

Subject card

Subject name and code	Mathematical Methods for Economic Analysis, PG_00035939						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Microeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Elżbieta Babula				
	Teachers		dr Elżbieta Babula				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	eNauczanie source address: https://mdl.ug.edu.pl/course/view.php?id=12910						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The purpose of this course is to help students develop advanced skills for formulating and analyzing mathematical models in the economics and finance. Rigorous mathematical analysis of theoretical models can lead to a better understanding of economic problems.						
	Additionally, the purpose is to help students develop skills for using the computer tools to solve mathematical models and to apply the knowledge in economic modeling.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W06] have an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	The student knows and understands the conditions for the existence of the solution of a linear system of equations; knows the types of constraint optimization problems and understands the solution methods; understands the qualitative solutions of basic dynamic problems; characterizes the dynamic programming and optimal control problems and knows its solution methods; understands the basic characteristics of Markov chains. The student knows the computer tools to support mathematical analysis.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSGL3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	The student knows and understands the conditions for the existence of the solution of a linear system of equations; knows the types of constraint optimization problems and understands the solution methods; understands the qualitative solutions of basic dynamic problems; characterizes the dynamic programming and optimal control problems and knows its solution methods; understands the basic characteristics of Markov chains. The student knows the computer tools to support mathematical analysis.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student classifies the systems of linear equations and solves the systems if possible; identifies the basic types of differential equations and applies the correct solution method; solves constraint optimization problems and interprets the solution; analyzes and interprets the qualitative solutions of basic dynamic problems; solves and analyzes optimal control problems; applies matrix methods to discuss properties of Markov chains; can find the invariant measure of Markov chain. The student recognizes the areas of application for the methods in economics and finance.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[MSGL3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student classifies the systems of linear equations and solves the systems if possible; identifies the basic types of differential equations and applies the correct solution method; solves constraint optimization problems and interprets the solution; analyzes and interprets the qualitative solutions of basic dynamic problems; solves and analyzes optimal control problems; applies matrix methods to discuss properties of Markov chains; can find the invariant measure of Markov chain. The student recognizes the areas of application for the methods in economics and finance.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	The student can cooperate in group to develop the solution for given task. The student applies the computer tools to solve problems that require mathematical methods.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[MSGL3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student individually as well as in cooperation within group expands his or her awareness of possibilities and boundaries of applying mathematics to a better understanding of economic problems.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student individually as well as in cooperation within group expands his or her awareness of possibilities and boundaries of applying mathematics to a better understanding of economic problems.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	The student can cooperate in group to develop the solution for given task.	[SU8] observation of student's independent or team work
	[MSGL3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student applies the computer tools to solve problems that require mathematical methods.	[SU5] implementation of a problem task
Subject contents	<ol style="list-style-type: none"> 1. Review of basic linear algebra: determinants and matrix inverses; Cramers rule; rank of matrix; linear systems of equations; degrees of freedom. All tasks in this topic are conducted in a computer laboratory. 2. Linear programming: basic properties and examples of linear programs; basic solutions; the fundamental theorem of linear programming; the simplex method; dual linear programs. This topic is conducted with computer laboratory support. 3. Non-linear programming: constrained optimization with equality constraints (Lagrange problem) and with inequality constraints (Kuhn-Tucker problem). 4. Differential equations: constant coefficient linear differential equations; qualitative solution: phase portrait diagrams; nonlinear systems; fixed points; linearization of dynamic system in the plane. This topic is conducted with computer laboratory support. 5. Optimal control: maximum principle; transversality conditions. 6. Dynamic programming: dynamic programming problems; the principle of optimality. 7. Stochastic processes: Markov chains; stationary distributions. This topic is conducted with computer laboratory support. 		
Prerequisites and co-requisites	<p>Completed Mathematical applications in economics and management course or other undergraduate mathematics course.</p> <p>The course requires basic knowledge of:</p> <ul style="list-style-type: none"> - differential calculus (derivatives and integrals of elementary functions with basic rules of differentiation and integration); - matrix algebra. 		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assignments: tasks to be solved individually outside of class within given deadline	51.0%	30.0%
	Quizzes and tests online at fixed dates outside of class	51.0%	10.0%
	Group work in-class activities	51.0%	60.0%
Recommended reading	Basic literature	K. Sydsater, P. Hammond, A. Seierstad, A. Strom, Futher mathematics for economic analysis, Prentice Hall, 2005.	

	Supplementary literature	<p>1. Chiang A., Elements of dynamic optimalization, McGraw-Hill 1992.</p> <p>2. Chiang A., Fundamental methods of mathematical economics, McGraw-Hill 1967.</p> <p>3. Brzeźniak Z., Zastawia T., Basic stochastic processes, Springer 2003.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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Subject card

Subject name and code	Passenger transport, PG_00083936						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marcin Wolek				
	Teachers		dr hab. Marcin Wolek dr hab. Krzysztof Grzelec dr hab. Dariusz Tłoczyński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	Providing detailed knowledge and basic analytical skills on specific passenger transport markets, including air, rail, road and urban transport.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student is able to analyze the causes and course of specific economic and social processes and phenomena taking place on the passenger transport market and analyze them using appropriate economic and social methods and tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	Student has an in-depth and structured knowledge of passenger transport market, its place in the system of sciences, its relations with other sciences and fields of knowledge.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	The student is able to correctly interpret economic and social phenomena occurring in the passenger transport market and apply knowledge of economics, finance and management sciences to explain economic phenomena occurring in individual segments of this market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is able to assess economic and social phenomena occurring in the passenger transport market, interpret the necessary statistical data and economic indicators in this area, as well as interpret forecasts of phenomena and explain economic processes using standard methods and tools used in economic sciences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Student recognises the importance of knowledge in the field of passenger transport market in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student is aware of the level of his knowledge in the area of the passenger transport market, understands the need to deepen and update this knowledge throughout his life.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	Student can creatively interpret and explain complex and atypical economic phenomena on passenger transport market and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Student can creatively interpret and explain complex and atypical economic phenomena and the relations occurring on passenger transport market, using the acquired knowledge in economics, finance and international economic relations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	The student is able to identify and analyse the links between economic entities and public institutions that are part of the domestic and international passenger transport market environment. Using their theoretical knowledge and based on case study analysis, they are able to critically assess these links.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[MSG3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	The student has advanced knowledge of selected issues in passenger transport on a global scale, particularly with regard to the role of the passenger transport sector in emissions and the importance of passenger air transport for the functioning of the international economy.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student critically assesses the level of his knowledge in the area of functioning of the passenger transport market, is ready to deepen and update this knowledge throughout his life, taking into account the most important trends in the international and national dimension.	[SK1] oral statement/conversation/discussion
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student has advanced knowledge of the relationships between economic entities and social organizations operating on the air transport market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows the types of economic and social ties important for the passenger transport market and the regularities that govern them.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to use the theoretical knowledge and obtain data to analyze specific economic and social processes and phenomena taking place on the passenger transport market and analyze these phenomena using methods created in economics, finance and management sciences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
Subject contents	1. Introduction. 2. Passenger transport market as a segment of the transport market. 3. Environmental challenges of the development of passenger transport. 4. Transport policy as a determinant of passenger transport development. 5. Demand for passenger transport services. 6. Competition in the passenger transport market. 7. Marketing in passenger transport. 8. Passenger transport market analysis. 9. The main problems of road passenger transport. 10. The main problems of rail passenger transport. 11. The main problems of urban passenger transport. 12. The main problems of air passenger transport. 13. An excursion to the Gdansk Lech Wałęsa Airport (an equivalent of 4 hours of lectures).		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The attendance rate	75.0%	25.0%
	The project presentation	65.0%	75.0%
Recommended reading	Basic literature	L. Budd, S. Ison: Air Transport Management: An International Perspective. 2nd Edition, Routledge 2020, Selected papers from the following journals: "Journal of Cleaner Production," Energies, "Transportation," and Public Transport International.	
	Supplementary literature	W. Black: Sustainable Transportation. Problems and Solutions. The Guilford Press, New York, London 2010	
	eResources addresses		

<p>Example issues/ example questions/ tasks being completed</p>	<ol style="list-style-type: none"> 1. CO2 Reduction Strategies in the Aviation Industry. 2. What does airport mean for a city: an economic and environmental perspective. 3. Connectivity Between Airports and City Centers: Best Practices from selected cities. A comparative case study analysis. 4. The Role of Hydrogen-Powered Trains in the Future of Sustainable Transport. 5. High-Speed Rail as an Alternative to Air Transport: The Cases of Spain and France or other regions. 6. The evaluation of 9 EUR ticket experiment in Germany. 7. Low-Emission Zones in European Cities: Effects on Urban Mobility (Case Studies from London, Milan, and Berlin or other cities). 8. Urban Mobility Solutions: How London and Warsaw Improve Public Transport Efficiency.
<p>Work placement</p>	<p>Not applicable</p>

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Subject card

Subject name and code	Principles of Marketing Workshop, PG_00117993						
Field of study	Logistics and Mobility						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers		dr hab. Jacek Winiarski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The is designed to provide students with foundational knowledge and practical skills in marketing, essential for thriving in the business environment. The course emphasizes understanding consumer psychology, applying marketing strategies, and developing analytical and creative skills, which are crucial for designing effective marketing campaigns.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
Subject contents	<div>1. The marketing concepts.</div> <div>2. Entrepreneurial marketing and the marketing mix.</div> <div>3. Market research, market opportunity recognition, and target market.</div> <div>4. Marketing techniques and tools for entrepreneurs.</div> <div>5. Entrepreneurial branding.</div> <div>6. Marketing strategy and the marketing plan.</div> <div>7. Creating a marketing strategy.</div> <div>8. Developing a marketing mix.</div> <div>9. Buyer behavior.</div> <div>10. Market segmentation.</div> <div>11. What is a product?</div> <div>12. Creating products that deliver value.</div> <div>13. The product life cycle.</div> <div>14. Pricing strategies and future trends.</div> <div>15. Trends in developing products and pricing.</div> <div>16. Sales and customer service.</div>						
Prerequisites and co-requisites	None						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Individual presentation in front of the group on the agreed topic	50.0%	80.0%
	Active participation in debate	0.0%	15.0%
	Egzam	50.0%	5.0%
Recommended reading	Basic literature	1. Kotler, P., & Keller, K. L. (2016). <i>Marketing management</i> (15th ed.). Pearson. 2. Cialdini, R. B. (2006). <i>Influence: The psychology of persuasion</i> (Revised ed.). Harper Business. 3. Thaler, R. H., & Sunstein, C. R. (2008). <i>Nudge: Improving decisions about health, wealth, and happiness</i> . Yale University Press.	
	Supplementary literature	1. Solomon, M. R. (2020). <i>Consumer behavior: Buying, having, and being</i> (13th ed.). Pearson. 2. Jobber, D., & Ellis-Chadwick, F. (2019). <i>Principles and practice of marketing</i> (9th ed.). McGraw-Hill Education. 3. Evans, D., & McKee, J. (2020). <i>Social media marketing: The next generation of business engagement</i> (3rd ed.). Wiley.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Competitor analysis and value proposition Project goal: Students will conduct a market and competitor analysis for a chosen industry, identifying market gaps and creating a unique value proposition for a new product or service. Outcome: A group report and presentation with findings and recommendations. 2. Marketing campaign for a digital product Project goal: Design a complete marketing campaign strategy for a selected digital product (e.g., mobile app or online course), including marketing mix and social media activities. Outcome: A presentation of the strategy, including an ad concept and an action timeline. 3. Consumer preference study Project goal: Conduct a consumer preference study (surveys, interviews) in a chosen market segment and analyze the data to recommend a marketing strategy. Outcome: A research report with data analysis and actionable recommendations.		
Work placement	Not applicable		

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Subject card

Subject name and code	Sociology Workshop, PG_00152974						
Field of study	Logistics and Mobility						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers		dr hab. Jacek Winiarski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the course is to develop the ability to analyze and interpret social phenomena through practical workshops, discussions, and group work. Students will learn to apply sociological theories to contemporary social issues and enhance their critical thinking and research skills.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[LMMU2_W06] has an in-depth knowledge of statistical and econometric methods and tools for description and macro- and microeconomic modelling of logistics and mobility processes and systems						
	[LMMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures						

Subject contents	<div>1. Introduction to sociology Fundamental concepts, research methods, and the importance of sociology in understanding society.</div> <div>2. Social structure and dynamics Social groups, roles, institutions, and social change over time.</div> <div>3. Social inequalities and their roots Social classes, mobility, poverty, and economic exclusion.</div> <div>4. Group behavior and social norms Conformity, deviance, and mechanisms of social control.</div> <div>5. Culture and social identity Mass culture, subcultures, globalization, and its impact on local societies.</div> <div>6. Contemporary social issues Migration, demographic changes, climate crisis, and challenges for social policies.</div> <div>7. Social capital and civil society The role of social networks, trust, and cooperation in developing local communities.</div>														
Prerequisites and co-requisites	None.														
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Individual presentation in front of the group on the agreed topic</td><td>51.0%</td><td>80.0%</td></tr><tr><td>Active participation in debate</td><td>51.0%</td><td>15.0%</td></tr><tr><td>Egzam</td><td>51.0%</td><td>5.0%</td></tr></table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Individual presentation in front of the group on the agreed topic	51.0%	80.0%	Active participation in debate	51.0%	15.0%	Egzam	51.0%	5.0%
Subject passing criteria	Passing threshold	Percentage of the final grade													
Individual presentation in front of the group on the agreed topic	51.0%	80.0%													
Active participation in debate	51.0%	15.0%													
Egzam	51.0%	5.0%													
Recommended reading	Basic literature	<div>1. Kahneman, D. (2011). <i>Thinking, fast and slow</i>. Farrar, Straus and Giroux. https://doi.org/10.1037/e532672014-031</div> <div>2. Ariely, D. (2008). <i>Predictably irrational: The hidden forces that shape our decisions</i>. HarperCollins. https://doi.org/10.1037/e748972010-001</div> <div>3. Thaler, R. H., & Sunstein, C. R. (2009). <i>Nudge: Improving decisions about health, wealth, and happiness</i>. Penguin Books. https://doi.org/10.2139/ssrn.2223622</div>													
	Supplementary literature	<div>1. Goleman, D. (2006). <i>Emotional intelligence: Why it can matter more than IQ</i>. Bantam Books. https://doi.org/10.1037/e639052007-001</div> <div>2. Schwartz, B. (2004). <i>The paradox of choice: Why more is less</i>. Harper Perennial. https://doi.org/10.1037/e531792013-001</div> <div>3. Seligman, M. E. P. (2011). <i>Flourish: A visionary new understanding of happiness and well-being</i>. Free Press. https://doi.org/10.1037/e532922011-001</div>													
	eResources addresses														
Example issues/ example questions/ tasks being completed	<div>1. Case analysis: Analyze a chosen example of an economic decision (e.g., investment, saving, or consumption) in terms of cognitive biases described by Kahneman in <i>Thinking, Fast and Slow</i>. Discuss how these biases could have been avoided.</div> <div>2. Group project: Prepare a report on the impact of emotions on financial decision-making among consumers. Gather data from the literature and create recommendations for companies on how to better address customer needs.</div> <div>3. Individual essay: Write an essay on the application of <i>nudging</i> theory in public policies aimed at promoting retirement savings. Include examples of implemented strategies.</div>														

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Subject card

Subject name and code	Successful intercultural communication , PG_00177607						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Monika Grottel				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the course is to: <ul style="list-style-type: none">prepare students to participate in public debates, multilateral negotiations, and to create and deliver presentations on selected business topics in a professional manner, in accordance with the principles of effective public speakingdevelop skills in self-presentation, presenting academic or professional papers, and active participation in discussions						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to interact and work in an international group, assuming various roles.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to actively participate in debates, present their own position, and support it with knowledge based on facts and statistics reflecting the economic situation in the country and region.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has structured knowledge of the functioning of economic entities in national and international environments, with particular emphasis on the European Union.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student is able to communicate in an international and culturally diverse environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	the student has advanced knowledge of the relations between EU institutions and member states functioning in the intercultural sphere	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	the student is able to cooperate and work in an international group, assuming different roles in it	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	the student has the ability to prepare oral presentations in English on communication in an intercultural environment, using theoretical approaches, principles of collecting various data sources, is able to actively participate in the debate	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	<ol style="list-style-type: none"> 1. Theoretical foundations of communication and negotiation in an intercultural context. 2. Communication and negotiation strategies in an international environment. 3. Time and place of negotiations. 4. The negotiation team division of roles and responsibilities. 5. Styles and types of behavior in communication. 6. Disturbances and barriers in communication and negotiations. 7. Culture shock. 8. Manipulation in communication and negotiations 9. Principles of preparing a good presentation. 10. Golden rules of communication student presentation. <p>For several years, the course has been conducted in collaboration with a partner university in Belgium Artevelde University of Applied Sciences in Ghent. A portion of the course is delivered in a modular format during the last week of March. Specific details regarding the class schedule are provided during the initial sessions.</p> <p>During the consultation, the student discusses the substantive aspects of the final project with the instructor.</p>		
Prerequisites and co-requisites	none		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	preparation and presentation of a group project	100.0%	40.0%
	active participation in a debate	100.0%	60.0%
Recommended reading	Basic literature	1. Business communication: process and product. ed. M.E. Guffey, Mason: South-Western Cengage Learning, 2008 2. Gene Zelazny, Say it with presentations: how to design and deliver successful business presentations, 2nd [rev. & expanded.], New York : McGraw-Hill, 2013 3. Carmine Gallo, The Presentation Secrets of Steve Jobs. How to be insanely great in front of any audience, Columnist, Businessweek.com 4. Patricia Moor, How to avoid Death by PowerPoint, NZ Business. Nov 2011, Vol. 25 Issue 10, p. 48-51. 4p. 5. Materials provided by the lecturer.	
	Supplementary literature	1. Materials provided by the lecturer.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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Subject card

Subject name and code	Supply management and production planning in SAP ERP, PG_00083787						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Logistics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Agnieszka Szmelter-Jarosz				
	Teachers		dr Agnieszka Szmelter-Jarosz mgr Dariusz Weiland				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	30.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: Work in computer laboratories, Case studies, Lectures including multimodal presentations, Discussion, questioning						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	Showing the role of ERP systems (transactional systems) in realizing an efficient flow of resources in logistics systems (case study). Showing to students the tools used to support the sphere of supply and production in the company (case study). Gaining skills by students to handle with SAP ERP system.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	Student characterizes the functioning of ERP systems and their impact on the flow of information across the enterprise and supply chain	[SW3] text preparation/written work [SW5] implementation of a problem task
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	Student understands the connections between management practices, business processes planning and execution, and integrated management systems like ERP.	[SW3] text preparation/written work [SW5] implementation of a problem task
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Student is open to new methods for solving decision problems in the areas of supply management and production planning and execution	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[EKONL3_W06] have an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	Student characterizes the functioning of ERP systems and their impact on the flow of information across the enterprise and supply chain	[SW3] text preparation/written work [SW5] implementation of a problem task
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	Student can plan the resources used in business process execution in supply management and production planning	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	Student understands the connections between management practices, business processes planning and execution, and integrated management systems like ERP.	[SW3] text preparation/written work [SW5] implementation of a problem task
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	Student is open to new methods for solving decision problems in the areas of supply management and production planning and execution	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	Student can plan the resources used in business process execution in supply management and production planning	[SU5] implementation of a problem task [SU8] observation of student's independent or team work

Subject contents	1. Introduction to ERP systems: 1.1. Characteristics of ERP systems 1.2. Architecture of ERP systems 1.3. Main vendors of ERP solutions 2. General information about SAP AG and its products 3. Introduction to GBI study 4. Navigation in SAP ERP 5. Materials Management module in SAP ERP (case study): 5.1. Introduction to MM study 5.2. Creating new records in master data 5.3. Creating purchase requisitions and requests for quotation 5.4. Maintaining quotations from vendors 5.5. Creating purchase orders and goods receipts 5.6. Verifying physical receipts 5.7. Posting payment to vendors 6. Production Planning module in SAP ERP (case study): 6.1. Introduction to PP study 6.2. Creating and changing records in Material Master 6.3. Changing routing 6.4. Creating SOP (Sales and Operation Plan) 6.5. Running Master Production Schedule 6.6. Creating production orders 6.7. Confirming production completion 6.8. Receiving goods form production orders 6.9. Review of costs assigned to production orders Additional issues will be discussed within individual or group consultations		
Prerequisites and co-requisites	Knowledge: Basic theories and principles of microeconomics, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	ongoing assessment of in-class activities	51.0%	50.0%
	essay	51.0%	50.0%
Recommended reading	Basic literature	Szmelter A., Communication in global supply chains in automotive industry, Information Systems in Management 2015, Vol. 4, no 3, p. 205-218 materials of SAP Unversity Alliances	
	Supplementary literature	OLeary D.E., Enterprise Resource Planning Systems. Systems, Life Cycle, Electronic Commerce and Risk, Cambridge University Press, 2000. Magal S.R., Word J., Integrated Business Processes with ERP Systems, Jhn Wiley & Sons, 2011. Murray M., Discover logistics with SAP ERP, Galileo Press, 2008. Dickersbach J.T., Keller G., Production Planning and Control with SAP ERP, Galileo Press, 2011. Kletti J., Manufacturing Execution System - MES, Springer, 2007.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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Subject card

Subject name and code	Sustainable cities, PG_00177606						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Maria Matusiewicz				
	Teachers		dr Maria Matusiewicz				
			dr Agnieszka Szmelter-Jarosz				
			dr Jarosław Kempa				
			prof. dr hab. Jacek Zaucha				
			dr hab. Marcin Wolek				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	<div>1. Understanding contemporary challenges of sustainable urban development, in particular in the context of the transformation of mobility, urban logistics, spatial management and social justice.</div> <div>2. Developing analytical and strategic competences enabling the design, assessment and implementation of urban sustainable development policies taking into account various stakeholders and dimensions (economic, social, environmental, technological).</div> <div>3. Developing skills in assessing the impact of specific planning actions and tools (e.g. SUMP, Physical Internet, digital twin, spatial planning, principles of circular economy) on the functioning of the city.</div> <div>4. Critical reflection on practical aspects of implementing urban policies, including tensions and compromises between the goals of economic development, environmental protection and social justice.</div> <div>5. Integration of interdisciplinary knowledge, combining approaches from the fields of transport, logistics, spatial policy, urban economics, maritime planning and territorial development management.</div>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	<p>Knowledge: Knows the mechanisms of institutional and organizational transformation in cities in the context of sustainable development, including changes in the functioning of enterprises, public institutions and spatial management structures.</p> <p>Skills: Able to analyze the processes of change in urban economic and social systems (e.g. restructuring of public transport, digitalization of urban services, energy transformation) and assess the impact of various stakeholder groups on these processes.</p> <p>Social competences: Understands the complexity of institutional and economic change processes in cities and is able to perceive different points of view, including conflicts of interest and the need to seek compromises between stakeholders.</p>	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	<p>Knowledge: Knows the relationships between economic, social, legal and environmental aspects in the process of planning sustainable urban development.</p> <p>Skills: Is able to design elements of urban policy or infrastructure solutions, taking into account the conflicting requirements of different stakeholders.</p> <p>Social competences: Demonstrates readiness to cooperate in an interdisciplinary team and respect differences in approach to sustainable development goals.</p>	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	<p>Knowledge: Has in-depth knowledge of the factors influencing the development of cities in the context of sustainable development, including mobility trends, climate change, spatial policy and socio-economic dynamics.</p> <p>Skills: Can analyse and forecast the impact of urban policies (e.g. SUMP, circular economy) on the functioning of the city, identify possible development scenarios and predict the effects of implemented strategies in the social, economic and environmental dimensions.</p> <p>Social competences: Is aware of the complexity of urban processes and is able to take into account the diverse perspectives of stakeholders when assessing and forecasting the effects of actions for sustainable development.</p>	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	<p>Knowledge: Knows the research methods used in the analysis of urbanization processes, mobility and sustainable development of cities.</p> <p>Skills: Is able to analyze urban economic and social phenomena (e.g. suburbanization, gentrification, transport transformations) using appropriate research tools.</p> <p>Social competences: Understands the importance of reliable data analysis in formulating proposals for solutions to urban challenges and is able to justify his/her position in the public debate.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	<p>Knowledge: Knows specialist terminology in the field of sustainable urban development, urban policies, mobility and logistics, in Polish and English, and is able to relate it to theories and models of territorial development.</p> <p>Skills: Can prepare a written study (e.g. essay, report, case study) on a selected issue related to the development of sustainable cities, using adequate sources, data, research methodology and making international comparisons.</p> <p>Social competences: Can clearly and reliably formulate positions and conclusions in writing, demonstrating openness to various analytical approaches and responsibility for the quality and substantive correctness of the presented content.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	<p>Knowledge: Knows the sources of current knowledge on sustainable urban development, is able to identify new approaches and tools (e.g. digital twin, Physical Internet, SUMP) and understands the need to further explore them in changing urban and technological conditions.</p> <p>Skills: Is able to independently search, analyze and implement new concepts and good practices in the field of urban sustainable development policies, developing analytical, planning and strategic skills.</p> <p>Social competences: Is open to cooperation, learning from other participants in the educational process and experimenting with new methods of urban planning; demonstrates a proactive attitude in searching for innovative solutions.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	<p>Knowledge: Knows the main conditions and mechanisms governing the phenomena of urbanization, spatial inequalities, urban mobility and environmental transformation in cities.</p> <p>Skills: Is able to identify the causes and effects of selected urban phenomena (e.g. suburbanization, transport exclusion, gentrification) and analyze them using economic and social tools (e.g. cost-benefit analysis, urban models, participatory methods).</p> <p>Social competences: Understands the need for a multi-aspect approach to the analysis of urban phenomena and is able to take into account the perspective of various social groups and stakeholders when interpreting processes taking place in cities.</p>	<p>[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work</p>
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	<p>Knowledge: Knows the role and functions of different types of urban stakeholders – including local governments, transport operators, logistics companies, social organizations, spatial planners and international institutions – in implementing sustainable urban development policies.</p> <p>Skills: Identifies and describes the relationships between entities involved in shaping urban development policies, analyzing their competences, interests and potential conflicts and areas of cooperation.</p> <p>Social competences: Understands the need for cooperation between different organizations and institutions in the process of urban transformation; demonstrates readiness for intersectoral dialogue and sensitivity to the social and institutional conditions of urban activities.</p>	<p>[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task</p>
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	<p>Knowledge: Knows the economic, social and managerial conditions of the functioning of cities and is able to explain the mechanisms governing phenomena such as mobility transformation, urbanization, spatial inequalities or infrastructure development.</p> <p>Skills: Is able to interpret complex urban phenomena (e.g. transport congestion, rising housing costs, spatial fragmentation) using knowledge of economics, public finance and strategic management in territorial policies.</p> <p>Social competences: Demonstrates the ability to think critically and responsibly interpret urban phenomena, taking into account their consequences for various social groups and the long-term development of the city.</p>	<p>[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work</p>

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	<p>Knowledge: Understands the theoretical foundations of analyses of urban processes in the context of sustainable development and knows the methods used in urban economics, public finance and spatial management.</p> <p>Skills: Can acquire, integrate and analyse data on urban phenomena (e.g. mobility, urban logistics, spatial planning) using analytical tools and quantitative and qualitative methods.</p> <p>Social competences: Demonstrates responsibility for the accuracy of analyses and the ability to justify decisions made based on data and economic models; can communicate the results of analyses in a way that is understandable to various stakeholder groups.</p>	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSGSL3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	The student has in-depth economic knowledge allowing him or her to understand the complexity of urban systems and their connections with the economy.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGSL3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	The student understands the evolution of the global economy and its impact on shaping sustainable urban development strategies.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGSL3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student knows the relationships between economic entities and public institutions in managing urban development at various levels.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGSL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	The student understands the principles of market functioning and the economic mechanisms influencing urban development on a local and global scale.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGSL3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	The student identifies contemporary civilization challenges related to urbanization and understands the role of cities in implementing sustainable development strategies.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGSL3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student understands the behaviours and decisions of city residents in the context of their role as participants in economic and social life.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGSL3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	The student knows the legal, organizational and ethical principles regulating the functioning of cities and institutions responsible for their development.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

Course outcome	Subject outcome	Method of verification
[MSGSL3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has knowledge about the functioning of cities in national and European structures, including in the context of cohesion policy and EU urban agendas.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGSL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to analyse urban phenomena and processes, indicating their economic, social and environmental conditions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGSL3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student interprets statistical data on the functioning of cities and forecasts the effects of urban policies using economic tools.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGSL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	The student identifies economic, social and environmental risks related to urban development and assesses their possible effects.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGSL3_U14] can interact and work in a team (including an international one), taking various roles within it	The student works effectively in a project team dealing with solving problems related to the functioning of cities.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGSL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	The student participates in urban projects, taking into account economic, social, ecological and institutional requirements.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGSL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student recognizes and solves dilemmas related to city planning and management in accordance with the principles of social responsibility.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGSL3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	The student is guided by the principles of social responsibility and ethical action in work related to designing urban policies.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGSL3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student consciously updates his/her knowledge of cities and their role in sustainable development, treating it as an element of professional development.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[MSGSL3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	The student appreciates the importance of economic knowledge in diagnosing and solving urban problems and uses expert knowledge.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student prepares presentations on selected aspects of sustainable urban development using scientific knowledge and analytical tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[MSGL3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student participates in a debate on sustainable urban development, formulating a position based on theories and data.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[MSGL3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student is able to communicate in an international environment about urban sustainable development policies, using specialized terminology.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	<p>Knowledge: Has in-depth knowledge of the role of economic sciences in the analysis of urban development and their connections with other social sciences (e.g. sociology, geography, political science).</p> <p>Skills: Uses economic terminology correctly in the context of urban public policies, sustainable development and spatial management.</p> <p>Social competences: Appreciates the interdisciplinarity of social sciences in solving complex urban problems and is able to communicate with representatives of various fields.</p>	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

Subject contents	<div>1. Introduction to Sustainable Urban Development</div> <div><ul style="list-style-type: none">• The concept of sustainable cities: definitions, goals, theoretical frameworks (SDGs, New Urban Agenda)• Contemporary urban challenges (climate, mobility, demography, inequalities)</div> <div>2. Sustainable urban mobility</div> <div><ul style="list-style-type: none">• Urban mobility planning (SUMP)• Analysis of user behavior and needs of different social groups• Sustainable public transport: integration, efficiency, electrification, digital twin</div> <div>3. Sustainable urban logistics</div> <div><ul style="list-style-type: none">• Stakeholders and cooperation models in the urban supply chain• Sustainable Urban Logistics Plans (SULP)• Last mile logistics and Physical Internet (PI)• Consolidation centers and logistics support infrastructure</div> <div>4. Spatial planning and urban development</div> <div><ul style="list-style-type: none">• Spatial conditions of transport and logistics• Metropolitan development and management of spatial conflicts• Infrastructure as a tool development and spatial integration</div> <div>5. Urban policies and urban management</div> <div><ul style="list-style-type: none">• Local urban policies towards climate challenges (including logistics and mobility)• Evaluation and monitoring of public policies (including logistics and mobility)• Integrated management: cross-sectoral approach to urban policy</div> <div>6. Spatial justice and participation</div> <div><ul style="list-style-type: none">• Social justice in access to space and services• Social participation in urban planning and management• Transferring experiences from maritime planning to the urban context (e.g. participatory spatial management)</div> <div>7. Technologies and innovations in urban management</div> <div><ul style="list-style-type: none">• Technologies in transport and logistics: in-motion charging, ITS systems, digital twin• The role of data and digitalization in planning and operationalizing urban policies• Smart city vs. sustainable city: integration of technologies with environmental and social goals</div>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	participation in the discussion	51.0%	10.0%
	own work presentation	51.0%	30.0%
	exam (closed and open questions)	51.0%	60.0%

Recommended reading	Basic literature	<p>City Logistics and Physical Internet</p> <ul style="list-style-type: none"> • Matusiewicz, M. (2024). <i>Framework for Physical Internet deployment in cities</i>. Urban, Planning and Transport Research, 12. https://doi.org/10.1080/21650020.2024.2303341 • Matusiewicz, M. (2020). <i>Logistics of the future Physical Internet and its practicality</i>. Transportation Journal, 59(2). https://doi.org/10.5325/transportationj.59.2.0200 <p>Sustainable mobility and urban planning</p> <ul style="list-style-type: none"> • Wólek, M., Jagiełło, A., & Szmelter-Jarosz, A. (2024). <i>Draft framework for Monitoring and evaluation for sustainable urban mobility: deliverable 1.1 of SUMP for BSR project</i>. https://interreg-baltic.eu/... • Matusiewicz, M., & Wierzbowska-Kujda, M. (2023). <i>Jak opracować dobry plan zrównoważonej mobilności miejskiej?</i> https://www.teraz-srodowisko.pl/... <p>Practice and barriers to implementing sustainable solutions</p> <ul style="list-style-type: none"> • Matusiewicz, M. (2024). <i>Shared logistics a clash with reality: results of a survey...</i> Transportation Research Procedia, 79. https://doi.org/10.1016/j.trpro.2024.03.010 • Wólek, M., Jagiełło, A., & Wolański, M. (2021). <i>Multi-criteria analysis in the decision-making process on the electrification of public transport...</i> Energies, 14(19). https://doi.org/10.3390/en14196391 <p>In the field of spatial planning and territorial development (for the metropolitan context)</p> <ul style="list-style-type: none"> • Kempa, J. (2018). <i>Strategic conditions for the development of Tri-city: Conflicts and cooperation in the context of the metropolitan act</i>. Współczesna Gospodarka, 9(3). https://doi.org/10.26881/wg.2018.3.05 • Zaucha, J. (2024). <i>Public policies for territorial cohesion</i> (recenzja książki). Regional Studies, 58. https://doi.org/10.1080/00343404.2023.2273114
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	Supplementary literature	<p>Additional case studies and practical aspects</p> <ul style="list-style-type: none"> • Matusiewicz, M., & Rolbiecki, R. (2021). <i>The tendency of city stakeholders to implement sustainable logistics measures...</i> Zeszyty Naukowe / Akademia Morska W Szczecinie. https://doi.org/10.17402/470 • Wołek, M., Wolański, M., Bartłomiejczyk, M., et al. (2021). <i>Ensuring sustainable development of urban public transport: the case of Gdynia and Sopot</i>. Journal of Cleaner Production, 279. https://doi.org/10.1016/j.jclepro.2020.123807 <p>Urban planning theory and strategy</p> <ul style="list-style-type: none"> • Matusiewicz, M. (2022). <i>Logistyka miejska w świetle idei zrównoważonego rozwoju</i>. Wyd. UG. • Wołek, M., Gromadzki, M., & Jagiełło, A. (2021). <i>Dzielnice, miejskie i metropolitalne plany zrównoważonej mobilności...</i> Wyd. UG. <p>Social and territorial aspects</p> <ul style="list-style-type: none"> • Kempa, J. (2018). <i>Strategic conditions for the development of Tri-city...</i> Współczesna Gospodarka, 9(3). https://doi.org/10.26881/wg.2018.3.05 • Zaucha, J. et al. (2025). <i>Exploring social justice in marine spatial planning...</i> Journal of Environmental Planning and Management, 68(5). https://doi.org/10.1080/09640568.2023.2279512 <p>Popularizing publications and expert commentaries</p> <ul style="list-style-type: none"> • Matusiewicz, M., & Wierzbowska-Kujda, M. (2023). <i>Usprawnienie logistyki w miastach powinno obchodzić wszystkich</i>. https://www.teraz-srodowisko.pl/...
	eResources addresses	

Example issues/ example questions/ tasks being completed	<p>Introduction to City Logistics</p> <p>Definitions and Scope of City Logistics</p> <p>The Role of Logistics in City Functioning</p> <p>City Logistics Challenges in the Age of Urbanization and E-Commerce</p> <p>Sustainable Development and Urban Mobility</p> <p>What is Sustainable Mobility?</p> <p>The role of public transport, bicycles, micromobility</p> <p>Emissions, noise and quality of life in cities</p> <p>Planning and implementation of mobility plans</p> <p>SUMP (Sustainable Urban Mobility Plan) methodology and stages</p> <p>The role of stakeholders in planning (authorities, residents, companies)</p> <p>Monitoring and evaluation of activities</p> <p>Innovations in urban logistics</p> <p>Physical Internet, city hubs, consolidation of deliveries</p> <p>Shared logistics theory and practice</p> <p>New models of last mile deliveries (e.g. cargo bike, drones, robots)</p> <p>Traffic and space management in the city</p> <p>Parking policy, delivery zones, quiet logistics</p> <p>Multifunctional streets and shared space</p> <p>ITS and Smart City solutions in freight traffic management</p> <p>The impact of territorial development on logistics and mobility</p> <p>City sprawl and suburbanization</p> <p>The role of spatial planning in shaping mobility</p> <p>Metropolitan cooperation and integrated planning</p> <p>Implementation cases and good practices (case studies)</p> <p>Gdynia and Sulp: case study</p> <p>Amsterdam, Barcelona, Stockholm models of sustainable mobility</p> <p>EU projects (e.g. CIVITAS, SumpS for BSR)</p> <p>Public policies and financing</p> <p>EU funds for sustainable transport</p> <p>Strategic documents: Green Deal, Fit for 55, KPO</p> <p>National laws and local transport plans</p>
Work placement	Not applicable

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Subject card

Subject name and code	The U.S. Constitution and the Economic implications therein, PG_00177379						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Christian Orobello				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The purpose of this class is to look at the US Constitution and understand how it has changed the macroeconomy of the United States since its inception and through the various amendments.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	Through their analysis of the US Constitution students will demonstrate knowledge of the differences between various systems of governing, and how that might influence the economy.	[SW2] presentation/project/paper/report
	[MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	Students will demonstrate knowledge of the relationship between economic entities and public institutions.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	Students will demonstrate the ability to express themselves at least at a B2 level of English.	[SU8] observation of student's independent or team work
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	Students will organize themselves in such a way that they can accomplish all tasks within the prescribed timeline.	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	Students will demonstrate their knowledge of economics and use this to connect to the course content to draw conclusions.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_W09] has advanced knowledge of the evolution of theories describing economic entities and organisations as well as public institutions, and is familiar with the functional links within them	Students will demonstrate their knowledge of how theories have evolved over time, and how this evolution has impacted the function of the US Economy,	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	Students will use their knowledge of economic and financial principles and how these are demonstrated in real-world applications.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	Using their knowledge of human motivation in economic structures students will analyze the impact of the US Constitution on these decisions.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	Students will connect the theoretical to the practical and demonstrate their understanding of how one influences the other.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	Students will demonstrate the ability to evaluate different policies from an economic perspective and accurately predict the outcomes.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	Using their knowledge of the rules and norms impacting economic structures and institutions students will be able to predict alternative outcomes based on changing policy decisions.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	Students will show an understanding of how policy has influenced human economic decision-making over time and how these decisions have also influenced policy.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	Using their knowledge of the market and the market mechanism students will be able to identify the connection between policy and market functions.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Students will look at the reality of the US Constitution and create alternative solutions to the challenges the founders and authors faced.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	Using universal economic terminology students will be able to explain the connection between the social sciences and the way these are expressed in policy.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task

Subject contents

Week 1: WE: What does this mean in the context of the founding of the US and its economy? Who is included in this WE, and who is therefore included in the economy?

Week 2: Article I: Elections and taxes.

Week 3: Article II: Powers of the President, taxes, treaties, Commander in Chief

Week 4: Article III: The Judiciary and its powers. What is the economic impact of the judiciary,, and how has this been seen in the largest cases? Tort and its impact on business and regulations.

Week 5: Articles IV, V, VI, VII

Debt and its role. Supremacy of fed law. States and protectorates as well as manifest Destiny.

Week 6: Bill of Rights and the economic impact of freedom.

1st Amendment and 2nd Amendment

Week 7: 3rd and 4th amendments and how they relate to personal property

5th Amendment and self incrimination

6th Amendment habeas corpus

7th Amendment Jury trial and originalists

8th Amendment Excessive bail

9th and 10th Amendments

Week 8: 11th and 12th Amendments elections and the electoral college

Week 9: 13th Amendment, freeing slaves.

Week 10: 14th Amendment Birthright Citizenship, insurrection, all people have

constitutional protections.

Week 11: 15th Amendment right to vote (but not women)

16th Taxes

17th senate

18th Amendment prohibition

Week 12: 19th Amendment womens suffrage

20th Succession of the president

	Week 13 21 st , 22 nd , 23 rd , 24 th Amendments		
	Week 14: 25 th , 26 th , 27 th Amendments		
	Week 15: Review		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final Paper	51.0%	34.0%
	Debate	51.0%	33.0%
	Attendance and Participation	51.0%	33.0%
Recommended reading	Basic literature	The US Constitution	
	Supplementary literature	Provided by the instructor	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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Subject card

Subject name and code	Trends in global trade and transport, PG_00093902						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish English		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dorota Książkiewicz				
	Teachers		dr Dorota Książkiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The course aims to familiarize students with key trends and changes occurring in global trade and transport, with a particular focus on the impact of technology, policy, economics, and sustainable development on modern supply chains and transportation systems. The course seeks to develop students skills in analyzing and forecasting market developments and preparing them to make strategic decisions in the dynamic environment of the global economy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W07] knows and understands fundamental dilemmas of contemporary world economy; understands the necessity of sustainable development and corporate social responsibility	knows and understands the fundamental challenges of the contemporary global economy, including the necessity of implementing sustainable development principles and corporate social responsibility in the context of global trade and transport.	[SW2] presentation/project/paper/report
	[MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	applies basic methods, computer programs, as well as data analysis techniques and tools to acquire and interpret information necessary for diagnosing economic processes in global trade and transport and making informed economic decisions.	[SU2] presentation/project/paper/report
	[EKONMU2_K01] recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently	recognizes the importance of economic knowledge in the process of identifying and solving economic problems related to global trade and transport and values the need to consult experts when facing difficulties in solving them independently	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONMU2_U04] can forecast and model complex economic and social processes using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	is able to forecast and model complex economic and social processes occurring in global trade and transport, using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics).	[SU2] presentation/project/paper/report
	[LMMU2_W02] has an in-depth knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of public institutions	has in-depth knowledge of various economic entities and organizations operating in global trade and transport that require logistics support or provide logistics services, as well as extended knowledge of public institutions influencing these sectors.	[SW2] presentation/project/paper/report
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	knows the types of economic and social linkages and the principles governing them, with particular emphasis on connections in global trade and transport.	[SW2] presentation/project/paper/report
	[IBL3_W04] has a structured knowledge of the world economy, international economic and financial processes and their role in shaping the international business environment	has structured knowledge of the world economy, international economic and financial processes, and their role in shaping the global trade and transport environment.	[SW2] presentation/project/paper/report
	[LMMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of ties between enterprises which require logistics support or provide logistics services	understands and is familiar with various forms of economic and social linkages in the context of global trade and transport; possesses in-depth knowledge of the interdependencies between enterprises involved in international supply chains and the impact of trends and innovations on these linkages, especially regarding logistics support and transport services.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[LMMU2_U02] can use acquired knowledge to describe and analyse the causes and course of logistics and mobility processes and systems, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	is able to use acquired knowledge to describe and analyze the causes and course of processes and systems in global trade and transport; can formulate independent opinions and critically evaluate data and analytical methods based on the achievements of economic and social sciences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

Course outcome	Subject outcome	Method of verification
[IBMU2_W02] knows and understands methods and tools for describing economic phenomena, including data acquisition techniques, which make it possible to describe and analyse business entities functioning on the international market as well as processes and phenomena occurring in them and between them	knows and understands the methods and tools for describing economic phenomena, including data collection techniques, enabling the analysis of enterprises operating in the international market as well as processes and phenomena occurring within global trade and transport.	[SW2] presentation/project/paper/report
[LMMU2_U08] can independently analyse logistics and mobility processes and systems, and can perform a theoretically deepened assessment of such processes and systems, using appropriately selected research method	is able to independently analyze processes and systems of global trade and transport, possessing the ability to conduct in-depth theoretical evaluation of these processes and systems using appropriately selected research methods.	[SU2] presentation/project/paper/report
[IBMU2_K01] is ready to recognise the importance of knowledge of international business in the process of identifying and solving business problems and the need to consult experts in cases of complex issues	is aware of the importance of understanding international business in the process of identifying and solving problems related to global trade and transport and recognizes the need to consult experts when dealing with complex issues.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	is able to use acquired knowledge to formulate and solve complex problems related to the operation of economic entities in the international market, with particular emphasis on global supply chains and the European Union market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	recognizes the importance of economic knowledge in the process of identifying and solving economic problems related to global trade and transport and values the need to consult experts when facing difficulties in solving them independently.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	has knowledge of the basic economic and financial principles of operation and management of economic entities operating in international markets, as well as the legal, organizational, moral, and ethical norms and rules governing the functioning of public institutions in the context of global trade and transport.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
[IBMU2_U01] can creatively interpret, explain and analyse complex economic phenomena and the relations occurring between them, using the acquired knowledge in international business and international economic and financial relations	is able to creatively interpret, explain, and analyze complex economic phenomena and relationships occurring in global trade and transport, using acquired knowledge in international business as well as international economic and financial relations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	knows various types of economic and social linkages and the governing principles between them; possesses in-depth knowledge of economic and financial linkages connecting enterprises operating within global supply chains.	[SW2] presentation/project/paper/report
[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	uses theoretical knowledge of economics to analyze and evaluate the functioning of economic entities in the international market, with particular emphasis on global supply chains and the European Union market.	[SU2] presentation/project/paper/report

Course outcome	Subject outcome	Method of verification
[MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands types of economic linkages and the principles governing them, including market functioning and market mechanisms, both in domestic and international contexts, with particular emphasis on global trade and transport.	[SW2] presentation/project/paper/report
[EKONMU2_U08] can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method	is able to independently analyze economic and social phenomena and processes occurring in global trade and transport, with the ability to provide in-depth theoretical evaluation using appropriately selected research methods.	[SU2] presentation/project/paper/report
[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	has advanced knowledge of various types and key elements of the structures of economic entities and organizations, as well as public institutions operating in the field of global trade and transport.	[SW2] presentation/project/paper/report
[IBL3_U04] can use basic regulations and standards which determine business activity	is able to apply basic regulations and standards that determine business activities in international markets, with particular emphasis on global trade and transport.	[SU2] presentation/project/paper/report
[IBMU2_W04] has an in-depth knowledge of the evolution of theories describing international business and international economic and financial relations	has in-depth knowledge of the evolution of theories describing international business as well as international economic and financial relations, with particular emphasis on their impact on global trade and transport.	[SW2] presentation/project/paper/report
[MSGMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international economic relations	is prepared to critically evaluate the level of their knowledge, skills, and professional competencies in the field of global trade and transport as well as international economic relations	[SK1] oral statement/conversation/discussion
[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	is able to communicate in an international and multicultural environment using advanced terminology related to global trade, transport, and international economic relations; supports their positions, doubts, and suggestions with arguments based on selected theories, views of various authors, and/or statistical data.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	has the ability to observe, understand, and analyze economic and social phenomena and processes related to global trade and transport using appropriate scientific methods.	[SU2] presentation/project/paper/report
[MSGL3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	is prepared to acknowledge the importance of economic knowledge in the process of identifying and solving economic problems related to global trade and transport, and to seek expert opinions when facing difficulties in independently resolving them.	[SK2] presentation/project/paper/report
[EKONMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	has in-depth knowledge of the economic and financial principles of operation and management of economic entities and organizations operating in domestic and international markets, as well as knowledge of legal, organizational, professional, moral, and ethical systems regulating structures and public institutions in these areas.	[SW2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	is able to predict the course of economic and social processes and phenomena occurring in global trade and transport and to forecast their development.	[SU2] presentation/project/paper/report
	[MSGMU2_W04] has an in-depth knowledge of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them	has in-depth knowledge of various types and elements of economic structures and institutions, including organizations and economic entities operating in domestic and international markets; understands the causes, course, scale, and consequences of changes occurring within these structures as well as the interdependencies between them, considering intercultural aspects; knows theories explaining these relationships.	[SW2] presentation/project/paper/report
	[IBMU2_U05] can communicate in an international and culturally diverse environment, using advanced terminology of international business	is able to effectively communicate in an international and multicultural environment, using advanced terminology related to global trade and transport.	[SU1] oral statement/conversation/discussion
	[LMMU2_K01] recognises the importance of knowledge in the field of logistics and mobility in the process of identifying and solving work-related problems and of consulting experts when having difficulties in solving them independently	recognizes the importance of knowledge in logistics, mobility, and global trade and transport in identifying and solving professional problems, and acknowledges the need to consult experts when facing difficulties in solving them independently.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[IBL3_U08] has language skills in the field of international business, economics and finance, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	possesses language skills in global trade, transport, international business, economics, and finance, in accordance with the B2 level requirements of the Common European Framework of Reference for Languages (CEFR).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGMU2_W07] has an in-depth knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	has in-depth knowledge of selected rules and norms (legal, organizational, ethical) governing the functioning of economic structures and institutions in the international market and global trade, understands the principles governing them, the changes occurring within them and their sources, as well as the impact of these changes on the functioning of economic entities.	[SW2] presentation/project/paper/report
Subject contents	1. Global trade - trends, characteristics and obstacles 2. International transport networks and major trade routes 3. The impact of geopolitics on global trade 4.. E-commerce and its influence on logistics (incl. fulfillment models) 5.. Transport modes and transport management issues 6. Containerisation and its implications for global trade 7. Transport systems optimization technology, robotics and automation 8. Autonomous and eco-friendly transport 9. Sustainable transport and Logistics 10. Last mile logistics 11. Transport infrastructure development 12.. Risk management in logistics processes		
Prerequisites and co-requisites	Basic knowledge of the mechanisms governing the functioning of the global economy.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	discussion	0.0%	20.0%
	presentation	50.0%	80.0%

Recommended reading	Basic literature	<p>Jean Paul Rodrigue, The Geography of Transport Systems, 6th Edition, Routledge 2024</p> <p>Martin Christopher, Logistics and Supply Chain Management 6th Edition, FT Publishing 2023</p> <p>Paul Krugman, Maurice Obstfeld, Marc Melitz, International Trade: Theory and Policy, Global Edition, PEARSON Education Limited, 2022</p>
	Supplementary literature	Anne O. Krueger, International Trade: What Everyone Needs To Know, Oxford University Press, 2020
	eResources addresses	
Example issues/ example questions/ tasks being completed	What are the key technological, organizational, and economic trends shaping global trade?	
Work placement	Not applicable	

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Subject card

Subject name and code	International Economic Diplomacy : From WTO Norms to Bilateral Strategies, PG_00177378						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Renata Orłowska				
	Teachers		dr hab. Krystyna Żołądkiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	International Economic Diplomacy is a course focusing on decision-making, policy-making, and advocating for a state's business interests. This course introduces students to the fundamental theories and issues concerning the dealings of nations with each other, as well as the institutions of global governance that impact trade relations. It traces the changes in the global trade architecture, especially the move from trade negotiations fronted by the WTO to trade in a multilateral environment and the regulatory architecture for dispute settlement.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	The student can prepare a written project report in English on selected topics related to international economic diplomacy, using specialized terminology, theoretical and methodological approaches, principles of collecting data from various sources, analyzing and interpreting them, drawing conclusions based on academic literature and factual data, and conducting international comparisons.	[SU2] presentation/project/paper/report
	[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	The student can identify and analyze relationships between economic entities and public institutions within the national and international environment, and, using theoretical knowledge, critically assess these relationships and propose directions for their further development or modification.	[SU2] presentation/project/paper/report
	[MSGL3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student can actively participate in debates on topics related to international economic diplomacy (e.g., ministerial conferences), present their position, and support it with arguments based on relevant theories, viewpoints of various authors, and/or statistical data.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	The student has advanced knowledge of the various types and key structural elements of economic entities, business organizations, and public institutions operating in national and international economic environments, with particular emphasis on the role of the World Trade Organization (WTO) as a key player in the field of international economic diplomacy.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGL3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	The student has advanced and structured knowledge in the field of international economic diplomacy and the role of the World Trade Organization (WTO) in shaping the global economy and international economic relations; they understand the process of their evolution as well as the causes and consequences of major changes in the global trade system.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	The student has advanced knowledge of the various types of economic entities, organizations, and public institutions operating in international economic diplomacy, including their roles, functions, and impact on the global economic system.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student recognizes the importance of economic knowledge in identifying and solving problems related to international economic diplomacy and can seek expert opinions when facing difficulties in resolving such issues independently.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student knows the processes of change within economic organizations and social institutions in the context of international economic diplomacy. They understand the causes, dynamics, scale, and consequences of these changes. They are aware of the role and influence of external stakeholders, including states, international organizations (e.g., the WTO), transnational corporations, and NGOs, on these processes.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student can apply theoretical knowledge and collect data to analyze specific economic and social processes and phenomena in the context of international economic diplomacy, using research methods developed in economics, finance, and management sciences.	[SU2] presentation/project/paper/ report
	[MSGL3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	The student is prepared to recognize the importance of economic knowledge in identifying and solving problems related to international economic diplomacy and, in case of difficulties in resolving them independently, to seek the opinions of experts and specialists in the field.	[SK2] presentation/project/paper/ report
	[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student can prepare presentations and oral speeches in English on topics related to economic diplomacy, using basic theoretical concepts, specialized terminology, principles of data collection, description and interpretation from various sources, and drawing conclusions based on academic literature.	[SU2] presentation/project/paper/ report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in preparing a project in the field of international economic diplomacy, integrating legal, economic, environmental, political, and social aspects.	[SK2] presentation/project/paper/ report
	[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	The student participates in preparing a project in the field of international economic diplomacy, integrating legal, economic, environmental, political, and social aspects.	[SK2] presentation/project/paper/ report
	[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student can accurately interpret and explain economic and social phenomena in the context of international economic diplomacy, analyze their causes, development, and interrelations, drawing on knowledge of economics, finance, and international economic relations.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
Subject contents	1. The evolution of international economic diplomacy: Diplomacy starts with trade. 2. International economic diplomacy today: 3. Introduction to the WTO 4. Multilateral Trade Negotiations 5. GATT vs WTO 6. Basic Principles 7. Dispute Settlement: Basic Principles and Procedures 8. Updating Trade Rules: An overview of WTO negotiations and recent achievements 9. WTO Ministerial Conferences 10. The Trade Facilitation Agreement		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation of the group project	51.0%	50.0%
	project report	51.0%	10.0%
	class activity	0.0%	10.0%
	written test	51.0%	30.0%
Recommended reading	Basic literature	R. Orłowska, K. Żołądkiewicz, The New Face of the World Trade Organization, Gdańsk University Press, Gdańsk 2021. K.Żołądkiewicz, R.Orłowska, International Economic Diplomacy, pdf book prepared under PROUG Project, Sopot 2019 K.Żołądkiewicz, R.Orłowska, International Economic Diplomacy -Case studies - pdf book prepared under PROUG Project, Sopot 2019 B.M. Hoekman, M.M. Kostecki, The Political Economy of the World Trading System. The WTO and Beyond, Oxford University Press, New York 2009. Statistics databases, https://www.wto.org/english/res_e/statis_e/statis_e.htm TBT/SPS notifications http://tbtims.wto.org/ and http://spsims.wto.org/ WTO Tariff Download Facility http://tariffdata.wto.org/	
	Supplementary literature	R. Orłowska, A. Dorożyńska, WTO plurilateral agreements: a multilateral approach in action, Studia Prawno-Ekonomiczne, vol. 129/2023, 119138. K. Żołądkiewicz, Accession to the WTO. Case: the Russian Federation, "International Journal of Emerging and Transition, Economies", vol. 3, 2010/1, p. 79-93. K. Żołądkiewicz, Some Deficiencies within the WTO System, "Folia Oeconomica Stetinensia", No. 10 (18), 2011/1, p. 78-89. R. Orłowska, K. Żołądkiewicz, A.Dorożyńska, Multiregionalizm: porażka czy sukces Światowej Organizacji Handlu? Studia PrawnoEkonomiczne, vol. 121/2021 s. 245262.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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Subject card

Subject name and code	Behavioural economics. Psychology of decision making, PG_00093958						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Zaucha				
	Teachers		prof. dr hab. Jacek Zaucha				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The student has become familiar with and is able to practically use theoretical models and research results of behavioral economics for professional purposes.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is able to independently analyze economic and social phenomena and processes, has the ability to theoretically assess these phenomena using behavioral economics methods.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student has the ability to observe, understand and analyze economic and social phenomena and processes using behavioral economics methods.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	Using knowledge from the field of behavioral economics, the student is ready to think and act in an entrepreneurial way, adapts to new situations and conditions, takes on the challenges of creative thinking	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONL3_W09] has advanced knowledge of the evolution of theories describing economic entities and organisations as well as public institutions, and is familiar with the functional links within them	The student has advanced knowledge of the evolution of theories describing economic entities and organizations as well as public institutions, and knows the functional relationships occurring in them and is able to analyse them using behavioural economics	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	Using knowledge from the field of behavioral economics, the student is ready to think and act in an entrepreneurial way, adapts to new situations and conditions, takes on the challenges of creative thinking	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student has advanced knowledge of man Student has an entity creating social structures and the principles of their functioning and of his actions in these structures, knows well the motives for making economic decisions by man using the methods of behavioral economics	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has advanced knowledge of man as an entity creating social structures and the principles of their functioning and of his actions in these structures, knows well the motives for making economic decisions by man using the methods of behavioral economics	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	Using the achievements of behavioral economics, the student is ready to actively participate in group projects, taking on various roles	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	The student participates in the preparation of economic and social projects in the field of behavioral economics, is able to reconcile legal, economic, ecological, political and social requirements	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[MSG3_U15] can appropriately identify priorities, plan and organise tasks related to their implementation, as well as monitor and evaluate progress	The student is able to set priorities appropriately and plan and organize tasks related to their implementation, in the field of behavioral economics, as well as monitor and evaluate progress	[SU2] presentation/project/paper/report
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	The student has advanced skills in preparing specialized oral presentations in English on the issues of behavioral economics	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student is able to analyze the causes and course of specific economic and social processes and phenomena and accurately analyze these phenomena using behavioral economics	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	The student is able to set priorities appropriately and plan and organize tasks related to their implementation, in the field of behavioral economics, as well as monitor and evaluate progress	[SU2] presentation/project/paper/report

Subject contents	<p>Course description:</p> <p>Module 1: Rational decision making</p> <ul style="list-style-type: none"> • Decision making under conditions of risk and uncertainty, • Decision tree • Expected value, • Expected utility, • Petersburg paradox, • Case studies on practical use of the expected value. <p>Module 2: Induction to the behavioural economics</p> <ul style="list-style-type: none"> • Von Neuman and Morgenstern theory, • Bounded rationality , • Preferences and economic motives of people, • Role of leading motives, • Reduced rationality of human economic choices, • Reduced rationality or different levels of rationality? • Behavioural economics in relation to the main stream economics. <p>Module 3: System 1 and System 2</p> <ul style="list-style-type: none"> • How do we take decisions, • Automatic decisions and intuition, • Effort required to take conscious decisions, depletion effect, • Priming effect, • Cognitive ease, • Looking for explanations- coherent stories and norms, • Halo effect, • WYSIATI, • Question substituting <p>Module 4: Heuristics and fallacies</p> <ul style="list-style-type: none"> • Affect heuristic, • Small numbers fallacy, • Availability heuristic , • Anchoring, • Representativeness heuristic, • Regression fallacy, • Framing, • Overconfidence and loss aversion: <ul style="list-style-type: none"> - Illusion of validity, <ul style="list-style-type: none"> - Planning fallacy, <ul style="list-style-type: none"> - Pervasive optimistic bias, <ul style="list-style-type: none"> • Sunk costs fallacy. <p>Module 5: Prospect theory</p> <ul style="list-style-type: none"> • A neutral reference point, - adaptation level , • A principle of diminishing sensitivity in the evaluation of changes of wealth, • Loss aversion versus risk seeking, • Bad versus good choices, • Certainty and possibility effect, • Non-linear weighting of probabilities: for instance Prelec's function, • Endowment effect . <p>Module 6: Altruism</p> <ul style="list-style-type: none"> • Reciprocal altruism, • Altruism versus cooperation, • Devotion as a part of altruistic behaviours, • Altruism as investment, • Genders and altruistic approach. <p>Module 7: Experiments and praxis</p> <ul style="list-style-type: none"> • Designing a behavioural experiment, • Discussing and finetuning the experiment concept, • Conducting the experiment, • Presentation of the research outcomes of the students' experiments and discussing them, • Workshop on behavioural public finance - discussion on the outcomes of the students' experiments.
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	The experiments preparation will be discussed with students also during office hours non		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Takin part in the workshops (level of engagement)	51.0%	80.0%
	Behavioural experiment	51.0%	20.0%
Recommended reading	Basic literature	Basic literature <ul style="list-style-type: none">DAN ARIELY, Predictably Irrational. Harper Collins Publishers 2008DANIEL KAHNEMAN, Thinking fast and slow. Macmillan 2001	
	Supplementary literature	Supplementary literature DAN ARIELY, The upside of irrationality, Harper Collins Publishers, 2010	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Come up with a practical example how you will use in day to day economic relations (put your self in the hat of manager of a big supermarket, CEO of a big company or Head of marketing agency or as a prime minister of your government) the knowledge on: Ego-depletion, Priming effect, Cognitive ease Inclination to make coherent stories (a bias to believe) Hallo effect WYSIATI Question substituting If you need to discuss your ideas, I invite you to my office hours		
Work placement	Not applicable		

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Subject card

Subject name and code	Building Skills for Managerial Action in Multinational Corporations. Practical Exercises, PG_00094028						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Christian Orobello				
	Teachers		mgr Christian Orobello				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	Students will learn about the differences in management in multicultural environments and how to build their skills to get the best out of their teams.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	Using universally accepted economic terminology students will be able to explain the role of economic sciences within the larger scope of social sciences, and how this impacts management on an international stage.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	Students will draw from their current knowledge and experience with existing business entities when solving complex managerial problems,	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	Students demonstrate their knowledge of management on the international market.	[SW1] oral statement/ conversation/discussion
	[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	Students will demonstrate their knowledge of the risks inherent in running and international business, and how these risks can be mitigated through proper planning.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	Students will show that they understand the relationship between economic entities and public institutions.	[SU4] test/exam - oral or written
	[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Students can show that they understand economic and social phenomena and can use their knowledge to improve these relationships for the benefit of the company.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	Students will participate in class discussions adding to the conversations and learning from their peers.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	Using their knowledge of the essential elements of business entities students can predict and analyze how different decisions with impact the organization and the larger economic and managerial ecosystem.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSGL3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	Students can see a connection between different economic entities and public institutions, understanding the impact of each.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGL3_W12] has a well-organised knowledge of the nature, functioning and sources of changes occurring in the structures of economic entities and organisations (in particular those which operate on the international market); understands the causes, course, scale and consequences of these changes	Students have a developed knowledge of change theory and how to scale change in a company to get the best result.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	Using their knowledge of economics, finance, and management students will be able to solve a wide range of social dilemmas.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU6] demonstration of practical skills
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Students will demonstrate their ability to find alternate solutions to problems using both economic and management skills.	[SU4] test/exam - oral or written
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	Students will demonstrate their ability to understand and interpret economic and social phenomena.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	Students will work within an international group of students showing mutual respect and creating a safe and respectful classroom environment.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	Students can demonstrate their knowledge of the functions involved in managing economic entities and organizations.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Students will understand and be able to explain the connection between economic agents and social organizations.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	Using their knowledge of social and economic ties students will explain how they are related and governed.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	Students will show their understanding of the human condition and how this influences social structures and economic decision-making.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSG3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	Students will demonstrate the ability to express their ideas as they pertain to the field of economics in at least B2 English.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	Students will be able to present their ideas using support from sources including the opinions and statistics of various scholars.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	Students will be able to have conversations relating to multicultural environments while respecting and listening to ideas that may differ from their own.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	Students will be able to effectively communicate at least at an English B2 level.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[MSGL3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	Students can show their understanding of economic sciences and how these fit within the larger system of sciences.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	Students understand the processes involved in changing the structure and function of economic entities and the larger implications of this.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Students will use their knowledge of management to solve real-world examples of management issues.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
	[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	Students will work in international teams respecting the differences and learning from their peers	[SU8] observation of student's independent or team work
	[EKONL3_U05] uses normative systems (legal, professional, ethical) to solve a specific economic or social task	Students will be able to use normative systems to solve specific economic and management challenges.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	Using their knowledge of economics and management students will be able to suggest solutions for issues facing the modern multi-national company.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	Using their knowledge of theory, students will be able to apply that theory to the complex economic and managerial processes involved in a contemporary corporate structure.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	Students can evaluate and analyze the economic and social phenomena occurring in a multinational corporation using their knowledge of economics and management to suggest solutions to these issues.	[SU5] implementation of a problem task [SU6] demonstration of practical skills
	[MSGL3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	Students demonstrate their knowledge of the human impact on corporate operations and can make recommendations to make the social structures and organizational units most effective through leadership and management.	[SW1] oral statement/ conversation/discussion

Subject contents	1. The Art and Science of Management in International Environment presentation		
	1.	i.	Lecture
	2.	ii.	Questions
	3.	iii.	Activity on leaders
	2. How Does SAS Incorporate the P-O-L-C Framework? case study discussion		
	3. Managers Effective Communication presentation and communication exercise		
	4. Problem-Solving in multicultural environment exercise		
	5. Career Plan and Personal Development Plans of Managers presentation and design of the career plan		
	6. Performance, How to Measure and Improve it: Improve the Process to Make It Meaningful presentation and process improvement exercise		
	7. Successful Company Attributes mapping the main features exercise of successful and unsuccessful companies		
	8. Company Culture A Global Perspective		
	9. Mid Term Test		
	10. Critical Thinking		
	11. Motivation in Multinationals. Motivating People of Different Cultures presentation and		
	Google Knows How to Motivate discussion and group exercise (3 rd introduction to students group projects)		
1. Design of Motivation System in Multinationals - students group project presentation			
2. Final Exam			
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final exam	51.0%	34.0%
	Mid Term exam	51.0%	33.0%
	Attendance and Participation	51.0%	33.0%
Recommended reading	Basic literature	Provided by the instructor	
	Supplementary literature	Provided by the instructor	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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Subject card

Subject name and code	Business communication workshop, PG_00118903						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers		dr hab. Jacek Winiarski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The goal of the course is to develop practical communication skills in a business context, including effective information exchange, negotiation, conflict management, and building interpersonal relationships in professional settings.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Student is able to participate in analyses and evaluations of alternative solutions to economic and social problems and select appropriate methods and instruments that enable their rational resolution.	[SU2] presentation/project/paper/report
	[MSGL3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	The student knows and understands advanced legal, organizational and ethical rules and norms governing the functioning of economic structures and institutions, with particular emphasis on principles applicable in the international market.	[SW2] presentation/project/paper/report
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student knows and understands general principles of creating and developing forms of individual entrepreneurship, integrating knowledge from economics, finance and management sciences in the context of business decision-making.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Student is able to interpret and analyze economic and social phenomena, identifying their causes, course and interrelations using knowledge in the field of economics, finance and international economic relations.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
Subject contents	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student is able to identify, analyze and resolve ethical dilemmas and select optimal solution variants in situations related to professional practice.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	<ol style="list-style-type: none"> Basics of Business Communication Principles of effective communication in business, communication barriers, the importance of body language. Presentation and Public Speaking Techniques How to prepare and deliver engaging business presentations. Negotiations in a Business Environment Negotiation strategies, dealing with difficult counterparts, achieving win-win outcomes. Cross-Cultural Communication in Business Understanding cultural differences and their impact on communication. Conflict Management and Difficult Conversations Resolving conflicts in teams and with clients, mediation techniques. Business Writing Skills Crafting professional emails, reports, and business proposals. Building Relationships and Managing Networks The art of networking and maintaining business relationships. 		
Prerequisites and co-requisites	<ul style="list-style-type: none"> Completion of "Fundamentals of Economics" course Basic knowledge of MS Office suite 		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Egzam	51.0%	5.0%
	Individual presentation in front of the group on the agreed topic	50.0%	80.0%
	Active participation in debate	0.0%	15.0%
Recommended reading	Basic literature		
	<ol style="list-style-type: none"> Adler, R. B., Elmhorst, J. M., & Lucas, K. (2022). <i>Communicating at work: Strategies for success in business and the professions</i> (12th ed.). McGraw-Hill Education. Guffey, M. E., Loewy, D., & Almonte, R. (2021). <i>Essentials of business communication</i> (11th ed.). Cengage Learning. Cardon, P. W. (2021). <i>Business communication: Developing leaders for a networked world</i> (4th ed.). McGraw-Hill Education. 		

	Supplementary literature	<ol style="list-style-type: none"> 1. Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). <i>Cultures and organizations: Software of the mind</i> (3rd ed.). McGraw-Hill Education. 2. Fisher, R., Ury, W., & Patton, B. (2011). <i>Getting to yes: Negotiating agreement without giving in</i> (3rd ed.). Penguin Books. 3. Bolton, R. (2015). <i>People skills: How to assert yourself, listen to others, and resolve conflicts</i> (3rd ed.). Touchstone.
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Analysis of a communication scenario: Describe the communication errors made by the team during the negotiation outlined in the attached scenario. Propose three specific ways to improve communication. 2. Preparation of a business presentation: Prepare a plan for a presentation about launching a new product to the market. Include the structure, key information, and methods for engaging the audience. 3. Conflict resolution: In the given case study, a conflict occurred between two team members. Identify its causes and propose steps the manager should take to resolve the situation. 	
Work placement	Not applicable	

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Subject card

Subject name and code	Climate Changes, PG_00118905						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Maria Matusiewicz				
	Teachers		dr Maria Matusiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	<p>Understanding the nature and significance of climate change, its economic impact on local and global economies, and the evaluation of climate policies and sustainable development strategies.</p> <p>This course aims to equip students with the knowledge to analyze the costs and benefits of climate action, as well as the tools to assess the risks and opportunities associated with the transition to a low-carbon economy</p> <p>General objectives:</p> <ol style="list-style-type: none">1. Understanding the impact of individual economic sectors on climate change.2. Analyzing dilemmas and trade-offs in climate policy.3. Assessing the effectiveness of low-emission and adaptation solutions.4. Discussing individual and collective choices in the context of climate justice.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	<p>The student has in-depth knowledge of the impact of climate change on economic and social systems and knows the legal, economic and ecological mechanisms supporting sustainable development.</p> <p>The student is able to analyze and evaluate climate policies and design solutions for adaptation and mitigation of the effects of climate change, taking into account social, economic and environmental conditions.</p> <p>The student is able to cooperate in the development of economic and social projects related to climate change, reconciling various requirements: legal, economic, ecological, political and social, and demonstrates readiness to act for the common good in the context of climate transformation.</p>	<p>[SK1] oral statement/conversation/discussion</p> <p>[SK2] presentation/project/paper/report</p> <p>[SK4] test/exam - oral or written</p> <p>[SK8] observation of student's independent or team work</p>
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	<p>The student knows methods for analyzing and forecasting economic and social processes in the context of climate change and their potential impacts on various sectors of the economy.</p> <p>The student is able to anticipate directions of economic and social change related to climate phenomena and to develop forecasts regarding the effects of climate policies and adaptation strategies.</p> <p>The student is prepared to take action based on forecasts and analysis of climate trends and their impact on the socio-economic environment, with respect for the principles of sustainable development.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	<p>The student has advanced knowledge in the field of social sciences and understands the role of economic sciences in analyzing climate change issues; is familiar with and applies economic terminology in the context of sustainable development, climate policy, and low-emission economy.</p> <p>The student is able to use universal economic terminology to describe and interpret phenomena related to climate change and its impact on the economy and society.</p> <p>The student is prepared to apply knowledge from social and economic sciences in public and professional discourse on climate change and its socio-economic consequences.</p>	<p>[SW4] test/exam - oral or written</p> <p>[SW1] oral statement/conversation/discussion</p> <p>[SW2] presentation/project/paper/report</p>

	Course outcome	Subject outcome	Method of verification
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student is familiar with typical professional and social dilemmas arising from the need to consider climate and environmental aspects in economic and managerial activities. The student is able to analyze various solution options for professional problems related to the impact of economic activity on the climate and to identify rational, ethical, and sustainable courses of action. The student is prepared to identify, diagnose, and responsibly resolve professional dilemmas related to environmental and climate issues, taking into account their social and economic implications.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student knows economic, financial, and managerial mechanisms related to climate change and their impact on economic and social decision-making. The student is able to apply knowledge of economics, finance, and management to analyze and resolve dilemmas related to climate change in the context of business activity, public policy, and social responsibility. The student is prepared to make responsible professional decisions in situations involving economic and social dilemmas arising from climate challenges, taking into account the common good and the principles of sustainable development.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	The student knows the fundamental principles of business ethics and the concept of corporate social responsibility (CSR) in the context of counteracting climate change and conducting sustainable business activities. The student is able to identify and analyze the ethical and social aspects of business decisions related to the environment and climate, taking into account the interests of various stakeholder groups. The student is prepared to be guided in professional life by the principles of business ethics, corporate social responsibility, and respect for the natural environment and the public interest in the face of climate challenges.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	<p>The student knows the basic concepts, theories, and interdependencies related to climate change, its causes, and its economic and social consequences.</p> <p>The student is able to correctly interpret economic and social phenomena resulting from climate change and to apply knowledge from economics, finance, and management to analyze its impacts and design adaptation and mitigation strategies.</p> <p>The student is prepared to undertake responsible actions for sustainable development and to collaborate in interdisciplinary teams analyzing and counteracting the effects of climate change.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	<p>The student knows the main causes, mechanisms and effects of climate change in the socio-economic context and understands the relationships between climate policy and the functioning of economic entities and public institutions.</p> <p>The student is able to analyze the causes and course of social and economic processes related to climate change and accurately interpret these phenomena, using adequate methods and tools of economic and social analysis (e.g. cost-benefit analysis, scenario modeling, sustainable development indicators).</p> <p>The student understands the complexity of climate phenomena in the socio-economic context and is ready for critical reflection and responsible action when analyzing and designing transformation solutions.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU3] text preparation/written work</p> <p>[SU8] observation of student's independent or team work</p>
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	<p>The student has knowledge of the economic and financial principles of the functioning of economic entities and public organizations in the context of combating climate change. Knows the applicable legal regulations, institutional frameworks and moral and ethical norms regarding environmental and social responsibility.</p> <p>The student is able to analyze the strategies and management models used by enterprises and public institutions in response to climate challenges, taking into account economic, legal and ethical aspects.</p> <p>The student understands the need for ethical and responsible action in the economic and public sector in the face of global climate threats and is ready to support initiatives consistent with the principles of sustainable development.</p>	<p>[SW4] test/exam - oral or written</p> <p>[SW1] oral statement/conversation/discussion</p> <p>[SW2] presentation/project/paper/report</p>

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	<p>The student understands the importance of intersectoral and intercultural cooperation in the processes of combating climate change and knows the role of interdisciplinary teams in developing climate policies and projects.</p> <p>The student is able to cooperate effectively in a group, also in an international environment, taking on various roles in teamwork related to the analysis of climate problems and designing solutions in the spirit of sustainable development.</p> <p>The student demonstrates willingness to cooperate, openness to diverse cultural perspectives and responsibility for the common goals of the team working for the climate.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	<p>The student knows the sources of current knowledge on the economic, social and environmental aspects of climate change and understands the need for its continuous updating in a dynamically changing global context.</p> <p>The student is able to independently develop and supplement knowledge and skills in the field of climate economics, using various learning methods (self-education, teamwork, e-learning platforms) and actively participates in the exchange of knowledge with other participants in the educational process.</p> <p>The student is open to new ideas, approaches and techniques related to combating climate change and shows initiative and commitment to team activities aimed at developing knowledge and good practices in the field of sustainable development.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	<p>The student has in-depth knowledge of the socio-economic effects of climate change and methods for assessing risks and costs associated with the transformation towards sustainable development.</p> <p>The student has the ability to observe, understand and analyse social and economic phenomena and processes resulting from climate change, using adequate scientific methods, including data analysis, economic models and environmental impact assessment tools.</p> <p>The student is ready to critically assess social and economic actions in the context of climate change and to participate in climate protection and just transformation activities.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student possesses advanced knowledge of the economic consequences of climate change, particularly in the context of relationships between economic entities and social organizations operating at national, international, and intercultural levels. The student is capable of analyzing climate policies and sustainable development strategies, assessing their impact on the functioning of economic entities as well as on intersectoral and intercultural relations. The student is aware of the importance of social and economic responsibility in the context of climate change and is able to actively participate in the debate on the transition to a low-emission economy, taking into account diverse cultural and institutional perspectives.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	The student has in-depth economic knowledge enabling the analysis of the causes and effects of climate change in economic systems.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	The student knows and understands specialist terminology related to climate change and its links with international economic relations.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	the student understands the evolution of the global economy in the context of the impact of climate change and environmental policies.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student knows the relationships between economic entities and public institutions in the context of global climate challenges.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	The student understands the civilization dilemmas resulting from climate change and knows the concepts of sustainable development and corporate responsibility.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student knows the economic and social determinants of decisions made by individuals in the face of climate challenges.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_W12] has a well-organised knowledge of the nature, functioning and sources of changes occurring in the structures of economic entities and organisations (in particular those which operate on the international market); understands the causes, course, scale and consequences of these changes	The student has knowledge of the mechanisms of adaptation and transformation of economic entities in response to climate change.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to analyse economic and social phenomena related to climate change and their mutual dependencies.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Course outcome	Subject outcome	Method of verification
[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is able to interpret climate and environmental data and forecast their impact on the economy on a global scale.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	The student analyzes the links between economic and institutional actors involved in climate action and indicates possible directions for the development of climate policies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[MSG3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	The student identifies climate risks for the international operations of enterprises and assesses their economic consequences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[MSG3_U16] can plan and implement his/her own lifelong learning, expand and improve his/her acquired knowledge and economic skills; is open to new ideas and techniques; is willing to learn using any method, and has a tendency to interact with other participants of the learning process	The student independently deepens his/her knowledge of climate change and its effects, demonstrating openness to an interdisciplinary approach and new analytical tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	The student is guided by the principles of ethics and social responsibility in climate action, respecting the needs of future generations.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written
[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	The student recognizes the importance of economic knowledge in diagnosing and counteracting the negative effects of climate change.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written
[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student prepares presentations on climate change and its impact on economies, using scientific and economic data.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student presents a position in discussions on climate policy and energy transformation, based on theoretical knowledge and data.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student communicates effectively in a diverse international environment, using concepts related to economics and climate policy.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	<p>The student knows specialist terminology and selected theories and methodological approaches used in the analysis of socio-economic aspects of climate change, both nationally and internationally.</p> <p>The student is able to prepare written studies in Polish and English on selected issues related to climate change, using scientific literature, statistical data and international reports, using appropriate terminology, theoretical and methodological approaches and making comparisons between countries and regions.</p> <p>The student demonstrates responsibility in formulating conclusions and cares for the reliability and transparency of scientific communication in the context of the public debate on climate change.</p>	<p>[SU1] oral statement/conversation/discussion</p> <p>[SU2] presentation/project/paper/report</p> <p>[SU4] test/exam - oral or written</p> <p>[SU8] observation of student's independent or team work</p>
Subject contents	<p>1. Introduction to climate change in the economic context Science vs. economics how to interpret climate models? The carbon budget and its division between sectors/countries.</p> <p>2. Impact of key sectors on emissions Energy: From coal to renewable energy sources costs, pace of transformation, energy security. Agriculture and livestock: Methane emissions, deforestation, meat vs. plant-based diet. Heavy industry (steel, cement): CCS technologies, hydrogen, decarbonization. Transport: Electromobility, synthetic fuels, aviation (SAF).</p> <p>3. Trade-offs and climate policy dilemmas Green growth vs. degrowth is capitalism compatible with the climate? Just transition: social costs (e.g. miners, farmers). Emissions offshoring EU vs. rest of the world</p> <p>4. Finance and innovation Carbon pricing: carbon taxes vs. ETS systems. Greenwashing vs. real investments (e.g. ESG funds). The role of technology, e.g. nuclear fusion, DAC)?</p> <p>5. Consumption and individual choices Carbon footprint of the average citizen of the Global North Does consumer boycotts make sense? (fast fashion, meat) do everyday choices matter (recycling, transport) Climate psychology: why are we ignoring the crisis? is climate change causing anxiety in selected generations?</p> <p>6. The future: scenarios and controversies Geoengineering Are international agreements (e.g. COP) effective? Net zero noble goals or corporate greenwashing?</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	participation in discussion	0.0%	10.0%
	exam with open and closed questions	51.0%	50.0%
	own work, project presentation OR exam in case of failure to meet the conditions: presence and/or presentation	51.0%	40.0%

Recommended reading	Basic literature	<p><i>The New Climate War</i>, by Michael Mann, 2021</p> <p><i>Supercharge Me: Net Zero Faster</i>, by Eric Lonergan and Corinne Sawers, 2022</p> <p><i>Post Growth: Life After Capitalism</i>, by Tim Jackson, 2021</p> <p><i>This Changes Everything: Capitalism Vs The Climate</i>, by Naomi Klein, 2014</p>
	Supplementary literature	<p>Current Issues: Climate Sections: The Guardian, The Washington Post</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • How to interpret climate models? • Is capitalism compatible with climate? • Are international agreements (e.g. COP) effective? • net zero noble goals or corporate greenwashing? 	
Work placement	Not applicable	

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Subject card

Subject name and code	Contemporary issues of economic policy, PG_00083925						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Pawłowski				
	Teachers		dr hab. Anita Szymańska dr Grzegorz Pawłowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the subject is to improve students knowledge about setting levels of taxation, government budgets, money supply, as well as about labour market policy, income inequalities, national ownership, and many other areas of government interventions into the economy. The main focus is on contemporary issues of economic policy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is able to evaluate economic and social phenomena occurring in an open economy and interpret contemporary economic policy.	[SU2] presentation/project/paper/report
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to correctly interpret and explain economic and social phenomena, analyse their causes, course and connections within economic policy.	[SU1] oral statement/conversation/discussion
	[MSG3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	The student knows and understands at an advanced level the terminology related to economic policy.	[SW2] presentation/project/paper/report
	[MSG3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	The student has advanced knowledge of economic sciences, especially economic policy.	[SW2] presentation/project/paper/report
	[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	The student is ready to recognize the importance of knowledge in the field of international economic relations.	[SK1] oral statement/conversation/discussion
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	A student is able to comment and discuss the problems of economic policy dilemmas.	[SK1] oral statement/conversation/discussion
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	A student is able to assess government decisions in the area of economic policy.	[SU1] oral statement/conversation/discussion
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	A student obtains general knowledge about the aims and measures of economic policy.	[SW2] presentation/project/paper/report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	A student can predict some consequences of the usage of the basic economic policy measures.	[SU1] oral statement/conversation/discussion
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	A student knows about the argumentation for government intervention in economy.	[SW2] presentation/project/paper/report

Subject contents	Three functions of the economic policy and responsibilities of public sector in the economy and social life. Main economic and social indicators and rankings. Principles of the fiscal policy. General government incomes and expenditures, deficit and public debt. Global risks and economic threats. Strategic scenarios of forseeing in the economic policy. Contemporary strategic challenges of monetary policy. Growing economic inequalities. Determinants of inequalities, is it a huge problem for the economy? Challenges of contemporary labour market. The labour market institutions. Possible recommendations for an effective economic policy.								
Prerequisites and co-requisites									
Assessment methods and criteria	<table><tr><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr><tr><td>Presentation</td><td>51.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Presentation	51.0%	100.0%		
Subject passing criteria	Passing threshold	Percentage of the final grade							
Presentation	51.0%	100.0%							
Recommended reading	Basic literature	A. Benassy-Quere (et al.), Economic Policy, Theory and Practice, Oxford University Press 2010.							
	Supplementary literature	J. Niedzwiedzinska, Inflation Targeting, Institutional features of the strategy in practice, "NBP Working Paper", No. 299, Warsaw 2018. T.J. Chermack, Scenario Planning in Organizations: How to Create, Use, and Assess Scenarios, Berrett-Koehler Publishers, 2011, https://books.google.pl/books?id=R0XSldT-AmoC&printsec=frontcover&dq=scenario+planning+book&hl=pl&sa=X&KEwi4oJau8ZrhAhUICZoKHYNQAG4Q6AEIMTAB#v=onepage&q&f=false H. Immerroll, L. Richardson, Redistribution Policy in Europe and the United States: Is the Great Recession a "Game Changer" for Working - age Families?, OECD 2014 P. R. Gregory, R. C. Stewart, The Global Economy and Its Economic Systems, Cengage Custom Edition 2014. R. G. Holcombe, A. M. Castillo, Liberalism and Cronyism: Two Rival Political and Economic Systems, Mercatus Center, George Mason University, Arlington, Virginia 2013. A. Szymanska, The structure of income inequality with particular emphasis on the economic middle class, "Nierównosci Społeczne a Wzrost Gospodarczy", 2019, nr 60, s.45-60.							
	eResources addresses								
Example issues/ example questions/ tasks being completed									
Work placement	Not applicable								

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Subject card

Subject name and code	Entrepreneurial Personality. Studies in the Psychological Dimensions of Entrepreneurial Actions, PG_00083961						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Christian Orobello				
	Teachers		mgr Christian Orobello prof. dr hab. Jacek Zaucha				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	Students will take practical lessons and apply them to a Harvard Business Simulation. Students will work in groups in a HBR business simulation where they are to take a company from concept to success after 6 quarters.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	Students will learn the basics of entrepreneurship by taking a business simulation from concept to success.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	Students will gain experience in the market by competing against other groups in real-time in our HBR business simulation. Their activities will impact the success of the company and its market share.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	Students will demonstrate the ability to solve problems using their knowledge of international business operations and their creativity.	[SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	Students will demonstrate their ability to mitigate risks while moving a business toward profitability.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	Students will demonstrate their knowledge of standard business practices on an international scale as they make decisions for their simulated business.	[SU2] presentation/project/paper/ report
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	Students will during their activities in the HBR Simulation demonstrate their ability to solve complex problems of a business entity on an international market	[SU2] presentation/project/paper/ report
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	Students will demonstrate their ability to work well in an international setting including international team members.	[SU8] observation of student's independent or team work
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	Students will demonstrate their effective use of English in presentations using economic and business concepts.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	Students will learn to address the difficulties in delayed response in planning and organizing decisions in a business. They will learn to balance the timing of these decisions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[MSGMU2_W10] has an in-depth knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	Working in an international environment students will gain in-depth knowledge of the legal, cultural, and financial implications of their decisions.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	Students will learn about the functioning of a modern enterprise and its relationship to the overall international environment. They will see the impact of the decisions they make, and how these will result in the success or failure of their business.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Course outcome	Subject outcome	Method of verification
[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	Students will be able to demonstrate the ability to analyze their decisions and adjust their approach as they move through the HBR Simulation.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Students will demonstrate the ability to identify and resolve professional dilemmas as they progress through the simulation.	[SK5] implementation of a problem task [SK6] demonstration of practical skills
[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	Students will demonstrate their willingness to be guided by professionals through consultations with the instructor.	[SK8] observation of student's independent or team work
[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	Students demonstrate throughout the simulation, their ability to reconcile social, legal, economic, ecological, social. and political issues.	[SK8] observation of student's independent or team work
[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	Students will demonstrate their command of the English language to a min B2.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	Students will demonstrate their ability to work within international groups.	[SU8] observation of student's independent or team work
[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	Students will need to stay on task and complete milestones within a strict timeframe.	[SU8] observation of student's independent or team work
[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	Students demonstrate an understanding of the implications of their decisions on social needs.	[SK8] observation of student's independent or team work
[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	Students will show flexibility as they strive to solve the issues common in running an international business.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	Students demonstrate their resilience in the challenging international market by navigating new situations and conditions using a combination of their creativity and sound economic principles.	[SK8] observation of student's independent or team work
[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	Students will understand how their activities in the simulation are part of the greater ecosystem of a global economy.	[SK2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[MSGL3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	Students gain an understanding of the functioning of an international business and how the decisions they make impact, both the business and the market as a whole.	[SW2] presentation/project/paper/report
	[MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	Students will work within an international supply chain in the HBR simulation. This will give them experience in testing theory in a richly simulated business entity	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGMU2_W12] has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship	Students will establish and run a business for 6 quarters on the international market. They will learn through trial and error.	[SW2] presentation/project/paper/report
	[MSGL3_U05] can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises	Students will be able to navigate the changing dynamics of the international market, using sound theory and course concepts.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	Students will demonstrate the ability to navigate the challenges and risks of operating an enterprise on the international market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSGL3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	Students will demonstrate their knowledge of the English language specifically the use of business and economics language at at least a B2 level.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	Students will be able to analyse relations between business entities on an interantional market through their activities in the HBR Simulation.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[MSGMU2_U14] has a thorough ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting data from various sources, their description and interpretation, and drawing conclusions on the basis of scientific literature; can prepare and lead a debate	Students will demonstrate their ability to prepare presentations relating to economic and social issue, using appropriate theoretical frameworks and course concepts.	[SU2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Students will participate in the preparation of projects aimed at solving economic, social, and legal issues.	[SK2] presentation/project/paper/report
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	Students will demonstrate the ability to work productively in an international environment and a diverse team.	[SU8] observation of student's independent or team work
	[MSGL3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	Through lectures and practical activities, students will gain an understanding of the norms in organizing economic structures on the international market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	Students will study different mind maps and how these might spark entrepreneurship.	[SW2] presentation/project/paper/report
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	Students, through the use of the business simulation, will learn how the changes they make impact the business, and how to track these changes with financial reports.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	Students will gain knowledge of different entities and how they work.	[SW1] oral statement/conversation/discussion
Subject contents	1. 1. The Lifestyle of an Entrepreneur: Perceptions and Reality discussion and presentation Entrepreneur examples and discussion: 2. Mental models of being an entrepreneur students group exercise and discussion 3. Entrepreneurial Personality: In-born, Learned, or Acquired in another Way? discussion and case studies 4. Introduction to the Entrepreneurship Simulation 5. Opportunity Identification and Conducting Realistic Assessment presentation on the realism in business discussion on pros and cons and setting the guidelines for limits to realism 6. What is Customer Value? Q1 materials and Simulation Starts 7. PowerPoint Guidelines, Choose Groups and Discuss Mind Map Assignment. Continue Simulation 8. Students Present Projects 9. Simulation Continues 10. lecture on basic principles of entrepreneurship and continued simulation 11. Comparing brands exercise 12. continue in simulation including evaluation of progress 13. Evaluate the progress of the companies and compare their decisions. 14: Complete Quarter 5 and all accompanying micro simulations 15. Review the results and complete quarter 6		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Attendance and Participation	51.0%	33.0%
	Evaluation of simulation	51.0%	34.0%
	Mind maps presentation	51.0%	33.0%
Recommended reading	Basic literature	1.Electronic materials delivered by the instructor 2. Reading: <i>Entrepreneurship: A Real-World Approach</i> , Chapters 9, 10, and 11 3. Harvard Business Review Simulation (1-2 positions)	
	Supplementary literature	None	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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Subject card

Subject name and code	Financial accounting and reporting - international issues, PG_00083928						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Transport Policy and Economic Integration -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Stefaniak				
	Teachers		dr Joanna Stefaniak				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the course is to present the basic concepts of accounting and financial reporting in respect to the international aspects (systems, standards, requirements).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has advanced knowledge of the role of humans as users of accounting and financial reporting systems.	[SW1] oral statement/ conversation/discussion
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	The student is able to prepare written assignments in Polish and a foreign language on issues of accounting and financial reporting in an international context.	[SU2] presentation/project/paper/ report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to use knowledge and acquire data to identify accounting systems and financial reporting in an international context.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student uses knowledge of economics, finance, and management to solve dilemmas related to distinguishing between accounting systems and the information presented in financial statements.	[SU1] oral statement/conversation/ discussion
	[MSGL3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student is able to communicate effectively in an international and culturally diverse environment, using terminology related to accounting and financial reporting.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student is able to prepare oral presentations in Polish and a foreign language on issues of accounting and financial reporting in an international context.	[SU1] oral statement/conversation/ discussion
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student recognizes the importance of knowledge in accounting and financial reporting for identifying and solving economic problems, and seeks expert opinions when needed.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student critically assesses their knowledge of accounting and financial reporting and is ready to continuously deepen and update it	[SK1] oral statement/conversation/ discussion
	[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student is able to correctly identify and analyze dilemmas and alternative solutions related to financial accounting and reporting in an international context.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	The student is able to take into account legal, political and social conditions in the context of accounting systems and the financial statements prepared on their basis.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSGL3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student critically assesses their knowledge of accounting and financial reporting and is ready to continuously deepen and update it	[SK1] oral statement/conversation/discussion
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student is able to take into account legal, political and social conditions in the context of accounting systems and the financial statements prepared on their basis.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSGL3_W17] has an advanced knowledge of financial conditions related to conducting business activity, including the principles of accounting, financial analysis and international settlements	The student has advanced knowledge of the financial aspects of accounting and financial reporting, including in the international context	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGL3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has organized knowledge of various accounting systems operating worldwide as well as proposed international standards, including those in European Union countries.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student understands the basic economic and financial principles of operation and management of business entities, and comprehends the legal, organizational, and ethical aspects of accounting and financial reporting in the context of public institutions.	[SW1] oral statement/conversation/discussion
Subject contents	<ol style="list-style-type: none"> 1. Introduction to the financial accounting and reporting issues. 2. Accounting and reporting in the business activity in the market economy. 3. Accounting vs financial reporting - information in accounting systems, financial accounting vs management accounting. 4. Models of accounting systems - international comparisons. 5. Financial reporting - basic information, types and elements of financial statements, comparison of data presented in financial statements, international comparisons 6. Consolidation of financial statements - basic information, methods of consolidation. 7. International Financial Reports Standards (IFRS) - general information, content, impact on national financial reporting. International standards vs national standards. 8. Cultural aspects of financial statements. 9. Differences in assessment of financial activity of companies based on financial reporting. <p>Any dilemmas or questions related to clarifying or expanding on the topics covered in the course will be discussed during consultations.</p>		
Prerequisites and co-requisites	basic knowledge of accounting		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance and activity	51.0%	50.0%
	presentation	51.0%	50.0%

Recommended reading	Basic literature	<p>C. Nobes, R. Parker, Comparative International Accounting, 14th Edition, Pearson, 2020</p> <p>Schroeder Richard G. ,Clark Myrtle W. ,Cathey Jack M., Financial Accounting Theory and Analysis: Text and Cases,John Wiley & Sons Inc, 2019</p> <p>Peterson Drake P., Fabozzi F.J., Analysis of Financial Statements, John Wiley and Sons, 2012.</p>
	Supplementary literature	<p>M. B. Romney, Accounting Information Systems, Global Edition, PEARSON Education Limited, 2020</p> <p>Warren, Carl S., Jefferson P. Jones, and William B. Tayler. Financial and managerial accounting. Cengage Learning, Inc., 2020.</p> <p>A History of Accounting and Accountants, Cosimo, 2016</p> <p>Laughlin, R. C. "Accounting systems in organisational contexts: a case for critical theory." Accounting, Organizations and Society 12.5 (1987): 479-502.</p> <p>Baydoun, Nabil, R. Willett. "Cultural relevance of western accounting systems to developing countries." Abacus 31.1 (1995): 67-92.</p> <p>Černe, K.. "Influential factors of country's accounting system development." Economic research-Ekonomska istraživanja 22.2 (2009): 66-97.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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Subject card

Subject name and code	Financial Reporting and Analysis, PG_00083822						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Transport Policy and Economic Integration -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Stefaniak				
	Teachers		dr Joanna Stefaniak				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the course is to familiarize students with financial reporting, including in an international context, as well as with the financial analysis of a companys performance.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student has knowledge of the basic economic and financial principles of business operations, as well as the legal and ethical standards related to financial reporting and analysis.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student recognizes the importance of knowledge in financial reporting and analysis for identifying and solving economic problems and is able to consult experts when necessary.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student applies knowledge of financial reporting and analysis to resolve economic and social dilemmas encountered in professional practice.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, analyzes, and resolves dilemmas and alternative solutions related to financial reporting and analysis in professional practice.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	The student is able to carry out an analysis and assess the financial situation of an enterprise based on knowledge of financial statements and financial analysis methods.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[MSGL3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student uses basic methods, software, and analytical tools to collect and analyze financial data, diagnose a company's situation, and make economic decisions.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[MSGL3_W17] has an advanced knowledge of financial conditions related to conducting business activity, including the principles of accounting, financial analysis and international settlements	The student has advanced knowledge of the financial statements and financial analysis	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSGL3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	The student knows methods, IT tools, and data acquisition techniques that enable the analysis of the financial situation of enterprises operating in international markets and understands processes supporting decision-making.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_W06] have an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	The student has knowledge of methods and tools, including statistical and analytical techniques, for analyzing enterprises and their financial position.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	The student is able to forecast economic processes and phenomena based on financial statements and the results of financial analysis.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	The student is able to prepare and deliver short presentations in Polish and a foreign language on topics related to financial reporting and analysis of enterprises, using specialized terminology and relevant data, and actively participate in discussions.	[SU1] oral statement/conversation/discussion
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	The student is able to prepare written papers in Polish and a foreign language on financial reporting and analysis, using specialized terminology, source data, and international comparisons.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student is aware of their level of knowledge in financial reporting and analysis and understands the need for its continuous development and updating.	[SK1] oral statement/conversation/discussion
	[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student is able to prepare presentations and oral speeches in Polish and a foreign language on financial reporting and analysis, using specialized terminology, source data, and scientific literature.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	The student is prepared to recognize the importance of knowledge in financial reporting and analysis for solving economic problems and to seek expert opinions when needed.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[MSG3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student critically assesses their knowledge in financial reporting and analysis and is ready to continuously deepen and update it.	[SK1] oral statement/conversation/discussion
	[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student correctly identifies, analyzes, and resolves dilemmas and alternative solutions related to financial reporting and analysis in professional practice.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
Subject contents	1. Introduction to financial reporting - aims, general rules and principles. 2. Financial statements - Balance Sheet, Income Statement, Cash Flow, 3. Differences between Financial Statements from different national accounting systems 4. Introduction to the Financial Analysis - definition, object and scope, internal and external conditions. 5. Principles, methods and limitations of the financial analysis. 6. Preliminary analysis of financial statements - horizontal vs. vertical analysis 7. Ratio Analysis - financial liquidity, financial leverage, efficiency and profitability 8. Relations between ratios - Du Pont Model Any dilemmas or questions related to clarifying or expanding on the topics covered in the course will be discussed during consultations.		
Prerequisites and co-requisites	microeconomic, basics of accounting, knowledge of Excel		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Attendance in the course	51.0%	20.0%
	Project: Financial Analysis of a Company	51.0%	80.0%
Recommended reading	Basic literature	Bigel, K. S. Introduction to Financial Analysis., New York 2022 Martin S. Fridson, Fernando Alvarez, Financial Statement Analysis Workbook - A Practitioner's Guide, Fifth Edition, John Wiley & Sons Inc, 2022 Subramanyam, K. R., Financial statement analysis, 11th Edition, McGraw-Hill Education, 2014 Peterson Drake P., Fabozzi F.J., Analysis of Financial Statements, John Wiley and Sons, 2012.	
	Supplementary literature	Revsine L., Vollins D., Johnson B., Financial Reporting and Analysis, Prentice Hall, 2004. Comiskey E., Guide to Financial Reporting and Analysis, John Wiley and Sons, 2000. literature of the topic	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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Subject card

Subject name and code	Green Business Venturing, PG_00094039						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish none		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Kulawczuk				
	Teachers		dr hab. Przemysław Kulawczuk				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The main aim of the course in Green Business Venturing is to develop innovative spirit in the area of seeking good business opportunities in the area of green business, building skills how to use those opportunities and convert them into the working business models and finally how to defend the worked out business models in front of venture investors. Besides, the participants will learn a substantial piece of knowledge about green business, new life styles and how to join the main stream of the new generation development.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic relations and the rules that govern them, including the principles of market functioning and the market mechanism related to the green economy	[SW5] implementation of a problem task
	[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	correctly identifies, diagnoses and resolves dilemmas related to running a green business and various variants of solutions related to it	[SK5] implementation of a problem task
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	can prepare written works in English on specific issues related to start-ups and business model projects	[SU2] presentation/project/paper/report
	[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics, in line with the requirements specified for level B2, which is necessary when preparing a project of a green enterprise business model	[SU2] presentation/project/paper/report
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	is able to cooperate and work in a group (including in an international environment), taking on various roles, especially in preparing a green business model	[SU2] presentation/project/paper/report
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	has knowledge about the processes of changing elements, enterprises and entire structures of economic organizations, especially in relation to the green entrepreneurship sector	[SW5] implementation of a problem task
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of economics, finance and management sciences, especially in relation to the segment of micro and small companies	[SW5] implementation of a problem task
	[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	has advanced knowledge of the rules and norms (legal, organizational, ethical) that organize economic structures and institutions in the green economy segment	[SW5] implementation of a problem task
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	is ready to be guided by business ethics and corporate social responsibility in his/her professional life, especially in relation to green business	[SK5] implementation of a problem task
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	is able to set priorities appropriately and plan and organize tasks related to their implementation, as well as monitor and evaluate progress in relation to the design of business models in the green economy	[SU2] presentation/project/paper/report

Course outcome	Subject outcome	Method of verification
[MSG3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	has structured knowledge regarding the functioning of green economy economic entities in the national and international environment,	[SW5] implementation of a problem task
[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking in the field of green business design	[SK2] presentation/project/paper/report
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	recognises the importance of economic knowledge in the process of identifying and solving economic problems, especially in relation to green enterprises	[SK5] implementation of a problem task
[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	is able to cooperate and work in a group (including in an international environment), taking on various roles, including in the preparation of an ecological company project	[SU2] presentation/project/paper/report
[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	has advanced knowledge of the different types of existing entities and economic organizations operating in the green entrepreneurship sector	[SW5] implementation of a problem task
[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	knows and understands the basic principles of creating and developing various forms of green entrepreneurship	[SW5] implementation of a problem task
[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	uses his theoretical knowledge in economics to analyse and evaluate the functioning of green enterprises on the international market,	[SU2] presentation/project/paper/report
[MSG3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics, in line with the requirements specified for level B2 in the field of green entrepreneurship in an international perspective	[SU2] presentation/project/paper/report
[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	has the ability to prepare presentations and oral speeches in English regarding the functioning of green business	[SU2] presentation/project/paper/report
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	participates in the preparation of green economy business model projects, being able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	participates in the preparation of green economy business model projects, is able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report
Subject contents	<p>1. Green and healthy life and new lifestyles - lecture and interactive group discussion</p> <p>2. New needs and cultural patterns possible for green business exploitation - lecture and interactive group discussion</p> <p>3. Definition of green business: presentation of solutions used in different countries and group discussion</p> <p>4. Business knowledge and know-how. How to learn them? Green branch knowledge and skills. Selection of thematic approach for group projects</p> <p>5. Building creative ideas for new green ventures. Introductory lecture and group project work</p> <p>6. Planning new green ventures - Osterwalder business model application - introductory lecture and group project work</p> <p>7. Green business marketing. Introductory lecture and group project work</p> <p>8. Building customers relations in green products and services. Introductory lecture and group project work</p> <p>9. Financing green ventures. Introductory lecture and group project work</p> <p>10. Green business international. Introductory lecture and group project work</p> <p>11. Strategies of small business expansion on new markets. Introductory lecture and group project work</p> <p>12-15. Groups presentations of green business models and defence ahead of virtual venture investors</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	50% assessment of activity during classes, 50% quality and innovation of presentation	51.0%	100.0%
Recommended reading	Basic literature	<p>1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007</p> <p>2. Masters business models projects in green business, Faculty of Economics 2013-2017</p> <p>3. How to set up your own small business, American Institute of Small Business, 1991</p> <p>4. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999</p> <p>5. Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development, OECD Paris 2012</p>	
	Supplementary literature	Electronic publications delivered by the lecturer	
	eResources addresses		

Example issues/ example questions/ tasks being completed	<p>Matching ecological life style values with green business propositions</p> <p>Using problem inventory analysis to modify green business product</p> <p>Brainstorming in solving environmental pollution problem in the community / motivate youth to eat fish etc.</p> <p>Developing green business business model working in small teams</p> <p>Defending green business proposition in the group of potential investors</p>
Work placement	Not applicable

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Subject card

Subject name and code	International economic perspectives, PG_00036019						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2025/2026		
Education level	Bachelor's studies	Subject group					
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			English		
Semester of study	6	ECTS credits			5.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Transport Economics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Borkowski				
	Teachers		dr hab. Przemysław Borkowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	<p>To familiarize students with the factor analysis of the economic growth theories and principles behind economic development.</p> <p>To gain unique perspectives on the topic due to the involvement of visiting professors from different economic backgrounds and geographical regions.</p>						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements		Can analyse different success and failure stories behind examples of economic development, can actively participate in the discussion of those problems and defend his/her views during consultations.		[SK1] oral statement/conversation/discussion [SK6] demonstration of practical skills [SK8] observation of student's independent or team work		
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas		Knows what the key economic growth factors are for countries and companies and understands the relations between different factors impacting wealth creation and economic success		[SW1] oral statement/conversation/discussion		
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social		Is able to explain how different factors impact economic development. Uses consultations to improve his/her understanding of the cause and result in economic growth.		[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work		

Subject contents	<p>1. Introduction to Economic Growth in International Economic Perspectives</p> <p>Economic growth in historical and modern contexts. Factors of economic growth. Different views on economic development from different countries perspective</p> <p>2. Geography and Environment as a Determinant of Wealth of Nations</p> <p>Role of continental axis, biodiversity, and agriculture; Environmental determinism and its long-term impacts on societies; impact of diseases and climate.</p> <p>3. Institutional Frameworks</p> <p>Importance of property rights, legal systems, and political stability; How "killer apps" (competition, science, property rights, etc.) shaped the West.</p> <p>4. Technology and Innovation</p> <p>Diffusion of technology and its dependence on geography. The Industrial revolution as a pivotal moment driven by financial and technological innovation.</p> <p>5. Infrastructure, development, and access to capital</p> <p>Unequal development due to historical advantages. Role of infrastructure. Financial institutions as engines of economic growth.</p> <p>6. Culture and Religion</p> <p>Cultural values influencing economic behavior and innovation. Business culture and its impact on wealth creation.</p> <p>7-15 Case studies</p> <p>Lectures offered by visiting professors highlighting different aspects of economic development factors are presented through the diverse lenses of scholars from differing backgrounds.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	in writing	51.0%	20.0%
	oral	51.0%	40.0%
	ongoing evaluation of student activity	51.0%	40.0%

Recommended reading	Basic literature	<p>Diamond, Jared. <i>Guns, Germs, and Steel: The Fates of Human Societies</i>. New York: W.W. Norton & Company, 1997.</p> <p>Ferguson, Niall. <i>Civilization: The West and the Rest</i>. New York: Penguin Press, 2011.</p> <p>Frankopan, Peter. <i>The Silk Roads: A New History of the World</i>. London: Bloomsbury Publishing, 2015.</p> <p>D. Landes, <i>The Wealth and Poverty of Nations: Why Some Are So Rich and Some So Poor</i>, Norton&Co, 1999.</p> <p>K. Pomeranz, <i>The Great Divergence: China, Europe, and the Making of the Modern World Economy</i>, Princeton Univeristy Press, 2021.</p>
	Supplementary literature	To be provided by visiting professors for each year.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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Subject card

Subject name and code	International Management: Investment strategies in emerging markets, PG_00084019						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English none		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Kulawczuk				
	Teachers		dr hab. Przemysław Kulawczuk				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	has advanced knowledge of the rules and norms (legal, organizational, ethical) organizing economic structures and institutions in the area of Foreign Direct Investment	[SW2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	participates in the preparation of projects on the assessment of the potential of emerging markets, being able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	has advanced knowledge of various types of existing entities and economic organizations and public institutions in the field of Foreign Direct Investment	[SW5] implementation of a problem task
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Recognizes the importance of economic knowledge in identifying and solving economic problems related to entering emerging markets	[SK5] implementation of a problem task
	[MSG3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	is able to identify selected types of risks related to the international activities of companies when entering new emerging markets	[SU5] implementation of a problem task
	[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	uses his theoretical knowledge in the field of economics to analyze and evaluate the functioning of economic entities on the international market, especially when implementing foreign investments	[SU5] implementation of a problem task
	[EKONL3_W10] knows and understands the basic concepts and principles of industrial property, intellectual property and copyright law	knows and understands the basic concepts and principles of industrial, intellectual and copyright protection in the field of foreign investment in emerging markets	[SW5] implementation of a problem task
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	knows and understands the basic principles of creating and developing various forms of entrepreneurship when entering emerging markets	[SW2] presentation/project/paper/report
	[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	correctly identifies, diagnoses and resolves dilemmas related to foreign investments and proposes various variants of solutions related to entering emerging markets	[SK2] presentation/project/paper/report
	[MSG3_U05] can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises	is able to use basic regulations and standards that determine business activity in order to prepare solutions to decision-making problems related to entering new emerging markets	[SU5] implementation of a problem task
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic ties and the rules that govern them, including the principles of market operation and market mechanisms, in the field of Foreign Direct Investments	[SW2] presentation/project/paper/report
	[MSG3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	has structured knowledge of the functioning of business entities in the national and international environment, especially in the field of foreign direct investment	[SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	has knowledge about the processes of change of elements, enterprises and entire structures of economic organizations, as well as about the processes of change of social institutions in the area of Foreign Direct Investment in emerging markets	[SW5] implementation of a problem task
	[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	has the ability to prepare presentations and oral presentations in English on the potential of selected emerging markets	[SU2] presentation/project/paper/report
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	is able to cooperate and work in a group (including in an international environment), taking on various roles, including during project preparation	[SU2] presentation/project/paper/report
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	is ready to be guided by business ethics and corporate social responsibility in his/her professional life, especially when entering new markets	[SK2] presentation/project/paper/report
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	participates in the preparation of projects assessing the potential of emerging markets, is able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, especially when it comes to strategies for entering emerging markets	[SK2] presentation/project/paper/report
	[MSG3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics, appropriate for the field of study of international economic relations, in accordance with the requirements specified for level B2, which is required when preparing a project	[SU2] presentation/project/paper/report
	[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics related to English, in line with the requirements specified for level B2, necessary to prepare a project and deliver a presentation	[SU2] presentation/project/paper/report
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	is able to prepare written works in Polish and a foreign language concerning strategies for entering emerging markets	[SU2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	is able to predict the course of economic and social processes and phenomena and forecast these phenomena based on existing examples and practices in the field of implementing Foreign Direct Investments	[SU2] presentation/project/paper/report
	[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	is able to cooperate and work in a group (including in an international environment), taking on different roles, especially when preparing a project on the potential of a selected emerging market	[SU2] presentation/project/paper/report
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	is able to set priorities appropriately and plan and organize tasks related to their implementation, as well as monitor and evaluate the progress of work on a project related to entering emerging markets	[SU5] implementation of a problem task
Subject contents	1. Foreign Direct Investment: fundamental concepts 2. Emerging markets: description of basic features: China, India, Brazil, Central Europe 3. Investment strategies in emerging markets 4. Institutional context in foreign direct investment strategies 5. FDI trends in European Emerging Economies 6. Changing patterns of FDI in Europe 7. Acquisition as entry and expansion strategy 8. Cultural context of entry strategies 9. Case studies: TP SA - France Telekom and T-Mobile Hungary 10. Case studies: Cadbury-Wedel, Carlsberg Breweries and MOL, Hungary 11. Case studies: entry strategies from India, Vietnam and Egypt 12. Successful patterns of FDI in emerging markets: Concluding remarks		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	50% assessment of activity during classes, 50% assessment of quality and innovation of the project presentation	51.0%	100.0%
Recommended reading	Basic literature	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	

	Supplementary literature	Electronic publications delivered by the lecturer
		Case studies of market entries on emerging markets
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Market entry strategy on chocolate market in emerging markets</p> <p>Branding strategy on emerging markets - beer market</p> <p>Designing the merger on telecommunications market</p> <p>Testing customers' preferences on emerging markets</p>	
Work placement	Not applicable	

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Subject card

Subject name and code	Marine Resource Economics, PG_00177380						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English ENG		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Giuseppe Cirella				
	Teachers		dr Giuseppe Cirella Michael Rościszewski-Dodgson				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	Understand the foundational principles of economics as they relate to marine and coastal resources, including concepts such as scarcity, opportunity cost, externalities, and common-pool resource management.						
	Analyze the economic drivers and consequences of human activities in marine environments, such as fisheries, aquaculture, tourism, shipping, and offshore energy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Students will be able to identify and assess professional and ethical dilemmas related to marine resource use—such as balancing conservation with economic development or addressing equity in fisheries access. They will evaluate multiple solution options using economic reasoning, sustainability principles, and stakeholder perspectives, and justify their decisions based on interdisciplinary evidence and critical analysis.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	Students will be able to prepare and deliver presentations and oral speeches on selected issues in marine resource economics within the framework of international economic relations. They will use appropriate theoretical approaches, specialist terminology, and reliable data sources to describe, interpret, and analyze problems such as marine trade, blue economy development, or resource governance, and draw evidence-based conclusions grounded in scientific literature.	[SU4] test/exam - oral or written [SU6] demonstration of practical skills
	[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	Students will be able to identify, assess, and resolve professional dilemmas in the field of marine resource economics, such as trade-offs between environmental conservation and economic development. They will evaluate alternative solutions using critical thinking and ethical reasoning, applying interdisciplinary knowledge to make informed and responsible decisions in real-world marine and coastal contexts.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[MSGL3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	Students will acquire advanced and structured knowledge of the global marine economy and its role within international economic relations. They will understand the historical evolution of marine industries such as fisheries, shipping, and offshore energy, and analyze the causes and consequences of global trends—including trade liberalization, climate change, and geopolitical tensions—on the sustainable use of marine resources.	[SW3] text preparation/written work [SW5] implementation of a problem task
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	Students will understand the economic and social relationships that shape marine resource use, including the dynamics between coastal communities, industry stakeholders, and governing institutions. They will recognize key patterns such as the tragedy of the commons, resource dependency, and socio-economic inequality, and explore how these regularities influence marine policy, access to resources, and long-term sustainability.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Students will acquire advanced knowledge of the relationships between economic actors and social organizations involved in marine resource governance at national and international levels. They will explore how these interactions—across sectors and cultures—influence policy outcomes, trade in marine products, environmental agreements, and the equitable distribution of marine resources.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSGL3_W02] has an advanced knowledge and understanding of the terminology of international economic relations and complementary disciplines	Students will gain advanced knowledge of the terminology used in international economic relations, particularly as it applies to marine trade, fisheries agreements, blue economy strategies, and maritime governance. They will also understand key concepts from complementary disciplines such as environmental economics and international law, enabling them to navigate the global context of marine resource management.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[MSGL3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	Students will demonstrate B2-level language proficiency in English within the context of international economic relations, with a specific focus on marine resource economics. They will use appropriate economic terminology in spoken and written communication, including policy briefs, presentations, and group discussions on marine trade, sustainability, and governance issues in global contexts.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	Students will actively participate in the development of interdisciplinary projects related to marine resource use and policy. They will demonstrate the ability to integrate and balance legal, economic, ecological, political, and social dimensions when proposing solutions for sustainable marine development, ensuring that diverse stakeholder interests and regulatory frameworks are effectively addressed.	[SK2] presentation/project/paper/report [SK3] text preparation/written work
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Students will participate in the design and development of interdisciplinary projects addressing marine resource challenges, demonstrating the ability to integrate legal, economic, ecological, political, and social considerations. Working in groups, they will propose balanced solutions that reflect real-world constraints and stakeholder needs, and justify their approach through structured analysis and collaborative decision-making.	[SK4] test/exam - oral or written
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	Students will develop the ability to observe, interpret, and analyse economic and social processes affecting marine environments—such as coastal overdevelopment, fishery decline, and marine tourism growth—using scientific methods including data analysis, stakeholder assessment, and scenario modelling. They will apply these methods to real-world case studies to draw evidence-based conclusions.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Students will be able to engage in the analysis and evaluation of alternative policy and management approaches to marine resource challenges, such as quota systems, marine protected areas, and ecosystem-based management. They will learn to select and apply appropriate economic and interdisciplinary methods to assess these options and make rational, evidence-based recommendations for sustainable and equitable outcomes.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	Students will develop advanced knowledge of how economic sciences interact with other social sciences in addressing marine and coastal resource issues. They will understand the interdisciplinary nature of marine resource economics and apply universal economic terminology to explain concepts such as externalities, public goods, market failure, and sustainability within marine contexts.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[MSGL3_U05] can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises	Students will be able to apply relevant regulations, standards, and accounting principles to address practical challenges faced by enterprises operating in the marine sector. They will examine legal frameworks governing marine resource use—such as licensing, environmental compliance, and sustainability reporting—and use this knowledge to solve case-based tasks related to marine business operations.	[SU3] text preparation/written work [SU5] implementation of a problem task
	[MSGL3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	Students will be able to identify and critically analyze relationships between economic entities and public institutions involved in marine governance at both national and international levels. Drawing on theoretical knowledge, they will evaluate cooperation and conflicts among stakeholders—such as governments, industry, and NGOs—and propose strategies for improving policy coordination and advancing sustainable marine resource use.	[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	Students will develop advanced knowledge of the structural components and types of economic entities and public institutions involved in marine resource management. They will analyze the roles of state agencies, international organizations, NGOs, and private enterprises in shaping marine policies, regulating access to resources, and implementing sustainability initiatives within the blue economy.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion

	Course outcome	Subject outcome	Method of verification
	[MSGL3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	Students will demonstrate advanced understanding of economic sciences, with a particular focus on how marine resource economics fits within the broader system of sciences. They will explore connections between economics, environmental science, and policy studies, gaining insight into the interdisciplinary foundations of sustainable marine resource management.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	Students will be able to analyze the economic and social drivers of marine resource use, including overfishing, marine pollution, and coastal development. They will apply appropriate economic and interdisciplinary tools—such as cost-benefit analysis, stakeholder mapping, and sustainability indicators—to assess the causes and impacts of these phenomena in various marine and coastal settings.	[SU5] implementation of a problem task [SU6] demonstration of practical skills
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	Students will gain advanced knowledge of the roles and functions of business entities, non-governmental organizations, and public institutions involved in the governance and management of marine resources. They will understand how these actors interact within marine economies, including fisheries cooperatives, regulatory agencies, international bodies, and private enterprises operating in the maritime sector.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	<p>Introduction to Marine Resource Economics</p> <p>Ocean as an Economic Space: Overview of Marine Sectors</p> <p>Property Rights and the Economics of Common-Pool Resources</p> <p>Market Failures and Externalities in the Marine Environment</p> <p>Fisheries Economics and Bioeconomic Modelling</p> <p>Aquaculture: Economics, Sustainability, and Trade</p> <p>Marine Ecosystem Services and Valuation Methods</p> <p>Coastal Tourism and Blue Economy Development</p> <p>Marine Spatial Planning and Integrated Coastal Zone Management</p> <p>Economic Instruments for Marine Conservation (e.g. MPAs, taxes, subsidies)</p> <p>International Marine Agreements and Trade in Marine Products</p> <p>Climate Change and Marine Resource Impacts</p> <p>Stakeholder Analysis and Participatory Governance in Marine Systems</p> <p>Group Project Workshops: Policy Analysis and Proposal Development</p> <p>Student Presentations and Feedback</p> <p>Final Review and Exam Preparation</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written	51.0%	50.0%
	Oral / Exam	51.0%	50.0%

Recommended reading	Basic literature	<p>Grafton, R.Q., Hilborn, R., Squires, D., Tait, M., & Williams, M. (eds.) (2010). Handbook of Marine Fisheries Conservation and Management. Oxford University Press. https://global.oup.com/academic/product/handbook-of-marine-fisheries-conservation-and-management-9780195370287?cc=pl&lang=en&</p> <p>OECD (2016). The Ocean Economy in 2030. OECD Publishing. https://www.oecd.org/en/publications/2016/04/the-ocean-economy-in-2030_g1g6439e.html</p> <p>OECD (2025). The Ocean Economy to 2050. OECD Publishing. https://www.oecd.org/en/publications/2025/03/the-ocean-economy-to-2050_e3f6a132.html?</p> <p>Marine Resource Economics. FAO https://portal.issn.org/resource/ISSN/2334-5985s</p>
	Supplementary literature	Charles, A. (2001). Sustainable Fishery Systems. WileyBlackwell. https://www.wiley.com/en-us/Sustainable+Fishery+Systems-p-9780470698235
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>What are the economic consequences of treating the ocean as an open-access resource?</p> <p>Compare the effectiveness of marine protected areas (MPAs) and individual transferable quotas (ITQs) in fishery management.</p> <p>Assess the costs and benefits of offshore wind farms from a marine spatial planning perspective.</p> <p>Analyze a case study of a coastal community dependent on marine resources identify challenges and propose sustainable economic solutions.</p> <p>Prepare a group policy brief recommending an economic strategy for reducing overfishing in a selected region.</p> <p>How do international trade policies affect small-scale fisheries in developing countries?</p>	
Work placement	Not applicable	

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Subject card

Subject name and code	Market Simulation, PG_00177605						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Reysowski				
	Teachers		dr Marek Reysowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	30.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	Understanding of the processes within the enterprise. The ability to define the needs and preferences of customers and to develop market-based products and services.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student adapts to new situations and conditions, takes on the challenge of creative thinking, acquires resilience in the face of failure as a member of a team involved in a simulation. Additional questions regarding the simulation mechanism are discussed during consultations with the course instructor.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK6] demonstration of practical skills
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student has knowledge of marketing tools for controlling the company's market position.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student has an extended knowledge of the human being as a consumer and buyer of the products proposed by the simulation participants.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	The student has an in-depth knowledge of the relationships between simulation participants and the processes occurring between them.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student has an in-depth knowledge of the relationships between simulation participants and the processes occurring between them.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student adapts to new situations and conditions, takes on the challenge of creative thinking, acquires resilience in the face of failure as a member of a team involved in a simulation. Additional questions regarding the simulation mechanism are discussed during consultations with the course instructor.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has an extended knowledge of the human being as a consumer and buyer of the products proposed by the simulation participants.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to interact and work in a team representing the company, the simulation participant.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to interact and work in a team representing the company, the simulation participant.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work

Subject contents	<p>1. Introduction to strategic business management 1</p> <p>1.1. Methods of forming strategic objectives in a company</p> <p>1.2. Elements of a strategic plan</p> <p>2. Introduction to strategic business management 2</p> <p>2.1. Basic strategic analysis</p> <p>2.2. Methods of positioning in relation to competitors</p> <p>3. Customer segmentation methods</p> <p>3.1. Segmentation based on customer preferences and habits</p> <p>3.2. Demographic characteristics of segments</p> <p>4. Development of a long-term strategy for the company</p> <p>5. Introduction to simulation</p> <p>5.1. Description of the market situation</p> <p>5.2. Learning to use the user interface</p> <p>6. Methods of introducing a new product to the market</p> <p>6.1. Analysis of customer expectations and preferences</p> <p>6.3. Defining a range of price acceptability</p> <p>7. Building and implementing communication strategies</p> <p>7.1. Message and media selection for target segments</p> <p>7.2. Brand awareness</p> <p>8. Customer satisfaction and loyalty surveys</p> <p>8.1. Overall satisfaction index</p> <p>8.2. Influence of individual elements of the offer on overall customer satisfaction</p> <p>9. Summary of the course</p>		
Prerequisites and co-requisites	-		
Assessment methods and criteria	Subject passing criteria		
	Passing threshold		
	Percentage of the final grade		
	Personal involvement	0.0%	10.0%
	Project	51.0%	90.0%

Recommended reading	Basic literature	<p>Marcin Skurczyński, Strategiczna symulacja rynkowa 4RMR - Podręcznik, IHZ, Sopot 2015</p> <p>Marcin Skurczyński, Segmentacja - materiały do zajęć, IHZ, Sopot 2010</p>
	Supplementary literature	Philip Kotler, Marketing Management, Pearson, editions published after the year 2000
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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