

**Facultative subjects-winter semester 2023/24**

Code	Title of lecture	Hours	ECTS	Language
14.03.5339	<b>Business presentation workshop</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FZ.3708	<b>Customer Development Strategies - how to build successful products</b> <i>dr Olga Dębicka</i>	30	5	English
14.3.E.FZ.3692	<b>Developing career in Project Management - Scrum Fundamentals</b> <i>dr Olga Dębicka</i>	30	5	English
14.3.E.FZ.3704	<b>Economic systems</b> <i>dr Andrzej Paczoski</i>	30	5	English
14.03.5346	<b>Entrepreneurship and Business Success</b> <i>dr Andrzej Poszewiecki</i>	30	5	English
14.03.5356	<b>Foreign Direct Investments in Poland and EU</b> <i>prof. UG dr hab. Stanisław Umiński</i>	30	5	English
4.0.2405	<b>Fundraising in Non Governmental Organizations: How to assure resources for successful NGO operation?</b> <i>mgr Christian Orobello, dr Andrzej Poszewiecki</i>	30	5	English
14.03.5360	<b>International economics</b> <i>prof. UG dr hab. Stanisław Umiński</i>	30	5	English
4.7.1055	<b>International Marketing (excluding IB students)</b> <i>dr Marek Reysowski</i>	30	5	English
14.03.5361	<b>Logistics for Economic Processes</b> <i>dr Leszek Reszka</i>	30	5	English
4.0.2406	<b>Managerial Decision Making Exercises</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
4.0.2410	<b>Managers of the Future. Leadership in Management Practical Workshops</b> <i>mgr Christian Orobello</i>	30	5	English
14.03.5365	<b>Mobility Challenges in Urban Logistics</b> <i>dr Aleksander Jagiełło, prof. UG dr hab. Katarzyna Hebel, prof. UG dr hab. Krzysztof Grzelec, prof. UG dr hab. Dariusz Tłoczyński, dr Joanna Czerepko</i>	30	5	English
14.03.5367	<b>Psychology</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FZ.3507	<b>Regional Innovation System: theory and practice</b> <i>prof. UG dr hab. Anna Golejewska</i>	30	5	English
4.0.2408	<b>Small business management</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FZ.3509	<b>Social research design and methodology workshop</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FZ.3705	<b>Sustainability in Supply Chains: Navigating the ESG Landscape</b> <i>dr Dorota Książkiewicz</i>	30	5	English
14.03.5371	<b>Sustainable Urban Transport and Mobility</b> <i>prof. UG dr hab. Katarzyna Hebel, prof. UG dr hab. Marcin Wołek, dr Aleksander Jagiełło</i>	30	5	English
14.03.5374	<b>Understanding, managing and financing innovation processes</b> <i>prof. UG dr hab. Anna Golejewska</i>	30	5	English

Course title	Business presentation workshop					ECTS code	14.03.5339				
						ECTS credits	5				
						max. students	35				
Name of unit administrating study		ITiHM		Field of study	Economics/MSG**	Field of specialisation		NONE;			
Teaching staff		Jacek Winiarski, Associate Professor									
Number of hours											
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		5,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:		optional			
Total number of hours:					0	Language of instruction:		English			
Teaching form		blended learning									
Teaching methods		Discussion, questioning, Lectures including multimodal presentations, Individual projects, Collaborating, group activities,									
Prerequisites (required courses and introductory requirements)											
Required courses		None.									
Introductory requirements		Basic writing skills, including grammar and mechanics computer skills, including the ability to create Power Point presentations, communicate via email, and use the internet.									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		<p>1. <b>Individual presentation in front of the group on the agreed topic.</b></p> <p>2. <b>Exam</b> is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p><b>The final grade is made up of the following components:</b> 60% presentation on contemporary psychology issues, 30% active participation in debate 10% test.</p>									
Course objectives											
During this course, the following topics will be discussed: what is a current presentation and how you can improve your public speaking skills. Strategies for finding, organizing and developing a presentation as well as some techniques for confident presentation and long term improvement will also be presented.											
Learning outcomes											
Knowledge	MSG1_W08	The student has knows and understands and is able to present the basic dilemmas contemporary civilization, including sustainable strategy development and corporate social responsibility									
	MSG1_W09	The student has knowledge about man as an individual creature making communication decisions, operating within social structures and organizational units (in particular enterprises) or conducting individual economic activity									
	E1_W08	The student has knowledge of the processes of changing elements and their forms of communication, enterprises and entire structures of economic organizations, as well as the processes of changes in public institutions, knows what their causes, course, scale, consequences are and what is the impact of external stakeholders on them									
	E1_W10	The student knows and understands the basic concepts and principles of industrial, intellectual and copyright protection and knows how to present these issues to the public									
Verification of learning outcomes - Knowledge											

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W08	X					X	X	X	X		
MSG1_W09	X					X	X	X	X		
E1_W08	X					X	X	X	X		
E1_W10	X					X	X	X	X		

Skills	MSG1_U01	The student is able to correctly interpret and explain economic and social phenomena during public appearances, analyze their causes, course and connections between them phenomena using the acquired knowledge in the field of economics, finance and international economic relations;									
	E1_U03	The student is able to can analyze and publicly present the causes and course of specific economic and social processes and phenomena, and accurately analyze these phenomena using appropriate economic and social methods and tools									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01	X					X	X	X	X	X	
E1_U03	X					X	X	X	X	X	

Attitudes	MSG1_K02	The student is able to critically evaluates the level of your knowledge in the field Economics and forms of communication; wants to deepen and update this knowledge throughout his life									
	E1_K04	The student is able to is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes up the challenges of creative thinking, is resistant to failures, is able to identify threats and assess the risk of their occurrence and publicly present the encountered problems									

**Verification of learning outcomes - Attitudes**

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

**Course contents**
**1. Projection**

Body language and voice

Voice - pace and projection

*Presentation, exercise in pairs, facilitated whole group discussion*
**2. Posture**

Body language and movement

How should we stand?

Gestures and body movement

Personal mannerisms

*Individual exercise, facilitator demonstration, facilitated group discussion*
**3. Pace, projection and posture practice**

Individual preparation



Using pace, projection and posture in our presentation  
*Individual presentation, facilitated group feedback and coaching*

#### **4. Preparation - key tips**

Setting objectives  
Making it interesting  
Key messages  
Visual aids  
*Small group exercise, facilitated learning review, presentation tips*

#### **5. Performance - Interaction and Control**

Interacting with the audience  
Maintaining control during the presentation  
Dealing with difficult audience behavior  
*Group discussion, presentation, pairs exercise*

#### **6. Final presentation**

Preparation  
Individual work related presentation  
Individual presentation, facilitated group feedback and coaching  
*Action planning and reflection*

#### **Recommended reading lists**

##### **Primary literature:**

1. Berkun S., *Confessions of a Public Speaker*, O'Reilly Media, 2011
2. Donovan J., *How To Deliver A TED Talk: Secrets Of The World's Most Inspiring Presentations*, CreateSpace Publishing company, 2012

##### **Supplementary literature:**

1. Walters L., *Secrets of Successful Speakers: How You Can Motivate, Captivate, and Persuade*, McGraw-Hill, 1993
2. Smoliński P., Kowalik J., Winiarski J., *Diversity of students' unethical behaviors in online learning amid COVID-19 pandemic: an exploratory analysis*, In: Information systems: 18th European, Mediterranean, and Middle Eastern Conference, EMCIS 2021: Themistocleous Marinos, Papadaki Maria (eds.), Lecture Notes in Business Information Processing, 2022, no. 437, Cham, Springer, pp.551-566, ISBN 978-3-030-95946-3. DOI:10.1007/978-3-030-95947-0\_39

##### **Contact**

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

\*\* MSG - International Economic Relations

Course title	Customer Development Strategies - how to build successful products					ECTS code		14.3.EE.FZ.3708			
						ECTS credits		5			
						max. students		25			
Name of unit administrating study		OTHER		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff		Olga Dębicka, PhD									
Number of hours											
Lectures		Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		2 SS1, 3 SS1, 1 SS2, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):						15		Semester:		3, 5, 1, 3,	
Hours without the participation of the academic teacher (student's self-study, homeworks):						10		Type of course:		optional	
Total number of hours:						25		Language of instruction:		English	
Teaching form		in-class learning									
Teaching methods		Work in computer laboratories, Lectures including multimodal presentations, Collaborating, group activities, Case studies,									
Prerequisites (required courses and introductory requirements)											
Required courses		No formal requirements.									
Introductory requirements		There are no prerequisites for the Customer Development Strategies course. All students, regardless of their academic background or work experience, are welcome to enroll and learn about how to build successful products through customer-centric strategies.									
Assessment method, forms and criteria											
Assessment method		Exam									
Assessment criteria		The course will be completed on the basis of a portfolio prepared by the student during the course, including the results of group and individual work carried on in class.  Students may receive a maximum of 60 points. The grading scale will be in accordance with the study regulations.									
Course objectives											
The aim of the Customer Development Strategies course is to teach students how to create successful products by focusing on customer needs and preferences. This includes learning how to identify target customer segments, conduct market research, and iterate product development based on customer feedback. The course also covers topics such as developing value propositions, creating customer personas, and designing effective customer acquisition strategies. By the end of the course, students should have a strong understanding of how to build products that meet customer needs and achieve market success.  Customer Development Strategies course provides students with the skills, knowledge, and hands-on experience needed to build successful products that meet customer needs and achieve market success.											
Learning outcomes											
Knowledge	E1_W10		Students will recognize, define, and work with the concept, advantages and challenges of the Customer Development methodology								
	MSG1_W07		Students will recognize, define, and work with the concept, advantages and challenges of the Customer Development methodology								
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks						

						individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W10				X				X			X
MSG1_W07				X				X			X
Skills	E1_U14	Students are prepared to build successful products by focusing on customer needs and preferences.									
	MSG1_U06	Students propose how to conduct market research to gather insights into customer needs and wants.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U14				X				X			X
MSG1_U06				X				X			X
Attitudes	E1_K04	Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities.									
	MSG1_K04	Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K04									X		X
E2_K04									X		X
Course contents											
1. Introduction to customer development strategies: Overview of customer development and its importance in building successful products; Understanding customer behavior and preferences											
2. Identifying target customer segments (Creating customer personas, Conducting market research to identify customer segments)											
3. Creating effective value propositions (Understanding unique selling propositions, Creating compelling product messaging, Differentiating products from competitors)											
4. Customer feedback and product iteration - Agile product development methodologies, Using customer feedback to drive product iteration, Developing a product roadmap											
5. Customer acquisition and launch strategies (Creating effective customer acquisition strategies, Designing successful launch and promotion plans, Measuring product success and tracking key performance indicators)											
6. Real-world product development projects											
7. Customer Discovery: who do you interview and what do you ask?											
8. How to use Khano model to discover customers needs.											
Recommended reading lists											
Steve Blank, Bob Dorf, <i>The Staups Owner`s Manual. The step-by-step guide for building a great company</i> , Wiley, 2020											



Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, and Alan Smith, *Value Proposition Design: How to Create Products and Services Customers Want*", Wiley, 2014

Materials and links provided by lecturer.

Additional:

Geoffrey A. Moore, *Crossing the Chasm, Marketing and Selling Disruptive Products to Mainstream Customers*, Collins Business Essentials, 2014

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

\*\* MSG - International Economic Relations



Course title	Developing career in Project Management - Scrum Fundamentals					ECTS code		14.3.EE.FZ.3692			
						ECTS credits		5			
						max. students		30			
Name of unit administrating study		ITIHM		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff		Olga Dębicka, PhD									
Number of hours											
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		2 SS1, 3 SS1, 1 SS2, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		3, 5, 1, 3,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:		optional			
Total number of hours:					0	Language of instruction:		English			
Teaching form		in-class learning									
Teaching methods		Lectures including multimodal presentations, Discussion, questioning, Work in computer laboratories, Collaborating, group activities,									
Prerequisites (required courses and introductory requirements)											
Required courses		There are no formal pre-course requirements.									
Introductory requirements		There are no formal pre-course requirements									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		The course will be completed on the basis of a portfolio prepared by the student during the course, including the results of group and individual work carried out in class. Students may receive a maximum of 60 points. The grading scale will be in accordance with the study regulations.									
Course objectives											
<p>This course is tailored to help anyone interested to know more about Scrum, learn about key concepts in Scrum as defined in the SBOK Guide; and to get a basic understanding of how Scrum frameworks works in delivering successful projects. The main purpose of this course is to familiarize students with the way they can run Agile projects according to Scrum methodology.. It covers the Agility concept, Scrum framework, and the most common Agile practices and techniques. Students will learn the basics of project management based on DSDM Agile methodology so as they will be prepare for the Agile Scrum Fundamentals exam.</p> <p>The course gives the students practical Project Management training that's easy to understand and apply. The course combine practical tools, personal tips and psychological insights to the students so as they can realistically plan their time and resources, understand their team's strength and weaknesses, monitor everyone's work and review their progress. It will provide information on how to improve communication skills and giving feedback to inspire and encourage project team. The course program was designed to teach students how to lead project to perfection, show how to achieve a clear outcome in a defined time, within a limited budget, in order to motivate, inspire and develop teams members. Students will also work with IT software supporting project's planning and monitoring.</p>											
Learning outcomes											
Knowledge	MSG1_W10	Students will recognize, define, and work with the concept, advantages and challenges of the Scrum Framework									
	E1_W07	Students will gain knowledge pertaining to and ability to anticipate issues related to the practical implementation of Scrum									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks						



						individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W10				X				X			X
E1_W07				X				X			X
Skills	MSG1_U14	Students is prepared to play the role of Scrum Master and adopt Scrum Framework in the company.									
	E1_U06	Use proper tools to address, resolve and take the lead on Scrum issues									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U14								X			X
E1_U06								X			X
Attitudes	E1_K04	Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities.									
	MSG1_K04	Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K04									X		X
MSG1_K04									X		X
Course contents											
<p>1. Basics of Project Management: project lifecycle stages, process, scope, deliverables, purpose, objectives and kick-off</p> <p>2. Agile overview- understand what Agile Project Management is (why we can no longer ignore Agile methodologies)</p> <ul style="list-style-type: none"><li>- why we use Agile,</li><li>- Agile manifesto</li><li>- team performance practices</li><li>- problem detection and resolutions</li><li>- continous improvement</li></ul> <p>3. Scrum overview: history of Scrum, Scrum flow, benefits of Scrum</p> <p>4. Scrum principles (empirical process control, self-organization, collaboration, collocation, value based prioritization, time boxing, iterative development).</p> <p>5. Scrum aspects: organization, business justification, quality, change, risk.</p> <p>6. Scrum Project Phases: processes, sprints</p> <ul style="list-style-type: none"><li>- Initiate phase processes (project vision, Scrum master and stakeholders, epics, prioritized product backlog, release planning)</li><li>- Plan and estimate phase (user stories, task identification, creation of sprinf backlog)</li><li>- Implement phase (deliverables, daily standup, groom prioritized backlog)</li><li>- Review and Retrospect Phase (demonstrate and vaalidate sprint, retrospect sprint)</li><li>- Release phase (ship deliverables, retrospect project)</li></ul> <p>7. Scrum core team responsibility</p> <p>8. Scaling Scrum: in programs and portfolios</p> <p>9. Getting project managements qualifications: Scrum Master Certified Exam, Agile PM Foundation</p> <p>10. IT software supporting project management (Asana, Trello, MS Project, etc.)</p>											
Recommended reading lists											
Basic sources:											



1. D. Nicolaas, *Scrum for teams. A guide by practical example*, Series: Portfolio and Project Management Collection, Business Expert Press, New York 2018

**Additional literature:**

1. J. Sutherland, *The art of doing twice the work in half the time*, New York, 2014, e-book
2. M. Clayton, D. Morrow, *Scrum for dummies*, Hoboken, 2018

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

\*\* MSG - International Economic Relations

Course title	Economic systems										ECTS code	14.3.EE.FZ.3704	
											ECTS credits	5	
											max. students	30	
Name of unit administrating study			KPG		Field of study		Economics/MSG**			Field of specialisation		NONE;	
Teaching staff			Andrzej Paczoski, PhD										
Number of hours													
Lectures	0	Classes	30	Tutorials	0	Laboratory		0	Seminars	0	Language classes		0
Forma aktywności								Year&Type of studies*		2 SS1, 3 SS1, 1 SS2, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):						60		Semester:		3, 5, 1, 3,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						65		Type of course:		optional			
Total number of hours:						125		Language of instruction:		English			
Teaching form		in-class learning											
Teaching methods		Activating methods in training classes,											
Prerequisites (required courses and introductory requirements)													
Required courses		macroeconomics, economic policy											
Introductory requirements		None											
Assessment method, forms and criteria													
Assessment method		Course completion (graded)											
Assessment criteria		Course completion (graded)											
		Students are obliged to prepare a project on chosen topic. The topic should be approved. In project students should critical analyse specific problem, using: data, facts, tables, graphs and conclusions.											
		During the presentation of project, students should demonstrate knowledge of economic issues and readiness to discuss these problems.											
Course objectives													
The aim of the subject is to improve students knowledge about different types of economic systems. It concerns specific economic policy, legal system, regulation framework, areas of government interventions into economy, cultural factors. The main focus is on distinguishing types of economic systems and skill to their critical analysis.													
Learning outcomes													
Knowledge	E1_W01	A student obtains general knowledge about the economic systems											
	E1_W02	A student know about evaluation of efficiency of given economic system											
	MSG1_W01	A student has an advanced knowledge of economic science, in particular of defining features of economic systems											
	MSG1_W02	A student has an advanced knowledge and understanding of how economic system works											
	E2_W01	A student undestands the differences between types of economic systems											
	MSG2_W03	A student knows and uderstands the princeples of economic policy in economic systems											
Verification of learning outcomes - Knowledge													
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project		
E1_W01						X	X	X					

E1_W02						X	X	X			
MSG1_W01						X	X	X			
MSG1_W02						X	X	X			
E2_W01						X	X	X			
MSG2_W03						X	X	X			

Skills	E1_U01	A student is able to assess economic systems.									
	E1_U02	A student can evaluate consequences of economic policy in different economic systems.									
	MSG1_U01	A student can interpret and explain results of economic policy in economic systems.									
	MSG1_U02	A student can observe and critically analyse the effects of economic policy.									
	MSG2_U01	A student can creatively explain economic systems phenomena.									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01							X	X	X		
E1_U02							X	X	X		
MSG1_U01							X	X	X		
MSG1_U02							X	X	X		
MSG2_U01							X	X	X		

Attitudes	E1_K01	A student is able to comment and discuss the problems of economic systems.									
	MSG1_K01	A student is ready to identify and solve economic problems based on economic systems examples.									
	MSG2_K02	A student is ready to critically assess of acquired knowledge, skill and competence in the area of different economic systems									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01						X	X	X			
MSG1_K01						X	X	X			
MSG2_K02						X	X	X			

**Course contents**

Definition and types of economic systems.

The importance of public authorities in shaping the institutional foundations of the economic system.

Views on the role of the public sector in the market mechanism.

Washington Consensus.

A comparative study of selected institutional solutions and examples of the functioning of economic systems. Analysis of model system solutions:

USA - the world's largest economy; Sweden - welfare state; Germany - social market economy; Japan - controlled market economy.

Specific and negative examples of the functioning of economic systems: China - communist market economy; Israel (kibbutz) and Spain (Mondragon Cooperatives from the Basque Country) - specific economic solutions; USSR and communist countries -

centrally planned economy; Yugoslavia - totalitarian state with a market economy (hybrid model).

Assessment of the economic systems of selected countries with a similar economic structure and similar cultural identity: Australia - New Zealand; Austria - Switzerland; Estonia - Slovenia.

Assessment of the economic systems of selected countries with a similar economic structure and similar cultural identity: Venezuela - Chile; China - India; Mexico - Spain.

South Korea - North Korea, one nation - two different economic systems.

Transformation of economic system of the Central and Eastern Europe Countries - systemic changes during the transition from a centrally planned economy to a market economy.

#### Recommended reading lists

Basic:

P. R. Gregory, R. C. Stewart, The Global Economy and Its Economic Systems, Cengage Custom Edition 2014.

G. Esping-Andersen, The Three Worlds of Welfare Capitalism, Princeton University Press 1990.

Additional:

A. Benassy-Quere (et.al.), Economic Policy. Theory and Practise, Oxford University Press 2010.

Jay B. Barney, S. Rangan, Introduction to the Special Topic Forum on New Theoretical Perspectives on Market - Based Economic Systems, "Academy of Management Review", April 2022, Vol. 47, Issue 2

I. Almudi, F. Fatas-Villafraca, Coevolution in Economic Systems, Cambridge University Press 2021.

O. de La Grandville, Economic Growth, Cambridge University Press 2016.

S. Rosefielde, Asian Economic Systems, World Scientific, Singapore 2013.

S. de Muijnck, J. Tieleman, Political-Economic Systems, Economy Studies: A Guide to Rethinking Economics Education, Amsterdam University Press 2021.

F. L. Pryor, Culture and Economic Systems, The American Journal of Economics and Sociology, Vol. 66, No. 4 (Oct., 2007, pp. 817-855.

Contact

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

\*\* MSG - International Economic Relations

Course title	Entrepreneurship and Business Success				ECTS code	14.03.5346					
					ECTS credits	5					
					max. students	25					
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Andrzej Poszewiecki, Ph.D.										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:					0	Language of instruction:	English				
Teaching form	blended learning										
Teaching methods	E-learning, Use of scientific literature in English, academic English.										
Prerequisites (required courses and introductory requirements)											
Required courses	None										
Introductory requirements	Good knowledge of English.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The basic criteria for evaluation 5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below										
Course objectives											
Inform and challenge students to develop the knowledge and skills required to form a better understanding of the small enterprise sector. Providing the technical and business skills that are needed in order to start and run a new business. Raising learners' awareness of self-employment as a career option (the message being that you can become not only an employee, but also an entrepreneur) Promoting the development of personal qualities that are relevant to entrepreneurship, such as creativity, risk-taking and responsibility Developing an understanding of the role of small business and entrepreneurship in the larger world of international commerce. Developing entrepreneurial marketing strategies and plans for new ventures. Deepen the knowledge of academic English vocabulary in entrepreneurship at an advanced level.											
Learning outcomes											
Knowledge	MSG1_W03	Student 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;									
	MSG1_W05	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship									
	MSG1_W17	Student has an advanced knowledge of financial conditions related to conducting business activity, including the principles of accounting, financial analysis and international settlements;									
	MSG2_W12	Student has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship;									
	E2_W11	Student knows the detailed principles of establishing and developing forms of individual									

		entrepreneurship, using the knowledge of economics, finance and management sciences									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W03					X						
MSG1_W05					X						
MSG1_W17					X				X	X	
MSG2_W12					X						
E2_W11					X						
Skills	MSG1_U05	Student 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;									
	MSG1_U14	Student can interact and work in a team (including an international one), taking various roles within it;									
	MSG2_U13	Student has a thorough ability to prepare specialist written work on economic and social issues, using specialist theoretical and methodological approaches, collecting data from various sources, their description and interpretation, the principles of hypothesis formulation and drawing conclusions on the basis of scientific literature and factual data, and can perform advanced international comparisons									
	E2_U01	Student can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U05					X						
MSG1_U14											X
MSG2_U13					X						
E2_U01					X						
Attitudes	MSG1_K04	Student 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;									
	MSG2_K04	Student 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									
	E2_K03	Student 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, can assess risks and threats and find ways of counteracting their effects									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04								X			
MSG2_K04								X			



E2_K04								X			
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### Course contents

**1. Ways to success - success stories**  
Genes or science? Can entrepreneurship be learnt?  
Motivation of entrepreneurs (economic incentives)  
Assets of an entrepreneur  
Leadership of an entrepreneur  
An entrepreneur vs. time  
Success factors  
People who should never become big entrepreneurs

**2. Business models**  
A business model  
A typical business model  
An innovative business model  
Formulating a business model  
Typology of innovative business models  
Practical examples of business models  
Frameworks in designing an innovative business model using academic English

**3. Business organization**  
The conceptualization of an idea and product creation  
A production process  
The most common forms of business activity  
The organizational framework and structure of a business  
Assets of an enterprise

**4. Business financing**  
Start-up funds  
The value of money  
Advantages and disadvantages of being a business owner  
Business efficiency analysis

**5. Marketing, distribution and sales**  
What is marketing?  
SWOT Analysis  
Defining the Market Segmentation  
Conducting Marketing Research  
USP - Unique Selling Proposition  
Conducting a Competitive Analysis  
Preparing Pricing and Sales Strategy  
Preparing Promotion Strategy

**6. Small global companies**  
International Business  
Developing an Export Strategy  
Export Decision Scheme  
Born Global Companies  
Import Opportunities

**7. Personnel in business**  
Organizational culture  
Teamwork  
Creativity and intra-entrepreneurship  
Effective motivation  
Use of academic English in HR

**8. How to protect your intellectual property**  
Regulations in intellectual property protection at Polish universities  
Basic concepts related to intellectual property  
Industrial property  
Copyright protection  
Protection of business commercial secrets

### Recommended reading lists

#### Obligatory:

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

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

#### Additional:

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



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

Contact

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

\*\* MSG - International Economic Relations

Course title	Foreign Direct Investments in Poland and EU						ECTS code		14.03.5356														
							ECTS credits		5														
							max. students		45														
Name of unit administrating study			OTHER		Field of study		Economics/MSG**		Field of specialisation		NONE;												
Teaching staff			Stanisław Umiński, Associate Professor																				
Number of hours																							
Lectures		30		Classes		0		Tutorials		0		Laboratory		0		Seminars		0		Language classes		0	
Forma aktywności								Year&Type of studies*				3 SS1, 2 SS2,											
Hours with the participation of the academic teacher (including office hours, exams, others):										Semester:				5, 3,									
Hours without the participation of the academic teacher (student's self-study, homeworks):										Type of course:				optional									
Total number of hours:								0		Language of instruction:				English									
Teaching form			in-class learning  Economic Faculty, Sopot																				
Teaching methods			Lectures including multimodal presentations, Individual projects,																				
Prerequisites (required courses and introductory requirements)																							
Required courses			Basic macroeconomics																				
Introductory requirements			Student shall have basic knowledge in economics. The knowledge of international economics or international economic relations is recommended.																				
Assessment method, forms and criteria																							
Assessment method			Course completion (graded)																				
Assessment criteria			The presentation prepared by the Student(s) shall touch the problems of foreign direct investments. The topic ought to be devoted to the general aspects of FDI or be focused on the problems of FDI (incoming or outgoing) in the specific country. Thus it may have general, sectoral or country approach. The reference as well the example of ideas that the presentation might be about is the variety of problems researched in the series of World Investment Reports by UNCTAD. The presentation shall make reference to literature on FDI available on the internet or in a form of books. The grading scale is consistent with study regulations.																				
Course objectives																							
The aim of the subject is to discuss the most important, selected aspects of FDI in the global economy, in the EU, and in Poland. Main definitions of FDI will be presented, most important FDI theories, as well as sources of information on FDI. Aspects related to the consequences of FDI flows will be discussed. Students will develop the ability to critically assess the pros and cons of FDI presence, as well as to analyze the FDI trends.																							
Learning outcomes																							
Knowledge		E1_W01		Student acquires basic knowledge on foreign direct investments (FDI) in the EU and in Poland																			
		E1_W02		Student knows theoretical framework devoted to FDI, methodological questions related to FDI data collection																			
		E1_W04		Student knows differences between FDI and portfolio investments																			
		E1_W05		Student identifies FDI trends and structures in Poland and in the EU as well as basic legal provisions related to capital transfers in the EU law																			
		E1_W06		Students get to know consequences of FDI inflows																			
		MSG1_W07		Student knows and understands the relations between FDI and domestic/recipient economy																			
		MSG2_W02		Student knows the advanced terminology aplicable to FDI																			
Verification of learning outcomes - Knowledge																							

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W01									X		
E1_W02							X		X		
E1_W04						X			X		
E1_W05						X		X	X		
E1_W06											
MSG1_W07								X	X		
MSG2_W02								X	X		
Skills	E1_U01	Student will learn how to analyse information and statistical data on FDI									
	E1_U02	Student will learn on motives and consequences of capital flows									
	E1_U03	Another important aspect is application of the EU law regulations on capital transfers as well as OECD banchmark recommendations on FDI to practical situations									
	E1_U04	The Student shall be able to predict the consequences of FDI inflow and outflow for competitiveness									
	E1_U07	Student will be able to identify and assess the key elements of investment attractiveness									
	MSG1_U02	Student is able to assess FDI phenomena taking place in an open economy, and interpret the FDI statistical data and indicators									
	MSG2_U02	Student can observe, and critically analyze causes and course of FDI, can form his own opinions on FDI, interpret the necessary data and statistical indicators									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01						X					
E1_U02						X			X		
E1_U03							X	X		X	
E1_U04							X	X		X	X
E1_U07						X		X	X	X	X
MSG1_U02								X	X		
MSG2_U02								X	X		
Attitudes	E1_K01	The competences acquired by the Student will be usefull in proffessionall carrier in such work as regional development agencies or other bodies or organisation involved in attracting foreign direct investment									
	E2_K02	The knowledge acquired by the Student is essencial for understanding foreign direct investors’ behaviour									
	MSG2_K03	Student is ready to actively participate in groups, organizations and institutions implementing professional projects on the functioning of business entities in conditions of globalization and the development of integration processes									
	MSG1_K02	Student critically evaluates the level of his knowledge on FDI, sees the neccesity to deepen and update this knowledge throughout life									
Verification of learning outcomes - Attitudes											

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01							X	X	X	X	X
E2_K02							X	X	X	X	X
MSG2_K03								X	X		
MSG1_K02								X	X		

#### Course contents

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

#### Recommended reading lists

##### Compulsory:

1. Antras P., Yeaple S., Chapter 2. Multinational Firms and the Structure of International Trade, Handbook of International Economics, 2013/02/01  
<https://www.sciencedirect.com/science/article/pii/B9780444543141000021>
2. Dunning J.H., S.M. Lundan, *Multinational Enterprises and the Global Economy*, Second Edition, Edward Elgar Publishing, 2008  
[https://dipiufabc.files.wordpress.com/2015/06/dunning\\_multinational-enterprises-and-global-economy.pdf](https://dipiufabc.files.wordpress.com/2015/06/dunning_multinational-enterprises-and-global-economy.pdf)
3. <http://www.oecd.org/investment/fdibenchmarkdefinition.htm> Radosevic S., *International Technology Transfer and Catch-up in Economic Development*, Edward Elgar, Cheltenham, 1999
4. UNCTAD: <http://www.unctad.org>

##### Supplementary:

1. Forsgren M., Theories of the Multinational Firm. A Multidimensional Creature in the Global Economy, Second Edition, Edward Elgar, Cheltenham, 2013
2. Iammarino S., McCann P., Multinationals and Economic Geography, Edward Elgar, Cheltenham, 2013
3. Klein N., This Changes Everything: Capitalism vs. The Climate, Klein Lewis Productions Ltd, 2014
4. Klein N., No Logo: 10th Anniversary Edition, Picador, 2010  
<https://www.nber.org/papers/w18775.pdf>
5. Gawlikowska-Hueckel K., Umiński S., eds., An Analysis of Poland's Foreign Trade in the Light of the Latest Theoretical Concepts, Scholar Publishing House, Warsaw 2016  
[http://instytut-rozwoju.org/upload/dfile/Analysis\\_of\\_the\\_Polish\\_foreign\\_trade\\_in\\_the\\_light\\_of\\_recent\\_theoretical\\_concepts\\_.pdf](http://instytut-rozwoju.org/upload/dfile/Analysis_of_the_Polish_foreign_trade_in_the_light_of_recent_theoretical_concepts_.pdf)

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



Course title	Fundraising in Non Governmental Organizations: How to assure resources for successful NGO operation?						ECTS code		4.0.2405														
							ECTS credits		5														
							max. students		30														
Name of unit administrating study			KMakr		Field of study		Economics/MSG**		Field of specialisation		NONE;												
Teaching staff			Christian Orobello, Msc. ; Andrzej Poszewiecki, Ph.D.																				
Number of hours																							
Lectures		0		Classes		30		Tutorials		0		Laboratory		0		Seminars		0		Language classes		0	
Forma aktywności										Year&Type of studies*				2 SS1, 3 SS1,									
Hours with the participation of the academic teacher (including office hours, exams, others):								20				Semester:				3, 5,							
Hours without the participation of the academic teacher (student's self-study, homeworks):								55				Type of course:				optional							
Total number of hours:								75				Language of instruction:				English							
Teaching form			in-class learning  WE																				
Teaching methods			Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies,																				
Prerequisites (required courses and introductory requirements)																							
Required courses			None																				
Introductory requirements			None, basic course in management is welcome																				
Assessment method, forms and criteria																							
Assessment method			Course completion (graded)																				
Assessment criteria			The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preprations and other forms of buiding skills and knowledge - 50% of available b) quality of presentations and group projects - 50% of available points, measured by: application of professional manegaerial approach 1/4, creativity and innovation approach 1/4, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4.																				
Course objectives																							
Building skills in professional fundrasing Understand how NGOs operate Building skills in communication with stakeholders and general public Konwledge on how to cooperate with public authorities Ability to engage celebrities and well know persons to fundrasing campaigns Deep understanding of public good and common good																							
Learning outcomes																							
Knowledge			MSG1_W04		The student gains the enlarged knowledge on professional NGO fundraising in international environment including different business situations and fields of business administration																		
			E1_W11		The student gains the enlarged knowledge on professional NGO fundraising in different business and social environments																		
Verification of learning outcomes - Knowledge																							
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project											
MSG1_W04							X	X	X	X													

E1_W11						X	X	X	X		
Skills	MSG1_U05	The student gains skills in using knowledge in practical planning and execution of NGO fundraising campaigns in international environment formation, including international business environment									
	E1_U06	The student gains skills in using knowledge in practical planning and execution of NGO fundraising campaigns in different business and social environments									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U05						X	X	X	X		
E1_U06						X	X	X	X		
Attitudes	MSG1_K06	Student uses business ethics and corporate social responsibility									
	E1_K06	Student uses business ethics and corporate social responsibility									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K06						X	X	X	X		
E1_K06						X	X	X	X		
Course contents											
1. The World of Nonprofits & Social Entrepreneurship - presentation and discussion 2. Governance and Types of Nonprofit Organizations - presentation and group work 3. Greening the Ghetto Impressions - case study discussion 4. The Process of Starting a Nonprofit Organization & Defining Agency - group exercise 5. Nonprofit Capacity and Networks: Identifying Complementary Services & Building Alliances - short presentation and group exercise 6. Estimation of financial needs for the agency planned: projects and general statutory operations approach - exercises and mutual checking 7. Projects funding sources review - mapping of possible sources 8. Applying for Public Funding for Projects of Nonprofit Organizations - review, exercise in building strong arguments 9. Applying for Public Funding for General Statutory Operations - review, exercise in building strong arguments 10. Public Good Organizations and Specific Financial Regulations - regulation of 1% PIT for NGO in Poland and other countries and how to organize a successful promotion 11. General Public as the Source of Financial Support - Review of Possibilities and Fundraising Techniques - group exercise 12. Governmental Sector as NGO Financial Supporter - Possibilities and Programs Review and Assessment - group discussion 13. Private Donors and Strategy of their Engagement - exercise on building the strategy to approach to private donors 14. Endowment Funds and their Application - exercise on design of an endowment fund 15. Fundraising Campaign Design - students' project work 16. Fundraising Campaign Conduct - students' project work 17. Reporting the Effects of Projects and Activities to General Public and Donors - a design of action exercise 18. Marketing and Fundraising: Using Celebrities and Well Known Persons to Support Campaign - building the approach to the targets exercise 19. Groups' projects presentations - students' group work presentations											
Recommended reading lists											
A. Fundamental (basic) literature 1. Electronic materials delivered by the instructor 2. I. Bray, <i>Effective Fundraising for Nonprofits: Real-World Strategies That Work</i> , 2013, NOLO											
B. Supplemental literature 1. Electronic articles and publications on NGO governance and financing suggested and indicated by the instructor for free upload											





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

Course title		International economics						ECTS code		14.03.5360				
								ECTS credits		5				
								max. students		45				
Name of unit administrating study			KEIE		Field of study		Economics/MSG**		Field of specialisation		NONE;			
Teaching staff			Stanisław Umiński, Associate Professor											
Number of hours														
Lectures	30	Classes	0	Tutorials		0	Laboratory		0	Seminars	0	Language classes		0
Forma aktywności							Year&Type of studies*			3 SS1, 2 SS2, 1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):								Semester:		5, 3, 1,				
Hours without the participation of the academic teacher (student's self-study, homeworks):								Type of course:		optional				
Total number of hours:						0		Language of instruction:		English				
Teaching form		in-class learning												
Teaching methods		Lectures including multimodal presentations, Discussion, questioning,												
Prerequisites (required courses and introductory requirements)														
Required courses		Undergraduate micro and macroeconomics.												
Introductory requirements		Good command of English.												
Assessment method, forms and criteria														
Assessment method		Course completion (graded)												
Assessment criteria		Active participation in classes and the essay/project prepared in groups. A group can consist of up to 3 Students.												
		The project/essay prepared by the Student(s) shall focus on the international economics problems. The list of possible topics is proposed by the professor. The students can also propose a topic on their own, however, the topics have to be consulted with the teacher, and must be related to aspects of international economics.												
Course objectives														
The objective of this course is to discuss with students the most important, selected aspects of international economics. During the lecture, the students are expected to share their opinion related to contemporary, actual international economic processes, with a focus on international trade, foreign direct investment, international trade policy, and consequences of openness.														
Learning outcomes														
Knowledge		MSG1_W01	Students have extended knowledge of international trade theory, trade empirics, trade policy, economic integration, international financial system, open economy macroeconomics and aspects of economic growth in open-economies. The participant gains a thorough understanding of the complex aspects of the contemporary international economic systems.											
		MSG1_W02	Student knows the advanced terminology aplicable to international economics and the related topics, such as new economic geography.											
		E1_W03	Student understands the relations among the social and economic participants functioning in the international sphere, especially the consequences of economic openness											
		MSG2_W06	Student identifies the key dilemmas related to globalisation, openness and international economic interdependance.											
		E2_W09	Student has the profound knowledge on the evolution of the theories and concepts usefull in interpretation of international economic processes. Student understands the logic of making use of new economic geography and social physics in international economics.											
Verification of learning outcomes - Knowledge														

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W01				X			X	X	X		X
MSG1_W02				X					X		
E1_W03				X					X		
MSG2_W06				X					X		X
E2_W09				X					X		X
Skills	E2_U02	Student is able to use the theoretical knowlegde to analyse and interprete the international economic processes and to formulate his or her critical opinion.									
	E1_U08	Student can choose the relevant theoretical concepts for the interpretations of consequences of economic openness.									
	MSG1_U02	Student can propose the most relevant indices/indicators/measures to analyse open economy problems and processess.									
	MSG2_U06	Student identifies the risks associated with functioning within the open, global economic environment.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U02				X					X		X
E1_U08				X					X		X
MSG1_U02				X					X		X
MSG2_U06				X					X		X
Attitudes	E1_K03	Student is able to work in international teams, participate in a discussion and trying to solve the tasks in an enterpreneurial way. Student identifies the challenges of working in financial institutions domestically and internationally. He/she is aware that it is necessary to expand and complement knowledge in international economics throughout their working lives. Students understands the diversity of business cultures									
	E2_K02	Student is aware of the level of his knowledge in the field of international economics, understands the need to deepen and update this knowledge throughout life									
	MSG1_K02	Student critically evaluates the level of his knowledge in the field of international economics, is ready to deepen and update this knowledge throughout life									
	MSG2_K02	Student is ready to critically assess the level of knowledge, professional skills and competences in the area international economics									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K03				X				X	X		X
E2_K02				X				X	X		X
MSG1_K02								X	X		X
MSG2_K02								X	X		X
Course contents											

1. Introduction to international economics
2. Classical models of foreign trade
3. Standard model of international trade - graphical explanation
4. Other trade theories: H-O, HOS, HOV, technology as a base for trade
5. New trade theory of Krugman (1980) - intra-industry trade (HIIT and VIIT)
6. New new trade theory - heterogeneous firms - exporters and non-exporters in trade Melitz (2003) - micro-level evidence
7. International trade policy
8. International movements of factors of production
  - a. foreign direct investments
  - b. international migration
9. Determinants of foreign exchange rates.
10. Foreign exchange rate regimes, OCA debate, international role of euro.
11. Balance of payments and adjustments in balance of payments - automatic adjustment mechanisms and adjustment policy.
12. Models of small and large open economies under flexible/fixed exchange rates
13. Openness, economic growth and economic development - theoretical and empirical aspects.

#### Recommended reading lists

**Main textbooks:**

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

**Additional literature:**

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

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

\*\* MSG - International Economic Relations

Course title	International Marketing (excluding IB students)						ECTS code		4.7.1055		
							ECTS credits		5		
							max. students		25		
Name of unit administrating study		KBM		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff		Marek Reysowski, PhD									
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		3 SS1, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		5, 3,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:		optional			
Total number of hours:						0		Language of instruction:		English	
Teaching form		in-class learning									
Teaching methods		Lectures including multimodal presentations, Case studies, Discussion, questioning, Collaborating, group activities,									
Prerequisites (required courses and introductory requirements)											
Required courses		Students must have basic knowledge about marketing and graduate at least one marketing course. The course cannot be selected by I IB students who have it in their study programme as an obligatory course.									
Introductory requirements		The goal of the course is to characterise the phenomenon of the international marketing, resent major marketing challenges companies face entering the international market. Students will have also to work on real business cases that will help them to comprehend the complexity of decisions made by managers in the international marketing.Other goal of the course is the presentation of the process of companies internationalization and globalization and differences between acting on domestic and international market.									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		The final grade is based on two factors: written test (70%) and student involvement & group work (30%).									
Course objectives											
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.											
Learning outcomes											
Knowledge	MSG1_W07	Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope									
	MSG1_W09	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.									
	MSG1_W15	Students have an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management.									
	MSG2_W09	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment									
	MSG2_W14	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities									

		operating in the international market and the processes and phenomena between them.									
	E1_W05	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.									
	E1_W07	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment									
	E2_W05	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.									
	E2_W07	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W07			X					X	X		
MSG1_W09								X	X		
MSG1_W15			X					X	X		
MSG2_W09			X					X	X		
MSG2_W14								X	X		
E1_W05								X	X		
E1_W07			X					X	X		
E2_W05								X	X		
E2_W07			X					X	X		
Skills	MSG1_U01	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.									
	MSG1_U02	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.									
	MSG2_U01	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.									
	MSG2_U02	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.									
	E1_U01	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.									
	E1_U02	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.									
	E2_U01	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.									
	E2_U02	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.									

Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01			X					X	X		
MSG1_U02			X					X	X		
MSG2_U01			X					X	X		
MSG2_U02			X					X	X		
E1_U01			X					X	X		
E1_U02			X					X	X		
E2_U01			X					X	X		
E2_U02			X					X	X		
Attitudes	MSG1_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.									
	MSG2_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.									
	E1_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.									
	E2_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K03								X	X		
MSG2_K03								X	X		
E1_K03								X	X		
E2_K03								X	X		
Course contents											
<b>1. Introduction into the International Marketing and Entry Modes</b> Objectives and program of the course Literature Grading Policy Direct exporting Direct investment Strategic alliances <b>2. Global Segmentation and Positioning</b> Grouping consumers within countries into homogenous segments Use of strategically equivalent segments Use of macro and micro data Implications for positioning Tools for forming groups <b>3. International Marketing Research</b> Basic problems in international marketing research Sources of information Adapting research methods to the international specific Evaluation of foreign markets attractiveness											



**4. Pricing**

International price setting  
International price standardization  
Transfer pricing

**5. Product Development For Global Markets**

Adaptation vs standardization  
Concept testing  
Influence of the R&D interface  
New product development for international markets  
Product introduction: diffusion, sprinkler and waterfall

**6. Distribution strategies**

Exclusive distribution  
Selective distribution  
Intensive distribution

**7. Promotion strategies**

Pull strategy  
Push strategy

## Recommended reading lists

## Basic literature:

Philip Kotler, *Marketing*, any edition dated after 1998.  
Stanley L. Paliwoda, Michael J. Thomas, *International Marketing*, Butterworth Heinemann 1998.

P. Cateora, J. Graham, M. Gilly, *International Marketing*, McGraw-Hill 2021.

## Supplementary literature:

*The Central Challenge for Global Strategy* By Pankaj Ghemawat, Harvard Business Review, March 2007 Handouts distributed at class.

## Contact

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

\*\* MSG - International Economic Relations

Course title	Logistics for Economic Processes										ECTS code	14.03.5361
											ECTS credits	5
											max. students	30
Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Leszek Reszka, Ph.D.											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	3 SS1, 2 SS2, 1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	5, 3, 1,				
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional				
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics, macroeconomics.											
Introductory requirements	Basic economic knowledge.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>The final mark consists of:</p> <ul style="list-style-type: none"> <li>• active participation in classes (monitored on an ongoing basis by the teacher)</li> <li>• evaluation of projects prepared in teams</li> <li>• test which is an optional possibility to improve the mark</li> </ul>											
Course objectives												
<p>The course aims to present knowledge about the basics of logistics, to present the importance of logistics processes and systems in the functioning of economic processes, and to present the chosen methods of logistics management as well as the ability to use them in practice.</p> <p>Moreover, students expand their vocabulary in English terminology in the field of logistics.</p> <p>By preparing project, they develop the skills of teamwork.</p>												
Learning outcomes												
Knowledge	E1_W01	Student gains the knowledge of logistic support for an organization.										
	MSG1_W01	Student gains the knowledge of logistic support for an organization.										
	E2_W01	Student gains the knowledge of logistic support for an organization.										
	MSG2_W01	Student gains the knowledge of logistic support for an organization.										
	E1_W06	Student knows tools and methods used in logistics										
	MSG1_W10	Student knows tools and methods used in logistics										
	E2_W06	Student knows tools and methods used in logistics										
	MSG2_W13	Student knows tools and methods used in logistics										
Verification of learning outcomes - Knowledge												
Outcomes												

	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W01			X				X	X			
MSG1_W01			X				X	X			
E2_W01			X				X	X			
MSG2_W01			X				X	X			
E1_W06			X				X	X			
MSG1_W10			X				X	X			
E2_W06			X				X	X			
MSG2_W13			X				X	X			
Skills	E1_U02	Student is able to implement presented logistic tools and methods in practice.									
	E2_U02	Student is able to implement presented logistic tools and methods in practice.									
	MSG1_U04	Student is able to implement presented logistic tools and methods in practice.									
	MSG2_U04	Student is able to implement presented logistic tools and methods in practice.									
	E1_U11	Student can work in groups.									
	MSG1_U14	Student can work in groups.									
	E2_U11	Student can work in groups.									
	MSG2_U12	Student can work in groups.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U04			X				X	X			
E2_U02			X				X				
MSG1_U04			X				X				
MSG2_U04			X				X				
E1_U11							X				
MSG1_U14							X				
E2_U11							X				
MSG2_U12							X				
Attitudes	E1_K02	Student aims to gain the knowledge permanently.									
	E2_K02	Student aims to gain the knowledge permanently.									
	MSG1_K02	Student aims to gain the knowledge permanently.									
	MSG2_K02	Student aims to gain the knowledge permanently.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02							X	X			
E2_K02							X	X			



MSG1_K02							X	X			
MSG2_K02							X	X			

Course contents

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

Recommended reading lists

(a)  
B. S. Blanchard, Logistics Engineering & Management, Pearson New International Edition 2013  
D. Simchi-Levi, Designing and Managing the Supply Chain. McGraw - Hill Education Europe, 2007  
Jones, J.V. *Integrated Logistics Support Handbook*, McGRAW-HILL, New York 2006  
(b)  
L. Reszka, Decision Making Process in the Management of Logistics Support System [in:] C. Mańkowski, L. Reszka (ed.):  
Modelowanie procesów i systemów logistycznych, cz. XXII Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2021, p. 167-176  
L. Reszka, Multicriteria optimization methods in logistics on the example of warehouse location, "Journal of Positive Management", vol. 9, nr 3/2018, Toruń 2018, ISSN: 2083-103X, p. 3-16  
C. Mańkowski, L. Reszka (ed.), Modelling of Logistics Processes and Systems, part XXI Transport Economics and Logistics vol. 82. Gdańsk University Press, Gdańsk 2019  
C. Mańkowski, L. Reszka (ed.), Modelling of Logistics Processes and Systems, part XX Transport Economics and Logistics vol. 78. Gdańsk University Press, Gdańsk 2018  
C. Mańkowski, L. Reszka (ed.), Modelling of Logistics Processes and Systems, part XIX Research Journal of the University of Gdańsk Transport Economics and Logistics vol. 71. Gdańsk University Press, Gdańsk 2017  
M. Chaberek, L. Reszka (ed.), Modelling of Logistics Processes and Systems, part XVIII Research Journal of the University of Gdańsk Transport Economics and Logistics vol. 68. Gdańsk University Press, Gdańsk 2017  
M. Chaberek, L. Reszka (ed.), Modelling of Logistics Processes and Systems, part XVII Research Journal of the University of Gdańsk Transport Economics and Logistics vol. 66. Gdańsk University Press, Gdańsk 2017

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\*\* MSG - International Economic Relations



Course title	Managerial Decision Making Exercises						ECTS code		4.0.2406		
							ECTS credits		5		
							max. students		28		
Name of unit administrating study		KMakr		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff		Przemysław Kulawczuk, Associate Professor									
Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		5,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:		optional			
Total number of hours:						0		Language of instruction:		English	
Teaching form		in-class learning Faculty of Economics Building									
Teaching methods		Activating methods in training classes, Discussion, questioning, Collaborating, group activities, Case studies,									
Prerequisites (required courses and introductory requirements)											
Required courses		Basic course on management or business administration is welcome.									
Introductory requirements		General knowledge on the main fields of management / business administration is required. Openess and creativity to solving business problems is welcome. Students are kindly ecouraged to bring their laptops, tablets, smartphones for classes beacue we will need to use them for on-line collection of information for decision making processes. This course will also teach you how to use internet to make fast and effective business decisions.									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of building skills and knowledge on managerial decisions making - 50% of available b) quality of presentations and small projects - 50% of available points, measured by: application of professional managerial approach 1/4, creativity and innovation approach, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4.									
Course objectives											
The course main aim to build skills and knowledge in making effective managerial decisions using experieneces and practices of management, psychology, sociology, culture and in the spirit of corporate social responsibility. The course graduate will be a mature decision making specialist who can properly assess the situation, define the problem, design possible solutions, make the right choice and effectively implement the decision in the business life.											
Learning outcomes											
Knowledge		MSG1_W09		The student gains the enlarged knowledge on managerial decisions process including international markets							
		E1_W11		The student gains knowledge in managerial decisions process, including different business situations and fields of business admionistration							
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W09						X	X	X	X		

E1_W11						X	X	X	X		
Skills	MSG1_U04	The student gains skills in using knowledge in managerial decision making including international business environment									
	E1_U07	The student gains the ability to design reasonable business propositions to solve problems in different fields of business management									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U04						X	X	X	X		
E1_U07						X	X	X	X		
Attitudes	MSG1_K06	The student is able to is ready to be guided in his/her professional life by business ethics and corporate social responsibility									
	E1_K05	The student can set up priorities and plan project tasks as well as monitor and correct the project progress and sove existing dilemmas									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K06						X	X	X	X		
E1_K05						X	X	X	X		
Course contents											
2 introductory lectures followed by short exercises, 12 classes, each class will start from short introductory lecture 15-20 min which will remind the basic concepts in the given field of management, and following practical excercises, conducted in international students' teams on different elements of decision making process. The excercises will be completed by short presentations and discussions.											
Design of classes: each class will start from											
1. Rational model of managerial decision making - lecture and short exercise											
2. Behavioral models of making business decisions - lecture and short exercise											
3. Business field for start up choice - exercise on decisions prepearation											
4. Equal employment - managerial exercise											
5. Customers' complaints solutions - managerial exercise											
6. Suppliers' treatment exercise											
7. Environmental disaster - crisis behavior exercise											
8. Market entry dilemmas - assessment of decisions' alternatives											
9. Customers' boycott - criis management exercise											
10. Merger of two companies - managerial game											
11. Theft of intellectual property by Far Distance Competitor - strategy preparation											
12. Technology damage and employees' mobilization - crisis management exercise											
13. Motivating employees - overcoming high employment turnover - planning exercise											
14. Participatory management - preparation of decisions involving employees in the management process											
Recommended reading lists											
A. Fundamental (basic) literature											
1. Case studies delivered by the instructor in the electronic form											
2. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i> , McGrawHill Education, 2019											
3. Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, <i>Strategic International Management, Text and Cases</i> , 3rd Edition, Springer, 2015											
4. <i>The Sustainable Business Case Book</i> , The Saylor Foundation, or any other book on CSR applications											
B. Supplemental literature											



4. Barlett Ch., Ghoshal S., Birkinshaw J., *Transnational Management*, Text, Cases and Readings in Cross-Border Management, McGraw Hill, 2003 or later editions

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



Course title	Managers of the Future. Leadership in Management Practical Workshops					ECTS code		4.0.2410				
						ECTS credits		5				
						max. students		30				
Name of unit administrating study			KMakr		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff			Christian Orobello, Msc.									
Number of hours												
Lectures	0	Classes	30	Tutorials	0	Laboratory		0	Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*		3 SS1, 2 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):						80		Semester:		5, 3,		
Hours without the participation of the academic teacher (student's self-study, homeworks):						95		Type of course:		optional		
Total number of hours:						175		Language of instruction:		English		
Teaching form		in-class learning  WE										
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)												
Required courses		None										
Introductory requirements		None, basic course in management is welcome										
Assessment method, forms and criteria												
Assessment method		Course completion (graded)										
Assessment criteria		The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of building skills and knowledge - 50% of available b) quality of presentations and group projects - 50% of available points, measured by: application of professional managerial approach 1/4, creativity and innovation approach 1/4, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4.										
Course objectives												
Building individual and teamwork skills reflecting the modern managerial approach Improvement of individual personal and professional skills in cooperation with people Building goals setting and effects driven professional life approach Acquire knowledge how to plan and eecute managerial actions												
Learning outcomes												
Knowledge		MSG1_W13		The student gains the enlarged knowledge on managerial process and best practices in modern management including international markets								
		E1_W07		The student gains the enlarged knowledge on managerial process and best practices in modern management including different business situations and fields of business administration								
Verification of learning outcomes - Knowledge												
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W13							X	X	X	X		
E1_W07							X	X	X	X		

Skills	MSG1_U04	The student gains skills in using knowledge in design and execution of managerial processes in international business environment including effective problem solving
	E1_U07	The student gains skills in using knowledge in design and execution of managerial processes in different business situations and fields of business administration including problem solving

**Verification of learning outcomes - Skills**

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

Attitudes	MSG1_K06	Student uses business ethics and corporate social responsibility
	E1_K06	Student uses business ethics and corporate social responsibility

**Verification of learning outcomes - Attitudes**

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

**Course contents**

1. Impact of New Lifestyle and Multiculturalism on Leadership Approaches - presentation and discussion
2. Leadership Impacts - presentation and practical exercise
3. Leadership Assessment and Reflection - practical exercise
4. Leaders and Followers - exercise: how to distinguish cats and mice
5. Management Approaches - presentation and workshop
6. Leadership Map - exercise (design group work)
7. Mission and Culture Statements - discussion and group work
8. Organizational Culture and Leadership - presentation and exercises
9. Emotional Intelligence Assessment - work on mapping the personality of leaders
10. Socially Responsible Practice Recommendations - group work
11. Ineffective Communication - group assessment and recommendation
12. Comparing Decision-Making Models - presentation and discussion
13. Statement of Leadership - individual work and students' presentations
14. Groups' projects presentations - students work presentations

**Recommended reading lists**
**A. Fundamental (basic) literature**

1. Electronic materials delivered by the instructor
2. *The Future International Manager: A Vision of the Roles and Duties of Management*, 2009, eds.: L. Zsolani, A. Tencati

**B. Supplemental literature**

1. Current electronic articles and publications on advances in management suggested and indicated by the instructor for free download

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

\*\* MSG - International Economic Relations

Course title	Mobility Challenges in Urban Logistics						ECTS code		14.03.5365			
							ECTS credits		5			
							max. students		20			
Name of unit administrating study			KRT		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff			Aleksander Jagiełło, Ph.D. ; Katarzyna Hebel, Associate Professor ; Krzysztof Grzelec, Associate Professor ; Dariusz Tłoczyński, Associate Professor ; Joanna Czerepko, Ph.D.									
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):						38	Semester:		5, 3,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						38	Type of course:		optional			
Total number of hours:						76	Language of instruction:		English			
Teaching form		in-class learning										
Teaching methods		Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Case studies, E-learning, Didactic games,										
Prerequisites (required courses and introductory requirements)												
Required courses		Transport Economics, Economics (Basic)										
Introductory requirements		Basic knowledge in the field of transport										
Assessment method, forms and criteria												
Assessment method		Course completion (graded)										
Assessment criteria		The presentations on mobility challenges in urban logistics subject will be the basis for the assessment of the student's performance (the topics will be individually discussed during lecture).  100-90% of the maximum number of points - 5 89-80% of the maximum number of points - 4+ 79-70% of the maximum number of points - 4 69-60% of the maximum number of points - 3+ 59-50% of the maximum number of points - 3 49-0% of the maximum number of points - 2										
Course objectives												
Acquisition by the student of knowledge about mobility in city logistics												
Learning outcomes												
Knowledge	E1_W03	has an in-depth knowledge of relations between transport companies										
	E1_W07	has an in-depth knowledge of economic and financial principles governing the functioning and management of transport companies										
	MSG1_W02	has an advanced knowledge and understanding of the terminology of transport, mobility and logistics										
	MSG1_W06	has advanced knowledge of the functioning of transport and logistics companies										
	E2_W03	has an in-depth knowledge of relations between transport companies										
	E2_W07	has an in-depth knowledge of economic and financial principles governing the functioning and management of transport companies										
	MSG2_W02	has an advanced knowledge and understanding of the terminology of transport, mobility and logistics										
	MSG2_W09	has an in-depth knowledge of selected areas of the functioning of a modern transport and logistic enterprises										

Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W03							X	X	X		
E1_W07							X	X	X		
MSG1_W02							X	X	X		
MSG1_W06							X	X	X		
E2_W03							X	X	X		
E2_W07							X	X	X		
MSG2_W02							X	X	X		
MSG2_W09							X	X	X		
Skills	E1_U06	can practically apply various forms and range of acquired knowledge in economics, finance and management of transport companies									
	E1_U08	can independently analyse economics of transport and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena									
	MSG1_U06	can identify selected risks related to operations of transport and logistics companies and assess their consequences correctly									
	MSG1_U13	can prepare presentations and oral speeches on transport and mobility issues									
	E2_U06	can practically apply various forms and range of acquired knowledge in economics, finance and management of transport companies									
	E2_U08	can independently analyse economics of transport and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena									
	MSG2_U06	can identify selected risks related to operations of transport and logistics companies and assess their consequences correctly									
	MSG2_U14	can prepare presentations and oral speeches on transport and mobility issues									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U06							X	X	X		
E1_U08							X	X	X		
MSG1_U06							X	X	X		
MSG1_U13							X	X	X		
E2_U06							X	X	X		
E2_U08							X	X	X		
MSG2_U06							X	X	X		
MSG2_U14							X	X	X		
Attitudes	E1_K03	inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements									
	E1_K04	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking									
	MSG1_K05	correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession									

	E2_K03	inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements
	E2_K04	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking
	MSG2_K06	correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K03							X	X	X		
E1_K04							X	X	X		
MSG1_K05							X	X	X		
E2_K03							X	X	X		
E2_K04							X	X	X		
MSG2_K06							X	X	X		

**Course contents**
**1.City as a complex system**

- 1.1.Process of urban development
- 1.2.Challenges of urban development
- 1.3.The concept of smart city

**2.Urban logistics as a solution toward challenges**

- 2.1.Urban logistics system
- 2.2.Urban goods mobility
- 2.3.Urban passenger mobility

**3.Planning Sustainable Urban Logistics**

- 3.1.The concept of sustainable urban logistics
- 3.2.The city and the freight
- 3.3.Urban logistics infrastructure

**4.Planning Sustainable Urban Mobility**

- 4.1.Sustainable urban mobility policy
- 4.2.Sustainable Urban Mobility Plans (SUMP) as a local policy tool
- 4.3.Evaluation of the selected SUMPs

**5.Non-motorised transport as an element of sustainable urban mobility**

- 5.1.The concept of walkability
- 5.2.Cycling
- 5.3.Planning integrated infrastructure for active mobility

**6.Transport Demand Management as an element of sustainable urban mobility**

- 6.1.The concept of TDM
- 6.2.Selected issues of the TDM
- 6.3.Selected case studies of the TDM

**7.Public transport as an element of sustainable mobility**

- 7.1.Public transport as a subsystem of the modern city
- 7.2.Challenges facing public transport
- 7.3.Modern concepts of public transport

**8.Organisation and management of public transport in cities**

- 8.1.Models of public transport organization
- 8.2.Managerial aspects of public transport in cities
- 8.3.Evaluation of selected case studies of management in public transport

**9.Supply of the public transport**

- 9.1.Infrastructure of the public transport
- 9.2.Rolling stock
- 9.3.Electrification of the public transport

**10.Demand for the public transport**

- 10.1.Features of demand in public transport
- 10.2.Research of the demand in public transport
- 10.3.Transport behaviour and preferences

**11.Costs and pricing policy in public transport**

- 11.1. Costs of public transport
- 11.2. Pricing policy in public transport
- 11.3. Free public transport - really for free?

**12. Airport - gateway to the city**

- 12.1. Airport catchment area
- 12.2. Direct and indirect connections
- 12.3. Time slot allocation

**13. Airports links as an element of urban & regional transport system**

- 13.1. Rail airports link
- 13.2. Bus airports link
- 13.3. Car parking operators at airports

**14. Port cities**

- 14.1. Relations between port and city
- 14.2. Evolution of ports
- 14.3. Transformation of post-harbor space

## Recommended reading lists

## Basic:

J. Ricart Costa, A. Duch T-Figueras, P. Berrone, *Cities and Mobility & Transportation: Towards the Next Generation of Urban Mobility*, Createspace Independent Publishing Platform, 2016

K. Grzelec, K. Hebel, O. Wyszomirski, *Zarządzanie zbiorowym transportem miejskim w warunkach polityki zrównoważonej mobilności*, Wyd. UG, 2020

D. Tłoczyński, A. Hoszman, P. Zagrajek, *Transport lotniczy w warunkach globalnej mobilności*, Wyd. UG, 2021

## Additional:

M. Finck, M. Lamping, V. Moscon, H. Richter, *Smart Urban Mobility: Law, Regulation, and Policy*, Springer, 2020

M. Browne, J. Holgiun-Veras, J. Woxenius, S. Behrends, G. Giuliano, *Urban Logistics: Management, Policy and Innovation in a Rapidly Changing Environment*, 2018

A. Graham, N. Adler, H.M. Niemeier, O. Betancor and other, *Air transport and development policies*, Routledge, 2021

## Contact

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

\*\* MSG - International Economic Relations



Course title	Psychology						ECTS code		14.03.5367				
							ECTS credits		5				
							max. students		35				
Name of unit administrating study		ITIHM		Field of study		Economics/MSG**		Field of specialisation		NONE;			
Teaching staff		Jacek Winiarski, Associate Professor											
Number of hours													
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0		
Forma aktywności							Year&Type of studies*		3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		5,				
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional				
Total number of hours:						0	Language of instruction:		English				
Teaching form		in-class learning											
Teaching methods		Lectures including multimodal presentations, Discussion, questioning, Individual projects,											
Prerequisites (required courses and introductory requirements)													
Required courses		None.											
Introductory requirements		Basic knowledge about science and society.											
Assessment method, forms and criteria													
Assessment method		Course completion (graded)											
Assessment criteria		<p>1. <b>Individual presentation in front of the group on the agreed topic.</b></p> <p>2. <b>Exam</b> is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p><b>The final grade is made up of the following components:</b> 60% presentation on contemporary psychology issues, 30% active participation in debate 10% test.</p>											
Course objectives													
Presentation of selected fields of contemporary psychology and its apply in economics.													
Learning outcomes													
Knowledge	MSG1_W01	The student has basic knowledge in the field of social sciences and advanced knowledge in the field of economic sciences, in particular: economics and its place in the system of sciences, including related disciplines											
	MSG1_W08	The student has knows and understands basic psychological dilemmas contemporary civilization, including sustainable strategy development and corporate social responsibility											
	E1_W03	The student has advanced knowledge in the field of economic, legal and psychological implementation of selected business entities with public institutions operating in the national, international and intercultural spheres											
	E1_W04	The student has knows the types of economic and social (psychological) ties and the regularities that govern them											
Verification of learning outcomes - Knowledge													
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project		



MSG1_W01	X					X		X	X		
MSG1_W08	X					X		X	X		
E1_W03	X					X		X	X		
E1_W04	X					X		X	X		

Skills	MSG1_U01	The student is able to use the acquired theoretical knowledge in the field of economics and psychology for analyzing and evaluating the activities of economic entities in the international arena market, with particular emphasis on the European Union market
	E1_U03	The student is able to analyze the causes and course of specific economic and social processes and phenomena and accurately analyze these phenomena using adequate economic and social (psychological) methods and tools

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01	X					X		X	X		
E1_U03	X					X		X	X		

Attitudes	MSG1_K05	The student is able to correctly identify, diagnose in a psychological sense and solve dilemmas and various options for solutions related to the profession
	E1_K02	The student is able to be aware of the level of his knowledge in the field of economics and psychology, understands the need to deepen and update this knowledge throughout his life

**Verification of learning outcomes - Attitudes**

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

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

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

**2: Psychological Research**

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

**3: Learning**

- 3.1 What Is Learning?
- 3.2 Classical Conditioning
- 3.3 Operant Conditioning
- 3.4 Observational Learning (Modeling)

**4: Thinking and Intelligence**

- 4.1 What Is Cognition?
- 4.2 Language
- 4.3 Problem Solving
- 4.4 What Are Intelligence and Creativity?
- 4.5 Measures of Intelligence
- 4.6 The Source of Intelligence

**5: Emotion and Motivation**

- 5.1 Motivation
- 5.2 Hunger and Eating
- 5.3 Sexual Behavior
- 5.4 Emotion

**6: Industrial-Organizational Psychology**

- 6.1 What Is Industrial and Organizational Psychology?
- 6.2 Industrial Psychology: Selecting and Evaluating Employees
- 6.3 Organizational Psychology: The Social Dimension of Work
- 6.4 Human Factors Psychology and Workplace Design

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

- 7.1 What Is Stress?
- 7.2 Stressors
- 7.3 Stress and Illness
- 7.4 Regulation of Stress
- 7.5 The Pursuit of Happiness

## Recommended reading lists

**Primary literature:**

1. Shrout, P. E., & Rodgers, J. L. (2018). *Psychology, science, and knowledge construction*: Broadening perspectives from the replication crisis. *Annual Review of Psychology*, 69, p. 487-510.
2. Massimini, M., & Peterson, M. (2009). *Information and communication technology*: Affects of U.S. college students. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 3(1).

**Supplementary literature:**

1. American Psychological Association [www.apa.org](http://www.apa.org)
2. Riggio, R. E. (2013). *What is industrial/organizational psychology?* In: *Psychology Today*. <http://www.psychologytoday.com/blog/cutting-edge-leadership/201303/what-isindustrialorganizational-psychology>
3. Shaw, C. M., & Tan, S. A. (2015). *Integration of mobile technology in educational materials improves participation*, In: *Creation of a novel smartphone application for resident education*. *Journal of Surgical Education*, 72(4), 670-73. <https://www.sciencedirect.com/science/article/abs/pii/S1931720415000318>
4. McCrae, R. R. & Costa, P. T. (2008). *Empirical and theoretical status of the five-factor model of personality traits*, In: Boyle G. J., Matthews G., & Saklofske D. H. (Eds.), *The Sage handbook of personality theory and assessment*. Vol. 1 *Personality theories and models*. Sage.
5. Szóstakowski M., Winiarski J. (2021). *Identification of determinants of participation in esports games and quality assessment of live game streaming services - a research proposal*, In: *Proceedings of the 38th International Business Information Management Association*, Seville, Spain: *Innovation management and sustainable economic development in the era of global pandemic*/Soliman Khalid S. (eds.), 2021, *International Business Information Management Association*, pp.2745-2751, ISBN 978-0-9998551-7-1

## Contact

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

\*\* MSG - International Economic Relations

Course title	Regional Innovation System: theory and practice							ECTS code		14.3.EE.FZ.3507		
								ECTS credits		5		
								max. students		30		
Name of unit administrating study		OTHER		Field of study		Economics		Field of specialisation		NONE;		
Teaching staff		Anna Golejewska, Habilitated doctor										
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1, 1 SS2, 2 SS2, 2 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		5, 1, 3, 3,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional			
Total number of hours:						0	Language of instruction:		English			
Teaching form		in-class learning										
Teaching methods		Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)												
Required courses		Microeconomics and macroeconomics: basic level.										
Introductory requirements		Interest in innovation and technology transfer.										
Assessment method, forms and criteria												
Assessment method		Course completion (graded)										
Assessment criteria		Participation in lectures, development and presentation of a project on a selected Regional Innovation System (teamwork).										
Course objectives												
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics study programmes.												
Learning outcomes												
Knowledge	E2_W02	the student has advanced knowledge of various types of regional economic entities and organisations and public institutions involved in innovation processes										
	E2_W04	the student knows the types of economic and social relationships and the regularities governing them in the innovation system										
	E2_W06	the student is familiar with selected methods and tools, including statistical and econometric techniques, which make it possible to describe regional entities and organisations supporting innovation as well as public institutions and the processes occurring in them										
	E2_W10	the student knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E2_W02							X	X	X		X	
E2_W04							X	X	X		X	

E2_W06							X	X	X		X
E2_W10							X	X	X		X
Skills	E1_U03	the student is able to analyse the causes and course of specific economic and social processes and phenomena, and to analyse these phenomena accurately using adequate economic and social methods and tools									
	E1_U07	the student is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to select methods and instruments that enable to solve them rationally									
	E2_U03	the student is able to analyze the causes and course of economic and social processes, to formulate his own opinions on the subject, to formulate research hypotheses and to select and apply methods of their verification									
	E2_U07	the student is able to propose solutions to complex problems of innovation, select methods of analysis and conduct conclusive procedures in this regard									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U03							X	X	X		X
E1_U07							X	X	X		X
E2_U03							X	X	X		X
E2_U07							X	X	X		X
Attitudes	E1_K01	the student recognises the importance of knowledge of economics in the process of identifying and solving economic problems and of consulting experts when having difficulty solving them independently									
	E1_K03	the student takes part in the preparation of analyses of RIS, being able to reconcile legal, economic, ecological, political and social requirements									
	E2_K01	the student recognises the importance of knowledge in the field of Regional Innovation System									
	E2_K03	the student inspires and organizes the preparation of analyses of RIS, being able to reconcile the economic, ecological, political and social requirements									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01							X	X	X		X
E1_K03							X	X	X		X
E2_K01							X	X	X		X
E2_K03							X	X	X		X
Course contents											
1. The nature of innovation: definitions, types, systems and sources. Types of knowledge. 2. The role of networks and cooperation in innovation process. National, territorial (regional, local, smart city), sectoral and technological innovation systems. 3. Theory of Regional Innovation System (RIS). Elements, actions and functions of RIS. 4. Classifications of Regional Innovation Systems. 5. Metropolitan versus peripheral RIS. 6. Methods of RIS analysis. Case studies of RISs in Poland and worldwide. 7. RIS as an innovation policy.											
Recommended reading lists											

**Basic literature:**

1. Fernandes C., Farinha L., Ferreira J.J., Asheim B. & Rutten R. (2020): *Regional innovation systems: what can we learn from 25 years of scientific achievements?*, Regional Studies, DOI: 10.1080/00343404.2020.1782878.
2. Asheim, B. T., Grillitsch M., & Trippel M. (2016): *Regional innovation systems: past - present - future. Handbook on the Geographies of Innovation*, 45-62. doi:10.4337/9781784710774.0001.
3. Pino R.M. & Ortega A.M. (2018): *Regional innovation systems: Systematic literature review and recommendations for future research*, Cogent Business & Management, 5:1, DOI: 10.1080/23311975.2018.1463606.

**Complementary literature:**

1. Asheim B.T., Isaksen A. & Trippel M. (2019): *The Role of the Regional Innovation System Approach in Contemporary Regional Policy: Is it still relevant in a Globalised World?*, 12, PEGIS.
2. Golejewska A. (2019): *Regionalne Systemy Innowacji w Polsce. Funkcjonowanie, efektywność i perspektywy rozwoju*. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk.

Contact

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

\*\* MSG - International Economic Relations

Course title		Small business management						ECTS code		4.0.2408							
								ECTS credits		5							
								max. students		35							
Name of unit administrating study			KMakr		Field of study		Economics/MSG**		Field of specialisation		NONE;						
Teaching staff			Przemysław Kulawczuk, Associate Professor														
Number of hours																	
Lectures		30	Classes		0	Tutorials		0	Laboratory		0	Seminars		0	Language classes		0
Forma aktywności									Year&Type of studies*			2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):										Semester:			3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):										Type of course:			optional				
Total number of hours:								0		Language of instruction:			English				
Teaching form			in-class learning														
Teaching methods			Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations,														
Prerequisites (required courses and introductory requirements)																	
Required courses			Basic knowledge on management techniques; openness for teamwork; basic presentation techniques (PP), creativity and cooperation attitudes.														
Introductory requirements			None														
Assessment method, forms and criteria																	
Assessment method			Course completion (graded)														
Assessment criteria			The quality of proposed business solutions 40%. The innovation level of creative proposals 40%. Engagement in group activities and team spirit 20%.														
Course objectives																	
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.																	
Learning outcomes																	
Knowledge		MSG2_W09		The student gains the enlarged knowledge on functioning of small enterprises including international markets													
		E2_W11		The student gains knowledge in starting up new ventures, including business models and forms of business start ups													
Verification of learning outcomes - Knowledge																	
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project					
MSG2_W09								X	X	X							
E2_W11								X	X	X							
Skills		MSG2_U04		The student gains skills in using knowledge in decision making in small business ventures formation, including international business environment													
		E2_U07		The student gains the ability to design reasonable business propositions to solve problems or to exploit business opportunities in small business formation													
Verification of learning outcomes - Skills																	



Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U04							X	X	X		
E2_U07							X	X	X		
Attitudes	MSG2_K03	The student is able to work in a team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making									
	E2_K03	The student can set up priorities and plan project tasks as well as monitor and correct the project progress									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K03							X	X	X		
E2_K03							X	X	X		
Course contents											
1. Characteristics of small ventures 2. Personal life strategies of individuals and entrepreneurship. Home business 3. Building creative ideas for new ventures 4. Planning new ventures 5. Business knowledge and know-how. How to learn them? 6. Small business marketing 7. Building customers relations 8. Small business financing I. Selection of taxation methods. 9. Small business financing II. Strategies of working and fixed capital financing. 10. Personal management and motivation 11. Strategies of small business expansion 12. Entering international markets: internationalization of SME											
Recommended reading lists											
A. Fundamental (basic) literature  1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i> , McGrawHill Education, 2019 2. <i>How to set up your own small business</i> , American Institute of Small Business, 1991 3. Cardullo M. <i>Technological Entrepreneurism</i> , Research Studies Press, 1999  B. Supplemental literature 4. Electronic publications delivered by the lecturer  5. R. Sutherland, <i>Entrepreneurship and Small Business Mangement</i> , Clanrye Intl, 2022											
Contact			<a href="mailto:przemyslaw.kulawczuk@ug.edu.pl">przemyslaw.kulawczuk@ug.edu.pl</a> ; <a href="mailto:pk1@post.pl">pk1@post.pl</a> ,								

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

\*\* MSG - International Economic Relations



Course title	Social research design and methodology workshop						ECTS code	14.3.EE.FZ.3509			
							ECTS credits	5			
							max. students	30			
Name of unit administrating study	ITIHM	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Jacek Winiarski, Associate Professor										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*	3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	5,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional			
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning										
Teaching methods	Lectures including multimodal presentations, Collaborating, group activities, Individual projects, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses	None.										
Introductory requirements	Basic knowledge about science.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	<p>1. <b>Individual presentation in front of the group on the agreed topic.</b></p> <p>2. <b>Exam</b> is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p><b>The final grade is made up of the following components:</b> 60% presentation on contemporary psychology issues, 30% active participation in debate 10% test.</p>										
Course objectives											
Presentation of contemporary methodologies for the design and implementation of scientific research and their application in economics.											
Learning outcomes											
Knowledge	MSG1_W01	The student has advanced knowledge of the methodology of conducting research in the field of economic sciences, knows the place of economics in the system of social sciences									
	MSG1_W07	The student knows and understands (in terms of research) the types of dependencies and economic regularities regulating them, including the principles of market functioning and the market mechanism, both in the national and international aspect									
	E1_W06	The student knows selected methods and scientific tools at an advanced level, including statistical and econometric techniques enabling the description of economic entities and organizations, and public institutions and those that operate in them processes									
	E1_W08	The student has methodological knowledge about the ways of conducting research processes of changes in elements, enterprises and entire structures of economic organizations, as well as the processes of change in public institutions, knows what their causes, course, scale, consequences are and what is the impact of external stakeholders on their									
Verification of learning outcomes - Knowledge											

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W01	X					X			X	X	
MSG1_W07	X					X			X	X	
E1_W06	X					X			X	X	
E1_W08	X					X			X	X	

Skills	MSG1_U01	The student is able to correctly interpret and explain economic and social phenomena (in scientific and practical terms), analyze their causes, course and connections between them, phenomena using the acquired knowledge in the field of economics, finance, international economic relations and the methodology of organizing scientific research									
	E1_U03	The student is able to analyze the causes and course of specific processes and economic and social phenomena and accurately analyze these phenomena using appropriate methods and scientific tools									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01	X					X			X	X	
E1_U03	X					X			X	X	

Attitudes	MSG1_K03	The student participates in the preparation of research projects in the field of social sciences (in particular in economics); reconcile legal, economic, environmental, political, social and scientific requirements									
	E1_K03	The student participates in the preparation of research projects in the field of economics, is able to reconcile legal, economic, environmental, political, social and research requirements									

**Verification of learning outcomes - Attitudes**

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

**Course contents**
**1. Approaches to social research**

- 1.1. Use of research information
- 1.2. The process of scientific research

**2. Research methods**

- 2.1. Clinical or case studies
- 2.2. Field research (participant observation, ethnography, case study, experiments)
- 2.3. Naturalistic observation
- 2.4. Surveys
- 2.5. Archival research
- 2.6. Secondary data analysis
- 2.7. Longitudinal and cross-sectional research

**3. Analyzing findings**

- 3.1. Correlational research
- 3.2. Causality: conducting experiments and using the data (the experimental hypothesis, designing an experiment, independent and dependent variables, selecting and assigning experimental participants, issues to consider, interpreting experimental findings, reporting research)
- 3.3. Reliability and validity

**4. Ethical concerns research**

4.1. Involving human participants

4.2. Research involving animal subjects

## Recommended reading lists

**Primary literature:**

1. Hock, R. R. (2009), *Social psychology. Forty studies that changed psychology: Explorations into the history of psychological research* (pp. 308-317). Pearson.

2. Banks J. A. and Banks C. (2004), *Handbook of research on multicultural education* (2nd ed.). Jossey-Bass.

3. Turbek, S.P., Chock, T.M., Donahue, K., Havrilla, C.A., Oliverio, A.M., Polutchko, S.K., Shoemaker, L.G. and Vimercati, L. (2016), Scientific Writing Made Easy: A Step by Step Guide to Undergraduate Writing in the Biological Sciences. *Bull Ecol Soc Am*, 97: 417-426. doi:10.1002/bes2.1258

**Supplementary literature:**

1. American Psychological Association. (n.d.). *Research with animals in psychology*. <https://www.apa.org/research/responsible/research-animals.pdf>

2. Kohnke Z., Winiarski J. (2019), *How to prevent and defend against mobbing in a workplace?* *Współczesna Gospodarka*, 2019, vol. 10, no. 1, pp.45-53. DOI:10.26881/wg.2019.1.05

## Contact

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

\*\* MSG - International Economic Relations

Course title		Sustainability in Supply Chains: Navigating the ESG Landscape						ECTS code		14.3.EE.FZ.3705									
								ECTS credits		5									
								max. students		30									
Name of unit administrating study			KPT		Field of study		Economics/MSG**		Field of specialisation		NONE;								
Teaching staff			Dorota Książkiewicz, Ph.D.																
Number of hours																			
Lectures		0	Classes		0	Tutorials		30		Laboratory		0	Seminars		0	Language classes		0	
Forma aktywności								Year&Type of studies*				2 SS2, 1 SS2,							
Hours with the participation of the academic teacher (including office hours, exams, others):									Semester:				3, 1,						
Hours without the participation of the academic teacher (student's self-study, homeworks):									Type of course:				optional						
Total number of hours:							0		Language of instruction:				English						
Teaching form			in-class learning																
Teaching methods			Lectures including multimodal presentations, Case studies,																
Prerequisites (required courses and introductory requirements)																			
Required courses			-																
Introductory requirements			Basic logistics and supply chain management knowledge.																
Assessment method, forms and criteria																			
Assessment method			Course completion (graded)																
Assessment criteria			Students prepare and present a case study of ESG strategy implementation in international environment.																
Course objectives																			
The aim of the course is to provide students with a comprehensive understanding of the concept of sustainability in supply chains and the various ESG (Environmental, Social and Governance) issues that are relevant to the logistics industry.The course is designed to help students navigate the complex landscape of ESG and provide them with the knowledge and tools they need to adress sustainability challenges and opportunities in supply chains. Overall, the course aims to equip students with the knowledge, skills and mindset needed to become effective leaders in the field of sustainable business.																			
Learning outcomes																			
Knowledge		MSG2_W03		Students understand the essence and importance of ESG strategies in contemporary international supply chains															
		MSG2_W04		Students understand the causes, course, scale and consequences of changes in business strategies resulting from the economic, social, and environmental benefits of sustainable practices															
		E2_W03		Students understand the essence and importance of ESG strategies in contemporary international supply chains															
		E2_W04		Students understand the causes, course, scale and consequences of changes in business strategies resulting from the economic, social, and environmental benefits of sustainable practices															
Verification of learning outcomes - Knowledge																			
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project							
E2_W03								X	X										
E2_W04								X	X										

MSG2_W03							X	X			
MSG2_W04							X	X			
Skills	E2_U05	Students can apply the rules and standards of ESG to formulate competitive business strategy in international environment									
	E2_U09	Students understand the need to adapt business processes to the international market ESG standards, and are able to develop new ESG-compliant operation models									
	MSG2_U05	Students can apply the rules and standards of ESG to formulate competitive business strategy in international environment									
	MSG2_U09	Students understand the need to adapt business processes to the international market ESG standards, and are able to develop new ESG-compliant operation models									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U05							X	X			
E2_U09							X	X			
MSG2_U05							X	X			
MSG2_U09							X	X			
Attitudes	E2_K04	Students are able to adapt to new situations and conditions related to the need of environment protection and can address business challenges of environmental, social and governance nature									
	E2_K05	Students are ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements									
	MSG2_K04	Students are able to adapt to new situations and conditions related to the need of environment protection and can address business challenges of environmental, social and governance nature									
	MSG2_K05	is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K04							X	X			
E2_K05							X	X			
MSG2_K04							X	X			
MSG2_K05							X	X			
Course contents											
<div>1. Introduction to Sustainability in business and supply chains: Concepts and Principles</div> <div>2. Environmental Sustainability in supply chains: Best Practices and Case Studies</div> <div>3. Social Responsibility: Worker Welfare, Human Rights, and Community Engagement</div> <div>4. Governance and Compliance: Regulations, Policies, and Standards</div> <div>5. Sustainable Transportation in Logistics: Low-Emissions Vehicles and Alternative Fuels</div>											

6. Sustainable Warehousing in Logistics: Energy Efficiency and Renewable Energy
7. Circular economy: Minimizing Waste and Maximizing Value in the Supply Chain
8. Green Procurement: Sourcing Sustainable Materials and Products
9. Sustainable Packaging: Reducing Waste and Carbon Footprint
10. The Business Case for Sustainability in Logistics: Cost Savings, Risk Mitigation, and Reputation Enhancement

#### Recommended reading lists

a)

- Islam, M. A., & Gajpal, Y. (2021). Optimization of conventional and green vehicles composition under carbon emission cap. Sustainability, 13(12), 6940. The Future of Sustainable Logistics and Supply Chains," by S. Saha and S. Banerjee (International Journal of Logistics Systems and Management)
- "Sustainability in Logistics and Supply Chain Management: A Review of Recent Literature," by R. J. P. M. Raven et al. (Logistics Research)
- "Sustainable logistics and supply chain management: principles and practices for sustainable operations and management," by D. J. Cahill and S. E. Seitz (Routledge)

b)

- "Sustainable logistics: A literature review and research agenda," by S. Sarkis et al. (Transportation Research Part E: Logistics and Transportation Review)
- "Sustainable Logistics: Challenges and Solutions," by G. P. Cachon and M. J. Fisher (MSOM Perspectives)
- "Sustainability in Logistics and Transportation: A Systematic Review and Future Research Agenda," by N. W. T. B. Achanga et al. (International Journal of Physical Distribution & Logistics Management)
- "The Impact of Environmental Management Practices on Environmental Performance and Business Outcomes: An Empirical Study of Logistics Companies," by Y. Zhu et al. (Journal of Business Ethics)

Contact

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

\*\* MSG - International Economic Relations

Course title	Sustainable Urban Transport and Mobility						ECTS code		14.03.5371														
							ECTS credits		5														
							max. students		20														
Name of unit administrating study			KRT		Field of study		Economics/MSG**		Field of specialisation		NONE;												
Teaching staff			Katarzyna Hebel, Associate Professor ; Marcin Wołek, Associate Professor ; Aleksander Jagiełło, Ph.D.																				
Number of hours																							
Lectures		30		Classes		0		Tutorials		0		Laboratory		0		Seminars		0		Language classes		0	
Forma aktywności										Year&Type of studies*				2 SS2, 3 SS1, 1 SS2,									
Hours with the participation of the academic teacher (including office hours, exams, others):										Semester:				3, 5, 1,									
Hours without the participation of the academic teacher (student's self-study, homeworks):										Type of course:				optional									
Total number of hours:								0		Language of instruction:				English									
Teaching form			in-class learning																				
Teaching methods			Lectures including multimodal presentations, Activating methods in training classes, Case studies, Visiting public transport company PKT Gdynia sp.zo.o. - a trolleybus operator from Gdynia (topic on electromobility).																				
Prerequisites (required courses and introductory requirements)																							
Required courses			No formal requirements.																				
Introductory requirements			Knowledge of basic economics issues and basics of transport economics.																				
Assessment method, forms and criteria																							
Assessment method			Course completion (graded)																				
Assessment criteria			Presentation on sustainable urban transport and mobility subject (the title will be individually discussed during lecture). Evaluation criteria: 91-100 pts - A (5) 81-90 pts - B (4,5) 71-80 B ( pts -4) 61-70 pts - C+ (3,5) 51-60 pts - C (3) 50 and less - F Attendance rate: 25 pts (max), presentation 75 pts (max)																				
Course objectives																							
To provide specific knowledge on sustainable urban transport and mobility.																							
Learning outcomes																							
Knowledge			E2_W01		has an in-depth knowledge of the nature of sustainable urban mobility within social sciences; understands the differences between contemporary trends in ecological economics;																		
			MSG2_W01		has an in-depth and structured knowledge of economic sciences, in particular economics and sustainable urban mobility, its place in the system of sciences, its relations with other sciences and fields of knowledge;																		
Verification of learning outcomes - Knowledge																							
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project											
E2_W01							X	X	X	X													



MSG2_W01						X	X	X	X		
Skills	E2_U01	can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, especially those related to the sustainable urban mobility, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences									
	MSG2_U01	can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, especially those related to the sustainable urban mobility, using the acquired knowledge in economics, finance and international economic relations;									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U01						X	X	X	X		
MSG2_U01						X	X	X	X		
Attitudes	E2_K02	is aware of the level of his/her knowledge in the field of economics and sustainable urban mobility; understands the need to extend and update this knowledge throughout his/her life									
	MSG2_K02	is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international economic relations, including sustainable urban mobility									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K02							X	X	X		
MSG2_K02							X	X	X		
Course contents											
1.The city as an area of sustainable transport and mobility 1.1. Urbanisation: global and local context 1.2. Spatial accessibility 1.3. Transport and smart city concept 2.Urban transport market: supply 2.1.Market organisation and structure 2.2. Stakeholders on urban transport market 2.3. Supply of urban transport services 3.Urban electromobility 3.1.The concept of electromobility 3.2.New trends in electromobility in cities 3.3.Electromobility: case studies 4.Case study on electromobility: a study visit in the trolleybus operator (PKT Gdynia sp. z o.o.) in Gdynia 5.Urban transport market: demand 5.1.The nature of demand in transport 5.2.Consumer behavior on urban transport market 5.3.Segmentation of the passenger urban transport market 6. Marketing research on urban transport market 6.1. The proces of marketing research 6.2. Main challenges for the research on urban transport market 6.3. Selected case studies 7.C ase study on marketing research: a study visit in ZKM Gdynia (a Public Transport Authority for Gdynia) 8. Costs and pricing on urban transport market 8.1. Costs: a perspective of public transport operator 8.2. External costs in public transport 8.3. Pricing of urban transport services 9. Urban transport and mobility policy											

- 9.1. Factors determining transport policy
- 9.2. Sustainable Urban Mobility Plans (SUMP) as a local policy tool
- 9.3. Selected case studies
10. Presentations of selected case studies prepared by students
11. Presentations of selected case studies prepared by students

#### Recommended reading lists

##### Basic literature:

1. SUMP for Cities' Sustainable Development. Editors: M. Burinskiene, R. Uspalyte-Vitkuniene. MDPI, Basel 2021. Link to download:

<https://www.mdpi.com/books/pdfdownload/book/3574>

2. S. Schonfelder, K.W. Axhausen, *Urban Rhythms and Travel Behaviour*, Routledge, London New York 2010.

3. Selected papers from the following journals: "Journal of Cleaner Production", "Energies", "Transportation", "Sustainability" (I.e. M. Wolek et al.: Integration of a multilevel transport system model into sustainable urban mobility planning "Sustainability" 2018 2018, vol. 10, nr 2)

##### Contact

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

\*\* MSG - International Economic Relations



Course title	Understanding, managing and financing innovation processes						ECTS code	14.03.5374				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study		KEIE		Field of study		Economics/MSG**		Field of specialisation		NONE;		
Teaching staff		Anna Golejewska, Habilitated doctor										
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		5, 3,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional			
Total number of hours:						0	Language of instruction:		English			
Teaching form		in-class learning										
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)												
Required courses		Microeconomics: basic level.										
Introductory requirements		Interest in innovation.										
Assessment method, forms and criteria												
Assessment method		Course completion (graded)										
Assessment criteria		Attandance and development of an innovation project and methods of its financing (in groups)										
Course objectives												
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.												
Learning outcomes												
Knowledge	E2_W01	the student has got abilities to identify different models of innovation, innovation strategies and funding to promote innovation and research activities.										
	E2_W04	the student knows the different types of economic and social relationships and the regularities governing them in the innovation prosesses										
	E2_W02	the student has an in-depth knowledge of various types of existing economic entities and organizations and an extended knowledge of public institutions involved in innovation processes										
	E2_W10	the student knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E2_W01							X				X	
E2_W04							X				X	
E2_W02							X				X	
E2_W10							X				X	

Skills	E1_U02	the student should learn some practical skills allowing him to develop an innovation project and find methods of its financing.
	E1_U07	the student is able to participate in analyses and evaluations of alternative solutions to problems of innovation and to select methods and instruments that enable to solve them rationally
	E2_U02	the student will be able to use their knowledge to describe and analyse the causes and course of innovation processes and to formulate their own opinions and critically select data and analysis methods on the basis of the achievements of economic and social sciences
	E2_U07	the student is able to propose solutions to problems of innovation, select methods of analysis and conduct conclusive procedures in this regard

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U02							X				X
E1_U07							X				X
E2_U02							X				X
E2_U07							X				X

Attitudes	E1_K02	the student is open to cooperation and is able to work with others in a group, to take certain roles in teamwork, which serve the realization of team objectives.
	E1_K03	the student takes part in the preparation of innovative projects, being able to reconcile legal, economic, ecological, political and social requirements
	E2_K02	the student is aware of the level of his knowledge in the field of innovation, he understands the need to deepen and update this knowledge lifelong
	E2_K03	the student inspires and organizes the preparation of innovative projects, in accordance with the idea of sustainable development, being able to reconcile the legal, economic, ecological, political and social requirements

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02							X				X
E1_K03							X				X
E2_K02							X				X
E2_K03							X				X

**Course contents**

1. Types of innovation.
2. Models of innovation.
3. Successful and unsuccessful innovation.
4. The degree of innovativeness.
5. Innovation as a management process.
6. Organisation characteristics facilitating innovation process (strategy, acceptance of risks, space for creativity...)
7. Models of technology transfer.
8. Forms of strategic alliances (supplier relations, R&D consortia, JV, clusters...)
9. Financing innovative business towards commercialisation.
10. Funding to promote innovation and research activities.
11. Technology financing and commercialisation programs.

**Recommended reading lists**

**Basic literature:**

1. Fulford H., (ed.), *Case Studies in Innovation for Researchers, Teachers and Students*, Academic Publishing International, 2012, ISBN: 978-1-908272-37-9
2. Keeley L., Walters H., Pikkell R., Quinn B., *Ten Types of Innovation: The Discipline of Building Breakthroughs*, Doblin, 2013, ISBN: 978-1-118-50424-6
3. Jarunee Wonglimpiyarat, *Technology Financing and Commercialization. Exploring the Challenges and How Nations Can Build Innovative Capacity*, Palgrave Macmillan, 2014, ISBN 9781137470614

**Complementary literature:**

4. Osterwalder A., Pigneur Y., *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, Wiley and Sons, 2010, ISBN 978-0470-87641-1
5. Trott P., *Innovation Management and New Product Development*, 5th Edition, Financial Times Prentice Hall, Harlow, 2011, ISBN 9780273736561

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

**Facultative subjects-summer semester 2023/24**

Code	Title of lecture	Hours	ECTS	Language
14.03.5340	<b>Behavioural economics. Psychology of decision making</b> <i>prof. dr hab. Jacek Zaucha</i>	30	5	English
4.0.2409	<b>Building Skills for Managerial Action in Multinational Corporations. Practical Exercises</b> <i>mgr Christian Orobello</i>	30	5	English
14.03.5341	<b>Business communication workshop</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FL.3332	<b>City Logistics</b> <i>dr Maria Matusiewicz</i>	30	5	English
14.3.E.FL.3684	<b>Climate changes</b> <i>dr Maria Matusiewicz</i>	30	5	English
14.03.5338	<b>Contemporary Consumers - Rational or Emotional?</b> <i>prof. UG dr hab. Anna Maria Nikodemka-Wołowik</i>	30	5	English
14.03.5343	<b>Contemporary issues of economic policy</b> <i>dr hab. Anita Szymańska, dr Grzegorz Pawłowski</i>	30	5	English
4.0.2401	<b>Controlling (for ERASMUS students)</b> <i>prof. UG dr hab. Cezary Mańkowski</i>	30	5	English
14.03.5368	<b>Decision Making Support for Logistics</b> <i>dr Leszek Reszka</i>	30	5	English
4.0.2402	<b>Entrepreneurial Personality. Studies in the Psychological Dimensions of Entrepreneurial Actions</b> <i>mgr Christian Orobello, prof. dr hab. Jacek Zaucha</i>	30	5	English
14.03.5347	<b>Financial accounting and reporting - international issues</b> <i>dr Joanna Stefaniak</i>	30	5	English
14.03.5348	<b>Financial Reporting and Analysis</b> <i>dr Joanna Stefaniak</i>	30	5	English
4.0.2403	<b>Green Business Venturing</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
4.0.2404	<b>International Management: Investment strategies in emerging markets</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FL.3706	<b>Market Simulation (excluding IB and MM students)</b> <i>dr Marek Reysowski</i>	30	5	English
14.3.E.FL.3511	<b>Mathematical Methods for Economic Analysis</b> <i>dr Elżbieta Babula</i>	30	5	English
14.03.5366	<b>Passenger transport</b> <i>prof. UG dr hab. Marcin Wolek, prof. UG dr hab. Dariusz Tłoczyński, prof. UG dr hab. Krzysztof Grzelec</i>	30	5	English
14.03.5363	<b>Pharmaceutical business management</b> <i>dr Andrzej Poszewiecki</i>	30	5	English
14.3.E.FL.3510	<b>Principles of marketing workshop</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.03.5376	<b>Sociology</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FL.3235	<b>Trends in Global Trade and Transport</b> <i>dr Dorota Książkiewicz</i>	30	5	English

Course title		Behavioural economics. Psychology of decision making						ECTS code		14.03.5340							
								ECTS credits		5							
								max. students		25							
Name of unit administrating study			KEMiRG		Field of study		Economics/MSG**		Field of specialisation		NONE;						
Teaching staff			Jacek Zaucha, Professor														
Number of hours																	
Lectures		30	Classes		0	Tutorials		0	Laboratory		0	Seminars		0	Language classes		0
Forma aktywności									Year&Type of studies*			3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):										Semester:			6, 2, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):										Type of course:			optional				
Total number of hours:								0		Language of instruction:			English				
Teaching form			in-class learning														
Teaching methods			Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies,														
Prerequisites (required courses and introductory requirements)																	
Required courses			none														
Introductory requirements			Basic knowledge of microeconomics and statistics														
Assessment method, forms and criteria																	
Assessment method			Course completion (graded)														
Assessment criteria			Student's presence at the meetings, active participation in the in-class experiments and problem solving (group work) - up to 60% of the grade <u>Behavioural experiment prepared and executed by the group of students</u> (the experiment should be prepared by two or three students together; first an appropriate questionnaire for researching some behavioural problems or aspects of economy should be prepared and discussed with other students; then students should perform the research and present the results) &minus; up to 40% of the grade. The grading is based on the quality of the project, quality of performance during presentation. The quality will be assessed on following basis: - innovation approach 50%, - reliability and realistic approach 30%, - attractiveness and clearness of presentation 20%														
Course objectives																	
Making students aware of the main findings of the behavioural economics. Training students in the use of the behavioural tools and methods useful in solving day to day economic questions and problems.																	
Learning outcomes																	
Knowledge		E1_W01		The student possesses basic knowledge of the nature and importance of behavioural economics and its place in social sciences and can describe the links between achievements in these fields, knows main findings of behavioural economics.													
		E1_W03		The student possesses basic knowledge of the relations between social structures and institutions and norms in the decision making process.													
		E1_W09		The student knows basic economic connections and governing rules discovered by behavioural economics.													
		MSG1_W01		The student has an advanced knowledge of behavioural Economics and its place in the system of sciences, including within related disciplines.													
		MSG1_W09		The student has knowledge about human beings behaviour with regard to making economic decisions, acting within social structures and organisational units or conducting individual economic activity.													
		E2_W01		The student has an in-depth knowledge of the nature of behavioural economics and its													



		place in the system of sciences; understands the differences between contemporary trends in economic thought; knows the claims of contemporary behavioural theories.									
	E2_W03	The student possesses basic knowledge of the relations between social structures and institutions and norms in the decision making process.									
	MSG2_W01	The student possesses basic knowledge of the nature and importance of behavioural economics and its place in social sciences and can describe the links between achievements in these fields, knows main findings of behavioural economics.									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W01								X	X		
E1_W03								X	X		X
E1_W09								X	X		
MSG1_W01								X	X		
MSG1_W09								X	X		
E2_W01								X	X		
MSG2_W01								X	X		
Skills	E1_U01	The student can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of behavioural economics.									
	E1_U02	The student is able to analyse correctly the causes and course of particular social processes mainly economic, political and social decisions through the behavioural economics prism.									
	E1_U08	The student is able to observe, understand and analyze economic and social phenomena and processes using adequate methods of behavioral economics									
	E1_U10	The student is able to prepare oral presentations, in English in the field of behavioral economics, using specialized terminology, theoretical approaches, principles of collecting various sources data, their description and interpretation as well as inference on the basis of scientific literature, can actively participate in the debate									
	MSG1_U01	The student can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of behavioural economics.									
	MSG1_U02	The student can assess economic and social phenomena occurring in an open economy using methods and tools applied in behavioural economic.									
	MSG2_U01	The student can creatively interpret and explain complex and unusual economic phenomena and relations between them, using their knowledge in the field of behavioral economics									
	MSG2_U02	The student can assess economic and social phenomena occurring in an open economy using methods and tools applied in behavioural economic.									
	E2_U01	The student can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of behavioural economics.									
	E2_U02	The student can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of behavioural economics.									
	MSG2_U14	The student is able to prepare oral presentations, in English in the field of behavioral economics, using specialized terminology, theoretical approaches, principles of collecting various sources data, their description and interpretation as well as inference on the basis of scientific literature, can actively participate in the debate									
	E2_U10	The student is able to prepare oral presentations, in English in the field of behavioral economics, using specialized terminology, theoretical approaches, principles of collecting									

		various sources data, their description and interpretation as well as inference on the basis of scientific literature, can actively participate in the debate									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01								X	X		X
E1_U02								X	X		X
E1_U08								X	X		X
MSG1_U15								X	X		X
MSG1_U01								X	X		X
MSG1_U02								X	X		X
MSG1_U02								X	X		X
E2_U01								X	X		X
E2_U02								X	X		X
MSG2_U14								X	X		X
E2_U10								X	X		X
Attitudes	E1_K02	The student critically assesses the level of his/her knowledge in the field of behavioural economics; is willing to deepen and update this knowledge throughout his/her life.									
	E1_K05	The student correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession by applying know-how of behavioural economics.									
	E1_K04	The student due to applying know-how of behavioral economics 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.									
	MSG1_K02	The student critically assesses the level of his/her knowledge in the field of behavioural economics; is willing to deepen and update this knowledge throughout his/her life.									
	MSG1_K04	The student due to applying know-how of behavioral economics 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.									
	MSG1_K05	The student correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession by applying know-how of behavioural economics.									
	E2_K02	The student critically assesses the level of his/her knowledge in the field of behavioural economics; is willing to deepen and update this knowledge throughout his/her life.									
	E2_K05	The student correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession by applying know-how of behavioural economics.									
	MSG2_K06	The student is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession by applying know-how of behavioural economics.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02									X		X
E1_K04											X
E1_K05											X

MSG1_K02									X		X
MSG1_K04											X
MSG1_K05											X
E2_K02									X		X
E2_K05											X
MSG2_K06											X

#### Course contents

##### Module 1: Rational decision making

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.

##### Module 2: Induction to the behavioural economics

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.

##### Module 3: System 1 and System 2

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

##### Module 4: Heuristics and fallacies

Affect heuristic,

Small numbers fallacy,

Availability heuristic,

Anchoring,

Representativeness heuristic,

Regression fallacy,

Framing,

Overconfidence and loss aversion:

Illusion of validity,

Planning fallacy,

Pervasive optimistic bias,

Sunk costs fallacy.

##### Module 5: Prospect theory

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

##### Module 6: Altruism

Reciprocal altruism,

Altruism as an investment in cooperation,

Devotion as a part of altruistic behaviors,

Altruism as an investment,

Genders and altruistic approach.

##### Module 7: Experiments and praxis

Designing a behavioural experiment,

Discussing and finetuning the experiment concept,

Conducting the experiment,

Presentation of the research outcomes of the student's experiments and discussion



Recommended reading lists

1. Ariely D., *Predictably Irrational*. Harper Collins Publishers 2008  
[http://www.google.pl/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.shabanali.com%2Fupload%2Fpredictable.pdf&ei=M8geU6aeAsqshQe6moGACQ&usq=AFQjCNGyTbxCzAs0VkJbtCluUTE\\_I556sA&sig2=qM6HfHk1qBwV-Gyp27TZVA](http://www.google.pl/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.shabanali.com%2Fupload%2Fpredictable.pdf&ei=M8geU6aeAsqshQe6moGACQ&usq=AFQjCNGyTbxCzAs0VkJbtCluUTE_I556sA&sig2=qM6HfHk1qBwV-Gyp27TZVA).
2. Kahneman D., *Thinking fast and slow*. Macmillan 2001.

Contact

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

\*\* MSG - International Economic Relations

Course title	Building Skills for Managerial Action in Multinational Corporations. Practical Exercises						ECTS code		4.0.2409				
							ECTS credits		5				
							max. students		30				
Name of unit administrating study			KMakr		Field of study		Economics/MSG**		Field of specialisation		BRAK;BRAK;		
Teaching staff			Christian Orobello, Msc.										
Number of hours													
Lectures	0	Classes	30	Tutorials	0	Laboratory		0	Seminars	0	Language classes		0
Forma aktywności							Year&Type of studies*			3 SS1, 2 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):						40		Semester:			6, 4,		
Hours without the participation of the academic teacher (student's self-study, homeworks):						35		Type of course:			optional		
Total number of hours:						75		Language of instruction:			English		
Teaching form		in-class learning  Faculty of Economics Building											
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Collaborating, group activities, Case studies, Individual projects,											
Prerequisites (required courses and introductory requirements)													
Required courses		None											
Introductory requirements		None, basic course in management is welcome											
Assessment method, forms and criteria													
Assessment method		Course completion (graded)											
Assessment criteria		The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of building skills and knowledge - 50% of available points, b) quality of presentations and group projects - 50% of available points, measured by: application of professional managerial approach 1/4, creativity and innovation approach 1/4, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4.											
Course objectives													
Building managerial skills for work in multinational corporations on executive posts. Creation of understanding of multicultural business environment. Building the ability of easy communication in multinational business environment.													
Learning outcomes													
Knowledge		MSG1_W05		The student gains the enlarged knowledge on professional managerial operations in multinational corporations, including problem solving and crisis management.									
		E1_W08		The student gains the enlarged knowledge on professional managerial operation in multinational corporations, including problem solving and crisis management.									
Verification of learning outcomes - Knowledge													
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W05							X	X	X	X			
E1_W08							X	X	X	X			

Skills	MSG1_U04	The student gains skills in design, execution and control of practical managerial actions in multinational corporation knowledge in decision making in green business formation, including international business environment.
	E1_U07	The student gains skills in design, execution and control of practical managerial actions in multinational corporation.

**Verification of learning outcomes - Skills**

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

Attitudes	MSG1_K06	The student uses business ethics and corporate social responsibility.
	E1_K06	The student uses business ethics and corporate social responsibility.

**Verification of learning outcomes - Attitudes**

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

**Course contents**

1. The Art and Science of Management in International Environment- presentation
2. How Does SAS Incorporate the P-O-L-C Framework? - case study discussion
3. Managers' Effective Communication - presentation and communication exercise
4. Leading Effective Groups and Teams - solving problems in multicultural environment exercise
5. Career Connection and Personal Development Plans of Managers - presentation and design of the career plan
6. Multinational Corporation Performance Reviews: Improve the Process to Make It Meaningful - presentation and process improvement exercise (1st introduction to students' group projects)
7. Introduction of a Successful International Company - presentation and planning successful company exercise
8. Profile of a Successful Company - mapping the main features exercise
9. Zappos: A Unique Company Culture - case study discussion (2nd introduction to students' group projects)
10. Struggling Multinational Company. Management Improvement Plan - presentation and exercise
11. Critical Thinking for Business Decisions in Multinational Environment - presentation and group exercise
12. Motivation in Multinationals. Motivating People of Different Cultures - presentation and Google Knows How to Motivate - discussion and group exercise (3rd introduction to students' group projects)
13. Design of Motivation System in Multinationals - students' group project presentation

**Recommended reading lists**
**A. Fundamental (basic) literature**

1. Electronic materials delivered by the instructor.
2. *Managerial Competencies for Multinational Businesses*, 2018, IGI Global, eds. M. Lopez-Fernandez, P.M. Romero-Fernandez.

**B. Supplemental literature**

1. Current articles and publications suggested and indicated by the instructor for free download.

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

Course title	Business communication workshop										ECTS code	14.03.5341					
											ECTS credits	5					
											max. students	35					
Name of unit administrating study			ITIHM		Field of study		Economics/MSG**			Field of specialisation		NONE;					
Teaching staff			Jacek Winiarski, Associate Professor														
Number of hours																	
Lectures	0		Classes	30		Tutorials	0		Laboratory	0		Seminars	0		Language classes	0	
Forma aktywności									Year&Type of studies*			3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):								220		Semester:			6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):								530		Type of course:			optional				
Total number of hours:								750		Language of instruction:			English				
Teaching form			blended learning														
Teaching methods			Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations, Case studies, E-learning,														
Prerequisites (required courses and introductory requirements)																	
Required courses			None.														
Introductory requirements			General knowledge on business processes.														
Assessment method, forms and criteria																	
Assessment method			Course completion (graded)														
Assessment criteria			<p>1. <b>Individual presentation in front of the group on the agreed topic.</b></p> <p>2. <b>Exam</b> is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p><b>The final grade is made up of the following components:</b> 60% presentation on contemporary psychology issues, 30% active participation in debate 10% test.</p>														
Course objectives																	
<p>1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.</p> <p>2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.</p> <p>3. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.</p> <p>4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.</p> <p>5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.</p> <p>6. To develop the ability to research and write a documented paper and/or to give an oral presentation.</p>																	
Learning outcomes																	
Knowledge	E1_W03		The student has advanced knowledge of the relations and forms of communication of economic entities with public institutions operating in the national, international and intercultural spheres.														
	E1_W04		The student knows the types of connections concerning the exchange of economic and social information and the regularities that govern them.														
	MSG1_W15		The student has advanced knowledge of the management (principles of information exchange) of an economic entity on the international market; knows and understands the strategies and marketing tools used in this management.														
	MSG1_W16		The student has advanced knowledge and understanding of the principles of concluding and conducting economic transactions on the international market as a form of														



		communication.									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W03	X					X	X	X	X		
E1_W04	X					X	X	X	X		
MSG1_W15	X					X	X	X	X		
MSG1_W16	X					X	X	X	X		
Skills	E1_U06	The student uses his knowledge in the field of economics, finance, interpersonal communication and management to resolve economic and social dilemmas that arise at work.									
	MSG1_U10	The student can take an active part in the discussion (as a form of communication), present his own point of view; and supported by arguments based on selected theories, opinions from various authors and / or statistics.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U06	X					X	X	X	X		
MSG1_U10	X					X	X	X	X		
Attitudes	E1_K06	The student is able to ready to be guided in his professional life (in all forms of communication) by business ethics and corporate social responsibility, respect for others and loyalty to the employer.									
	MSG1_K05	The student is able to correctly identifies, diagnoses and resolves dilemmas and various options for solutions related to the profession through communication processes.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K06	X					X	X	X	X		
MSG1_K05	X					X	X	X	X		
Course contents											
1. This course provides the knowledge and develops the skills students will need to communicate effectively in a business environment. 2. Related topics integrated throughout the course through the exploration of case study analyzes include global communication, business ethics, the challenges of diversity, and the changing factors influencing business communication. 3. The course focuses on developing the relevant communication techniques required to format and write a wide variety of business documents based on the development of a communication strategy. 4. <i>Preparation of public speaking, presentations, resumes, cover letters and related career development skills are also important topics for practical exercises.</i>											
Recommended reading lists											
<b>Primary literature:</b> 1. Shwom, B., & Snyder, L. G. (2016). <i>Business communication: Polishing your professional presence</i> (3rd ed.). Boston: Pearson. 2. Thill, J. V. and Bove&#769;e, C. L. (2015). <i>Excellence in Business Communication</i> , 11th ed. Pearson. ISBN: 0-13-354417-6.											
<b>Supplementary literature:</b>											



1. Lehman C.M., DuFrene D.D., (2013), *BCOM4. South-Western Cengage Learning*. ISBN-13: 978-1-133-56224-5 or ISBN-10: 1-133-56224-8.
2. Smoliński P., Kowalik J., Winiarski J., *Diversity of students' unethical behaviors in online learning amid COVID-19 pandemic: an exploratory analysis*, In: Information systems: 18th European, Mediterranean, and Middle Eastern Conference, EMCIS 2021: proceedings/Themistocleous Marinos, Papadaki Maria (eds.), Lecture Notes in Business Information Processing, 2022, no. 437, Cham, Springer, pp.551-566, ISBN 978-3-030-95946-3. DOI:10.1007/978-3-030-95947-0\_39

Contact

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

\*\* MSG - International Economic Relations

Course title	City Logistics						ECTS code		14.3.EE.FL.3332		
							ECTS credits		5		
							max. students		20		
Name of unit administrating study		KPTiIG		Field of study		Economics/MSG**		Field of specialisation			
Teaching staff		Maria Matusiewicz, Ph.D.									
Number of hours											
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		1 SS2, 2 SS2, 1 SS1, 2 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):								Semester:		2, 4, 2, 4,	
Hours without the participation of the academic teacher (student's self-study, homeworks):								Type of course:		optional	
Total number of hours:						0		Language of instruction:		English	
Teaching form		in-class learning Wydział Ekonomiczny									
Teaching methods		Activating methods in training classes, Discussion, questioning, Lectures including multimodal presentations, Individual projects, Collaborating, group activities,									
Prerequisites (required courses and introductory requirements)											
Required courses		none									
Introductory requirements		basic knowledge on logistics									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		<ul style="list-style-type: none"><li>the evaluation criterion is based on a presentation prepared individually or in a small group (if the number of people is too large for individual presentations)</li><li>additional points can be obtained for activity in the classroom and participation in the discussion</li><li>the attendance is obligatory</li><li>the final evaluation contains of the attendance and the individual project or exam in case of a lot of absenties.</li><li>in the case of an insufficient number of points, the student writes an exam on the topics discussed in classes and on the basis of the compulsory literature</li></ul>									
Course objectives											
The aim of the course is to explore issues related to the distribution of goods in urban space - the role of city government policy, the position of users of urban space, the role of stakeholders, interesting international solutions, examples of good practices.											
Learning outcomes											
Knowledge	E2_W02	student has an in-depth knowledge of various types of existing city stakeholders.									
	E2_W03	student has an in-depth knowledge of relations between city logistics phenomena and stakeholders functioning in the national, international and intercultural spheres.									
	E2_W07	student has an in-depth knowledge of economic and logistics principles governing the functioning and management of cities, 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.									
	E2_W08	student has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions.									
	MSG2_W03	knows and understands types of economic ties between city stakeholders and the regularities governing them; understands the conditions and principles of the functioning									

		of the city logistics market and this market mechanism in the regional aspect;
	MSG2_W04	has an in-depth knowledge of different types and elements of city structures in relation to urban logistics and institutions, including organisations and economic entities influencing city logistics; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a regional level
	MSG2_W07	has an in-depth knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures determining city logistics and institutions on the this market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of city logistics stakeholders
	MSG2_W10	has an in-depth knowledge of the legal, cultural and financial conditions related to city logistics operations

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_W02	X							X	X	X	X
E2_W03	X							X	X	X	X
E2_W07	X							X	X	X	X
E2_W08	X							X	X	X	X
MSG2_W03	X							X	X	X	X
MSG2_W04	X							X	X	X	X
MSG2_W07	X							X	X	X	X
MSG2_W10	X							X	X	X	X

Skills	E2_U02	The student can use acquired knowledge to describe and analyse the causes and course of logistics processes in cities, and can formulate his/her own opinions.									
	E2_U07	The student can independently propose solutions to complex logistics problems in cities and conduct conclusive procedures in this respect.									
	E2_U10	The student has an advanced ability to prepare specialist oral presentations, in English language, on logistics in city, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate.									
	MSG2_U01	can creatively interpret and explain complex and atypical city logistics phenomena and the relations occurring between them, using the acquired knowledge in economics and logistics									
	MSG2_U02	can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the in the city in relation to urban logistics; can formulate his/her own opinions on the subject, interpret data and logistics indicators necessary in this respect,									
	MSG2_U03	can identify and analyse relations between city logistics stakeholders and institutions in their regional and national environment;									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U02	X					X		X	X	X	
E2_U07	X					X		X	X	X	
E2_U10	X					X		X	X	X	
MSG2_U01	X					X		X	X	X	

MSG2_U02	X					X		X	X	X	
MSG2_U03	X					X		X	X	X	
Attitudes	E2_K04	The student 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; can assess risks and threats and find ways of counteracting their effects.									
	E2_K05	The student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession.									
	MSG2_K01	is ready to recognise the importance of knowledge of city logistics in the process of identifying and solving problems in the area of urban logistics and to consult experts in case of difficulties in solving them independently;									
	MSG2_K02	is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of city logistics									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K04	X					X		X	X	X	
E2_K05	X					X		X	X	X	
MSG2_K01	X					X		X	X	X	
MSG2_K02	X					X		X	X	X	

**Course contents**

1. Urban logistics in the concept of sustainable development.
2. The idea of sustainable development as one of the factors influencing the functioning of the city's logistics system.
3. Functions and goals of city logistics.
4. EU recommendations for sustainable transport policy in cities.
5. City logistics tools.
6. Types and functions of city logistics tools.
7. Shared logistics as an innovative tool for shaping sustainable city logistics.
8. The transport policy of the European Union as a tool for shaping sustainable mobility and urban logistics.
9. Sustainable Urban Mobility Plan (SUMP) and Sustainable Logistics Plan (SULP) as tools for shaping urban transport policy for people and goods.
10. Analysis of the use of innovative city logistics tools based on the experience of selected cities in Europe.
11. Examples of implementing regulatory tools.
12. Examples of the implementation of technological tools.
13. Examples of implementing infrastructure tools.
14. Directions of development of sustainable urban mobility and city logistics.

**Recommended reading lists**
**Obligatory literature:**

- Matusiewicz M., Logistics of the future - Physical Internet and its practicality, Transportation Journal, 2020, vol. 59, nr 2, s.200-214. DOI:10.5325/transportationj.59.2.0200
- Matusiewicz M., Rolbiecki R, The tendency of city stakeholders to implement sustainable logistics measures using the port city of Gdynia as an example, Zeszyty Naukowe / Akademia Morska w Szczecinie, 2021, nr 66 (138), s.1-12.
- Matusiewicz M., Resistance in adapting to sustainable mobility and new Sustainable Mobility Indicator - case study of a Polish agglomeration, Prace Komisji Geografii Komunikacji PTG, 2020, vol. 23, nr 4, s.42-48. DOI:10.4467/2543859XPKG.20.026.13128
- Matusiewicz, M. The argumentation for the implementation of Urban Consolidation Centre for the Old Town in Gdańsk as an indication of sustainable urban freight logistics. Res. J. Univ. Gdańsk. Transp. Econ. Logist. 2017, 69, 63-71.

**Supplementary literature**

- Kaszubowski, D. Recommendations for urban freight policy development in Gdynia, Transportation Research Procedia 12. In Proceedings of the 9th International Conference on City Logistics, Tenerife, Canary Islands, Spain, 17-19 June 2015.
- Debyser, A. Urban Mobility. Shifting Towards Sustainable Transport Systems; European Parliamentary Research Service: Brussels, Belgium, 2014



- Dolan, S. The Challenges of Last Mile Logistics & Delivery Technology Solutions. 2018. Available online: <https://www.businessinsider.com/last-mile-delivery-shipping-explained?IR=T>
- Foltynski, M. New challenges for transport systems beyond 2020&mdash;SULPiTER project. In Proceedings of the 3rd International Conference Green Cities 2018-Green Logistics for Greener Cities, Szczecin, Poland, 13-14 September 2018.
- Amundsen, A.H.; Sundvor, I. Low Emission Zones in Europe Requirements, enforcement and air quality, Institute of Transport Economics, Norwegian Centre of Transport Research. 2018. Available online: <https://www.toi.no/getfile.php?mmfileid=49204>
- Giuliano, G. The challenges of urban freight: A research perspective. In Proceedings of the 2018 VREF Conference on Urban Freight, Gothenburg, Sweden, 17-19 October 2018.

Contact

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

\*\* MSG - International Economic Relations

Course title	Climate changes					ECTS code		14.3.EE.FL.3684			
						ECTS credits		5			
						max. students		20			
Name of unit administrating study		KPTiIG	Field of study		Economics/MSG**		Field of specialisation				
Teaching staff		Maria Matusiewicz, Ph.D.									
Number of hours											
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*		1 SS2, 2 SS2, 1 SS1, 2 SS1,		
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		2, 4, 2, 4,		
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional		
Total number of hours:						0	Language of instruction:		English		
Teaching form		in-class learning Wydział Ekonomiczny									
Teaching methods		Discussion, questioning, Individual projects, Case studies, Lectures including multimodal presentations, Collaborating, group activities, Didactic games,									
Prerequisites (required courses and introductory requirements)											
Required courses		none									
Introductory requirements		none									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		<ul style="list-style-type: none"><li>the evaluation criterion is a presentation prepared individually or in a small group (if the number of people is too large for individual presentations)</li><li>additional points can be obtained for activity in the classroom and participation in the discussion</li><li>attendance is obligatory</li><li>in the case of an insufficient number of points, the student writes an exam on the topics discussed in classes and on the basis of the compulsory literature</li></ul>									
Course objectives											
The students learn to live in a more balanced way. The students learn what actions and decisions in everyday life can affect the environment; why it is so important to deter the further increase in global temperature, and how to distinguish "greenwashing". The students learn how critically approach news about green solutions and recognize activities with real potential.											
Learning outcomes											
Knowledge	E2_W01	student has an in-depth knowledge of the nature of human impact on the planet; understands the mechanisms of the ecosystem.									
	E2_W04	student knows different types of economic and social ties and regularities governing concerning the climate change.									
	E2_W02	has in-depth knowledge of business entities and organizations and public institutions dealing with the environment									
	MSG2_W03	knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the industrial market and sustainable mechanism in the national, international and global aspect;									



	MSG2_W05	has an in-depth knowledge of the world economy, principles of global market functioning and its' impact on the planet; understands the causes, regularities and consequences of occurring changes;
	MSG2_W06	knows and understands the fundamental dilemmas related to climate change and the formation of contemporary international economic relations affecting the planet;

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_W02	X							X	X	X	
E2_W04	X							X	X	X	
E2_W01	X							X	X	X	
MSG2_W03	X							X	X	X	
MSG2_W05	X							X	X	X	
MSG2_W06	X							X	X	X	

Skills	E2_U01	The student can creatively interpret and explain economic and social phenomena and relations between them concerning the impact on the planet.									
	E2_U07	The student can independently propose solutions to complex climate change problems.									
	MSG2_U01	can creatively interpret and explain complex and atypical economic phenomena in relation to climate changes and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations;									
	MSG2_U02	can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators in relation to climate changes,									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U01	X					X		X	X		
E2_U07	X					X		X	X		
MSG2_U01	X					X		X	X		
MSG2_U02	X					X		X	X		

Attitudes	E2_K02	The student is aware of the level of his/her knowledge in the field of climate change; understands the need to extend and update this knowledge throughout his/her life.									
	E2_K03	The student inspires and organises preparation of pro-sustainable projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements.									
	E2_K06	The student is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing environment and social needs.									
	MSG2_K01	is ready to recognise the importance of knowledge of economics in the process of identifying and solving problems in the area of climate changes and to consult experts in case of difficulties in solving them independently;									
	MSG2_K02	is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of climate changes									
	MSG2_K06	is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to sustainable development within his/her reach									

Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K02								X	X		
E2_K03								X	X		
E2_K06								X	X		
MSG2_K01								X	X		
MSG2_K02								X	X		
MSG2_K06								X	X		
Course contents											
1. Which actually means the earth is getting warmer. 2. The impact of transport on climate change. 3. The impact of agriculture on climate change. 4. Alternative sources of propulsion and the related dilemmas. 5. Renewable energy sources in the world. 6. Ecology in numbers. 7. What you can do in your daily life to influence climate change.											
Recommended reading lists											
<b>Obligatory literature:</b> Kate Raworth, Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist, Random House UK Ltd; 2018. <b>Supplementary literature:</b> Current press - The Guardian, The Economist.											
Contact				<a href="mailto:maria.matusiewicz@ug.edu.pl">maria.matusiewicz@ug.edu.pl</a> ,							

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

Course title		Contemporary Consumers - Rational or Emotional?						ECTS code		14.03.5338													
								ECTS credits		5													
								max. students		25													
Name of unit administrating study			OTHER		Field of study		Economics/MSG**		Field of specialisation		NONE;												
Teaching staff			Anna Maria Nikodemska-Wołowik, Associate Professor																				
Number of hours																							
Lectures		30		Classes		0		Tutorials		0		Laboratory		0		Seminars		0		Language classes		0	
Forma aktywności										Year&Type of studies*			2 SS2,										
Hours with the participation of the academic teacher (including office hours, exams, others):													Semester:			4,							
Hours without the participation of the academic teacher (student's self-study, homeworks):													Type of course:			optional							
Total number of hours:										0			Language of instruction:			English							
Teaching form			in-class learning																				
			Faculty of Economics building																				
Teaching methods			Collaborating, group activities, Case studies, Discussion, questioning, Activating methods in training classes, Lectures including multimodal presentations, 30 hours divided into lectures and teamwork																				
Prerequisites (required courses and introductory requirements)																							
Required courses			Fundamentals of economics, marketing and marketing research																				
Introductory requirements			Students must be familiar with some key areas - elements of marketing, market research and introductory fundamentals of consumer behaviour.																				
Assessment method, forms and criteria																							
Assessment method			Course completion (graded)																				
Assessment criteria			The test consists of circa 15 questions with 3 optional answers given (single-choice test). The scope embraces crucial issues presented during lectures and/or prepared by students as a homework. The grading scale is consistent with study regulations. Moreover, as a teamwork, the students will prepare a common presentation in small groups (including 3-4 persons) on a topic regarding current phenomena in consumer behaviour, typical in their countries. This teamwork will also influence the final grades. Additionally, the students' participation in classroom discussions and other activities like answering properly the questions asked by the lecturer will be taken into account. The proportions of the final mark are as follows: test = 40%, teamwork = 30%, active participation = 30%.																				
Course objectives																							
The aim of the 30hr course is to deepen students' knowledge in the field of market as well as personal determinants of consumer behaviour in the contemporary turbulent socio-economic environment.																							
Learning outcomes																							
Knowledge		MSG2_W07		The student has an in-depth knowledge of selected rules, particularly these ethical and legal related to consumer behaviour, 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.																			
		MSG2_W08		Regarding consumer behaviour, the student knows and understands the terms and principles of intellectual property protection and copyright law; understands the necessity of intellectual property management.																			
		MSG2_W14		The student has an in-depth knowledge of the human being as an individual consumer who makes purchasing decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market.																			
		E2_W05		The student has an extended knowledge of the human being as an individual consumer and extended knowledge of the human being as a creator of culture and social structures.																			
		E2_W03		Regarding consumer behaviour, the student has an in-depth knowledge of relations																			

		between economic phenomena, individual buyers and organisations as well as public institutions functioning in the national, international and intercultural spheres.
	E2_W10	From the consumer perspective, the student knows the terms and principles of protection of intellectual property and understands the necessity of management of intellectual property resources.

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W07			X					X	X		
MSG2_W08			X					X	X		
MSG2_W14			X					X	X		
E2_W05			X					X	X		
E2_W03			X					X	X		
E2_W10			X					X	X		

Skills	MSG2_U01	The student can creatively interpret and explain complex phenomena in consumer behaviour, using the acquired knowledge in economics and international economic relations.
	MSG2_U03	The student can identify and analyse relations between consumers, firms and economic institutions in their national and international environment.
	MSG2_U06	The student can identify types of risks related to consumer decisions and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method.
	E2_U02	The student can use acquired knowledge to describe and analyse the causes and course in which consumers are involved, and can formulate his/her own opinions and critically select data based on the achievements of economic and social sciences.
	E2_U10	The student has an advanced ability to prepare specialist oral presentations on consumer behaviour, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate.
	E2_U13	The student can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U01								X	X		
MSG2_U03			X					X	X		
MSG2_U06			X					X	X		
E2_U02			X					X	X		
E2_U10								X	X		X
E2_U13			X					X	X		

Attitudes	MSG2_K05	Regarding consumer behaviour, the student is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements.
	MSG2_K07	Regarding consumer behaviour, the student 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.
	E2_K01	The student recognises the importance of knowledge in the field of consumer behaviour in the process of identifying and solving problems in purchasing decision process.
	E2_K05	The student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the field of consumer behaviour..

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K05								X	X		
MSG2_K07								X	X		
E2_K01								X	X		
E2_K05								X	X		

**Course contents**

1. Basic terms: buyer, consumer, decision-maker.
2. Psychological determinants among the influences of consumer behaviour.
3. Situational factors and their impact on consumer behaviour.
4. Emotional decisions and their role in purchasing process.
5. Significance of consumer risk and cognitive dissonance theory.
6. Classification of consumer risks.
7. Decision making process in the conditions of an increased risk.
8. Can be the Veblen's theory applicable to contemporary consumer research?
9. Emotions, action, thinking - is this a mode of consumer behaviour in XXI century?
10. Shaping relations: consumers and brands.
11. Variety of disciplines used in consumer research.
12. Neurology and neuropsychology in consumer research.
13. Ethical aspects of the advanced research techniques.
14. Human emotions and cultural conditions.
15. Which economic theories can reflect contemporary consumer behaviour?  
(most of the aforementioned themes for 2 meetings)
16. Influence of the worldwide crisis (pandemic, war, etc.) on consumer habits.

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

1. Foxall G., *Advanced Introduction to Consumer Behavior Analysis*, Edward Elgar Publishing, Cheltenham 2017.
2. Nikodemska-Wołowik, A. M., Wach, D., Andruszkiewicz, K., & Otukoya, A. (2021). *Conscious shopping of middle-class consumers during the pandemic: Exploratory study in Mexico, Nigeria, Poland, and Sri Lanka*. *International Journal of Management and Economics*, 57(3), 209-219.
3. Solomon, M., *Consumer Behavior: Buying, Having, and Being*, Pearson, Boston 2017.

**Complementary literature**

1. Hackett P.M.W. (ed.), *Qualitative Research Methods in Consumer Psychology: Ethnography and Culture*, Routledge, Taylor & Francis, New York 2016.
2. Morin Ch., Renvoise P., *The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime*, J. Wiley & Sons, New Jersey 2018.
3. Poier, S., Nikodemska-Wołowik, A. M., & Suchanek, M. (2022). How higher-order personal values affect the purchase of electricity storage - evidence from the German photovoltaic market. *Journal of Consumer Behaviour*, 21, 909-926.  
<https://doi.org/10.1002/cb.2048>

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

\*\* MSG - International Economic Relations

Course title		Contemporary issues of economic policy						ECTS code		14.03.5343								
								ECTS credits		5								
								max. students		30								
Name of unit administrating study			KPG		Field of study		Economics/MSG**		Field of specialisation			NONE;						
Teaching staff			Anita Szymańska, Habilitated doctor ; Grzegorz Pawłowski, PhD															
Number of hours																		
Lectures		15	Classes		0	Tutorials		15		Laboratory		0	Seminars		0	Language classes		0
Forma aktywności										Year&Type of studies*			2 SS1, 3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):								55		Semester:			4, 6, 2, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):								20		Type of course:			optional					
Total number of hours:								75		Language of instruction:			English					
Teaching form			in-class learning															
Teaching methods			Lectures including multimodal presentations, Individual projects, Discussion, questioning, Collaborating, group activities,															
Prerequisites (required courses and introductory requirements)																		
Required courses			None															
Introductory requirements			None															
Assessment method, forms and criteria																		
Assessment method			Course completion (graded)															
Assessment criteria			Students are obliged to prepare a project on a given topic. The specific topic must be approved by the lecturer. The project should analyse specific problem, should include data, facts, tables, and graphs and final conclusions.															
			During the presentation of their project, students should demonstrate knowledge of contemporary economic policy issues and be able to discuss these problems.															
Course 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																		
Knowledge		E1_W01		A student obtains general knowledge about the aims and measures of economic policy.														
		E1_W02		A student knows about the argumentation for government intervention in economy.														
		MSG1_W01		A student has an advanced knowledge of economic sciences, in particular of contemporary economic policy.														
		MSG1_W02		A student has an advanced knowledge and understanding of the economic relations in the contemporary economy.														
		E2_W01		A student understands the differences between contemporary trends in economic policy.														
		MSG2_W03		A student knows and understands the regularities governing economic policy.														
Verification of learning outcomes - Knowledge																		
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project						



E1_W01						X	X	X		X	X
E1_W02						X	X	X		X	X
MSG1_W01						X	X	X		X	X
MSG1_W02						X	X	X		X	X
E2_W01						X	X	X		X	X
MSG2_W03						X	X	X		X	X

Skills	E1_U01	A student is able to assess government decisions in the area of economic policy.
	E1_U02	A student can predict some consequences of the usage of the basic economic policy measures.
	MSG1_U01	A student can correctly interpret and explain economic and social phenomena, related to the main questions of the present economic policy .
	MSG1_U02	A student can observe, evaluate and critically analyse of economic and social phenomena occurring in the contemporary economy.
	E2_U01	A student can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economic policy.
	MSG2_U01	A student can creatively interpret and explain complex and atypical economic policy phenomena.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01							X	X	X		
E1_U02							X	X	X		
MSG1_U01							X	X	X		
MSG1_U02							X	X	X		
E2_U01							X	X	X		
MSG2_U01							X	X	X		

Attitudes	E1_K01	A student is able to comment and discuss the problems of economic policy dilemmas.
	MSG1_K01	A student is ready to recognise, identify and solve economic problems and consult them with experts.
	E2_K02	A student is aware of the level of his/her knowledge in the field of economic policy; understands the need to extend and update this knowledge throughout his/her life.
	MSG2_K02	A student is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of economic policy.

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01						X	X	X			
MSG1_K01						X	X	X			
E2_K02						X	X	X			
MSG2_K02						X	X	X			

**Course 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 foresighting 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.

#### Recommended reading lists

**Basic:**

A. Benassy-Quere (et al.), Economic Policy, Theory and Practice, Oxford University Press 2010.

**Additional:**

J. Niedźwiedzińska, 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=R0XSIdT-AmoC&printsec=frontcover&dq=scenario+planning+book&hl=pl&sa=X&ved=0ahUKewi4oJau8ZrhAhUICZoKHYNQAG4Q6AEIMTAB#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. Szymańska, The structure of income inequality with particular emphasis on the economic middle class, "Nierówności Społeczne a Wzrost Gospodarczy", 2019, nr 60, s.45-60.

**Contact**

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

\*\* MSG - International Economic Relations

Course title		Controlling (for ERASMUS students)						ECTS code		4.0.2401							
								ECTS credits		5							
								max. students		15							
Name of unit administrating study			KL		Field of study		Economics/MSG**		Field of specialisation		NONE;						
Teaching staff			Cezary Mańkowski, Associate Professor														
Number of hours																	
Lectures		0	Classes		0	Tutorials		0	Laboratory		30	Seminars		0	Language classes		0
Forma aktywności									Year&Type of studies*			2 SS1, 3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):										Semester:			4, 6, 2, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):										Type of course:			optional				
Total number of hours:								0		Language of instruction:			English				
Teaching form		in-class learning															
		C205															
Teaching methods		Work in computer laboratories, Case studies, Individual projects,															
Prerequisites (required courses and introductory requirements)																	
Required courses		None															
Introductory requirements		General knowledge on business processes															
Assessment method, forms and criteria																	
Assessment method		Course completion (graded)															
Assessment criteria		Student is required to perform 3 projects.															
		Project 1: a map of controlling system components/structure, which stands for 1/3 of the assessment															
		Project 2: a report on KPI's as targets to keep or achieve, which stands for 1/3 of the assessment															
		Project 3: a ranking of product segments/divisions profitability, which stands for 1/3 of the assessment															
		The projects are assessed according to their substantive correctness, and the grading scale is consistent with the study regulations.															
Course objectives																	
The objective of this course is to complement the implementation of selected learning objectives in terms of skills and social competence related to controlling.																	
Learning outcomes																	
Knowledge		E1_W06		Student knows at an advanced level selected methods and tools for controlling economic processes													
		MSG1_W17		Student has advanced knowledge on how to put a business under control													
		E2_W07		Student has in-depth knowledge of the economic and financial operation and management of business entities and organizations according to controlling principles													
		MSG2_W09		Student has in-depth knowledge of the controlling functions, methods, and tools of a modern enterprise in the national and international environment													
Verification of learning outcomes - Knowledge																	
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project					

E1_W06										X	
MSG1_W17										X	
E2_W07										X	
MSG2_W09										X	

Skills	E1_U08	Student can observe, understand, and analyse economic and social processes, using appropriately selected controlling methods and tools.									
	MSG1_U08	Student can use basic controlling methods and computer programmes as well as tools to acquire and analyse data necessary in his/her professional work to diagnose and assess business processes to make adequate economic decisions.									
	E2_U08	Student can independently analyse economic and social processes, and can perform an assessment of such processes, using appropriately selected controlling methods and tools.									
	MSG2_U10	Student can accurately select and use sources of controlling information to critically analyse and interpret business processes.									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U08										X	
MSG1_U08										X	
E2_U08										X	
MSG2_U10										X	

Attitudes	E1_K05	Student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession of business process controller.									
	MSG1_K05	Student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession of business process controller.									
	E2_K05	Student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession of business process controller.									
	MSG2_K06	Student is ready to independly identify, diagnose and responsibly solve dilemmas and alternative solutions related to the profession of business process controller.									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K05										X	
MSG1_K05										X	
E2_K05										X	
MSG2_K06										X	

**Course contents**
**1. Controlling system structure**

The idea of controlling (definitions, dimensions, applications, cases). Functions of controlling process. Components of the controlling as a cybernetic system. Attributes and relations between the controlling and the controlled processes. Controlling centers. Case study.

**2. Planning key performance indicators (KPI's) as targets to achieve or keep based on flexible budgeting**

The idea of KPI's as targets to achieve and to keep. The method of flexible budgeting. The structure of the flexible budget spreadsheet. System of financial and non-financial KPI's. Calculations of KPI's. Case study.

**3. Measuring and identifying variance on controlled process including profitability of products or companies based on rolling budgeting**

The idea of rolling budgeting. The structure of rolling budgeting spreadsheet. The identification of absolute and relative



variance on controlled indicators. The hierarchy of profitability of products/SBU's. Propositions of corrective decisions based on the hierarchy of products/SBU's profitability. Case study.

**4. Variance analysis**

Qualitative/quantitative methods and tools to identify the variance significance. The calculation of confidence interval for controlled parameters. The application of statistical test for the identification of variance significance. Case study.

**5. Statistical process control (SPC)**

Six sigma. Shewhart control charts. Process flow diagram. Ishikawa diagram. Pareto diagram. Check-sheet. Scatter plot. ABC analysis.

**Recommended reading lists**

**Core literature:**

1. Shim J.K., Siegel J.G., Dauber N.: *Corporate controller's handbook of financial management*. CCH, Inc., 2008.
2. Mańkowski C.: *Planning key logistics indicators as targets to be achieved or kept*. (pages 141-158) Article is available at <http://ekonom.ug.edu.pl/web/download.php?OpenFile=1690>.

**Additional literature:**

1. Drury C.: *Management and cost accounting*. Cengage Learning EMEA, London 2015.
2. Bragg S.M.: *Controllership: the work of the managerial accountant*. John Wiley & Sons, 2009.

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

\*\* MSG - International Economic Relations



Course title		Decision Making Support for Logistics						ECTS code		14.03.5368							
								ECTS credits		5							
								max. students		30							
Name of unit administrating study			KL		Field of study		MSG**		Field of specialisation		NONE;						
Teaching staff			Leszek Reszka, Ph.D.														
Number of hours																	
Lectures		0	Classes		0	Tutorials		0	Laboratory		30	Seminars		0	Language classes		0
Forma aktywności									Year&Type of studies*				3 SS1, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):								50		Semester:				6, 4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):								0		Type of course:				optional			
Total number of hours:								50		Language of instruction:				English			
Teaching form			in-class learning														
Teaching methods			Lectures including multimodal presentations, Activating methods in training classes, Work in computer laboratories, Case studies, Collaborating, group activities,														
Prerequisites (required courses and introductory requirements)																	
Required courses			Microeconomics, macroeconomics.														
Introductory requirements			Basic economic knowledge.														
Assessment method, forms and criteria																	
Assessment method			Course completion (graded)														
Assessment criteria			The final mark consists of:  <ul style="list-style-type: none"><li>• active participation in classes (monitored on an ongoing basis by the teacher)</li><li>• evaluation of projects prepared in teams</li><li>• test which is an optional possibility to improve the mark</li></ul>														
Course objectives																	
The aim of the subject is to provide the knowledge and practical skills in making of managerial decisions in logistics. Moreover, students expand their vocabulary in English terminology in the field of logistics and decisions making. By preparing project, they develop skills of teamwork.																	
Learning outcomes																	
Knowledge		MSG1_W01		Student knows the idea of the logistic processes and logistic systems in organizations.													
		MSG2_W01		Student knows the idea of the logistic processes and logistic systems in organizations.													
		MSG1_W10		Student knows the methods supporting the decision making process.													
		MSG2_W13		Student knows the methods supporting the decision making process.													
Verification of learning outcomes - Knowledge																	
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project					
MSG1_W01				X				X	X								
MSG2_W01				X				X	X								
MSG1_W10				X				X	X								
MSG1_W13				X				X	X								

Skills	MSG1_U08	Student applies the methods supporting the decision making process in logistics for organizations, makes a project for the organization in the area of logistics with the use of methods of forecasting and optimization.
	MSG2_U11	Student applies the methods supporting the decision making process in logistics for organizations, makes a project for the organization in the area of logistics with the use of methods of forecasting and optimization.
	MSG1_U14	Student can work in groups.
	MSG2_U12	Student can work in groups.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U08			X				X	X			
MSG1_U11			X				X	X			
MSG1_U14			X				X	X			
MSG2_U12			X				X	X			

**Course contents**

- 1) The fundamentals of logistics
  - definition of logistics,
  - goals of logistics,
  - logistic support system's components,
- 2) Forecasting in logistics
  - the role of forecasts in logistics,
  - definition of forecasting,
  - costs of forecasting,
  - demand forecasting in logistics practice of small and medium companies
  - methods of forecasting in logistics
  - parameters of forecasts quality evaluation
- 3) Optimization in logistics
  - definition of optimization,
  - conjunction of logistics and optimization
  - optimization methods in logistics
  - linear programming models

**Recommended reading lists**

(a)

A. Yalaoui, H. Chehade, F. Yalaoui, L. Amodéo, *Optimization of Logistics* (ISTE), Kindle Edition 2013.

G.J. Plenert, *Supply Chain Optimization through Segmentation and Analytics (Resource Management)*, CRC Press, 2014.

S.G. Powell, K.R. Baker, *Management Science: The Art of Modeling with Spreadsheets*, John Wiley and Sons, 2010.

G. Elliott, A. Timmermann, *Economic Forecasting*, Princeton University Press, Princeton, Oxford 2016

(b)

*Decision Making Process in the Management of Logistics Support System* [in:] C. Mańkowski, L. Reszka (red.): Modelowanie procesów i systemów logistycznych, cz. XXII Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2021, p. 167-176.

L. Reszka, *Multicriteria optimization methods in logistics on the example of warehouse location*, "Journal of Positive Management", vol. 9, nr 3/2018, Toruń 2018.

L. Reszka, *The Applicability of the Simos' Method to Determination of Weights In Optimal Multicriteria Decision Making In Logistics* [in:] M. Chaberek, L. Reszka (red.): *Modelling of Logistics Processes and Systems*, part XVII Research Journal of the University of Gdańsk Transport Economics and Logistics vol. 66. Gdańsk University Press, Gdańsk 2017, ISSN: 2544-3224.

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



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



Course title		Entrepreneurial Personality. Studies in the Psychological Dimensions of Entrepreneurial Actions						ECTS code		4.0.2402							
								ECTS credits		5							
								max. students		30							
Name of unit administrating study			KMakr		Field of study		Economics/MSG**		Field of specialisation		NONE;						
Teaching staff			Christian Orobello, Msc. ; Jacek Zaucha, Professor														
Number of hours																	
Lectures		0	Classes		30	Tutorials		0	Laboratory		0	Seminars		0	Language classes		0
Forma aktywności									Year&Type of studies*			2 SS1, 3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):								40		Semester:			4, 6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):								85		Type of course:			optional				
Total number of hours:								125		Language of instruction:			English				
Teaching form		in-class learning															
		Faculty of Economics Building															
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Individual projects, Collaborating, group activities, Case studies,															
Prerequisites (required courses and introductory requirements)																	
Required courses		none															
Introductory requirements		none, basic course in management is welcome															
Assessment method, forms and criteria																	
Assessment method		Course completion (graded)															
Assessment criteria		The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of building skills and knowledge - 50% of available points b) quality of presentations and group projects - 50% of available points, measured by: application of professional managerial approach 1/4, creativity and innovation approach 1/4, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4.															
Course objectives																	
Building skills in recognizing entrepreneurial personalities. Understand different decision patterns depending on personality. Using acquired knowledge in negotiations and business cooperation. Work on the students' own entrepreneurial personalities to make them more effects driven.																	
Learning outcomes																	
Knowledge		MSG1_W09		The student gains the advanced knowledge on entrepreneurial personality: how to recognize it and shape it in different international environments ernational markets.													
		E1_W05		The student gains the advanced knowledge on entrepreneurial personality: how to recognize it and shape it in different business and social environments al envirolements.													
Verification of learning outcomes - Knowledge																	
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project					
MSG1_W09							X	X	X	X							
E1_W05							X	X	X	X							

Skills	MSG1_U04	The student gains skills in using the concept of entrepreneurial personality for business negotiations and cooperation in different international environments.
	E1_U07	The student gains skills in using the concept of entrepreneurial personality for business negotiations and cooperation in different business and social environments.

**Verification of learning outcomes - Skills**

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

Attitudes	MSG1_K06	Students uses business ethics and corporate social responsibility
	E1_K06	Students uses business ethics and corporate social responsibility

**Verification of learning outcomes - Attitudes**

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

**Course contents**

1. The Lifestyle of an Entrepreneur: Perceptions and Reality - discussion and presentation.
2. Mental models of being an entrepreneur - students' group exercise and discussion.
3. Entrepreneurial Personality: In-born, Learnt or Acquired in the Other Way? - discussion and case studies.
4. Mental Problems in Skills Assessment and Creation of New Business Ideas: Overestimating Skills and Unjustified Optimism - research data presentation and exercise on the prevention from biases.
5. Credibility of Entrepreneurs - presentation and group work on the credibility strategy building.
6. 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.
7. Commitment building in small enterprise teams - presentation and group exercise.
8. Encouragement and support to the employees and partner entrepreneurs - presentation and students work.
9. Critical analysis of data: eliminating wishful thinking and building solid grounds for decisions - individual students' exercises on data.
10. Behavioral Biases and Financial Decisions of Entrepreneurs - presentation and detection of biases group exercises.
11. Entrepreneurial Approaches to Risk Taking - presentation and discussion.
12. Developing a Successful Marketing and Sales Strategy based on Relations - exercise on how to build relations with people in business.
13. Building Entrepreneurial Personality Strategy - Presentations of students small groups projects.

**Recommended reading lists**
**A. Fundamental (basic) literature**

1. Electronic materials delivered by the instructor.
2. Chell E., *The Entrepreneurial Personality: A Social Construction*, Routledge, 2013.
3. Abrams R., *Entrepreneurship: A Real-World Approach*, PlanningShop, 2017.

**B. Supplemental literature**

1. Current articles on psychological studies in entrepreneurship suggested and indicated by the instructor for free download.

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

Course title		Financial accounting and reporting - international issues						ECTS code		14.03.5347		
								ECTS credits		5		
								max. students		25		
Name of unit administrating study			KPTiIG		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff			Joanna Stefaniak, PhD									
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		6,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional			
Total number of hours:						0	Language of instruction:		English			
Teaching form		in-class learning										
Teaching methods		Lectures including multimodal presentations, Individual projects,										
Prerequisites (required courses and introductory requirements)												
Required courses		Economics										
Introductory requirements		Accounting, economics										
Assessment method, forms and criteria												
Assessment method		Course completion (graded)										
Assessment criteria		Students are required to prepare and present a project on a chosen topic connected to the content of the course.										
Course 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												
Knowledge	MSG1_W01	Student gets knowledge on accounting systems, differences in approach to the accounting systems in different countries.										
	MSG1_W02	Student understands terminology of accounting systems and financial reporting in the international context.										
	E1_W07	Student has an advanced knowledge of different types and essential elements the related to the accounting systems and financial reporting of economic entities in the international context.										
	MSG1_W15	Student has an advanced knowledge of importance of the accounting issues for an economic entity on the international market.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W01							X				X	
MSG1_W02							X				X	
E1_W07							X				X	
MSG1_W15							X				X	

Skills	MSG1_U01	Student learns some practical skills allowing to understand differences in accounting systems and financial reporting between countries.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01							X				X
Attitudes	E1_K04	Student understands differences regarding approach and functioning of the accounting systems and financial reports in different countries.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K04								X			
Course contents											
<p>Introduction to the financial accounting and reporting issues.</p> <p>Accounting and reporting in the business activity in the market economy.</p> <p>Models of accounting systems - international comparisons.</p> <p>Accounting vs financial reporting - information in accounting systems, financial accounting vs management accounting.</p> <p>Financial reporting - basic information, types and elements of financial statements, comparison of data presented in financial statements.</p> <p>Consolidated Financial Reports - basic information, methods of preparation.</p> <p>International Financial Reports Standards (IFRS) - general information, content, impact on national financial reporting.</p> <p>International standards vs national standards, examples of different national financial statements.</p> <p>Cultural aspects of financial statements.</p> <p>Differences in assessment of financial activity of companies based on financial reporting.</p>											
Recommended reading lists											
<p><b>Basic literature:</b></p> <p>Revsine L., Vollins D., Johnson B., <i>Financial Reporting and Analysis</i>, Prentice Hall, 2004.</p> <p>Comiskey E., <i>Guide to Financial Reporting and Analysis</i>, John Wiley and Sons, 2000.</p> <p>Peterson Drake P., Fabozzi F.J., <i>Analysis of Financial Statements</i>, John Wiley and Sons, 2012.</p> <p><b>Additional literature:</b></p> <p>Books on the topic.</p>											
Contact	<a href="mailto:jstefaniak@ug.edu.pl">jstefaniak@ug.edu.pl</a> ,										

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

Course title		Financial Reporting and Analysis						ECTS code		14.03.5348			
								ECTS credits		5			
								max. students		25			
Name of unit administrating study			KPTiIG		Field of study		Economics/MSG**		Field of specialisation		NONE;		
Teaching staff			Joanna Stefaniak, PhD										
Number of hours													
Lectures	0	Classes	0	Tutorials	30	Laboratory		0	Seminars	0	Language classes		0
Forma aktywności							Year&Type of studies*			3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):								Semester:		6,			
Hours without the participation of the academic teacher (student's self-study, homeworks):								Type of course:		optional			
Total number of hours:						0		Language of instruction:		English			
Teaching form		in-class learning											
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Work in computer laboratories,											
Prerequisites (required courses and introductory requirements)													
Required courses		Microeconomics, basic accounting											
Introductory requirements		Basic knowledge of accounting and corporate finance knowledge of the EXCEL worksheet											
Assessment method, forms and criteria													
Assessment method		Course completion (graded)											
Assessment criteria		The course will end with the test and group project. The test makes of 30% of the final grade and the project of 70%. The test refers to the theory of financial reports and financial analysis as well as some practical tasks covered during the course. The project - the preparation of the basic financial analysis according to the knowledge provided during the course.											
Course objectives													
The aim of this subject is to familiarize students with the financial analysis of the company's performance.													
Learning outcomes													
Knowledge		MSG1_W02	Student has an advanced knowledge and understanding of the terminology in the field of financial analysis.										
		E1_W06	Student knows the methods and tools appropriate for making financial analysis of an enterprise.										
		E1_W11	Student has a general knowledge about financial statements and financial analysis.										
Verification of learning outcomes - Knowledge													
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W02		X										X	
E1_W06		X										X	
E1_W11		X										X	
Skills		MSG1_U01	Student can correctly interpret and explain economic phenomena regarding financial performance of the enterprise.										
		E1_U02	Student knows how to use the basic knowledge of financial analysis in practice regarding										

		the functioning of the company on the market.
	E1_U03	Student is able to analyze and assess the current financial situation of the company.
	MSG1_U08	Student has the knowledge about basic methods and computer programmes to diagnose economic performance of the enterprise and make adequate economic decisions.
	MSG1_U12	Student can prepare an assignment/project concerning the assessment of the financial performance of the company operating in the international environment using necessary financial indicators as well as methods and tools of the financial analysis.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01	X										X
E1_U02	X										X
E1_U03	X										X
MSG1_U08											X
MSG1_U12											X

Attitudes	MSG1_K02	Student correctly identifies and diagnoses dilemmas regarding the company's current financial situation.									
	E1_K04	Student is ready to think and act in an entrepreneurial manner regarding the financial performance of the entity.									
	E1_K03	Student is able to prepare projects regarding assessment of the financial condition of an enterprise.									
	MSG1_K05	Student raises skills related to cooperation and communication and the use of acquired knowledge as part of preparation for the future career.									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K02											X
E1_K04											X
E1_K03											X
MSG1_K05											X

**Course contents**

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

**Recommended reading lists**
**Basic 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.  
Peterson Drake P., Fabozzi F.J., *Analysis of Financial Statements*, John Wiley and Sons, 2012.

**Additional literature:**

Books on the topic.



Contact

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



Course title	Green Business Venturing							ECTS code		4.0.2403		
								ECTS credits		5		
								max. students		32		
Name of unit administrating study			KMakr		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff			Przemysław Kulawczuk, Associate Professor									
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		6,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional			
Total number of hours:						0	Language of instruction:		English			
Teaching form		in-class learning Faculty of Economics Building										
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Case studies, Collaborating, group activities,										
Prerequisites (required courses and introductory requirements)												
Required courses		Fundamental / basic business management course is suggested to pass before Green Business Venturing or alternatively cultural studies on new life styles course (or similar), or intercultural business (similar).										
Introductory requirements		Innovative spirit, openness to group work, willingness to defend own ideas, patience in learning how to make managerial decisions.										
Assessment method, forms and criteria												
Assessment method		Course completion (graded)										
Assessment criteria		Students will be assessed basing on the 2 groups of criteria: a) active participation in lectures, discussions, group works, practical exercises etc. - 50% of available points b) quality of the prepared business model project in small 2-3 persons groups on green business start ups - 50% of available points the quality components will include: original approach 1/4, attractiveness of green business for the market 1/4, convincing ppt / prez presentation 1/4 and right pricing and proper financial targets 1/4.										
Course 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												
Knowledge		MSG1_W13	The student gains the enlarged knowledge on starting up and functioning of green small enterprises including international markets.									
		E1_W11	The student gains knowledge in starting up new green ventures, including business models and forms of business start ups.									
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1 W13							X		X			

E1_W11							X		X		
Skills	MSG1_U04	The student gains skills in using knowledge in decision making in green business formation, including international business environment.									
	E1_U06	The student gains the ability to design reasonable business propositions to solve problems or to exploit green business opportunities in green business formation.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U04							X	X			
E1_U06							X	X			
Attitudes	MSG1_K04	The student is able to is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions build organizational skills of cooperation that allow for successful decision making.									
	E1_K05	The student can set up priorities and plan project tasks as well as monitor and correct the project progress.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04							X	X	X		
E1_K05							X	X	X		
Course contents											
1. Green and healthy life and new lifestyles - lecture and interactive group discussion. 2. New needs and cultural patterns possible for green business exploitation - lecture and interactive group discussion. 3. Definition of green business: presentation of solutions used in different countries and group discussion. 4. Business knowledge and know-how. How to learn them? Green branch knowledge and skills. Selection of thematic approach for group projects. 5. Building creative ideas for new green ventures. Introductory lecture and group project work. 6. Planning new green ventures - Osterwalder bussiness model application - introductory lecture and group project work. 7. Green business marketing. Introductory lecture and group project work. 8. Building customers' relations in green products and services. Introductory lecture and group project work. 9. Financing green ventures. Introductory lecture and group project work. 10. Green business international. Introductory lecture and group project work. 11. Strategies of small business expansion on new markets. Introductory lecture and group project work. 12-15. Groups' presentations of green business models and defence ahead of virtual venture investors.											
Recommended reading lists											
A. Fundamental (basic) literature											
1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i> , McGrawHill Education, 2019. 2. <i>Masters' business models projects in green business</i> , Faculty of Economics 2013-2017. 3. <i>How to set up your own small business</i> , American Institute of Small Business, 1991. 4. Cardullo M. <i>Technological Entrepreneurism</i> , Research Studies Press, 1999.											
B. Supplemental literature											
5. <i>Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development</i> , OECD Paris 2012. 6. Electronic publications delivered by the lecturer.											
Contact				<a href="mailto:przemyslaw.kulawczuk@ug.edu.pl">przemyslaw.kulawczuk@ug.edu.pl</a> ; <a href="mailto:pk1@post.pl">pk1@post.pl</a> ,							

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

\*\* MSG - International Economic Relations



Course title	International Management: Investment strategies in emerging markets						ECTS code		4.0.2404														
							ECTS credits		5														
							max. students		35														
Name of unit administrating study			KMakr		Field of study		Economics/MSG**		Field of specialisation			NONE;											
Teaching staff			Przemysław Kulawczuk, Associate Professor																				
Number of hours																							
Lectures		30		Classes		0		Tutorials		0		Laboratory		0		Seminars		0		Language classes		0	
Forma aktywności								Year&Type of studies*				2 SS2, 1 SS2,											
Hours with the participation of the academic teacher (including office hours, exams, others):										Semester:				4, 2,									
Hours without the participation of the academic teacher (student's self-study, homeworks):										Type of course:				optional									
Total number of hours:								0		Language of instruction:				English									
Teaching form			in-class learning																				
Teaching methods			Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations,																				
Prerequisites (required courses and introductory requirements)																							
Required courses			Basic knowledge on market entry strategies. Basic knowledge on foreign direct investment. Good teamwork spirit and cooperation attitude. Also some presentation skills (PP).																				
Introductory requirements			2-3 years of studies in management or economics (international relations also welcome)																				
Assessment method, forms and criteria																							
Assessment method			Course completion (graded)																				
Assessment criteria			The quality of proposed business solutions 40% The innovation level of creative proposals 40% Engagement in group activities and team spirit 20%																				
Course objectives																							
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.																							
Learning outcomes																							
Knowledge			MSG2_W12		The student gains the enlarged knowledge on functioning of enterprises on the international markets, especially on emerging markets.																		
			E2_W11		The student gains knowledge in starting up new ventures on emerging markets, including business models and forms of business start ups.																		
Verification of learning outcomes - Knowledge																							
Outcomes			written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project										
MSG2_W12									X														
E2_W11									X														
Skills			MSG2_U05		The student gains skills in using knowledge in decision making, especially in international business environment on emerging markets.																		
			E2_U07		The student gains the ability to design reasonable business propositions to solve problems or to exploit business opportunities in international business environment on emerging markets.																		
Verification of learning outcomes - Skills																							



Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U05							X	X	X		
E2_U07							X	X	X		
Attitudes	MSG2_K03	The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making.									
	E2_K03	The student can set up priorities and plan project tasks as well as monitor and correct the project progress.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K03								X	X		
E2_K03								X	X		
Course contents											
1. Foreign Direct Investment: fundamental concepts. 2. Emerging markets: description of basic features: China, India, Brazil, Central Europe. 3. Investment strategies in emerging markets. 4. Institutional context in foreign direct investment strategies. 5. FDI trends in European Emerging Economies. 6. Changing patterns of FDI in Europe. 7. Acquisition as entry and expansion strategy. 8. Cultural context of entry strategies. 9. Case studies: TP SA - France Telekom and T-Mobile Hungary. 10. Case studies: Cadbury-Wedel, Carlsberg Breweries and MOL, Hungary. 11. Case studies: entry strategies from India, Vietnam and Egypt. 12. Successful patterns of FDI in emerging markets: Concluding remarks.											
Recommended reading lists											
<b>A. Fundamental (basic) literature</b> 1. Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, Strategic International Management, Text and Cases, 3rd Edition, Springer, 2015 2. Meyer K.E., Estrin S. ed, <i>Acquisition Strategies in European Emerging Markets</i> , Palgrave Macmillan, Houndmills UK, New York, USA, 2007. 3. Electronic publications delivered by the lecturer. <b>B. Supplemental literature</b> 1. Estrin S., Meyer K.E. ed., <i>Investment Strategies in Emerging Markets</i> , Edward Elgar, Cheltenham, UK; Northampton, MA, USA, 2004.											
Contact			<a href="mailto:przemyslaw.kulawczuk@ug.edu.pl">przemyslaw.kulawczuk@ug.edu.pl</a> ; <a href="mailto:pk1@post.pl">pk1@post.pl</a> ,								

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

\*\* MSG - International Economic Relations

Course title		Market Simulation (excluding IB and MM students)						ECTS code		14.3.EE.FL.3706							
								ECTS credits		5							
								max. students		25							
Name of unit administrating study			KBM		Field of study		Economics/MSG**		Field of specialisation		NONE;						
Teaching staff			Marek Reysowski, PhD														
Number of hours																	
Lectures		0	Classes		0	Tutorials		0	Laboratory		30	Seminars		0	Language classes		0
Forma aktywności									Year&Type of studies*			2 SS1, 3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):										Semester:			4, 6, 2, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):										Type of course:			optional				
Total number of hours:								0		Language of instruction:			English				
Teaching form			in-class learning														
Teaching methods			Lectures including multimodal presentations, Discussion, questioning, Work in computer laboratories, Collaborating, group activities, Didactic games,														
Prerequisites (required courses and introductory requirements)																	
Required courses			-														
Introductory requirements			Knowledge of marketing-mix tools. Understanding of market research.														
Assessment method, forms and criteria																	
Assessment method			Course completion (graded)														
Assessment criteria			Project, market simulation (90% of grade), personal involvement (10% of grade) . The grading scale is consistent with study regulations.														
Course 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																	
Knowledge		MSG1_W07		Student understands principles of functioning of the market simulated during the course.													
		MSG1_W09		Student has knowledge about the customer and his decisions simulated during the game.													
		MSG1_W15		Student knows and understands strategies and marketing tools introduced during the game.													
		E1_W03		Student understands principles of functioning of the market simulated during the course.													
		E1_W05		Student has knowledge about the customer and his decisions simulated during the game.													
		MSG2_W03		Student understands principles of functioning of the market simulated during the course.													
		MSG2_W14		Student has knowledge about the customer and his decisions simulated during the game.													
		E2_W04		Student understands principles of functioning of the market simulated during the course.													
		E2_W05		Student has knowledge about the customer and his decisions simulated during the game.													
Verification of learning outcomes - Knowledge																	
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project					
		MSG1_W07							X	X		X					

MSG1_W09									X		X
MSG1_W15								X			X
E1_W03									X		X
E1_W05								X			X
MSG2_W03									X		X
MSG2_W14								X			X
E2_W04									X		X
E2_W05								X			X

Skills	MSG1_U14	Simulating the company student can interact and work in a team.
	E1_U13	Simulating the company student can interact and work in a team.
	MSG2_U12	Simulating the company student can interact and work in a team.
	E2_U13	Simulating the company student can interact and work in a team.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U14									X		X
E1_U13									X		X
MSG2_U12									X		X
E2_U13									X		X

Attitudes	MSG1_K04	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.
	E1_K04	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.
	MSG2_K04	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.
	E2_K04	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04									X		X
E1_K04									X		X
MSG2_K04									X		X
E2_K04									X		X

**Course contents**

1. Introduction to strategic management
2. Market segmentation
3. Long term market strategy for simulated company

4. Introduction to simulation software
5. New product introduction techniques
6. Development of communication strategies
7. Loyalty and satisfaction research

#### Recommended reading lists

##### Basic literature:

Marcin Skurczyński, Strategic market simulation - 4RMR - teaching materials and manual, IHZ, Sopot 2010

Marcin Skurczyński, Segmentation - teaching materials, IHZ, Sopot 2010

##### Additional literature:

Philip Kotler, Marketing Management, Pearson, any edition dated after year 2000

#### Contact

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



Course title	Mathematical Methods for Economic Analysis						ECTS code	14.3.EE.FL.3511				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study		KMikr		Field of study		Economics/MSG**		Field of specialisation		NONE;		
Teaching staff		Elżbieta Babula, Ph.D.										
Number of hours												
Lectures	0	Classes	30	Tutorials	0	Laboratory		0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		2 SS1, 1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						15		Semester:		4, 2,		
Hours without the participation of the academic teacher (student's self-study, homeworks):						10		Type of course:		optional		
Total number of hours:						25		Language of instruction:		English		
Teaching form		in-class learning Computer laboratory										
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Work in computer laboratories, Individual projects,										
Prerequisites (required courses and introductory requirements)												
Required courses		Completed Mathematical applications in economics and management course or other undergraduate mathematics course.										
Introductory requirements		The course requires basic knowledge of: - differential calculus (derivatives and integrals of elementary functions with basic rules of differentiation and integration); - matrix algebra.										
Assessment method, forms and criteria												
Assessment method		Course completion (graded)										
Assessment criteria		To complete the course, the student has to accumulate at least 51 points. Student is awarded with points for: - high attendance (max 10 points), - group work in-class activities (max 20 points), - quizzes and tests online at fixed dates outside of class (max 20 points), - assignments: five tasks to be solved individually outside of class within given deadline (max 50 points), - project based on chosen article(s) (max 20 points). Maximum total points: 120.										
Course 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												
Knowledge		MSG1_W10	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.									
		E1_W06	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.
	E2_W06	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.
	MSG2_W13	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.

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W10					X			X		X	
E1_W06					X			X		X	
E2_W06					X			X		X	
MSG2_W13					X			X		X	

<b>Skills</b>	MSG1_U02	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.
	MSG1_U08	The student applies the computer tools to solve problems that require mathematical methods.
	MSG1_U14	The student can cooperate in group to develop the solution for given task.
	E1_U02	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.
	E1_U04	The student applies the computer tools to solve problems that require mathematical methods.
	E1_U13	The student can cooperate in group to develop the solution for given task.
	E2_U02	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.
	E2_U04	The student applies the computer tools to solve problems that require mathematical methods.
	E2_U13	The student can cooperate in group to develop the solution for given task.
	MSG2_U02	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.
	MSG2_U10	The student applies the computer tools to solve problems that require mathematical methods.
	MSG2_U12	The student can cooperate in group to develop the solution for given task.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U02					X			X		X	
MSG1_U08					X			X		X	
MSG1_U14								X			
E1_U02					X			X		X	
E1_U04					X			X		X	
E1_U13								X			
E2_U02					X			X		X	
E2_U04					X			X		X	
E2_U13								X			
MSG2_U02					X			X		X	
MSG2_U10					X			X		X	
MSG2_U12								X			

Attitudes	MSG1_K02	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.
	E1_K02	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.
	E2_K02	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.
	MSG2_K06	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.

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K02								X		X	
E1_K02								X		X	
E2_K02								X		X	
MSG2_K06								X		X	

**Course contents**

1. Review of basic linear algebra: determinants and matrix inverses; Cramer's rule; rank of matrix; linear systems of equations; degrees of freedom; eigenvalues; quadratic forms. 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. Difference equations: review of difference equations; linear difference equations; non-linear difference equations and phase diagram; first order difference equations systems.
6. Optimal control: maximum principle; transversality conditions.
7. Dynamic programming: dynamic programming problems; the principle of optimality; the value function; Bellman equation.
8. Stochastic processes: Markov chains; stationary distributions. This topic is conducted with computer laboratory support.

#### Recommended reading lists

**Mandatory literature:**

K. Sydsater, P. Hammond, A. Seierstad, A. Strom, *Further mathematics for economic analysis*, Prentice Hall, 2005.

**Supplementary literature:**

1. Chiang A., *Elements of dynamic optimization*, McGraw-Hill 1992.
2. Chiang A., *Fundamental methods of mathematical economics*, McGraw-Hill 1967.
3. Brzeźniak Z., Zastawiak T., *Basic stochastic processes*, Springer 2003.

#### Contact

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

\*\* MSG - International Economic Relations



Course title	Passenger transport						ECTS code	14.03.5366			
							ECTS credits	5			
							max. students	20			
Name of unit administrating study		KRT	Field of study		Economics/MSG**		Field of specialisation		NONE;		
Teaching staff		Marcin Wołek, Associate Professor ; Dariusz Tłoczyński, Associate Professor ; Krzysztof Grzelec, Associate Professor									
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*		1 SS2, 2 SS2, 3 SS1,		
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		2, 4, 6,		
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional		
Total number of hours:						0	Language of instruction:		English		
Teaching form		in-class learning									
Teaching methods		Lectures including multimodal presentations, Discussion, questioning, Case studies, technical excursion to Gdansk airport									
Prerequisites (required courses and introductory requirements)											
Required courses		no formal requirements									
Introductory requirements		knowledge of basic economics issues and basics of transport economics									
Assessment method, forms and criteria											
Assessment method		Exam									
Assessment criteria		Presentation on passenger transport market subject (the title will be individually discussed during lecture). Evaluation criteria: 91 - 100 pts - A (5) 81-90 pts - B (4,5) 71-80 pts - B (4) 61-70 pts - C+ (3,5) 51-60 pts - C (3) 50 pts and less - D (2) Attendance rate: 25 pts (maks.), presentation (maks.) 75 pts.									
Course objectives											
To provide specific knowledge on particular passenger transport markets, including air, railway, road and urban.											
Learning outcomes											
Knowledge	E2_W01	has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions on passenger transport market.									
	MSG2_W01	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;									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_W01						X	X	X	X		
MSG2_W01						X	X	X	X		
Skills	E2_U01	can creatively interpret and explain economic and social phenomena on passenger									

		transport market, using acquired knowledge of economics, finance and management sciences
	MSG2_U01	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;

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U01						X	X	X	X		
MSG2_U01						X	X	X	X		

Attitudes	E2_K01	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									
	MSG2_K01	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;									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K02							X	X	X		
MSG2_K01							X	X	X		

**Course contents**

1. Introduction.
2. Passenger transport market as a segment of 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 on passenger transport market.
7. Marketing in passenger transport.
8. Promotion of passenger transport services.
9. Analysis of the functioning of passenger transport.
10. The main problems of road passenger transport.
11. The main problems of rail passenger transport.
12. The main problem of sea passenger transport.
13. The main problems of urban passenger transport.
14. The main problems of air passenger transport.

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

- 1.
2. W. Black: Sustainable Transportation. Problems and Solutions. The Guilford Press, New York, London 2010.
3. Selected papers from journals: "Journal of Cleaner Production", "Energies", "Transportation", "Public Transport International".
4. K. Hebel, M. Wolek: Methodology for the evaluation of walking trips among the inhabitants in the light of marketing research results in Warsaw and Gdynia (Poland). [In:] Transport development challenges in the 21st century: proceedings of the 2019 TranSopot Conference / Suchanek Michał (red.), Springer Proceedings in Business and Economics, 2021, Cham, Springer, s.227-238, ISBN 978-3-030-50009-2

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

\*\* MSG - International Economic Relations



Course title		Pharmaceutical business management						ECTS code		14.03.5363							
								ECTS credits		5							
								max. students		25							
Name of unit administrating study			KMakr		Field of study		Economics/MSG**		Field of specialisation		NONE;						
Teaching staff			Andrzej Poszewiecki, Ph.D.														
Number of hours																	
Lectures		30	Classes		0	Tutorials		0	Laboratory		0	Seminars		0	Language classes		0
Forma aktywności									Year&Type of studies*			2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):									Semester:			4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):									Type of course:			optional					
Total number of hours:							0		Language of instruction:			English					
Teaching form			blended learning														
Teaching methods			E-learning,														
Prerequisites (required courses and introductory requirements)																	
Required courses			None.														
Introductory requirements			Good knowledge of English.														
Assessment method, forms and criteria																	
Assessment method			Course completion (graded)														
Assessment criteria			The basic criteria for evaluation 5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below														
Course objectives																	
This course enables students to learn about basic fundamentals of management in pharma industry.																	
Learning outcomes																	
Knowledge		MSG2_W04		Student 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;													
		MSG2_W09		Student 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;													
		MSG2_W11		Student 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;													
		MSG2_W12		Student has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship;													
		E2_W03		Student has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres													
		E2_W07		Student 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									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W04					X						
MSG2_W09					X						
MSG2_W11					X						
MSG2_W12					X						X
E2_W03					X						
E2_W07					X						X
Skills	MSG2_U09	Student 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;									
	E2_U02	Student can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U09					X						
E2_U02					X						X
Attitudes	MSG2_K04	Student 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;									
	E2_K04	Student 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, can assess risks and threats and find ways of counteracting their effects									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K04											X
E2_K04											X
Course contents											
1. Healthcare environment. 2. The Pharmaceutical Industry Environment. 3. The Pharmaceutical Marketing Environment. 4. Marketing Strategy. 5. Marketing Research. 6. Market Segmentation. 7. Situational Analysis. 8. Positioning Targeting and Profiling. 9. New Product Development. 10 Product Life Cycle and Portfolio Management.											



11. Distribution Strategy.
12. Pricing Strategy.
13. Communication strategy.
14. Personal Selling.
15. Advertising.
16. Public Relations and Sales Promotion.

#### Recommended reading lists

##### Obligatory:

Sudhinder Singh Chowhan, *Strategic Marketing Management Practices of Pharmaceutical Management*, LAP LAMBERT Academic Publishing, 2018

##### Additional:

Kotler, Philip, *Marketing Management: Analysis, Planning, Implementation, and Control* Latest Edition, Prentice Hall.

Best, Roger J., *Market-Based Management - Strategies for Growing Customer Value and Profitability* (3rd Edition), Prentice Hall 3).

Lehmann, Donald R. and Russell S. Winer, *Product Management* (2005 4th Edition). McGraw-Hill/Irwin.

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\*\* MSG - International Economic Relations



Course title	Principles of marketing workshop						ECTS code	14.3.EE.FL.3510			
							ECTS credits	5			
							max. students	30			
Name of unit administrating study		ITiHM		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff		Jacek Winiarski, Associate Professor									
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*		3 SS1,		
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		6,		
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		optional		
Total number of hours:						0	Language of instruction:		English		
Teaching form		in-class learning									
Teaching methods		Lectures including multimodal presentations, Discussion, questioning, Individual projects, Case studies,									
Prerequisites (required courses and introductory requirements)											
Required courses		None.									
Introductory requirements		Basic knowledge about economics and management.									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		<p>1. <b>Individual presentation in front of the group on the agreed topic.</b></p> <p>2. <b>Exam</b> is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p><b>The final grade is made up of the following components:</b> 60% presentation on contemporary psychology issues, 30% active participation in debate 10% test.</p>									
Course objectives											
Presentation of contemporary aspects and principles of international marketing.											
Learning outcomes											
Knowledge	E1_W04	The student know different types of economic and social relations and the regularities governing them; they have in-depth knowledge of economic relations, in particular the rules of marketing.									
	E1_W05	The student has an extended knowledge of man as a producer and purchaser of goods and services and has an extended knowledge of man as a creator of culture and social structures.									
	MSG1_W07	The student knows and understands the types of economic relationships and regularities and the marketing relationships that regulate them, including the principles of market functioning and the market mechanism, both in the national and international aspect.									
	MSG1_W16	The student has advanced knowledge and understanding of the rules concluding and conducting business transactions (in terms of marketing) on international market.									
Verification of learning outcomes - Knowledge											
Outcomes											

	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W04	X					X		X	X	X	
E1_W05	X					X		X	X	X	
MSG1_W07	X					X		X	X	X	
MSG1_W16	X					X		X	X	X	
Skills	E1_U06	The student is able to practically apply various forms and scope of knowledge gained in economics, finance, management and marketing, complementing it with an independent, critical analysis of its effectiveness and usefulness.									
	MSG1_U08	The student can uses basic methods, computer programs and marketing techniques and tools for obtaining and analyzing the data necessary in his / her professional work in diagnosing and carrying out economic processes relevant economic decisions.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U06	X					X		X	X	X	
MSG1_U08	X					X		X	X	X	
Attitudes	E1_K05	The student correctly identifies, diagnoses dilemmas in the area of marketing and finds alternative solutions related to the profession.									
	MSG1_K04	The student is ready to think and act in an entrepreneurial manner; adjusts to the new situations and conditions, takes up the challenges of creative thinking; it is fail-safe; is able to identify threats and assess the risk of their occurrence in the area of marketing activities.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K05	X					X		X	X	X	
MSG1_K04	X					X		X	X	X	
Course contents											
1. The marketing concepts. 2. Entrepreneurial marketing and the marketing mix. 3. Market research, market opportunity recognition, and target market. 4. Marketing techniques and tools for entrepreneurs. 5. Entrepreneurial branding. 6. Marketing strategy and the marketing plan. 7. Creating a marketing strategy. 8. Developing a marketing mix. 9. Buyer behavior. 10. Market segmentation. 11. What is a product? 12. Creating products that deliver value. 13. The product life cycle. 14. Pricing strategies and future trends. 15. Trends in developing products and pricing. 16. Sales and customer service.											
Recommended reading lists											

**Primary literature:**

1. Cialdini, R. B. (2001). *Influence: Science and Practice* (4th ed.). Boston: Allyn & Bacon: Explains some aspects of the sales process in a fun and fact-based manner.
2. The State of Customer Service:  
[https://offers.hubspot.com/state-of-customer-service?hubs\\_post-cta=anchor&hsCtaTracking=9c545446-aacf-47a3-bfb3-1998f78b79c8%7C4f98051f-03f6-4061-9a68-5de8fcbb40c1](https://offers.hubspot.com/state-of-customer-service?hubs_post-cta=anchor&hsCtaTracking=9c545446-aacf-47a3-bfb3-1998f78b79c8%7C4f98051f-03f6-4061-9a68-5de8fcbb40c1).
3. Marketing Association: <https://www.ama.org>.
4. Small Business Administration: <https://www.sba.gov/>.

**Supplementary literature:**

1. What's different about business-to-business marketing? Find out at the Business Marketing Association site, <http://www.marketing.org>.
2. Considering a career in marketing? Read articles about different marketing topics of interest and visit the Marketing Jobs and Career Services and Student Resources areas at the American Marketing Association site, <http://www.marketingpower.com>.
3. Borda Z., Winiarski J. (2019). *Future of the fake news society*, *Współczesna Gospodarka*, 2019, vol. 10, no. 4, pp.1-10.

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\*\* MSG - International Economic Relations

Course title	Sociology					ECTS code	14.03.5376				
						ECTS credits	5				
						max. students	35				
Name of unit administrating study		OTHER	Field of study		Economics/MSG**	Field of specialisation		NONE;			
Teaching staff		Jacek Winiarski, Associate Professor									
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		6,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:		optional			
Total number of hours:						0		Language of instruction:		English	
Teaching form		in-class learning									
Teaching methods		Lectures including multimodal presentations, Discussion, questioning,									
Prerequisites (required courses and introductory requirements)											
Required courses		None.									
Introductory requirements		Basic knowledge about science and society.									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		<p>1. <b>Individual presentation in front of the group on the agreed topic.</b></p> <p>2. <b>Exam</b> is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p><b>The final grade is made up of the following components:</b> 60% presentation on contemporary psychology issues, 30% active participation in debate 10% test.</p>									
Course objectives											
Presentation of selected fields of contemporary sociology and its application in economics.											
Learning outcomes											
Knowledge	MSG1_W01	The student has advanced knowledge in the field of economics and sociology, in particular: economics and its place in the system of sciences, including within related (social) disciplines.									
	MSG1_W04	The student has advanced knowledge of various types and elements of structures of economic entities and organizations and public institutions, as well as social relations between them.									
	E1_W05	The student has advanced knowledge about man and his relations with others as an entity creating social structures and the principles of their functioning, and about his operation in these structures, knows well the motives for making economic decisions by man.									
	E1_W07	The student has is able to take part in analyzes and assessments of alternative solutions to economic and social problems (from a sociological perspective) and to select methods and instruments allowing for rational resolution of them.									
Verification of learning outcomes - Knowledge											
Outcomes											

	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W01	X					X	X	X	X		
MSG1_W04	X					X	X	X	X		
E1_W05	X					X	X	X	X		
E1_W07	X					X	X	X	X		

Skills	MSG1_U02	The student is able to assess economic and social phenomena (in terms of sociology) occurring in the open environment economics, interpretation of the necessary statistical, economic and sociological data, indicators and forecasts of economic phenomena and processes, the use of standard methods and tools used in the social sciences.									
	E1_U07	The student is able to take part in analyzes and assessments of alternative solutions to economic and social problems (from a sociological perspective) and to select methods and instruments allowing for rational resolution of them.									

**Verification of learning outcomes - Skills**

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

Attitudes	MSG1_K05	The student is able to correctly identifies, diagnoses and resolves social dilemmas from a sociological perspective and analyzes various options for solutions related to the profession.									
	E1_K06	The student is able to ready to be guided in his professional life by business ethics and corporate social responsibility (based on sociological principles), respect for others and loyalty to the employer.									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K05	X					X	X	X	X		
E1_K06	X					X	X	X	X		

**Course contents**
**1 An Introduction to Sociology**

- 1.1 What Is Sociology?
- 1.2 The History of Sociology
- 1.3 Theoretical Perspectives

**2 Sociological Research**

- 2.1 Approaches to Sociological Research
- 2.2 Research Methods
- 2.3 Ethical Concerns

**3. Media and Technology**

- 3.1 Technology Today
- 3.2 Media and Technology in Society
- 3.3 Global Implications of Media and Technology
- 3.4 Theoretical Perspectives on Media and Technology

**4. Global Inequality**

- 4.1 Global Stratification and Classification
- 4.2 Global Wealth and Poverty
- 4.3 Theoretical Perspectives on Global Stratification





## **5. Government and Politics**

- 5.1 Power and Authority
- 5.2 Forms of Government
- 5.3 Politics in the United States
- 5.4 Theoretical Perspectives on Government and Power

## **6. Work and the Economy**

- 6.1 Economic Systems
- 6.2 Globalization and the Economy
- 6.3 Work in the Europe and United States

## **7. Population, Urbanization, and the Environment**

- 7.1 Demography and Population
- 7.2 Urbanization
- 7.3 The Environment and Society

## **8. Social Movements and Social Change**

- 8.1 Collective Behavior
- 8.2 Social Movements
- 8.3 Social Change

### Recommended reading lists

#### **Primary literature:**

1. Elias, N. 1978. *What Is Sociology?* New York: Columbia University Press.
2. Bhagwati, Jagdish. 2004. *In Defense of Globalization*. New York: Oxford University Press.
3. "Planned Obsolescence." 2009. *The Economist*, March 23. Retrieved January 12, 2012 (<http://www.economist.com/node/13354332>).
4. Irving, J., (2007). *Fifty Key Sociologists: The Formative Theorists*. New York: Routledge.

#### **Supplementary literature:**

1. Pew Research Center. 2012. *Mobile Technology Fact Sheet*, Pew Research Internet Project, April 2012. Retrieved October 15, 2014, (<http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>).
2. Igo, S.E. 2008. *The Averaged American: Surveys, Citizens, and the Making of a Mass Public*. Cambridge, MA: Harvard University Press.
3. Pew Research Center. 2011. *Demographics of Internet Users*, Pew Internet and American Life Project, May. Retrieved January 12, 2012, (<http://www.pewinternet.org/Trend-Data/Whos-Online.aspx>).
4. DeSilver, Drew. 2014. *Overall Book Readership Stable, But e-Books Becoming More Popular*, Pew Research Center. Retrieved December 5, 2014, (<http://www.pewresearch.org/fact-tank/2014/01/21/overall-book-readership-stable-but-ebooks-becoming-more-popular/>).
5. Borda Z., Winiarski J. 2021. *The rise of robotization during COVID-19*, In: Proceedings of the 37th International Business Information Management Association Conference: innovation management and information technology impact on global economy in the era of pandemic / Soliman Khalid S. (eds.), 2021, International Business Information Management Association, pp. 8926-8929, ISBN 978-0-9998551-6-4

#### Contact

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\*\* MSG - International Economic Relations



Course title	Trends in Global Trade and Transport							ECTS code		14.3.EE.FL.3235		
								ECTS credits		5		
								max. students		15		
Name of unit administrating study			KPT		Field of study		Economics/MSG**		Field of specialisation		NONE;	
Teaching staff			Dorota Książkiewicz, Ph.D.									
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		1 SS2, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):						60	Semester:		2, 4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						65	Type of course:		optional			
Total number of hours:						125	Language of instruction:		English			
Teaching form		in-class learning										
Teaching methods		Collaborating, group activities, Lectures including multimodal presentations,										
Prerequisites (required courses and introductory requirements)												
Required courses		transportation, global trade										
Introductory requirements		Basic knowledge on globalization processes, international trade and transport services.										
Assessment method, forms and criteria												
Assessment method		Course completion (graded)										
Assessment criteria		<a href="#">Students choose a topic they consider important in the development of global trade and justify its relevance to the modern economy. They are supposed to prepare an essay on a chosen topic related to organization or technology trends in global trade and transport.</a>										
Course objectives												
The goal of the class is to focus on global market development. The role of digitalization and automation in global trade and transport services development will be discussed, along with the role of geopolitics and international competition.												
Learning outcomes												
Knowledge	E2_W03	Students understand types of economic ties in global trade and transport, they are familiar with interactions between entities in global supply chains .										
	E2_W05	Students understand the principles of the world trade, the process of their evolution and the factors that influence global trade and transport.										
	MSG2_W03	Students understand types of economic ties in global trade and transport, they are familiar with interactions between entities in global supply chains .										
	MSG2_W05	Students understand the principles of the world trade, the process of their evolution and the factors that influence global trade and transport.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E2_W03				X				X				
E2_W05				X				X				
MSG2_W03				X				X				
MSG2_W05				X				X				

Skills	E2_U03	Students are able to identify and analyse relations between business entities in global supply chains and institutions in their national and international environment.
	E2_U06	Students can identify types of risks related to international trade and transport operations and correctly determine their consequences and methods of mitigation.
	MSG2_U03	Students are able to identify and analyse relations between business entities in global supply chains and institutions in their national and international environment.
	MSG2_U06	Students can identify types of risks related to international trade and transport operations and correctly determine their consequences and methods of mitigation.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U03				X							
E2_U06				X							
MSG2_U03				X							
MSG2_U06				X							

Attitudes	E2_K04	Students are ready to think and act in an entrepreneurial manner; adapt to new situations and conditions on global trade and transport markets, they can address challenges with creative thinking.
	E2_K06	Students are ready to identify, diagnose and resolve dilemmas and alternative solutions related to their profession.
	MSG2_K04	Students are ready to think and act in an entrepreneurial manner; adapt to new situations and conditions on global trade and transport markets, they can address challenges with creative thinking.
	MSG2_K06	Students are ready to identify, diagnose and resolve dilemmas and alternative solutions related to their profession.

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K04				X							
E2_K06				X							
MSG2_K04				X							
MSG2_K06				X							

**Course contents**

1. Basic trends in global trade.
2. International transport networks and major trade routes.
3. Technology development and its role in the development of global trade.
4. Geopolitics influencing global trade.
5. Geopolitics influencing transport services.
6. The impact of e-commerce and omni-channel distribution on supply chains.
7. International competition.
8. Sharing economy development.
9. Risk assessment in international trade and transport.

**Recommended reading lists**

*Reports and analysis of global trade development and trends.*



*Container Logistics: The Role of the Container in the Supply Chain* by [Dr Rolf Neise](#) (Editor), Kogan Page 2018.  
Rodrigue J.P., Comtois C., Slack B.: *The Geography of Transport Systems* FOURTH EDITION, New York: Routledge (2017).  
*Robotic Process Automation and Risk Mitigation: The Definitive Guide* by Mary C. Lacity, Steve Brookes Publishing 2017.  
[Service Automation: Robots and the Future of Work 2016](#) by Leslie P. Willcocks.

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\*\* MSG - International Economic Relations