The course will provide with:</p> <ul style="list-style-type: none"> European Union Enlargement process Insight into what motivates and drives Poland in the business world A detailed overview of the cross-cultural differences that may affect business relationships Practical strategies for conducting business more effectively with Polish counterparts A greater awareness of the potential challenges that one may encounter in the Polish business environment and the most effective ways to resolve these problems 							
Course contents:				1. Introduction - EU enlargement theory 2. History of enlargement - The dynamics of enlargement <ul style="list-style-type: none"> preparations for the fifth and sixth EU enlargement the challenges of the EU enlargement the cost and advantages of enlargement 4. New member states and key issues - Poland as a partner 5. Doing Business in Poland							
Recommended reading lists:				given by lecturer							
Contact:				renataorlowska@poczta.onet.pl ,							



* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	External Economic Relations of the EU				ECTS code:	14.6.EE.FR.58	
					ECTS credits:	3	
					max. students:	25	
Name of unit administrating study:	IHZ	Field of study:	Economics	Field of specialisation:	NONE;		
Teaching staff:	Anna B. Kisiel-Łowczyk, Professor						
Number of hours							
Lectures:	15	Classes:		Tutorials:		Laboratory:	
						Seminars:	
						Language classes:	0
Type of studies*:	2 SMSU, 4 SSM, 1 SMSU,	Semester:	3-4, 7-8, 1-2,	Type of course:	optional	Language of instruction	English
Teaching methods		Lectures including multimodal presentations, Collaborating, group activities,					
Assessment methods:		Essay,					
Prerequisites (required courses and introductory requirements):		General knowledge in international economic relations and regional European integration					
Assumptions and objectives of the course (learning outcomes, skills and competence):		Evaluation of actual problems of EU external relations in Europe and in global economy; bilateral and multilateral level. Special focus is oriented to new EU strategy: Northern Dimension, Wider Europe, Eastern Dimension, EU's Strategy for BSR; EU bilateral relation with Asia. Prospects of new EU enlargement.					
Course contents:		1.Global and international position of the EU in the world: state and prospects; EU in global economy and global politics. 2.Hierarchy of the EU economic/trade relations with 3rd states: wider neighbourhood; association; f.t.a.; c.u. 3.Political and economic relations the EU with Asia: ASEAN; ASEM; SAARC; China; India. 4.Assessment of economic relations in the framework of Partnership & Cooperation Agreement between: the EU and: RF, Moldova, Ukraine, Azerbaijan, Georgia, Kazakhstan, Kyrgyz Rep., Mongolia, Turkmenistan, Uzbekistan. 5.Mediterranean Economic Area and Balkans: future EU membership. 6.Main implications of the last EU enlargement: for the EU states, for new member states, for the rest of the world 7.Potential candidate for EU members: prospects of future EU enlargement					
Recommended reading lists:		1.Molle w.The Economics of European Integration, 1997 2.http://europa.eu.int/					
Contact:		abkl@gnu.univ.gda.pl ,					

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Innovation and innovation management				ECTS code:	14.3.EE.FZ.10		
					ECTS credits:	5		
					max. students:	30		
Name of unit administrating study:	KEIE	Field of study:	Economics/MSG**	Field of specialisation:	NONE;			
Teaching staff:	Tomasz Brodzicki, PhD							
Number of hours								
Lectures:	0	Classes:	0	Tutorials:	30	Laboratory:	0	
						Seminars:	0	
						Language classes:	0	
Type of studies*:	2 SMSU, 3 SSL, 5 SSM,		Semester:	3, 5, 9,	Type of course:	optional	Language of instruction	English
Teaching methods			Discussion, questioning, Lectures including multimodal presentations, Case studies,					
Assessment methods:			Essay, Project, maximum of 30 students; essay or a project					
Prerequisites (required courses and introductory requirements):			Basic macroeconomics and microeconomics. Introduction to management. Good command of English.					
Assumptions and objectives of the course (learning outcomes, skills and competence):			The student will gain a thorough understanding of innovation and innovation management practices and will be able to apprehend 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.					
Course contents:			Innovation and Innovation Management - Introduction Innovation and Competitiveness Systemic Approach to Innovation Measuring Innovation Benchmarking of National Innovation Systems The Geography of Innovation: Regional Innovation Systems Sectoral Innovation Systems and technology trajectories Finance and Innovation Managing for innovation Integrating innovation and strategy Design and implementation of technology strategy Developing innovative capabilities Creating and implementing development strategy Creating the innovative organization Assessing and improving innovation management performance Innovation challenges in established firms					
Recommended reading lists:			Core textbooks Tidd et al. (2005) Managing innovation. Integrating technological, market and organizational change, John Wiley&Sons. Fagerberger (2006) The Oxford Handbook of Innovation, Oxford University Press. Additional material Burgelman et al. (2009) Strategic management of technology and innovation, McGraw-Hill/Irvin. Christiansen et al. (2004) Seeing What's Next, Harvard Business School Press. Harvard Business Review on Innovation (2001), Harvard Business School Press. Aaker (2001) Developing Business Strategies, John Wiley&Sons. Porter (1998) Competitive strategy, The Free Press. selected journal papers and working papers					
Contact:			brod@gnu.univ.gda.pl ,					

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	International economics				ECTS code:	14.3.EE.FR.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, PhD										
Number of hours											
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:	5-6, 1-2, 3-4, 9-10,	Type of course:	optional	Language of instruction	English		
Teaching methods				Lectures including multimodal presentations,							
Assessment methods:				Essay, Test, passing criteria: active participation in the lecture, extended essay or a test to choose from at the beginning of the lecture							
Prerequisites (required courses and introductory requirements):				Undergraduate micro and macroeconomics. Good command of English.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The course will expand the knowledge of students in the areas of trade theory, trade empirics, trade policy, economic integration, international financial system, open economy macroeconomics and aspects of economic growth in open-economies. The participant will gain a thorough understanding of the complex aspects of the contemporary international systems.							
Course contents:				<ol style="list-style-type: none"> 1. Introduction to international economics 2. Standard model of foreign trade 3. Standard model of international trade - graphical explanation 4. Other trade theories: H-O, economies of scale, intra industry trade, technology as a base for trade - new trade theory, new new trade theory 5. International trade policy 6. International movements of production factors <ol style="list-style-type: none"> a. foreign direct investments b. international migration 7. Basic concepts and facts on economic integration 8. Openness, economic growth and economic development - theoretical and empirical aspects 9. Balance of payments 10. Adjustments in balance of payments - automatic adjustment mechanisms and adjustment policy 11. Foreign exchange markets and foreign exchange rate systems 12. Models of small and large open economies under flexible/fixed exchange rates 							
Recommended reading lists:				Main textbooks: <ol style="list-style-type: none"> 1. Krugman Paul, Obstfeld Maurice (2004) International economics, Theory and Policy 5th edition, Addison Wesley (Polish edition available) 2. Salvatore Dominic (2007) International economics, 9th edition, Wiley Higher Education. Additional: <ol style="list-style-type: none"> 1. Selected journal articles, working papers and web sites. 2. Feenstra Robert C. (2004) Advanced International Trade, Princeton University Press. 3. Obstfeld Maurice, Rogoff Kenneth (1996) Foundations of International Macroeconomics, MIT Press. 							
Contact:				brod@gnu.univ.gda.pl , uminski@univ.gda.pl ,							

* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	International Human Resources Management				ECTS code:	04.5.EE.FZ.803					
					ECTS credits:	5					
					max. students:						
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:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 2 SMSU, 5 SSM,			Semester:	5, 3, 9,	Type of course:	optional	Language of instruction	English		
Teaching methods				Lectures including multimodal presentations, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies, Didactic games,							
Assessment methods:				Test, Project, Essay,							
Prerequisites (required courses and introductory requirements):				Students should have basic knowledge of management and organization behaviour, business strategies in global market							
Assumptions and objectives of the course (learning outcomes, skills and competence):				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							
Contact:				simpson@univ.gda.pl ,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	International Marketing						ECTS code:	04.7.EE.FR.49			
							ECTS credits:	5			
							max. students:	30			
Name of unit administrating study:		IHZ	Field of study:		Economics/MSG**		Field of specialisation:		NONE;		
Teaching staff:		Radosław Koszewski, PhD ; Marek Reysowski, PhD ; Marcin Skurczyński, PhD									
Number of hours											
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:	5-6, 1-2, 3-4, 9-10,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Individual projects, Case studies,							
Assessment methods:				Essay, Project,							
Prerequisites (required courses and introductory requirements):				Students must have basic knowledge about marketing and graduate at least one marketing course.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The goal of the course is to characterise the phenomenon of the international marketing, resent major marketing challenges companies face entering the international market. Students will have also to work on real business cases that will help them to comprehend the complexity of decisions made by managers in the international marketing.Other goal of the course is the presentation of the process of companies internationalization and globalization and differences between acting on domestic and international market.							
Course contents:				1. Introduction into the International Marketing and Entry Modes Objectives and program of the course Literature Grading Policy Direct exporting Direct investment Strategic alliances 2. Global Segmentation and Positioning Grouping consumers within countries into homogenous segments Use of strategically equivalent segments Use of macro and micro data Implications for positioning Tools for forming groups 3. International Marketing Research Basic problems in international marketing research Sources of information Adapting research methods to the international specific Evaluation of foreign markets attractiveness 4. Pricing International price setting International price standardization Transfer pricing 5. Product Development For Global Markets Adaptation vs standardization Concept testing Influence of the R&D interface New product development for international markets Product introduction: diffusion, sprinkler and waterfall 6. Distribution strategies exclusive distribution selective distribution intensive distribution 7. Promotion strategies pull strategy push strategy							
Recommended reading lists:				International Marketing By Stanley L. Paliwoda, Michael J. Thomas, Butterworth Heinemann 1998. The Central Challenge for Global Strategy By Pankay Ghemawat, Harvard Business Review, March 2007 Handouts distributed at class.							



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marcin.skurczynski@op.pl,

* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Interpersonal and Intercultural Communication in Business				ECTS code:	14.3.EE.FZ.958					
					ECTS credits:	3					
					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:	15	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 2 SMSU, 5 SSM,			Semester:	5, 3, 9,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Collaborating, group activities, Case studies, Discussion, questioning,							
Assessment methods:				Test, Presentation,							
Prerequisites (required courses and introductory requirements):											
Assumptions and objectives of the course (learning outcomes, skills and competence):				Students should be conscious of and sensitive for cultural differences and its meaning for international business.							
Course contents:				Models of culture - basic knowledge. Dimensions of culture. International business environment. Crosscultural aspects in international business							
Recommended reading lists:				U. Liebsch, N. Petkiewicz, Copmetence in communication problem solving and Carter development in intercultural context, Vocational Education, Research and Reality, 2006, 11, pp. 86-95 R. Gesteland, Spanning the chasme of cultural gap, http://www.etgmr.com/gmrjan-mar3/art3.html www.kwintessential.co.uk							
Contact:				ekoeo@univ.gda.pl ,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Micrologistics				ECTS code:	14.3.EE.FZ.965					
					ECTS credits:	3					
					max. students:	0					
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
Type of studies*:	3 SSL, 2 SMSU,		Semester:	5, 3,	Type of course:	optional	Language of instruction	English			
Teaching methods			Work in computer laboratories, Lectures including multimodal presentations, Collaborating, group activities, Case studies,								
Assessment methods:			Test, Active attendance at class								
Prerequisites (required courses and introductory requirements):			Basic economic knowledge								
Assumptions and objectives of the course (learning outcomes, skills and competence):			Student gains the knowledge of logistic support of an organization. Student knows tools and methods used in logistics and knows how to use them in practice.								
Course contents:			<ul style="list-style-type: none"> • 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, costs of forecasting, demand forecasting in logistic practice of small and medium companies - results of empirical research, methods of forecasting used logistics, parameters of forecasts quality evaluation • Material requirements planning: evolution of MRP systems, Zeparde Gozinto's graph • Inventory management: Wilson's model, ABC / XYZ classification, the idea of separating point • Evaluation and choice of the supplier: identification of potential suppliers, determination of main criteria and parameters, principles of grading for criteria and parameters, introduction of possible wages for criteria and parameters, calculating of score for each supplier, taking a decision about choice of the supplier • Logistic costs: total logistic costs calculation, activity based costing as a method of logistic processes management , the idea of life cycle logistic support system 								
Recommended reading lists:			Ballou R. H.: Basic Business Logistics. Prentice Hall, New York 1987 Blanchard B. S.: Logistics Engineering and Management. Prentice Hall, New Jersey 1998								
Contact:			leszek.reszka@univ.gda.pl ,								

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Migration Management					ECTS code:	14.3.EE.FZ.976				
						ECTS credits:	3				
						max. students:	30				
Name of unit administrating study:		IHZ	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		Renata Orłowska, PhD									
Number of hours											
Lectures:		Classes:	0	Tutorials:	15	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 2 SMSU, 5 SSM,			Semester:	5, 3, 9,	Type of course:	optional	Language of instruction		English	
Teaching methods				Collaborating, group activities, Case studies, Discussion, questioning, Individual projects,							
Assessment methods:				Project, Test, uczestnictwo w zajęciach							
Prerequisites (required courses and introductory requirements):				mikro- i makroekonomia, międzynarodowe stosunki gospodarcze, polityka gospodarcza, historia myśli ekonomicznej							
Assumptions and objectives of the course (learning outcomes, skills and competence):				International migration issues have been high in the political agenda of an increasing number of countries since 1990. The complexity of international migration flows and their growing scale have pressed governments to look beyond traditional unilateral or bilateral mechanisms used to manage international migration. In response, governments have been exploring new ways of collaboration and cooperation in migration management.							
				Objectives of the Course: · To improve the knowledge of the international context of migration · To provide the knowledge about the dimensions, trends, cause, consequences and impacts for host and destination countries of cross-border migration · To provide high-quality and rigorous in-service training in the area of migration management, policy and law. · To provide basic training in the constitutional, legal and human rights parameters within which policy is made and enforced · To sensitize students to the gendered character of migration and the implications for gender-sensitive management · To provide the knowledge of the interest of the various stakeholders—governments, international and intergovernmental organizations, and non-governmental organizations							
Course contents:				I : Overview of international and regional migration trends 1. Understanding migration and immigration 2. Globalisation and international migration 3. International standards 4. National interests vs. regional cooperation II: Formulating immigration policy1. The goals of immigration policy 2. European Union vs. USA case III: Information and data needs IV: The role of various stakeholders 1. Interdepartmental cooperation 2. Border controls and security 3. Enforcement mechanisms and irregular migration							



<p>Recommended reading lists:</p>	<p><i>Europe and Its Immigrants in the 21st Century: A New Deal or a Continuing Dialogue of the Deaf?</i> ed.by D. G. Papademetriou, MPI and the Luso-American Foundation, March 2006,</p> <p><i>The Enlargement on an "Area of Freedom, Security and Justice": Managing Migration in a European Union of 25 Members,</i> http://www.migrationpolicy.org/pubs/eu_enlargement.pdf</p> <p>case studies and articles given by the lecturer</p>
<p>Contact:</p>	<p>renataorlowska@poczta.onet.pl,</p>

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Optimization of Economic Processes				ECTS code:	14.3.EE.FZ.966					
					ECTS credits:	3					
					max. students:	0					
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
Type of studies*:		3 SSL, 2 SMSU,		Semester:	5, 3,	Type of course:		optional	Language of instruction		English
Teaching methods				Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities,							
Assessment methods:				Test, Active attendance at class							
Prerequisites (required courses and introductory requirements):				Basic economic knowledge							
Assumptions and objectives of the course (learning outcomes, skills and competence):				Student gains the knowledge of optimization methods and knows how to use them in practice							
Course contents:				Optimization theory. Linear programming, LP models, optimal assortment of production model, optimal mixture model, transportation model, assignment model, transshipment model. Supply optimization. Nonlinear programming, Elements of queuing theory.							
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.							
Contact:				leszek.reszka@univ.gda.pl ,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Portfolio management					ECTS code:	14.3.EE.FZ.38				
						ECTS credits:	3				
						max. students:	30				
Name of unit administrating study:		KBPST	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		Przemysław Borkowski, PhD									
Number of hours											
Lectures:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	2 SMSU, 5 SSM,		Semester:	3, 9,	Type of course:	optional		Language of instruction	English		
Teaching methods			Lectures including multimodal presentations, Case studies, Didactic games,								
Assessment methods:			Project,								
Prerequisites (required courses and introductory requirements):											
Assumptions and objectives of the course (learning outcomes, skills and competence):			Student should be able to understand modern portfolio theory and asset allocation principles, to create market portfolios, to value portfolio performance, to measure risk in portfolio.								
Course contents:			<p>1. Asset allocation (1 h.) Basics of investment decisions, assets and investment needs; principles of asset allocation.</p> <p>2. Capital Asset Pricing Model (2 h.) Application of Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory as an alternative approach (APT)</p> <p>3. Basics of portfolio theory (2 h.) Principles of Markowitz portfolio analysis, two-asset portfolio versus multi-asset portfolio</p> <p>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.</p> <p>5. Optimal portfolio choice (2 h.) Rational choice principle; utility function in portfolio optimization; assets and weights in portfolio; beta coefficient.</p> <p>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.</p> <p>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.</p> <p>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.</p>								
Recommended reading lists:			<p>Basic reading:</p> <p>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</p> <p>Additional reading:</p> <p>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.</p>								



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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Simulations of Economic Processes				ECTS code:	14.3.EE.FZ.31		
					ECTS credits:	3		
					max. students:	0		
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	
Type of studies*:	2 SMSU, 3 SSL,		Semester:	3, 5,	Type of course:	optional	Language of instruction	English
Teaching methods	Lectures including multimodal presentations, Work in computer laboratories, Didactic games, Collaborating, group activities,							
Assessment methods:	Test, Active attendance at class							
Prerequisites (required courses and introductory requirements):	Basic economic knowledge							
Assumptions and objectives of the course (learning outcomes, skills and competence):	Student gains the knowledge of simulation's theory and practice. Student knows how to use the simulation models in order to solve basic economic problems.							
Course contents:	<ul style="list-style-type: none"> • Simulation theory: system analysis methods, simulation models classification. • Introductory to simulation package AweSim!: simulation model components. • Simulation models solving with the AweSim! Package: network and controls of the new model, model results analysis. • Managerial game Vestzak showing the relationships between material flows and cash flows • Managerial game: The Computerised Beer Game: showing, how the choice of inventory policy affects supply chain costs - • Managerial game: Risk Pool Software. Comparison of two possible systems in supply chain centralised one and decentralised one 							
Recommended reading lists:	D. Simchi-Levi , P. Kaminsky , E. Simchi-Levi: Designing and managing the supply chain. Irwin McGraw - Hill, International Editions 2000							
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Small business management				ECTS code:	04.0.EE.FZ.61		
					ECTS credits:	5		
					max. students:	30		
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	
Type of studies*:	2 SMSU, 5 SSM,		Semester:	3, 9,	Type of course:	optional	Language of instruction	English
Teaching methods	Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations,							
Assessment methods:	Presentation, Evaluation of group activities							
Prerequisites (required courses and introductory requirements):	Basic knowledge on management techniques; openness for teamwork; basic presentation techniques (PP), creativity and cooperation attitudes.							
Assumptions and objectives of the course (learning outcomes, skills and competence):	The subject is aimed at providing student with fundamental knowledge concerning setting up, organizing, planning, financing, marketing and expanding new small business ventures through a number of lectures, discussions, practical exercises and the other activities. Instructor will share his experience as the consultant to small business. Student will learn fundamental concepts on organization of small business venture through a number of practical exercises, effected individually and in groups. The group or individual work results will be presened and new elaborated concepts will be shared with the other students.							
Course contents:	<ol style="list-style-type: none"> 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:	<ol style="list-style-type: none"> 1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i>, Irwin Professional, 2007 2. <i>How to set up your own small business</i>, 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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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Strategic Alliances						ECTS code:	14.3.EE.FZ.50			
							ECTS credits:	3			
							max. students:	30			
Name of unit administrating study:		IHZ	Field of study:		Economics/MSG**		Field of specialisation:		NONE;		
Teaching staff:		Radosław Koszewski, PhD									
Number of hours											
Lectures:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	2 SMSU, 3 SSL, 5 SSM,			Semester:	3, 5, 9,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Activating methods in training classes, Individual projects,							
Assessment methods:				Essay, Project,							
Prerequisites (required courses and introductory requirements):				Nie ma wymagań wstępnych							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The goal of the course is the presentation of 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 middlsized firms. There will be presented also elements of game theory related to strategic alliances as well as the concept of coopetition - the idea of cooperation and competing in the same time.							
Course contents:				1.General characteristics of strategic alliances a. Presentation of objectives of the course, program and grading policy b.definition of a strategic alliance c. varieties of strategic alliances 2.Identification of potential partners a. defining characteristics of a potential partner b.the process of searching potential partners c. selection of partners 3.Creation of a strategic alliance a. legal requirements in the process of creation of a strategic alliance b.initial phase of an alliance c. financial settlements within a strategic alliance 4.Relations between partners within an alliance as “a game" a. characteristics of a game theory approach b.parts of the game c. the strategy of the game d.selection of the scope of the game 5.Organizational aspects of strategic alliances a.establishing the structure of an alliance b.selection of the president (director) of the alliance c. information exchange between partners d.process of decision making 6.Competition between strategic alliances on the global market a. multinational corporations on the global market b.levels of strategies (global, regional and national) of an alliance c. varieties of alliances created by one corporation on the global market 7.Export consortia as an example of strategic alliance between SME a. definition of the export consortium b.legal forms of export consortia c. different types of export consortia and their tasks d.process of establishing an export consortium e. sources of financing an export consortium							
Recommended reading lists:				Dussauge, P., Garette B., : Competitive Strategy, John Wiley & Sons, LTD, Chichester 1999. Kollok, P., : Social Dilemmas: The Anathomy of Cooperation, Annual Review of Sociology, 24: 183-214. Hamel, G., Yvez L. Doz, Y.L., Prahaland, C.K., "Collaborate with Your Competitors - and Win"; Harvard Business Review, January-February 1989 Kelly, M., Schaan, J.L., Joncas, H., "Managing Alliance Relationships", R&D Management, 32, 1, 2002							



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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Subject strategy of competition in the global market				ECTS code:	14.3.EE.FZ.24		
					ECTS credits:	5		
					max. students:	30		
Name of unit administrating study:	KRT	Field of study:	Economics/MSG**	Field of specialisation:	NONE;			
Teaching staff:	Stanisław Miecznikowski, Associate Professor							
Number of hours								
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	
						Seminars:	0	
						Language classes:	0	
Type of studies*:	2 SMSU, 5 SSM,		Semester:	3, 9,	Type of course:	optional	Language of instruction	English
Teaching methods		Lectures including multimodal presentations, Case studies,						
Assessment methods:		Presentation, Essay,						
Prerequisites (required courses and introductory requirements):								
Assumptions and objectives of the course (learning outcomes, skills and competence):								
Course contents:		<p>Description: The people moving away from the world in which national economies were relatively self-contained entities , isolated from other by barriers of cross-border trade and investment. All moving toward a world in which barriers to cross- border trade are declining ; perceived distance is shrinking due to advance in transportation and telecommunication technology; material culture is starting to look similar the world over; and national economies are merging into an independent, integrated global economy system. The process by which this is occurring is commonly referred to as globalization.</p> <p>Firms pursuing a localization strategy focus on local responsiveness. The need for coordination between subunit (areas and country subsidiaries) is low. This suggest that firms pursuing a localization strategy do not have a high need for integrating mechanism, either formal or informal to knit together different national operations.</p> <p>Firms pursuing an international strategy attempt to create value by transferring core competencies from home to foreign subsidiaries. If they are diverse, as most of them are, those firms operate with world wide product division structure . Headquarters typically maintains centralized control over the source of the firm` s core competencies, which is most typically maintains centralized , which is most typically found in the R&D and/or marketing function of the firms</p> <p>Firms pursuing a global standardization strategy focus on realization of localization and experience curve economies. If they are diversified, as many of them are, these firms operate with a world wide product division structure. To coordinate the firm` s globally dispersed web of value creation activities, headquarters typically maintains ultimate control over most operating decisions. Thus, the firms tend to operate with an array of formal and informal integrating mechanisms. As result in addition to output and bureaucratic controls , firms pursuing a global standardization strategy tend to stress the need to build a strong organization culture that can facilitate coordination and cooperation- mergers and acquisitions.</p> <p>The financial crisis and its effects on the global economy. The emergency subsidies to the financial crisis sector appear to be a method of choice to check, and to remedy the present financial crisis and its impact to the real economy. Such subsidies have taken numerous forms, including: emergency liquidity assistance, the purchase of equity capital in ailing institutions by government agencies or emergency funds set up ad hoc, the purchase of problem assets and the issuance of guarantees for obligations in the inter-bank market. Whether or not these measures will prove to be successful remain uncertain?</p> <p>Ways out of the crisis. Given the extent of the present financial crisis and the evidence of the wide- spread structural deficiencies in the administrative and general insolvency law frameworks designed to facilitate the liquidation and restructuring of financial institutions its is not difficult to predict that the reform of such mechanism will soon return to the international agenda. It is certainty true that crisis prevention rather than crisis resolution should be prime concern guiding the design of regulatory systems and standards.</p> <p>Reform resolution of the G20 states.</p>						

	Developed and developing countries response. Influence on the competition of the transport market.
Recommended reading lists:	<p>Bibliography:</p> <p>Brummer A. , The Crunch the Scandal of Northern Rock and the Escalating Crisis . Random House Business Books, London 2008</p> <p>Hill W.L.Charles, International Business Competing in the Global Market. Sixth Edition Mc Graw-Hill International Edition University of Washington New- York 2007</p> <p>Minsky H., Stabilizing an unstable economy. McGraw Hill, International Edition 2008</p> <p>Miecznikowski S., The Challenge to EU from Gazprom by mergers and acquisitions in the gas sectors. [In] Stymulowanie rozwoju społecznego gospodarczego red. P Kulawczuk E Kwella Fundacja Rozwoju Uniwersytetu Gdańskiego Gdańsk 2008.</p> <p>Morris Ch., The trillion Dollar Meltdown. Easy money, High Rollers and Great Credit Crash. Persus Books Group, New York 2008</p> <p>Shirato T., Webb J., Understanding Globalization. Sage Publication Inc, International Edition 2003</p> <p>Turner G. , The Credit Crunch. Housing Bubbles, Globalization and the Worldwide Economic Crisis Pluto Press London 2008</p>
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:		The Increase in Wealth of Western Europe				ECTS code:		14.3.EE.FZ.970	
						ECTS credits:		5	
Name of unit administrating study:		OTHER		Field of study:		Economics/MSG**		Field of specialisation:	
Teaching staff:		Marian Turek, Associate Professor							
Number of hours									
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0
		Language classes:	0						
Type of studies*:	3 SSL, 2 SMSU, 5 SSM,		Semester:	5, 3, 9,		Type of course:	obligatory		Language of instruction
								English	
Teaching methods			Lectures including multimodal presentations, Discussion, questioning, Individual projects,						
Assessment methods:			Essay,						
Prerequisites (required courses and introductory requirements):									
Assumptions and objectives of the course (learning outcomes, skills and competence):									
Course contents:			1. Introduction 2. The Starting Point: The Middle Ages 3. The Growth of Trade to 1750 4. The Evolution of Institutions Favorable to Commerce 5. The Development of Industry: 1750-1880 6. Diversity of Organization: The Corporation 7. Technology, Trusts, and Marketable Stock 8. The Link between Science and Wealth 9. Diversity of Enterprise 10. Implications and Comparisons						
Recommended reading lists:			1. Cameron R., L.Neal, <i>A Concise Economic History of the World</i> , OUP, NY, 2003 2. Jay P., <i>Roads to Riches or the Wealth of Man</i> , W&N, London 2000 3. Landes D., <i>The Unbound Prometheus</i> , CUP, Cambridge 1972 4. Landes D., <i>The Wealth and Poverty of Nations</i> , Abacus London 1998						
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

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	
Type of studies*:	2 SMSU, 5 SSM,		Semester:	3, 9,	Type of course:	optional	Language of instruction	English
Teaching methods	Lectures including multimodal presentations,							
Assessment methods:	Essay, Presentation,							
Prerequisites (required courses and introductory requirements):	Basic knowledge of logistics Good command of English							
Assumptions and objectives of the course (learning outcomes, skills and competence):	The aim of the lecture is to gain specialist knowledge concerning problems of logistics support in distribution and skills in analysis, assessment and interpretation of logistics problems in distribution. The lecture also aims at shaping of active attitude towards decision taking in complex economic situation where logistics plays significant role.							
Course contents:	<ol style="list-style-type: none"> 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: <ul style="list-style-type: none"> - 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:	<p>Books:</p> <ol style="list-style-type: none"> 1. R. Ballou: <i>Business Logistics Management</i>. Prentice-Hall International, 1992 2. J. Coyle, E. Bardi, J. Langley: <i>The Management of Business Logistics</i>. West Publishing Company, 1996 3. M. Christopher: <i>Marketing Logistics</i>. Butterworth-Heinemann, 1997 4. <i>Handbook of Logistics and Distribution Management</i>. Edited by J. L. Gattorna, Gower, 1994 5. A. C. McKinnon: <i>Physical Distribution Systems</i>. Routledge, 1991 6. A. Rushton, J. Oxley: <i>Handbook of Logistics and Distribution</i>. Kogan Page, 1995 7. D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi: <i>Designing and Managing the Supply Chain</i>. Irwin McGraw-Hill, 2000 <p>Journals:</p> <p>International Journal of Logistics Management</p>							
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* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Urban Mobility Strategy					ECTS code:	02.4.EE.FZ.956				
						ECTS credits:	5				
						max. students:	30				
Name of unit administrating study:		KPG	Field of study:		Economics	Field of specialisation:		TiL;			
Teaching staff:		Piotr Kuropatwiński, PhD									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	30	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 2 SMSU, 5 SSM,			Semester:	5, 3, 9,	Type of course:	optional	Language of instruction		English	
Teaching methods				Activating methods in training classes, Collaborating, group activities,							
Assessment methods:				Essay, Presentation,							
Prerequisites (required courses and introductory requirements):				Basic management theory Economic policy							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The series of lectures and conversatoria is intended to make the students aware of modern urban mobility problems and innovative ways of solving them. It will allow the students to get acquainted with the principal manifestations of unsustainable development and modern ways of solving them in the innovation-oriented cities of the world. Students will also have the opportunity to develop their analytical and communication skills haveing crucial importance in the process of preparing and implementing innovative solutions of urban mobility problems.							
Course contents:				<p>Topics:</p> <ol style="list-style-type: none">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							

	<p>mobility issues in particular cities. Internet fora as a source of strategic reflection devoted to the solution of urban mobility problems.</p> <p>14. Mobility policy audits in urban environments. The role of non-governmental organisations in the public dialogue devoted to mobility issues in towns and cities.</p> <p>15. Presentation of research results on problems of sustainable mobility in selected towns and cities.</p>
Recommended reading lists:	<p>Cycling - the Way Ahead for Towns and Cities. European Commission, Luxembourg 2000</p> <p>Collection of cycling concepts. Danish Road Directorate 2000</p> <p>Facultative:</p> <p>Proceedings of the Velo-City Congresses 2003, 2005, 2007, 2009 available in the web</p>
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	WTO System and International Trade Policy						ECTS code:	14.3.EE.FZ.37			
							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
Type of studies*:	3 SSL, 2 SMSU, 5 SSM,			Semester:	5, 3, 9,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Collaborating, group activities, Case studies,							
Assessment methods:				Presentation, Project,							
Prerequisites (required courses and introductory requirements):				General knowledge of the field of international economic relations and trade policy							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The aim of this lecture is to deliver deeper knowledge of the World Trade Organization (WTO) system and its role in creating better environment for trade and investment. The WTO is responsible for administering multilateral trade agreements. Understanding the WTO is important for future businessmen dealing in international markets especially that the world economy became significantly more integrated. This course will help students to get to know international regulations which are crucial to be followed in the business operations. Providing students with information may fill the gap in the subject coverage as international trade policy and multilateral trading system are concerned.							
Course contents:				Three Avenues to Liberalization (unilateral, regional, multilateral) The WTO as an international organization, established in 1995 The WTO: Fact File The basic underlying philosophy of the WTO (open market, non-discrimination, global competition in international trade conducive to national welfare of all countries) The GATT years: from Havana to Marrakesh (8 trade rounds and their results) The WTO is "rules-based": tariffs: more bindings and close to zero standards and safety (TBT, SPS) services, TRIPS, subsidies, anti-dumping, safeguards, contingencies, non-tariff barriers, red-tape, etc. Settling Disputes: DSB and Appellate Body The Doha Round Admission to the WTO (case: the Russian Federation) Do we need the WTO?							
Recommended reading lists:				B. Hoekman, M. Kostecki, The Political Economy of the World Trading System, Oxford University Press 1997 Understanding the WTO, WTO Geneva 2008 Official website of the WTO http://www.wto.org Case studies (handouts) Periodicals K. Żołądkiewicz, Akcesja Rosji do WTO, Materiały IHZ, Nr 27, FRUG 2009.							
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* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Summer semester - list of lectures and syllabuses

Code	Title of lecture	Hours	ECTS	Language
04.1.E.FR.798	Business English <i>SJO SJO</i>	30	5	English
09.1.E.FR.510	Business French <i>SJO SJO</i>	60	5	French
09.1.E.FR.791	Business German <i>SJO SJO</i>	30	5	German
04.0.E.FL.961	Business logistics process modelling <i>dr Cezary Mańkowski</i>	30	5	English
04.1.E.FR.793	Business Russian <i>SJO SJO</i>	30	5	Russian
09.1.E.FR.252	Business Spanish <i>SJO SJO</i>	30	5	Spanish
04.7.E.FL.35	Consumer behaviour <i>prof. UG dr hab. Anna Maria Nikodemowska-Wołowik</i>	30	5	English
04.0.E.FL.963	Controlling (excluding IB students) <i>dr Cezary Mańkowski</i>	15	3	English
14.3.E.FL.88	Development and integration of the Baltic Sea Region <i>prof. UG dr hab. Jacek Zaucha</i>	15	3	English
04.2.E.FL.54	E-commerce Standards <i>mgr Łukasz Tamkun</i>	30	5	English
14.3.E.FL.12	Economics of European Integration - Graduate Level <i>dr Tomasz Brodzicki</i>	30	5	English
04.2.E.FL.42	Economics of Virtual Worlds <i>mgr Łukasz Tamkun, mgr Michał Laskowski</i>	30	5	English
04.2.E.FL.43	Electronic Signature <i>mgr Łukasz Tamkun</i>	15	3	English
14.6.E.FR.58	External Economic Relations of the EU <i>prof. zw. dr hab. Anna B. Kisiel-Łowczyc</i>	15	3	English
14.3.E.FL.32	Forecasting of Economic Processes <i>dr Leszek Reszka</i>	15	3	English
14.3.E.FL.964	Foreign Direct Investments in Poland and the EU <i>dr Stanisław Umiński</i>	15	3	English
14.3.E.FR.14	International economics <i>dr Tomasz Brodzicki, dr Stanisław Umiński</i>	30	5	English
04.0.E.FL.40	International logistics <i>dr Alicja Leszczyńska</i>	15	3	English
04.0.E.FL.62	International Management: Investment strategies in emerging markets <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
04.7.E.FR.49	International Marketing <i>dr Radosław Koszewski, dr Marek Reysowski, dr Marcin Skurczyński</i>	30	5	English
04.0.E.FL.974	Leadership <i>prof. UG dr hab. Dorota Simpson</i>	15	3	English
14.3.E.FL.17	Macroeconomic Developments in the New Member States of UE <i>prof. UG dr hab. Henryk Cwikliński</i>	15	3	English
14.3.E.FL.70	Monetary macroeconomics <i>prof. UG dr hab. Marian Turek</i>	15	3	English
14.3.E.FL.16	Money, inflation and monetary policy <i>prof. UG dr hab. Dariusz Filar</i>	30	5	English
04.2.E.FL.975	Oracle Academy - ERP information system in logistic processes (computer lab) <i>mgr inż. Anna Trzuskawska-Grzesińska</i>	15	3	English
04.2.E.FL.44	Peer-to-Peer Networks of Information Society <i>mgr Łukasz Tamkun</i>	30	5	English
04.7.E.FL.955	Poland as a brand name <i>dr Joanna Bednarz</i>	15	3	English
14.3.E.FL.46	Poland's Economic Transition Macroeconomic Stabilisation and Institutional Changes <i>dr Piotr Kuropatwiński</i>	30	5	English
04.9.E.FL.53	Purchasing <i>mgr inż. Anna Trzuskawska-Grzesińska</i>	15	3	English
14.3.E.FL.957	Reuters Academy <i>mgr Monika Szmelter</i>	15	3	English
04.7.E.FL.91	Services Marketing	30	5	English

	<i>prof. UG dr hab. Dorota Simpson</i>			
14.3.E.FL.13	Spatial issues in contemporary economics - new economic geography <i>dr Tomasz Brodzicki</i>	15	3	English
04.9.E.FL.48	Supply Chain Management <i>mgr inż. Anna Trzuskawska-Grzesińska</i>	15	3	English
14.3.E.FL.971	The Winners of the Nobel Prize in Economics <i>prof. UG dr hab. Marian Turek</i>	15	3	English
04.9.E.FL.51	Warehouse Management <i>mgr inż. Anna Trzuskawska-Grzesińska</i>	15	3	English

Course title:	Business English				ECTS code:	04.1.EE.FR.798					
					ECTS credits:	5					
					max. students:	90					
Name of unit administrating study:		OTHER	Field of study:		Economics/MSG**		Field of specialisation:				
Teaching staff:		SJO SJO,									
Number of hours											
Lectures:	0	Classes:		Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	30
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,		Semester:	1-2, 3-4, 9-10,		Type of course:	optional		Language of instruction	English	
Teaching methods			Activating methods in training classes, Collaborating, group activities, Case studies,								
Assessment methods:			Test, Presentation,								
Prerequisites (required courses and introductory requirements):			Znajomość języka angielskiego, co najmniej na poziomie średniozaawansowanym.								
Assumptions and objectives of the course (learning outcomes, skills and competence):			<p>Przedstawianie i omawianie różnych zagadnień ekonomicznych, słownictwa specjalistycznego, omawianie tekstów specjalistycznych z prasy ekonomicznej, ćwiczenia w zakresie języka mówionego, przygotowanie do prowadzenia rozmów fachowych, dyskusje, negocjacje, rozwiązywanie problemów ekonomicznych, prezentacje, ćwiczenia związane z przygotowaniem do egzaminu BEC Vantage i Higher.</p>								
Course contents:			<ol style="list-style-type: none"> 1. Presentations : categories and techniques, ways of presenting information, hints for a successful presentation, delivering presentations on chosen business topics with the use of visual aids-OHP, Power Point. 2. Advertising and marketing :market structure, marketing strategies, marketing mix, market research, branding, pricing, promotional tools, globalization of markets, advertisements and commercials, effectiveness of advertising. 3. Business strategy : company structure, departments and their roles, the global company, downsizing, restructuring, entering a foreign market, international mergers, alliances and takeovers, business in the 21st century. 4. Management : styles and necessary skills, management attitudes in different countries, management theories, leadership, empowerment, team building, recruiting, international management development. 5. Banking : personal banking, commercial and retail banking, investment banking, financial institutions, central banking, money supply and control, banking operations, banking products and services, internet banking, interest rates and monetary policy, money market instruments. 6. Finance : personal finance, financial centres, indicators, elements of accounting, financial statements, balance sheet, profit and loss account, stocks and shares, bonds, futures and options, financial instruments, corporate finance, financial planning and regulations. 7. Foreign Trade : import and export, transportation and logistics, forwarding, the EU market, protectionism, documents in foreign trade, methods of payment, trade fairs and exhibitions, market indexes, growth, delivery and after-sales. 8. Job Recruitment : applying for job, skills and qualifications, writing letters of application and CV, preparing for an interview for a job, job advertisements, selection procedures, employment and employability, job flexibility and job protection. 9. Formal Meetings and Negotiations: types of meetings, the roles of participants, discussion techniques, the most appropriate use of language, types of negotiations, preparation and techniques, difficulties and reaching agreements, culture awareness, case studies. 10. Economic Trends : describing charts and graphs, employment trends, the business cycle, globalizing trends, sustainable development, political economy, new markets, inflation, unemployment, taxation, computerization, teleworking, current business news. 11. BEC Exam Vantage and Higher presentation, writing business letters, enquiries, orders, reminders, complaints, memos, emails, reports, proposals. 								

	The focus on topics depends on the needs analysis at the beginning of the course.
Recommended reading lists:	<p>Market leader (Longman)</p> <p>Market Leader Banking and Finance H. Johnson (Longman)</p> <p>Market Leader International Management A.Pilbeam (Longman)</p> <p>New Business Matters M. Powell (LTP)</p> <p>Business Class D.Cotton,S.Robbins (Nelson)</p> <p>Professional English in Use Finance I.Mackenzie (Cambridge)</p> <p>Business Vocabulary in Use B. Masscull (Cambridge)</p> <p>Business Benchmark Brook-Hart (Cambridge)</p> <p>English for the Financial Sector MacKenzie (Cambridge)</p> <p>Professional English in Use Marketing Farrall (Cambridge)</p> <p>Pass Cambridge BEC (Summertown Publishing)</p> <p>BEC Tests (Cambridge and Oxford)</p> <p>Economic Press: The Economist, The Financial Times, Newsweek.</p> <p>the news, video courses.</p>
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Business French				ECTS code:	09.1.EE.FR.510					
					ECTS credits:	5					
					max. students:	60					
Name of unit administrating study:		OTHER	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		SJO SJO,									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	60
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,		Semester:	1-2, 3-4, 9-10,	Type of course:	optional	Language of instruction		French		
Teaching methods			Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects, Collaborating, group activities,								
Assessment methods:			Oral or written exam, Test, Presentation, Permanent assessment (tests, colloquia),								
Prerequisites (required courses and introductory requirements):			Poziom B1/B2 minimum.								
Assumptions and objectives of the course (learning outcomes, skills and competence):			Rozwijanie sprawności komunikowania się w języku francuskim używając język specjalistyczny zarówno w mowie jak i w piśmie. Przygotowanie do egzaminu DFA2 (zwany teraz DFP AFFAIRES C1)								
Course contents:			<p>L'ENTREPRISE : types; secteurs d'activite; culture; croissance; disparition.</p> <p>RESSOURCES HUMAINES : professions; lieu de travail; formation; emploi/chomage; contrat de travail; remuneration; personnel et encadrement; conflits du travail.</p> <p>PRODUCTION : biens de production; produire; productivite; recherche; propriete intellectuelle; sous-traitance; gestion de stocks; risques industriels; indicateurs economiques.</p> <p>MARKETING : agents du marche; etude de marche; identifier le produit; fixer le prix; communication commerciale; manifestations commerciales; commerces; commerce electronique.</p> <p>ACHAT ET VENTE : commande et livraison; conditions de paiement; se faire payer; exporter.</p> <p>ARGENT, FINANCE : services bancaires; credit bancaire; apport de capital; placements financiers; fluctuations boursieres; acteurs de la Bourse; assurances; faire les comptes/ le bilan.</p>								
Recommended reading lists:			<p>Vocabulaire progressif du francais des affaires (Jean-Luc Penfornis) Wyd. CLE INTERNATIONAL</p> <p>Affaires.com (Jean-Luc Penfornis) Wyd. CLE INTERNATIONAL</p> <p>Le nouveau french for business (Claude Le Goff) Wyd. HATIER/DIDIER</p> <p>Francais des affaires 350 exercices - Wyd. HACHETTE</p>								
Contact:			,								

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Business German				ECTS code:	09.1.EE.FR.791					
					ECTS credits:	5					
					max. students:						
Name of unit administrating study:	OTHER	Field of study:	Economics/MSG**	Field of specialisation:	NONE;						
Teaching staff:	SJO SJO,										
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	30
Type of studies*:	2 SMSU, 1 SMSU, 5 SSM,			Semester:	3-4, 1-2, 9-10,	Type of course:	optional	Language of instruction	German		
Teaching methods				Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects, Collaborating, group activities,							
Assessment methods:				Permanent assessment (tests, colloquia), Presentation, Test,							
Prerequisites (required courses and introductory requirements):											
Assumptions and objectives of the course (learning outcomes, skills and competence):				<p>Celem zajęć jest rozwijanie wszystkich sprawności językowych, zarówno biernych, jak i czynnych. Priorytetem jest jednak komunikacja ustna. Studenci mają możliwość przygotowania i przedstawienia prezentacji firmy, produktu, biorą udział w dyskusjach, przedstawiają argumenty za i przeciw. Ważnym elementem jest też aspekt międzykulturowy, który jest poruszany w ramach przygotowania prezentacji. Studenci poznają też realia gospodarki niemieckiej, każdorazowo uwzględniany jest kontekst polski. Na zajęciach omawiane są też tematy aktualne dotyczące kryzysu ekonomicznego, sytuacji polskich stocznii.</p>							
Course contents:				<ol style="list-style-type: none"> 1. Fusionen, Übernahmen, das Logo und dessen Funktion <ul style="list-style-type: none"> - themenbezogene Lexik - eine Jubiläumsrede halten 2. Rund um die Firma <ul style="list-style-type: none"> - eine Firmenpräsentation vorbereiten 3. Marketing, Ethnomarketing, Konsumverhalten, Kaufsucht <ul style="list-style-type: none"> - einen Teufelskreis beschreiben - einen Produktlebenszyklus beschreiben - eine Werbekampagne vorbereiten und über die Werbekampagne diskutieren - Pro - und Kontra- Argumente vortragen 4. Banken, Kreditwürdigkeit der Kunden, Kreditvergabe <ul style="list-style-type: none"> - Vermittlung wirtschaftsbezogener landeskundlicher Informationen (Schufa, Einfluss von Basel II auf die Kreditvergabe) - über gute und schlechte Geldanlagen diskutieren 5. Immobilienkrise und deren Konsequenzen für die Weltwirtschaft <ul style="list-style-type: none"> - ein Problem nach dem Schema: Ausgangspunkt, Ursachen, Folgen schildern, verschiedene Informationen in eine logische Reihenfolge bringen 6. Auf der Messe <ul style="list-style-type: none"> - Messeggespräche führen - ein Produkt präsentieren 7. Handelskorrespondenz <ul style="list-style-type: none"> - ein Angebot schreiben (ein verlangtes und ein unverlangtes) 8. Standortfaktoren, das deutsche Steuerrecht <ul style="list-style-type: none"> - Vorteile und Nachteile des deutschen Steuerrechts präsentieren - das deutsche Steuerrecht mit anderen Steuersystemen vergleichen 9. Polnische Werften <ul style="list-style-type: none"> - Argumente der EU und Argumente der polnischen Seite anführen - über die Lage der polnischen Werften diskutieren - Postulate und Forderungen formulieren 10. Konferenzen, Seminare <ul style="list-style-type: none"> - ein Seminarprogramm vorstellen - Änderungen im Programm ankündigen 							



Recommended reading lists:

Bibliographie: Conlin, Unternehmen Deutsch, Braunert, J./ Schenker, W. Aufbaukurs
Unternehmen Deutsch, Die Welt, Der Spiegel, Handelsblatt, EU- Info.

Contact:

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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Business logistics process modelling				ECTS code:	04.0.EE.FL.961	
					ECTS credits:	5	
					max. students:	14	
Name of unit administrating study:		KL	Field of study:		Economics/MSG**	Field of specialisation:	
Teaching staff:		Cezary Mańkowski, PhD					
Number of hours							
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	30
				Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,		Semester:	6, 2, 4, 10,		Type of course:	optional
						Language of instruction	English
Teaching methods			Work in computer laboratories, Case studies, limited to 14 students due to the no. of software licences				
Assessment methods:			Presentation,				
Prerequisites (required courses and introductory requirements):			General knowledge on economics				
Assumptions and objectives of the course (learning outcomes, skills and competence):			The aim of the course is to give students two skills. First, to be a specialist on the object of modelling, this is a process of logistics, its structure, main elements, and relations to other processes. Second, to know the methodology for identifying logistic processes, measuring and analyzing. Students are encouraged to build their own reference model with usage of the most modern ARIS methodology which requires performing all the above mentioned activities and thus confirms possessing the skills.				
Course contents:			1. Structure of a business logistics process Main ontologies, processualism, business process, architectures of business processes (ARIS, CIM OSA, Zachman's framework), logistics process, structure, elements, features of the process 2. Creating a reference model of a business logistics process Methods and tools of business logistic process 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, improving 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.: Architecture of integrated information systems. Springer-Verlag, Berlin 1992 3. Mańkowski C.: "Ontological foundations for business logistic process modeling. " Railway Transport and Logistics" 2007, no. 2 [download: http://zdal.utc.sk/cisla/2_07/07_mankowski.pdf] Additional sources: Http://www.ids-scheer.com.pl Http://www.ideal.com Http://www.enterprisedynamics.com Http://www.wonderware.com				
Contact:			cezary@panda.bg.univ.gda.pl ,				

* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Business Russian				ECTS code:	04.1.EE.FR.793					
					ECTS credits:	5					
					max. students:	60					
Name of unit administrating study:		OTHER	Field of study:		Economics/MSG**		Field of specialisation:		NONE;		
Teaching staff:		SJO SJO,									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	30
Type of studies*:	2 SMSU, 1 SMSU, 5 SSM,		Semester:	3-4, 1-2, 9-10,		Type of course:	optional		Language of instruction	Russian	
Teaching methods			Activating methods in training classes, Discussion, questioning, Work in computer laboratories,								
Assessment methods:			Permanent assessment (tests, colloquia), Test, zaliczenie przedmiotu zgodne z wymogami ustalonymi przez wydział								
Prerequisites (required courses and introductory requirements):			<p>Student powinien władać językiem rosyjskim ogólnym przynajmniej na poziomie B1. W pewnych sytuacjach może poradzić, znając język na poz. A2.</p> <p>Należy posiadać umiejętności w zakresie podstaw gramatyki języka rosyjskiego, leksyki ogólnej.</p> <p>Student powinien mówić, poprawnie pisać i wyrażać swoje myśli na tematy ogólne.</p> <p>Umiejętność czytania ze zrozumieniem.</p>								
Assumptions and objectives of the course (learning outcomes, skills and competence):			<p>Student powinien poznać leksykę specjalistyczną w zakresie ekonomii, handlu, marketingu.</p> <p>Powinien nauczyć się wyrażać swoje myśli w zakresie tematyki biznesowej, porozumieć się z kontrahentem, pracodawcą czy innym urzędem.</p> <p>Powinien nauczyć się dyskutować na tematy ekonomiczne, napisać list intencyjny, rozmawiać przez telefon na tematy związane z prowadzeniem biznesu.</p>								
Course contents:			<ol style="list-style-type: none"> 1. Czytanie tekstów specjalistycznych ze szczególnym uwzględnieniem leksyki i terminologii handlowej. 2. Prezentacja firmy, jej struktura. 3. Zarządzanie, marketing. 3. Handel, towar, reklama; formy sprzedaży. 4. Elementy polityki gospodarczej 								
Recommended reading lists:			<ol style="list-style-type: none"> 1. Podręczniki: "Dielowaja rzecz" a1, 2a,2b, wyd. Rea, Warszawa "Biznesmeni mówią po rosyjsku", Poltext, Warszawa 2. Materiały prasowe, bieżące informacje gospodarcze (Internet, prasa, inne środki masowego przekazu) 								
Contact:			,								

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Business Spanish				ECTS code:	09.1.EE.FR.252					
					ECTS credits:	5					
					max. students:	60					
Name of unit administrating study:		OTHER	Field of study:		Economics		Field of specialisation:		NONE;		
Teaching staff:		SJO SJO,									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	30
Type of studies*:	3 SSL, 2 SMSU, 5 SSM, 1 SMSU,			Semester:	5-6, 3-4, 9-10, 1-2,	Type of course:	optional	Language of instruction		Spanish	
Teaching methods				Activating methods in training classes, Work in computer laboratories, Collaborating, group activities, Didactic games, Individual projects,							
Assessment methods:				Permanent assessment (tests, colloquia), Presentation,							
Prerequisites (required courses and introductory requirements):				Español nivel A2 o superior							
Assumptions and objectives of the course (learning outcomes, skills and competence):				El objeto de este curso es enseñar el lenguaje específico del mundo de los negocios. Se presta especial atención al vocabulario mercantil general. Se practica el lenguaje hablado mediante conversaciones y presentaciones, la lectura de textos de libros y la prensa económica, el lenguaje escrito mediante la elaboración de textos propios, y la comprensión de textos y mensajes auditivos.							
Course contents:				<ol style="list-style-type: none"> 1. Presentación. Diferentes tipos de trabajo. Buscando trabajo. Entrevista. Solicitud de empleo. Respuesta. La carta comercial. Curriculum Vitae. 2. La empresa. Características. Tipos. Organización de la empresa. La plantilla. Diferentes puestos de trabajo. El ordenador. 3. Compra y venta. Pedidos y envíos. Formas de pago. Al. contado, a plazos, la letra de cambio. Reclamos. Explicaciones. Las compañías de seguros. 4. Importación y exportación. Documentos. Las aduanas. Declaración de Aduana. Impuesto de compensación. 5. La Banca. Bancarios. Tipo de trabajo. El cheque. Diferentes tipos. Otros documentos bancarios. Crédito y préstamos. Referencias. Tarjetas de crédito. Formas de pago, transferencias. 6. La Bolsa. Historia de la Bolsa. El agente de bolsas. los corros. Las acciones. Cotización. Tipos. Obligaciones estatales. 7. Marketing y publicidad. Ferias, folletos. Avisos clasificados. 8. Transportes. Medios de transportes, tipos. Documentos relacionados con el transporte. 9. Los impuestos. Evasión de impuestos. Límites. Documentos. La declaración de impuestos. 10. Cámaras de comercio. Ventajas. Usos y costumbres. 11. Negociaciones. Diferentes pasos. 12. Correspondencia comercial (base de todo el programa). Diferentes tipos de cartas. 							
Recommended reading lists:				<ol style="list-style-type: none"> 1. Aguirre, B.: Curso de español comercial". Wyd. SGEL. 2. de Prada, M.: "Hablando de negocios". Wyd. Edelsa. 3. Orłowska N, Grabarska, R.: "Słownik ekonomiczny hiszpańsko-polski, polsko-hiszpański" Wyd. UG. 							

	<p>4. Orłowska N, Orłowski, A.: "Korespondencja handlowa i naukowa w języku hiszpańskim" Wyd. UG</p> <p>5. Artículos de la prensa económica</p>
Contact:	,

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Consumer behaviour										ECTS code:	04.7.EE.FL.35	
											ECTS credits:	5	
											max. students:	30	
Name of unit administrating study:			IHZ		Field of study:		Economics/MSG**			Field of specialisation:		NONE;	
Teaching staff:			Anna Maria Nikodemaska-Wołowik, Associate Professor										
Number of hours													
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0		
Type of studies*:	2 SMSU, 1 SMSU, 5 SSM,			Semester:	4, 2, 10,		Type of course:	optional		Language of instruction	English		
Teaching methods				Lectures including multimodal presentations, Discussion, questioning, Individual projects, Case studies, TYLKO dla studentów zagran. z Erasmusa - max. liczba studentów: 30 osób									
Assessment methods:				Essay, Presentation, TYLKO dla studentów zagran. z Erasmusa - max. liczba studentów: 30 osób									
Prerequisites (required courses and introductory requirements):				FUNDAMENTALS OF MARKETING programme completed (exam passed positively)									
Assumptions and objectives of the course (learning outcomes, skills and competence):				<ul style="list-style-type: none">- to provide our students with a usable understanding of consumer behaviour,- to provide them with exposure to the application of the principles across a wide range of situations,- to maintain a firm balance of basic behavioural concepts, research findings, and applied marketing examples,- to provide thorough coverage of the qualitative marketing research methodology									
Course contents:				<ul style="list-style-type: none">1. Polish Consumers. Typology and segmentation2. Internal influences of consumer behaviour3. External influences of consumer behaviour4. Consumer decision making process5. Determinants of consumer decision6. Types of perceived risk and cognitive dissonance7. The role of brands and branding - a consumer's perspective8. Building consumers relations with brands9. Theory of qualitative marketing research10. Qualitative marketing research. Implementation and approaches11. Tools of qualitative marketing research. Methods, techniques, instruments.12. Contemporary trends in consumer behaviour on developed markets13. Contemporary trends in consumer behaviour on emerging markets14. Ethical and legislative aspects of market activities addressed to consumers.									
Recommended reading lists:				<p>Basic literature</p> <ul style="list-style-type: none">1. Antonides G., van Raaij W.F., Consumer behaviour. A European Perspective, John Wiley & Sons Ltd., Chichester 1998.2. Assael H., Consumer Behavior And Marketing Action, South-Western College Publishing ITP, Cincinnati 1995. <p>Complementary literature</p> <ul style="list-style-type: none">1. Dave B., Butman J., Grapevine. The New Art of WOM Marketing, Portfolio-pengiu Group, London 2005.2. Greenbaum T. L., The Handbook for Focus Group Research , Lexington Books, An Inprint of Macmillan, New York 1993.3. Hawkins D., Best R., Coney K., Consumer Behavior. Implications for Marketing Strategy, Irwin, Chicago 1995.									
Contact:				AMNW24@gmail.com (preferowany) AMNW@univ.gda.pl ,									

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Controlling (excluding IB students)				ECTS code:	04.0.EE.FL.963					
					ECTS credits:	3					
					max. students:	14					
Name of unit administrating study:		KL	Field of study:		Economics/MSG**		Field of specialisation:				
Teaching staff:		Cezary Mańkowski, PhD									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	15	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:	6, 2, 4, 10,	Type of course:	optional	Language of instruction	English		
Teaching methods				Lectures including multimodal presentations, Discussion, questioning, Case studies,							
Assessment methods:				Presentation,							
Prerequisites (required courses and introductory requirements):				General knowledge on economics							
Assumptions and objectives of the course (learning outcomes, skills and competence):				<p>The main aim: developing student's skills in creating and implementing controlling methods and tools to control international economic processes. Possibilities and assessment of the processes' economic efficiency will be presented at the lectures. The other aims are:</p> <ul style="list-style-type: none"> - learning general knowledge on controlling idea, - identifying main components of controlling system, - learning methods and tools of controlling. 							
Course contents:				<p>1. Controlling as a decision making support system in the international business processes 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 controlled processes.</p> <p>2. Methods and tools for the controlling of international business processes The management accounting as the main tool in controlling. The cost accounting and its limitation in the decision making process. Applications supporting controlling.</p> <p>3. Multi-step and multi-block managerial accounting in the international business processes The mater of variable and fixed costs accounting. Tool and structure of the managerial accounting. Cost, sale, profit, volume relations.</p> <p>4. Strategic decisions on: investments, production profile, type of business, product portfolio in the international business, based on the financial contribution index. Financial contribution index as a basic criterion for taking decisions. Situation of the company generating high fixed costs and low variable costs and vice versa.</p> <p>5. The rules and tools for optimal price definition Low price limits as a tool in the operational controlling in the international business processes. The formulas to calculate the low price limits. Interpretation and examples of international implementations. Price definition in the inflation conditions.</p>							
Recommended reading lists:				<p>Core literature:</p> <ol style="list-style-type: none"> 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 <p>Additional literature:</p> <ol style="list-style-type: none"> 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 							
Contact:				cezary@panda.bg.univ.gda.pl ,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Development and integration of the Baltic Sea Region					ECTS code:	14.3.EE.FL.88				
						ECTS credits:	3				
						max. students:	30				
Name of unit administrating study:		KMakr	Field of study:		Economics	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
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:	6, 2, 4, 10,	Type of course:	optional	Language of instruction	English		
Teaching methods				Lectures including multimodal presentations, Individual projects, Case studies, Collaborating, group activities,							
Assessment methods:				Essay,							
Prerequisites (required courses and introductory requirements):				Basic knowledge of macroeconomics							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The participants will gain knowledge on economic development of the Baltic Sea Region (BSR) countries and mechanisms of their integration: institutional, spatial, economic and cultural. They will learn how to find and analyse useful, periodically updated, BSR data indicating progress of the BSR integration and development of the BSR countries. The participants will have an opportunity to 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 participants 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.							
Course contents:				<div>1. Baltic Sea Region (BSR) in statu nascendi:</div> <div><ul style="list-style-type: none">◦ 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</div> <div>2. BSR competitiveness</div> <div>2. Macro-economic situation of the main BSR countries</div> <div>3. The growth of the BSR countries -main assets and main motors for their development</div> <div>4. Porter's diamond of Competitiveness</div> <div>5. Different aspects of the BSR competitiveness according to Baltic Development Forum</div> <div><ul style="list-style-type: none">◦ Comparative assessment with other pan-European macro regions</div> <div>3. BSR economic integration:</div> <div>6. Different levels of economic integration</div> <div>7. Foreign Trade as a vehicle of economic integration</div> <div>8. BSR integration through trade</div> <div>9. Foreign Direct Investments (FDI) as a vehicle of economic integration</div> <div>10. BSR integration through FDI</div> <div><ul style="list-style-type: none">◦ 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</div>							

	<ul style="list-style-type: none"> ◦ Main factors of the BSR spatial 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 ◦ The most important BSR strategic projects and their results ◦ 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 ◦ South Baltic Cross-border co-operation Programme 2007-2013: Priority axis, measures available funds ◦ Transnational co-operation Programme of the BSR 2007-2013 <p>Simulation of the work of the assessment team for the BSR strategic projects. The participants will assess projects actually submitted to different BSR programmes both those approved and rejected. The participants will learn the logic of the transnational project building and they will realize what is important for submitting a successful application. This will allow them to understand/learn how to prepare the project application in a right way.</p> <p>4. BSR spatial integration:</p> <p>5. BSR institutional integration</p> <p>6. Case study: integration of Russia into the BSR</p> <p>7. Cohesion policy of UE and its impact on the BSR development</p> <p>8. Workshops:</p>
Recommended reading lists:	<p>Compulsory reading</p> <p>Ketels Ch., Ö. Sölvell, 2006, The State of the Region Report 2006. The Baltic Sea Region - Top of Europe in Global Competition, Baltic Development Forum (BDF)</p> <p>Ketels Ch., 2007, The State of the Region Report 2007. The Baltic Sea Region - as a Place to Do Business, Baltic Development Forum (BDF)</p> <p>Ketels Ch., 2007, The State of the Region Report 2008. Sustaining growth at the top of Europe, Baltic Development Forum (BDF)</p> <p>Zauchka J.(red), 1997, From Vision to Action, Vision and Strategies Around the Baltic Sea 2010, tłumaczenie polskie Od wizji do działania, Wizja i strategię wokół Bałtyku 2010, Gdańsk</p> <p>Additional reading</p>

	<p>Commin, 2007, Report on Good Practices within BSR INTERREG IIIB and II C Project, ARL, Hannover</p> <p>Gawlikowska-Hueckel K., 2003, Procesy rozwoju regionalnego w Unii Europejskiej. Konwergencja czy polaryzacja?, Uniwersytet Gdański, Gdańsk</p> <p>Gorzela G., B. Jałowiecki, 2000, Konkurencyjność Regionów, "Studia Regionalne i Lokalne", nr 1, s. 12-15</p> <p>Kisiel-Łowczyc A. B., 2000, Bałtycka integracja ekonomiczna. Stan i perspektywy do 2010r., PWE, Warszawa</p> <p>Korcelli P., N. B. Groth, E. Nowosielska, 2002, National Urban Systems In the Baltic Sea region: Trends and Challenges, "Geographia Polonica", vol. 75, nr 2, Warszawa</p> <p>Maczaka R., T. Parteka, J. Zaucha (red.), 2004, Kreowanie strefy rozwojowej południowego Bałtyku, Urząd Marszałkowski Województwa Pomorskiego, Gdańsk</p> <p>Orłowski W., 1997, The Baltic Economy: Did It Exist? Does It Exist? Will It Exist?, w: Antoni Kukliński (red.), "European Space Baltic Space Polish Space Part One" European Institute for Regional and Local Development University of Warsaw, Warszawa, s. 71-87</p> <p>Pactwa T., 2007, "Od Inicjatywy INTERREG do Europejskiej Współpracy Terytorialnej. Doświadczenia Pomorskie", seria "Pomorskie Studia Regionalne UMWP", Gdańsk</p> <p>Palmowski T., 2000, Rola regionów transgranicznych w procesie integracji Europy Bałtyckiej, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk</p> <p>Toczyski W. (red) , Rozwój regionu bałtyckiego, Uniwersytet Gdański, Sopot 2001</p> <p>Zaucha J.(red), 1997, From Vision to Action, Vision and Strategies Around the Baltic Sea 2010, tłumaczenie polskie Od wizji do działania, Wizja i strategię wokół Bałtyku 2010, Gdańsk</p> <p>Zaucha J., 2006, Bałtycka sieć osadnicza, w: M. Pacuk (red.) "Wybrane problemy przekształceń miast polski północnej", seria "Regiony Nadmorskie" nr 12, Uniwersytet Gdański, Gdynia s.7-24,</p> <p>Zaucha J., 2006, Ekonomia a międzynarodowe planowanie przestrzenne wokół Bałtyku: T. Palmowski (red.) "Europa Bałtycka od idei do rzeczywistości", seria "Regiony Nadmorskie" nr 10, Uniwersytet Gdański, Gdynia, s. 75-99</p> <p>J. Zaucha, 2007, Rola przestrzeni w kształtowaniu relacji gospodarczych. Ekonomiczne fundamenty planowania przestrzennego w Europie Bałtyckiej, Gdańsk</p> <p>witryny internetowe: 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</p>
Contact:	jacek.zaucha@gmail.com ,

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	E-commerce Standards				ECTS code:	04.2.EE.FL.54		
					ECTS credits:	5		
					max. students:	30		
Name of unit administrating study:	ITiHM	Field of study:	Economics	Field of specialisation:	NONE;			
Teaching staff:	Łukasz Tamkun, MSc							
Number of hours								
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	30	
						Seminars:	0	
						Language classes:	0	
Type of studies*:	2 SMSU, 1 SMSU, 5 SSM,		Semester:	4, 2, 10,	Type of course:	optional	Language of instruction	English
Teaching methods			Work in computer laboratories, Discussion, questioning,					
Assessment methods:			Essay,					
Prerequisites (required courses and introductory requirements):			Recommended: E-commerce					
Assumptions and objectives of the course (learning outcomes, skills and competence):			The aim of the course is to prepare the student to undertake economic activity in e-commerce environment where standards play a key role.					
Course contents:			<ol style="list-style-type: none"> 1. Internet- list of services, protocols, ports 2. Minimal requirements for IT systems: Standards: XML (XSD), HTML, SSL, SOAP, WSDL 3. Standards and protocols of increased security level: HTTPS, FTPS 4. Standards of recording information (analogue, digital) 5. Standards of electronic documents 6. Text documents: TXT, RTF, DOC, XLS, ODF, PDF, PostScript, XML, SGML, Open XML 7. Graphic documents: bitmap: TIFF, GIF, JPEG, RAW, PNG; vector: CDR, SVG, AI 8. Audio documents: WAV, MID, MP3, AAC, OGG, WMA 9. Video documents: MPEG2, MPEG4, DivX, XviD containers: AVI, ASF, WMV, MOV, MPG, MP4, DAT 10. WWW Standards: HTML (DHTML), XML, PHP, SQL, JavaScript, ActiveX, Flash, CSS, Java, ASP, CGI 11. Standardisation organisations 12. Traditional networks standards: Ethernet, TokenRing, ATM 13. Wireless networks standards: Bluetooth, WiFi a,b,g,n 14. Standards of internet access: Dial-up: ISDN, GPRS, EDGE, UMTS 15. Broadband: xDSL (ADSL, VDSL), HiS, Satellite, Radio (WiMAX), Hybrid HFC-cable, Optical fibre 16. Electronic Data Interchange: EDI, EDIFACT and EANCOM substandard, LITE EDI, WEB EDI, EAN.UCC 17. Global Standard Management Process 18. Electronic platforms 					
Recommended reading lists:			Obligatory: <ol style="list-style-type: none"> 1. Dostalek L., Kabelova A., Understanding TCP/IP, Packt Publishing 2006 2. Raman D., XML/EDI: Cyber Assisted Business in Practice, CreateSpace 2009 Facultative: <ol style="list-style-type: none"> 3. Sokol P., From EDI to Electronic Commerce: A Business Initiative, Mcgraw-Hill 1995 4. Kondratowicz L., EDI, Wydawnictwo UG 1999 www.w3.org www.docbook.org					
Contact:			lukasztam**@gmail.com ,					

* SSL - undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations



Course title:	Economics of European Integration - Graduate Level				ECTS code:	14.3.EE.FL.12					
					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
Type of studies*:	1 SMSU, 2 SMSU, 3 SSL, 5 SSM,			Semester:	2, 4, 6, 10,	Type of course:	optional	Language of instruction	English		
Teaching methods				Lectures including multimodal presentations,							
Assessment methods:				Essay, Test, attendance, extended essay or a test to choose from at the beginning of the lecture							
Prerequisites (required courses and introductory requirements):				Basic macro and microeconomics. Basic calculus. Good command of English.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				<p>The course is understood as a specialized course in the economics of the European Union focusing on advanced economic aspects of the integration process but incorporating necessary historical, legal as well as policy-making aspects. The course will present recent contributions from the fields of economic integration, international macroeconomics, neoclassical and new growth theories as well as new economic geography.</p> <p>The principal aim of the course is to ensure that students understand complex economic as well as institutional aspects of the European integration process. They should also recognize the economic theories underlying the past as well as recent policy developments.</p> <p>The course should provide a basis for deepening of their interest in the European Studies as well as provide them with a different point of view from their original discipline.</p> <p>The course should be also an excellent preparatory course for students wishing to continue their studies on a recently opened Doctoral Studies level at the University of Gdańsk in the area of European Studies.</p> <p>The course is proposed as a part of Jean Monnet Teaching Module of the European Commission and is in line with its standards and guidelines.</p>							
Course contents:				<ol style="list-style-type: none"> 1. History of the European Union (2hrs) 2. Legal and Institutional Aspects of the EU. Policy-making in the European Union (3 hrs) 3. Regional Trading Arrangements: Basic Theory and Intermediate Issues - Customs Union and Common Commercial Policy (5 hrs) 4. Factor flows liberalization - the completion of the Internal Market (5 hrs) 5. Regional diversity and the Structural Policy of the European Union (5 hrs) 6. Economic and Monetary Union - Basic and Intermediate Issues (5 hrs) 7. The economic consequences of the Eastern enlargement (2hrs) 8. Growth effects of economic integration within the EU (3 hrs) - overall empirical analysis and selected country case-studies. 							
Recommended reading lists:				<p>Core textbook: Baldwin R., Wyplosz Ch. (2006) Economics of European Integration, 2nd edition, McGraw-Hill, London.</p> <p>Additional texts: Pelkmans J. (1999) European Integration. Methods and Economic Analysis, Longman. Hansen J. D., Nielsen J. U. M. (1999) An Economic Analysis of the European Union - 2nd edition, McGraw-Hill, London Wallace H., Wallace W. (2000) Policy-making in the European Union, Oxford University Press. De Grauwe P. (2000) Economics of Monetary Union, Oxford University Press. Reports and papers from EC, ECB. Eurostat data bases.</p>							
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* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies



** MSG - International Economic Relations

Course title:	Economics of Virtual Worlds					ECTS code:	04.2.EE.FL.42				
						ECTS credits:	5				
						max. students:	30				
Name of unit administrating study:		ITIHM	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		Łukasz Tamkun, MSc ; , ; Michał Laskowski, MSc									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	30	Seminars:	0	Language classes:	0
Type of studies*:	2 SMSU, 3 SSL, 1 SMSU, 2 SSL, 4 SSM,			Semester:	4, 6, 2, 4, 8,	Type of course:	optional	Language of instruction		English	
Teaching methods				E-learning,							
Assessment methods:				Project,							
Prerequisites (required courses and introductory requirements):				Broadband access to the internet. Download and Upload at least 384 Kbit/s or else traditional or wireless access at the Faculty of Economics. Headset and microphone and computer capable of transmitting audio stream in real-time without delays. Detailed requirements: http://secondlife.com/corporate/sysreqs.php Schedule of virtual meetings negotiable. First organizational meeting will take place at the Faculty of Economics. Information about the first meeting will be available on Faculty's forum and via Electronic System of Student Notification.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The aim of this course is to make students acquainted with the operation of digital goods markets and the theoretical and practical aspects of economics of virtual goods in and outside of virtual worlds, as well as mechanisms that lay behind the successful business models for virtual worlds. This course is going to take place in virtual worlds- with the Second Life as a hub world. In between world travel is going to be facilitated by world jumping technique. Presence in other worlds is required during worldly economics overview. Participation in every world is going to be enabled by incorporating an avatar agent.							
Course contents:				1. New economy - myth or reality? 2. Information economics (definition of information; forms, types of information storage and transmission mediums). 3. Scarcity and information asymmetry. 4. Consumer information needs. 5. Perfect competition model and digital goods. 6. Internet markets of digital goods. 7. Digital goods markets business models: subscription, pay-per-use (on-demand, pay-per-view). 8. Relationship between markets of traditional and digital goods. 9. Analysis of electronic platforms supporting digital goods markets operations (Second Life, World of Warcraft, Ultima Online, Sims Online, There, Project Entropia, Virtual Stock Exchanges, Tremulous, NFS, Q3A). 10. Designing, production and replication of digital goods. 11. The use of electronic platforms supporting digital goods markets in marketing. Case studies: Reuters, Adidas, Harvard University, University of California: Berkeley, Swedish Embassy. 12. Threats for users on digital goods markets (gambling, mature content producers presence, identity theft). 13. Legal aspects of digital goods markets operation (legal fundamentals, intellectual property law, identity protection)							
Recommended reading lists:				Obligatory: 1. Rymaszewski M., Wagner J., Wallace M., Winters C., Ondrejka C., Batstone-Cunningham B., Second Life- The Official Guide, Linden Labs 2007 2. Creating Your World: The Official Guide to Advanced Content Creation for Second Life, Sybex 2007 3. Anderson C., The Long Tail: Why the Future of Business is Selling Less of More, Hyperion 2006 Facultative: 1. Journal of Virtual Worlds Research, www.jvwr.org 2. Varian H. R., Markets for information goods, http://www.sims.berkeley.edu/~hal/Papers/japan/japan.pdf							



	3. Varian H. R., The information economy, http://www.sims.berkeley.edu/~hal/pages/sciam.html 4. Lindner J., Gillespie J., Second Life: Życie, miłość, zarabianie pieniędzy, Best Press 2008
Contact:	lukasztam**@gmail.com , , michal@laskowski.edu.pl ,

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Electronic Signature				ECTS code:	04.2.EE.FL.43					
					ECTS credits:	3					
					max. students:	30					
Name of unit administrating study:		ITiHM	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		Łukasz Tamkun, MSc									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	15	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:	6, 2, 4, 10,	Type of course:	optional	Language of instruction	English		
Teaching methods				Work in computer laboratories, Discussion, questioning,							
Assessment methods:				Essay,							
Prerequisites (required courses and introductory requirements):											
Assumptions and objectives of the course (learning outcomes, skills and competence):				The aim of the course is to enable the participant to get acquainted with electronic signature theory and prepare him/her to use the technology in a secure manner in private and professional environments.							
Course contents:				1. Electronic signature basics. 2. Appliange of cryptography in electronic signature (symmetrical and asymmetrical technology, quantum cryptography). 3. Conceptual system- Ring of Trust. 4. Public Key Infrastructure- commercial model, non-commercial model. 5. Legal effects of electronic signature. 6. Certification Authorities. 7. Individual and entrepreneur- recipient of certification services. 8. Implementation of electronic signature in public and private sector. 9. Voivodeshipial System of Certification Authorities. 10. Current state of electronic signature appliange in e-government and enterprises. 11. Future appliances of electronic signature.							
Recommended reading lists:				Obligatory: 1. Adams C., Lloyd S., Understanding PKI, Addison Wesley 2002 Facultative: 2. Hammond B., Paine S., Atreya M., Digital Signatures, RSA Press 2002 3. Piper F., Blake-Wilson S., Mitchell J., Digital Signatures Security and Controls, ISACA 2000 4. Ford W., Baum M., Secure Electronic Commerce, Prentice Hall 2002 5. Grant G., Understanding Digital Signatures, Mcgraw-Hill Professional 1998							
Contact:				lukasztam*#*gmail,-.com ,							

* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	External Economic Relations of the EU				ECTS code:	14.6.EE.FR.58		
					ECTS credits:	3		
					max. students:	25		
Name of unit administrating study:		IHZ	Field of study:	Economics	Field of specialisation:		NONE;	
Teaching staff:		Anna B. Kisiel-Łowczyk, Professor						
Number of hours								
Lectures:	15	Classes:		Tutorials:		Laboratory:		
						Seminars:		
						Language classes:	0	
Type of studies*:	2 SMSU, 4 SSM, 1 SMSU,		Semester:	3-4, 7-8, 1-2,	Type of course:	optional	Language of instruction	English
Teaching methods			Lectures including multimodal presentations, Collaborating, group activities,					
Assessment methods:			Essay,					
Prerequisites (required courses and introductory requirements):			General knowledge in international economic relations and regional European integration					
Assumptions and objectives of the course (learning outcomes, skills and competence):			Evaluation of actual problems of EU external relations in Europe and in global economy; bilateral and multilateral level. Special focus is oriented to new EU strategy: Northern Dimension, Wider Europe, Eastern Dimension, EU's Strategy for BSR; EU bilateral relation with Asia. Prospects of new EU enlargement.					
Course contents:			1.Global and international position of the EU in the world: state and prospects; EU in global economy and global politics. 2.Hierarchy of the EU economic/trade relations with 3rd states: wider neighbourhood; association; f.t.a.; c.u. 3.Political and economic relations the EU with Asia: ASEAN; ASEM; SAARC; China; India. 4.Assessment of economic relations in the framework of Partnership & Cooperation Agreement between: the EU and: RF, Moldova, Ukraine, Azerbaijan, Georgia, Kazakhstan, Kyrgyz Rep., Mongolia, Turkmenistan, Uzbekistan. 5.Mediterranean Economic Area and Balkans: future EU membership. 6.Main implications of the last EU enlargement: for the EU states, for new member states, for the rest of the world 7.Potential candidate for EU members: prospects of future EU enlargement					
Recommended reading lists:			1.Molle w.The Economics of European Integration, 1997 2.http://europa.eu.int/					
Contact:			abkl@gnu.univ.gda.pl ,					

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Forecasting of Economic Processes				ECTS code:	14.3.EE.FL.32		
					ECTS credits:	3		
					max. students:	0		
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	
Type of studies*:	2 SMSU,		Semester:	4,	Type of course:	optional	Language of instruction	English
Teaching methods	Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities,							
Assessment methods:	Test, Active attendance at class							
Prerequisites (required courses and introductory requirements):	Basic economic knowledge							
Assumptions and objectives of the course (learning outcomes, skills and competence):	Student gains the knowledge of econometric forecasting methods and knows how to use them in practice							
Course contents:	Forecasting theory. Costs of forecasting. Forecasting methods, heuristic methods, analog methods, time series methods, 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.							
Contact:	leszek.reszka@univ.gda.pl ,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Foreign Direct Investments in Poland and the EU				ECTS code:	14.3.EE.FL.964					
					ECTS credits:	3					
					max. students:						
Name of unit administrating study:	OBIE	Field of study:	Economics/MSG**		Field of specialisation:						
Teaching staff:	Stanisław Umiński, PhD										
Number of hours											
Lectures:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,		Semester:	6, 2, 4, 10,		Type of course:	optional	Language of instruction	English		
Teaching methods			Lectures including multimodal presentations,								
Assessment methods:											
Prerequisites (required courses and introductory requirements):			Student shall have basic knowlegde in economics.								
Assumptions and objectives of the course (learning outcomes, skills and competence):			Student acquires basic knowledge on foreign direct investments (FDI) in the EU and in Poland. This is general kind of knowledge on FDI transfers, but also in particular topics the knowledge is of focused character. Student will learn how to analyse information and statistical data on FDI, as well as will learn on motives and consequences of capital flows. Acquires competences will enable Student to formulate - in a critical way - an independent opinion on FDI transfers between countires.								
Course contents:			&ldquo;Foreign direct investments (FDI)" : definitions and statistical problems, direct and portfolio investments, monitoring of FDI inflow; &ldquo;Theories of FDI" : investment portfolio, international production, localization, internalization, eclectic Dunning's theory, motives of FDI; &ldquo;Poland as a place of FDI location" : FDI in Poland, role of EU origin investors, assessment of investment attractiveness in Poland; &ldquo;FDI influence on the economy of Poland" : theoretical aspects, FDI's influence on competitiveness; &ldquo;FDI in process of technology transfer" : theory of technology transfer, FDI role in innovativeness and R&D; &ldquo;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								
Recommended reading lists:			1. Dunning J.H., S.M. Lundan, Multinational Enterprises and the Global Economy, Edward Elgar Publishing 2. Radosevic S., International Technology Transfer and Catch-up in Economic Development, 1999, Edward Elgar, Chaltenham 3. UNCTAD: http://www.unctad.org 4. . EUROSTAT: http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/								
Contact:			uminski@univ.gda.pl ,								

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	International economics				ECTS code:	14.3.EE.FR.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, PhD										
Number of hours											
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:	5-6, 1-2, 3-4, 9-10,	Type of course:	optional	Language of instruction	English		
Teaching methods				Lectures including multimodal presentations,							
Assessment methods:				Essay, Test, passing criteria: active participation in the lecture, extended essay or a test to choose from at the beginning of the lecture							
Prerequisites (required courses and introductory requirements):				Undergraduate micro and macroeconomics. Good command of English.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The course will expand the knowledge of students in the areas of trade theory, trade empirics, trade policy, economic integration, international financial system, open economy macroeconomics and aspects of economic growth in open-economies. The participant will gain a thorough understanding of the complex aspects of the contemporary international systems.							
Course contents:				<ol style="list-style-type: none"> 1. Introduction to international economics 2. Standard model of foreign trade 3. Standard model of international trade - graphical explanation 4. Other trade theories: H-O, economies of scale, intra industry trade, technology as a base for trade - new trade theory, new new trade theory 5. International trade policy 6. International movements of production factors <ol style="list-style-type: none"> a. foreign direct investments b. international migration 7. Basic concepts and facts on economic integration 8. Openness, economic growth and economic development - theoretical and empirical aspects 9. Balance of payments 10. Adjustments in balance of payments - automatic adjustment mechanisms and adjustment policy 11. Foreign exchange markets and foreign exchange rate systems 12. Models of small and large open economies under flexible/fixed exchange rates 							
Recommended reading lists:				Main textbooks: <ol style="list-style-type: none"> 1. Krugman Paul, Obstfeld Maurice (2004) International economics, Theory and Policy 5th edition, Addison Wesley (Polish edition available) 2. Salvatore Dominic (2007) International economics, 9th edition, Wiley Higher Education. Additional: <ol style="list-style-type: none"> 1. Selected journal articles, working papers and web sites. 2. Feenstra Robert C. (2004) Advanced International Trade, Princeton University Press. 3. Obstfeld Maurice, Rogoff Kenneth (1996) Foundations of International Macroeconomics, MIT Press. 							
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* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	International logistics				ECTS code:	04.0.EE.FL.40		
					ECTS credits:	3		
					max. students:	0		
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	
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,		Semester:	2, 4, 10,	Type of course:	optional	Language of instruction	English
Teaching methods			Lectures including multimodal presentations,					
Assessment methods:			Essay, Presentation,					
Prerequisites (required courses and introductory requirements):			Basic knowledge of logistics Good command of English					
Assumptions and objectives of the course (learning outcomes, skills and competence):			The aim of the lecture is to gain specialist knowledge in problems of international and global logistics and skills in analysis and interpretation of vital role of logistics in international and global economic processes. Understanding of those issues will help students to take proper economic decisions in their future professional work.					
Course contents:			1. Influence of globalisation of economy on logistics processes 2. Organisation and management of global supply chain 3. Characteristic features of international logistics 4. Logistics strategies in international / global operations 5. Information technology systems in international / global logistics 6. Processes of economic integration in Europe as a prerequisite of development of logistics 7. The role of TFL (transport, forwarding, logistics) sector and other intermediaries in international logistics 8. Development trends of the European logistics service market 9. Present state and development trends of logistics service market in Poland 10. Ecology aspects of international logistics					
Recommended reading lists:			1. J. Cooper, M. Browne, M. Peters: <i>European Logistics</i> . Blackwell Business, 1995 2. M. Christopher: <i>Marketing Logistics</i> . Butterworth Heinemann, Oxford 1997 3. K.N. Gourdin: <i>Global Logistics Management</i> . Blackwell Publishing, 2006 4. <i>Global Logistics and Distribution Planning</i> . Edited by: D. Waters, Kogan Page, 1999 5. D.F. Wood, A. Barone, P. Murphy, D. L. Wardlow: <i>International Logistics</i> . Chapman & Hall, New York 1995; 6. D.Simchi-Levi, P. Kaminsky, E. Simchi-Levi: <i>Designing and Managing Supply Chain</i> . Irwin McGraw-Hill, 2000 The International Journal of Logistics Management					
Contact:			alicia.leszczynska@ug.edu.pl ,					

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	International Management: Investment strategies in emerging markets				ECTS code:	04.0.EE.FL.62		
					ECTS credits:	5		
					max. students:	0		
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	
Type of studies*:	2 SMSU, 5 SSM,		Semester:	4, 10,	Type of course:	optional	Language of instruction	English
Teaching methods	Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations,							
Assessment methods:	Presentation, Evaluation of group activities							
Prerequisites (required courses and introductory requirements):	Basic knowledge on market entry strategies. Basic knowledge on foreign direct investment. Good teamwork spirit and cooperation attitude. Also some presentation skills (PP).							
Assumptions and objectives of the course (learning outcomes, skills and competence):	The subject is aimed at providing students with knowledge concerning investment strategies on emerging markets, with a special stress placed on Central Europe. A lecture will be illustrated by a set of case studies from Central Europe, India, Egypt and Vietnam, including personal experience of the instructor. Lecture will be conducted in the interactive way, including discussions, role playing, practical exercises and the other activities. Students will work on elaborating alternative market entry strategies and discuss different options. Results of individual and group activities will be presented during lectures. Studnets will discuss practical case studies on entry strategies in particular emerging economies.							
Course contents:	<ol style="list-style-type: none"> 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:	<ol style="list-style-type: none"> 1. Estrin S., Meyer K.E. ed., Investment Strategies in Emerging Markets, Edward Elgar, Cheltenham, UK; Northampton, MA, USA, 2004 2. Meyer K.E., Estrin S. ed, Acquisition Strategies in European Emerging Markets, Palgrave Macmillan, Houndmills UK, New York, USA, 2007 3. Electronic publications delivered by the lecturer 							
Contact:	pk1@post.pl ,							

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	International Marketing						ECTS code:	04.7.EE.FR.49			
							ECTS credits:	5			
							max. students:	30			
Name of unit administrating study:		IHZ	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		Radosław Koszewski, PhD ; Marek Reysowski, PhD ; Marcin Skurczyński, PhD									
Number of hours											
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:	5-6, 1-2, 3-4, 9-10,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Individual projects, Case studies,							
Assessment methods:				Essay, Project,							
Prerequisites (required courses and introductory requirements):				Students must have basic knowledge about marketing and graduate at least one marketing course.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The goal of the course is to characterise the phenomenon of the international marketing, resent major marketing challenges companies face entering the international market. Students will have also to work on real business cases that will help them to comprehend the complexity of decisions made by managers in the international marketing.Other goal of the course is the presentation of the process of companies internationalization and globalization and differences between acting on domestic and international market.							
Course contents:				1. Introduction into the International Marketing and Entry Modes Objectives and program of the course Literature Grading Policy Direct exporting Direct investment Strategic alliances 2. Global Segmentation and Positioning Grouping consumers within countries into homogenous segments Use of strategically equivalent segments Use of macro and micro data Implications for positioning Tools for forming groups 3. International Marketing Research Basic problems in international marketing research Sources of information Adapting research methods to the international specific Evaluation of foreign markets attractiveness 4. Pricing International price setting International price standardization Transfer pricing 5. Product Development For Global Markets Adaptation vs standardization Concept testing Influence of the R&D interface New product development for international markets Product introduction: diffusion, sprinkler and waterfall 6. Distribution strategies exclusive distribution selective distribution intensive distribution 7. Promotion strategies pull strategy push strategy							
Recommended reading lists:				International Marketing By Stanley L. Paliwoda, Michael J. Thomas, Butterworth Heinemann 1998. The Central Challenge for Global Strategy By Pankay Ghemawat, Harvard Business Review, March 2007 Handouts distributed at class.							



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marcin.skurczynski@op.pl,

* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Leadership						ECTS code:	04.0.EE.FL.974			
							ECTS credits:	3			
							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:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 5 SSM, 1 SMSU, 2 SMSU,			Semester:	6, 10, 2, 4,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Collaborating, group activities, Case studies,							
Assessment methods:				Test, Presentation, Project,							
Prerequisites (required courses and introductory requirements):				Students should have basic knowledge about management and organizational behaviour							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The main purpose of this course is giving students opportunity to learn more about leadership theories and leadership styles in practice in different situations and cultural environment. Lectures together with case study method should encourage students to discussion which leads to developing several skills such as communication, making decision, organizing team work, etc.							
Course contents:				1. The essence of leadership - definitions 2. The evolution of leadership theories 3. Trait theories 4. Behavioural theories (Ohio model Michigan model, the Managerial Grid) 5. Contingency theories (Fiedler model, Hersey and Blanchard's Situational Theory, Leader-Member Exchange Theory, Path-Goal Theory, Leader-Participation Model) 6. Charismatic leadership theory 7. Transactional versus transformational leadership 8. The impact of culture on leadership - what is culture, how culture affects leadership style, are leadership styles universal or specific for different cultures 9. GLOBE Project findings 10. Leadership styles used by Polish managers							
Recommended reading lists:				D. Simpson, The Concept of Global Leadership Profile, in: New Security Challenges as Challenges to Pece Research, Saint Petersburg University Press, Saint Petersburg 2004 D. Simpson, Seeking for Global Leadership Style, in: The Influence of the Global Processes on Cedntral and Eastern European Region, Working Papers, Institute of International Business, University of Gdansk, FRUG, Sopot 2006 D. Simpson, Seeking for European leadership style, in:Meeting Global Challenges, Working Papers Institute of International Business, Universityu of Gdansk, FRUG, Sopot 2008							



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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Macroeconomic Developments in the New Member States of UE					ECTS code:	14.3.EE.FL.17				
						ECTS credits:	3				
						max. students:	30				
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
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,			Semester:	2, 4, 10,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations,							
Assessment methods:				Presentation,							
Prerequisites (required courses and introductory requirements):				Microeconomics, Macroeconomics							
Assumptions and objectives of the course (learning outcomes, skills and competence):				to be familiar with impact of transition and EU accession on Central European economies since 1990							
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							
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. O. Gyrafasova: How Slovakia Transformed Itself from a "Black Hole" to an Investors Paradise, Transition newsletter, the World Bank, vol. 14, no. 7-9/2003, also: www.tol.cz . 6. Economic surveys of Europe (for a selected year), http://www.unece.org/ead/survey.htm 7. Convergence Report of the E. C., European Commission, December 2006, http://ec.europa.eu/economy_finance/publications/european_economy/2006/ee_106_en.pdf 8. Ewa Balcerowicz: The Impact of EU Accession on Poland's Economy, E-brief, CASE no. 5/2007, www.case.com.pl 9. S. Feuerstein, O. Grimm: The Enlargement of the European Monetary Union, Bank i Kredyt, luty 2007, p. 3-20 10. 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							
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Monetary macroeconomics						ECTS code:	14.3.EE.FL.70			
							ECTS credits:	3			
							max. students:	30			
Name of unit administrating study:		KMakr	Field of study:		Economics/MSG**		Field of specialisation:		NONE;		
Teaching staff:		Marian Turek, Associate Professor									
Number of hours											
Lectures:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,			Semester:	6, 2, 4, 10,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Discussion, questioning, Individual projects,							
Assessment methods:				Essay,							
Prerequisites (required courses and introductory requirements):				High motivation for better understanding of the contemporary economic thought. Basic knowledge of micro- or/and macroeconomics is required.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				<i>This course extends in monetary terms the economic analysis and policy issues to the open economy. Keynesian, neo-classical and monetarist views on the demand and supply of money are explained and related to balance-of-payments analysis incorporating capital flows.</i>							
Course contents:				1. An Introduction to Monetary Macroeconomics Preliminary Remarks. A Few Historical Facts 2. Basic Concepts The Functions of Money. Empirical Measures. Monetary Standards: Fiat Versus Commodity Money. Legal Tender. Money, Credit, and Financial Intermediation. 3. The Demand for Money Informal Discussion. A Format Model. Uncertainty. Empirical Money Demand Functions. Velocity. The Baumol-Tobin Model Problems 4. The Supply of Money Basic Relationships. Monetary Control. Alternative Control Procedures. Algebraic Analysis. 5. The Static Classical and Keynesian Models The IS Function. The LM Function. The Aggregate Demand Function. The Classical Aggregate Supply Function. The Classical Model. The Keynesian Aggregate Supply Function. The Keynesian Model. IS-LM and Maximizing Analysis. 6. Steady Inflation Real Versus Nominal Interest Rates. Inflation in the Classical Model. Comparative Steady States. Analysis with Real-Balance Effects. Analysis with Output Growth. The Welfare Cost of Inflation. 7. Inflationary Dynamics The Cagan Model. Hyperinflation Episodes. Cagan’s Estimates. Stability Analysis. Weakness of Adaptive Expectations. 8. Rational Expectations Basic Properties. Application to the Cagan Model. Solution Procedure. Properties of the Solution. Examples of Rational Expectation Solutions. Models with Lagged Variables. Multiple Solutions. 9. Inflation and Unemployment: Alternative Theories Dynamics and the Keynesian Model. The Original Phillips Curve. The Augmented Phillips Curve. Lucas’s Monetary Misperceptions Theory. Taylor’s Relative-Prices Theory. Fischer’s Sticky-Wage Theory. Real Business Cycle Theory. 10. Money and Output: An Analytical Framework Aggregate Supply; Basic model. Normal Output. Multiperiod Pricing. Rationale for Price Stickiness. 11. Analysis of Alternative Policy Rules Introduction. Monetary Policy Ineffectiveness? The Lucas Critique. Money Stock Control 12. Rules Versus Discretion in Monetary Policy Fundamental Distinctions. Rules Versus Discretion: An Example. Effects of Rules Versus Discretion. Extensions of the Basic Model. 13. The Gold Standard: A Commodity-Money System Introduction. Basic Model. Analysis with Basic Model. Dynamic Analysis with Rational							



	<p>Expectations. Bimetallism.</p> <p>14. Open-Economy Monetary Analysis</p> <p>Basic Open-Economy Model. Properties of the Model. Fixed Exchange Rates. The Balance of Payments. Fixed Versus Floating Exchange Rates.</p> <p>15. Strategy for Monetary Policy</p> <p>Basic Considerations. A Specific Rule. Performance of Proposed Rule</p>
Recommended reading lists:	<ol style="list-style-type: none"> 1. Blaug M., <i>Economic Theory in Retrospect</i>, CUP, Cambridge 1996 2. Clower, R.W.(ed.), <i>Monetary Theory</i>, Penguin 1969 3. Friedman M., <i>Studies in the Quantity Theory of Money</i>, Chicago 1956 4. Galbraith J., <i>Money. Whence it come, where it went</i>, Penguin Books 1975 5. Keynes J.M., <i>A Treatise on Money</i>, London, Macmillan 1930 6. Mishkin F.S., <i>The Economics of Money, Banking, and Financial Markets</i>, Addison-Wesley 1998 7. Patinkin D., <i>Money, Interest and Prices</i>, Harper & Row, New York 1965
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Money, inflation and monetary policy				ECTS code:	14.3.EE.FL.16					
					ECTS credits:	5					
					max. students:	30					
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
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,		Semester:	2, 4, 10,		Type of course:	optional		Language of instruction	English	
Teaching methods			Lectures including multimodal presentations, Discussion, questioning,								
Assessment methods:			Presentation,								
Prerequisites (required courses and introductory requirements):			Student should be able to describe and distinguish among the fundamental notions of macroeconomics (income, supply and demand, economic growth, money, inflation, etc.)								
Assumptions and objectives of the course (learning outcomes, skills and competence):			<p>Among the main goals of the learning process are:</p> <ul style="list-style-type: none"> - 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 								
Course contents:			<p>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 unemployment; 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;</p> <p>The monetary policy conduct - decision making strategies including an instrument rule, a targeting rule, open-market operations, and the market for reserves</p> <p>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;</p> <p>Institutional framework of central banks' activities; the significance of central bank's independence</p>								
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))								
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* SSL - undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Oracle Academy - ERP information system in logistic processes (computer lab)				ECTS code:	04.2.EE.FL.975					
					ECTS credits:	3					
					max. students:	20					
Name of unit administrating study:		KL	Field of study:		Economics/MSG**		Field of specialisation:				
Teaching staff:		Anna Trzuskawska-Grzesińska, MSc. Eng									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	15	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 5 SSM, 1 SMSU, 2 SMSU,			Semester:	6, 10, 2, 4,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Work in computer laboratories, Case studies,							
Assessment methods:				Test,							
Prerequisites (required courses and introductory requirements):				Basic logistics and information technologies.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				Student will understand how ERP system's functionalities support the management of logistic processes in companies.							
Course contents:				1. ERP system roles and functionalities in business processes management, 2. Oracle Academy initiative 3. Oracle e-Business Suite application in logistic processes 4. Navigating Oracle e-Business Suite 5. Sales Planning and Forecasting process using Oracle e-Business Suite 6. Procure - to - Pay process using Oracle e-Business Suite 7. Customer Order - to - Payment process using Oracle e-Business Suite							
Recommended reading lists:				Oracle Academy Curriculum, Lysons K.: M. Zakupy zaopatrzeniowe. PWE, Warszawa 2004. Majewski J.: Informatyka dla logistyki, Instytut Logistyki i Magazynowania, Poznań 2002							
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Peer-to-Peer Networks of Information Society				ECTS code:	04.2.EE.FL.44					
					ECTS credits:	5					
					max. students:	30					
Name of unit administrating study:		ITiHM	Field of study:	Economics/MSG**	Field of specialisation:		NONE;				
Teaching staff:		Łukasz Tamkun, MSc									
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	0	Laboratory:	30	Seminars:	0	Language classes:	0
Type of studies*:	2 SMSU, 2 SSL, 1 SMSU, 3 SSL,		Semester:	4, 4, 2, 6,		Type of course:	optional	Language of instruction		English	
Teaching methods			Work in computer laboratories, Discussion, questioning,								
Assessment methods:			Essay,								
Prerequisites (required courses and introductory requirements):											
Assumptions and objectives of the course (learning outcomes, skills and competence):			The aim of the lecture is to provide the participant the theoretical background and key skills that enable him/her to use peer-to-peer networks in an environment of information society and acknowledge its commercial appliance in compliance with legal, ethical and social boundaries.								
Course contents:			1. Information society, (client-server relations: B2C, C2B, C2A, A2C; peer-to-peer relations: B2B, C2C) 2. Basic aspects of droit d'auteur, copyright and copyleft legal regimes 3. Legal aspects of peer-to-peer networks 4. Lobby in peer-to-peer networks 5. Peer-to-peer communities 6. Political doctrines based on peer-to-peer networks 7. Rise and growth of peer-to-peer networks 8. Napster, OpenNap network 9. Gnutella, Gnutella2 network 10. FastTrack, Open FastTrack network 11. eDonkey, Overnet, Kademlia network 12. BitTorrent network 13. Direct Connect network 14. Ares network 15. SoulSeek network 16. Marketing in peer-to-peer networks- tools 17. Grid networking 18. Freenet- peer-to-peer network in defense of freedom of speech 19. Anonymity in the internet: JAP, TOR and I2P 20. Other interesting appliances of peer-to-peer networks: Pando, peer2mail, Skype, BookMooch, Hamachi, JXTA, vwho, PeerBox, Joost, IPTV, PPMate, Sopcast, Lamboo								
Recommended reading lists:			Obligatory: 1. Fattah H. M., P2P: How Peer-to-Peer Technology Is Revolutionizing the Way We Do Business, Dearborn Trade Publishing 2002 2. Andersen B., Frenz M., The Impact of Music Downloads and P2P File-Sharing on the Purchase of Music: A Study for Industry Canada, http://strategis.ic.gc.ca/epic/site/ippd-dppi.nsf/en/h_ip01456e.html Facultative: 3. Szeliga M., Nieszwiec S., Bachman R., Michalski T., Sieci P2P. Wymiana plików w internecie., Helion 2004 4. Oram A., Peer-to-peer: Harnessing the Benefits of a Disruptive Technology, O'Reilly 2001 5. Benkler Y., The Wealth of Networks, Yale Press 2006								
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* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

Course title:	Poland as a brand name				ECTS code:	04.7.EE.FL.955					
					ECTS credits:	3					
					max. students:	15					
Name of unit administrating study:	IHZ	Field of study:	Economics/MSG**	Field of specialisation:	NONE;						
Teaching staff:	Joanna Bednarz, PhD										
Number of hours											
Lectures:	0	Classes:	0	Tutorials:	15	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,		Semester:	2, 4, 10,		Type of course:	optional		Language of instruction	English	
Teaching methods			Lectures including multimodal presentations, Discussion, questioning, Individual projects, Activating methods in training classes,								
Assessment methods:			Presentation, work groups, class participation								
Prerequisites (required courses and introductory requirements):			Basic knowledge of marketing								
Assumptions and objectives of the course (learning outcomes, skills and competence):			The course concentrates on a presentation of national marketing influence on brands' management in Polish enterprises on foreign markets. Particular attention has been paid to the difference of the images of Poland, Polish enterprises and their products on the markets of Central and East Europe and in West Europe and to varying ways of brands' management in enterprises related to these differences. During the course students will receive the basic knowledge of national marketing. They will be sure that a positive national image is an essential ingredient for export competitiveness and promotion of brands of national companies and their products. Students will also be able to propose variety of actions that can create positive image of Poland.								
Course contents:			<ol style="list-style-type: none"> 1. Introduction to brand management - brand's definition, how to find a good brand name, logo, design, slogan, brand image, brands' strategies 2. Nationality as a brand - who should create and take responsibility for a good image of nationalities, presentation of different nationalities as brands, the role of stereotypes 3. History of Polish brands - examples of brands before II World War, situation before 1990, first brand names in Poland, declined and returned brands (examples), revue of new brands launched with success on the Polish market 4. Image of Poland - organizations engaged in creation of the image of Poland, Institute of Polish Brand, Adam Mickiewicz Institute, "Creative tension" by Wally Olins 5. Polish famous enterprises and their brands 6. Polish brands on the EU market - problems with confusing meaning of brand names in different languages, variety of customs in Europe, different law regulations concerning brands' promotion in Europe 								
Recommended reading lists:			<ol style="list-style-type: none"> 1. D. Dearlove, <i>Business the Richard Branson way: 10 secrets of the world's greatest brand builder</i>, Chichester Capstone Publishing (a Wiley Company) 2007 2. M.J. Baker, <i>The marketing book</i>, Butterworth-Heinemann 2003 3. R. Elliott, <i>Brands and Brand Management</i>, 4 vols, Routledge 2009 4. P. Kolter, <i>Marketing Management</i>, Prentice Hall 2005 								
Contact:			j.bednarz@ek.univ.gda.pl ,								

* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Poland's Economic Transition Macroeconomic Stabilisation and Institutional Changes					ECTS code:	14.3.EE.FL.46				
						ECTS credits:	5				
						max. students:	30				
Name of unit administrating study:		KPG	Field of study:		Economics	Field of specialisation:		BRAK;EEF;			
Teaching staff:		Piotr Kuropatwiński, PhD									
Number of hours											
Lectures:	30	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM,			Semester:	2, 4, 10,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Discussion, questioning, Individual projects,							
Assessment methods:				Essay, Presentation,							
Prerequisites (required courses and introductory requirements):				Microeconomics. Macroeconomics. Economic Policy.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				Getting acquainted with modern theories explaining the logic and the process of economic system transformation, on the background of organisational cultures methodology and theory of change management. Presentation skills will also be fruitfully trained.							
Course contents:				<p>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</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p> <p>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.</p> <p>7. Institutional changes introduced in early 1990s and their initial results. Basic controversies. Privatisation and restructuring. Symptoms of improvement in economic performance.</p> <p>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.</p> <p>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</p> <p>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</p> <p>11. Alternative scenarios for the nearest future. Pessimistic scenarios. Optimistic scenarios</p>							



Recommended reading lists:	Basic: L.Balcerowicz: Socialism, Capitalism, Democracy Organisations. Software of the mind" 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"	G. Hofstede: "Cultures and K.Arrow: "Limits to an
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Purchasing						ECTS code:	04.9.EE.FL.53			
							ECTS credits:	3			
							max. students:	30			
Name of unit administrating study:		KL	Field of study:		Economics/MSG**		Field of specialisation:		NONE;		
Teaching staff:		Anna Trzuskawska-Grześnińska, MSc. Eng									
Number of hours											
Lectures:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM, 3 SSL,			Semester:	2, 4, 10, 6,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Activating methods in training classes, Individual projects, Collaborating, group activities, Case studies,							
Assessment methods:				Project, Participation in the teamwork and case studies during lectures							
Prerequisites (required courses and introductory requirements):				Basics in economics and logistics.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The objective of the lecture is to trigger a student thought process in understanding the system and importance of purchasing within a company. During the lecture the students will gain knowledge about the purchasing principles and applications in business. The lecture will leverage the student's knowledge and experience by encouragement for sharing, but it will also use case studies about different companies.							
Course contents:				<div>1. Purchasing as a key function within a company<ul style="list-style-type: none">- roles & responsibilities- impacts on the company condition- integration of purchasing with other processes within the company- purchasing strategies- purchasing policies</div> <div>2. Purchasing process<ul style="list-style-type: none">- demand planning- material requirements planning (MRP)- inventory management- order placing and chasing- incoming goods inspection- quality complaints</div> <div>3. Vendor Management<ul style="list-style-type: none">- request for quotation- price/cost analyses- supplier selection process- supplier assessment- vendor relation management- contract terms & conditions- Balanced Score Card- business reviews- continuous improvement</div> <div>4. Vendor's role in supply chain - types of relations<ul style="list-style-type: none">- independent supplier- intracomapany supplier- contracted supplier- contract manufacturer- electronic manufacturing services</div> <div>5. Vendor Managed Inventory<ul style="list-style-type: none">- definition & applications- legal aspects of VMI- operational aspects of VMI</div>							
Recommended reading lists:				Christopher, M.: Logistics and Supply Chain Management, Prentice-Hall, Harlow 2005 Lysons K.: Purchasing and Supply Chain Management,Pearson Education Limited, Harlow 2006 Heinritz S.: Purchasing. Principles and Applications, Prencite Hall, New Yearsey 1991 Poirier C.C.: Supply Chain Optimization: Building the Strongest Total Business Network Benton W.C.: Purchasing and supply management							



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* SSL- undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations



Course title:	Reuters Academy				ECTS code:	14.3.EE.FL.957					
					ECTS credits:	3					
					max. students:	20					
Name of unit administrating study:		IHZ	Field of study:		Economics/MSG**		Field of specialisation:				
Teaching staff:		Monika Szmelter, MSc									
Number of hours											
Lectures:	0	Classes:	15	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	2 SMSU, 1 SMSU, 5 SSM,		Semester:	4, 2, 10,		Type of course:	optional		Language of instruction	English	
Teaching methods			Work in computer laboratories,								
Assessment methods:			Test,								
Prerequisites (required courses and introductory requirements):			basic knowledge of finance, financial markets and banking								
Assumptions and objectives of the course (learning outcomes, skills and competence):			<p>Students get:</p> <ul style="list-style-type: none"> - practical skills of using Reuters3000XTRA program - full preparation for exam in knowledge of Reuters3000XTRA program organized by Thomson Reuters on University of Gdańsk (students with passed exam get Thomson Reuters Markets Academy Certificate) 								
Course contents:			<p>Reuters Academy 1: Introduction to the Key Components and Data.</p> <p>Reuters Academy 2: Searching for Data and News.</p> <p>Reuters Academy 3: Displaying Data and Screen Design.</p> <p>Reuters Academy 4: Analysing data using charts and pre-built models.</p> <p>Reuters Academy 5: Retrieving Data in Excel using Reuters 3000 XTRA</p>								
Recommended reading lists:			materials prepared by Thomson Reuters company								
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* SSL - undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations



Course title:	Services Marketing				ECTS code:	04.7.EE.FL.91					
					ECTS credits:	5					
					max. students:	30					
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
Type of studies*:	3 SSL, 5 SSM, 1 SMSU, 2 SMSU,			Semester:	6, 10, 2, 4,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Individual projects, Case studies, Collaborating, group activities, spotkania z przedstawicielami praktyki gospodarczej przedsiębiorstw usługowych							
Assessment methods:				Test, Project,							
Prerequisites (required courses and introductory requirements):				Students should know basic principles of marketing, market research, marketing planning							
Assumptions and objectives of the course (learning outcomes, skills and competence):				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.							
Course contents:				Students are introduced into the service sector, its importance in economies of chosen countries 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 analyses), market segmentation, different strategies used in service business, Ansoff matrix, BCG matrix, promotion tools, promotion strategy							
Recommended reading lists:				1. C. Lovelock, J. Writz, Services Marketing Prentice Hall 2006 - obligatory 2. P. Kotler, T. Hayes, P.N. Bloom, Marketing Professional Services, Prentice Hall 2002 - supplementary reading 3. V. Zeithaml, M.J. Bitner, D.D. Gremler, Services Marketing, McGraw-Hill/Irwin 2002 - supplementary reading							
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* SSL - undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Spatial issues in contemporary economics - new economic geography				ECTS code:	14.3.EE.FL.13		
					ECTS credits:	3		
					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:	15	Classes:	0	Tutorials:	0	Laboratory:	0	
						Seminars:	0	
						Language classes:	0	
Type of studies*:	1 SMSU, 2 SMSU, 3 SSL, 5 SSM,		Semester:	2, 4, 6, 10,	Type of course:	optional	Language of instruction	English
Teaching methods	Lectures including multimodal presentations, Discussion, questioning,							
Assessment methods:	Essay, Test, maximum of 30 students: passing criteria: active participation, essay on a preassigned topic or a test							
Prerequisites (required courses and introductory requirements):	Undergraduate/graduate micro and macroeconomics. Basic calculus. Good command of English.							
Assumptions and objectives of the course (learning outcomes, skills and competence):	The lecture provides a thorough overview of new economic geography models and its impact on theories of international trade and factor mobility, trade policy, economic growth as well as regional economics and regional development. The lecture should deepen the research skills of students by providing them with better understanding of the impact of spatial dependence in principal economic processes and the methods of taking that issue into account in empirical analysis.							
Course contents:	<ol style="list-style-type: none"> 1. Stylized facts on the role of space in economics 2. NEG models 3. Spatial issues in trade, economic growth and regional economics 4. Industrial Clustering - economics of agglomeration 5. Measuring spatial concentration and inequality 6. Geographical economics and empirical evidence, spatial econometrics 7. Policy implications and value-added of geographical economics 							
Recommended reading lists:	Brakman et al. (2001) An introduction to geographical economics, Cambridge University Press. Selected chapters from the following: <ol style="list-style-type: none"> 1. Baldwin et al. (2003) Economic geography and public policy, Princeton University Press. 2. Breschi, Malerba (2005) Clusters, networks and innovation, Oxford University Press. 3. Fujita et al. (2001) The spatial economy, MIT Press. 4. Fujita, Thisse (2002) Economics of Agglomeration, Cambridge University Press. 5. World Bank (2008) World Development Report. Reshaping economic geography, World Bank. 							
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* SSL - undergraduate studies * SSM, SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Supply Chain Management					ECTS code:	04.9.EE.FL.48				
						ECTS credits:	3				
						max. students:	30				
Name of unit administrating study:		KL	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		Anna Trzuskawska-Grzesińska, MSc. Eng									
Number of hours											
Lectures:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	1 SMSU, 2 SMSU, 5 SSM, 3 SSL,			Semester:	2, 4, 10, 6,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Activating methods in training classes, Individual projects, Collaborating, group activities, Case studies,							
Assessment methods:				Project, Participation in the teamwork and case studies during lectures							
Prerequisites (required courses and introductory requirements):				Basics in economics and logistics.							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The objective of the lecture is to trigger a student thought process in understanding the concept and importance of supply chain management on global markets. During the lecture the students will design generic supply chain and discuss all aspects that make it effective and competitive. The lecture will leverage the student's knowledge and experience by encouragement for sharing but it will also use case studies about different companies to learn the best business practices. Students will gain basic knowledge how to manage supply chain processes.							
Course contents:				1. Supply, Supply Chain and Supply Chain Network Concept Discussion about the concepts of supply management, supply chain management and supply chain network management. Presenting dynamics, features and principles typical for global supply chains. A task for students to describe how to achieve the partnership with a supplier and/or a customer. Discussion about the drivers, for building global supply chains, their benefits and risks. Supply chain network objectives and structures. Management principles and controls applied within supply chain networks. 2. Design of Supply Chain Discussion about the characteristics and types of nodes, partners and flows within the supply chain. Presenting examples of the designs of integrated information and goods flows (physical and virtual flows and transactions). Presentation of information technology solutions for supply chain management such as internet portals, informations platforms, ERP and SCM information systems, electronic interfaces. Quote to cash process integration. Supply chain network design drivers and guiding principles based on the best practices. The Student's team work - designing the models and flows and main process for a network for a chosen product, industry and market. 3. Main processes within supply chain networkDiscussion about the characteristics and applications of all main processes such as: - Sales Planning - Quote & Contract Management - Demand Planning and Supply Planning - Inventory Management - Material Requirements Planning (MRP) - Manufacturing Resources Planning (MRPII) - Product Life Cycle and Change Management - Order Management / Delivery - Supplier / Vendor Management							
Recommended reading lists:				<u>Basic literature:</u> Bozarth, C., Handfield, R.: Introduction to Operations and Supply Chain Management, Pearson Prentice-Hall, Upper Saddle River, NJ, 2006 Christopher, M.: Logistics and Supply Chain Management, Prentice-Hall, Harlow 2005 Goldratt E.M: The 10 Keys to Global Logistics Excellence, Supply Chain Thought Leadership Series, SC Digest 2007 Hammer M, Champy J.: Reengineering the Corporation: A Manifesto for Business							

	<p>Revolution, Harper Business, New York 1993</p> <p>Lee H.L.: Aligning Supply Chain Strategies with Product Uncertainties. California Management Review VOL. 44, No.3 Spring 2002, San Diego 2002,</p> <p><u>Poirier C.C.: Supply Chain Optimisation: Building the Strongest Total Business Network. Berrett-Koehler Publishers, San Francisco 1996</u></p> <p><u>Additional:</u></p> <p>Chaberek M.: Macro- i mikroekonomiczne aspekty wsparcia logistycznego. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2002</p> <p>Ciesielski M.: Sieci logistyczne. Wydawnictwo Akademii Ekonomicznej w Poznaniu, 2002</p> <p>Friedman T.L.: The World Is Flat: A Brief History of the Twenty-first Century, Farrar, Strauss and Giroux, New York 2005</p> <p>Pfohl H.C.: Systemy logistyczne. Biblioteka Logistyka, Poznań 2001</p> <p>Supply-Chain Council's Supply-Chain Operations Reference-model (SCOR)</p> <p>www.supply-chain.org.</p>
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	The Winners of the Nobel Prize in Economics				ECTS code:	14.3.EE.FL.971					
					ECTS credits:	3					
					max. students:	15					
Name of unit administrating study:		OTHER	Field of study:		Economics/MSG**		Field of specialisation:				
Teaching staff:		Marian Turek, Associate Professor									
Number of hours											
Lectures:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 2 SMSU, 5 SSM,		Semester:	6, 2, 4, 10,		Type of course:	optional	Language of instruction	English		
Teaching methods			Lectures including multimodal presentations, Individual projects, Discussion, questioning,								
Assessment methods:			Essay, Presence at lectures, activity during discussions:								
Prerequisites (required courses and introductory requirements):			1. Good command of English. 2. The need to make use of materials displayed on the UG educational platform MOODLE is required (http://pe.univ.gda.pl).								
Assumptions and objectives of the course (learning outcomes, skills and competence):			The aim of this lecture is to make the students familiar with the wide range of contemporary economic thought, particularly of the most outstanding economists who received for their achievements in economic sciences the most honorable prize, the Nobel Prize.								
Course contents:			1) Alfred Nobel and the creation of the Nobel Prize 2) The Nobel Prize for economics 3) The Nobel prizes in other fields of science 4) The areas of research of the winners of the Nobel Prize in economics 5) The problems involved in the nomination of prize-winners 6) New areas of economic research as represented by the Nobel prize-winners 7) The economic views of individual prize-winners								
Recommended reading lists:			1. Abrahams M., <i>IgNobel Prizes</i> , Orion Books 2002 2. Breit W., B.T.Hirsch, <i>Lives of the Laureates</i> , The MIT Press 2005 3. Snowden B., H.R.Vane, <i>Conversations with Leading Economists</i> , EE, Cheltenham 1999 4. Szenberg M., (ed.), <i>Eminent Economists</i> , CUP, Cambridge 1993								
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

Course title:	Warehouse Management					ECTS code:	04.9.EE.FL.51				
						ECTS credits:	3				
						max. students:	30				
Name of unit administrating study:		KL	Field of study:		Economics/MSG**	Field of specialisation:		NONE;			
Teaching staff:		Anna Trzuskawska-Grzesińska, MSc. Eng									
Number of hours											
Lectures:	15	Classes:	0	Tutorials:	0	Laboratory:	0	Seminars:	0	Language classes:	0
Type of studies*:	3 SSL, 1 SMSU, 5 SSM, 2 SMSU,			Semester:	6, 2, 10, 4,	Type of course:	optional	Language of instruction		English	
Teaching methods				Lectures including multimodal presentations, Activating methods in training classes, Individual projects, Collaborating, group activities, Case studies,							
Assessment methods:				Project, Participation in the teamwork and case studies during lectures							
Prerequisites (required courses and introductory requirements):				Basics in economics							
Assumptions and objectives of the course (learning outcomes, skills and competence):				The objective of the lecture is to trigger a student thought process in understanding the concept of warehouse management. During the lecture the students will discuss: the role of the warehouse in a company and in a supply chain the logistic processes in the warehouse, material and products flows in the warehouse, practical aspects of the warehouse management. The lecture will leverage the student's knowledge and experience by encouragement for sharing them but it will also use case studies about different companies.							
Course contents:				1) Introduction to logistics a. The role of logistics b. Goals and tasks of logistics c. Logistics processes in a company d. Logistics systems e. Information in logistics systems 2) Warehouse within a company a. The roles and functions of a warehouse in a company b. Warehouse operation's influence on the company results c. Measures and metrics of warehouse operations 3) Logistics in the warehouse a. Logistic process within a warehouse b. Identification and classification of materials c. Localization of materials in a warehouse 4) Materials and products in the warehouse a. Managing the material/products turns in warehouse (FIFO/LIFO), b. Warehouse documentation, c. Information flows in the warehouse i. Incoming information ii.Outgoing information iii. Processing and converting information d. The information systems in the warehouse i. ERP ii. WMS iii. Bar code iv. RFID 5) Practical aspects of warehouse management a. Problems and issues in receiving processes b. Problems and issues in shipment processes c. Cycle count d. ABC classification							
Recommended reading lists:				Emmett S.: Excellence in Warehouse Management: How to Minimize Costs and Maximise Value. John Wiley & Sons Ltd., Sussex 2005 M.Gubała, J.Popielas: Podstawy zarządzania magazynem w przykładach. ILiM, Poznań 2005 Warehouse Education and Research Council http://www.werc.org/ Additional: Pod red. A. Korzeniowskiego: Magazynowanie towarów niebezpiecznych, przemysłowych i spożywczych. ILiM, Poznań 2006 J.Majewski: Informatyka dla logistyki. ILiM, Poznań 2006							



	J.Majewski: Informatyka w magazynie.ILiM, Poznań 2006
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* SSL- undergraduate studies * SSM,SMSU - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations