

**Facultative subjects-winter semester 21/22**

Code	Title of lecture	Hours	ECTS	Language
14.03.5336	<b>Basics of business project management</b> <i>dr Aleksandra Borowicz</i>	30	5	English
4.7.1054	<b>BRAND MANAGEMENT</b> <i>prof. UG dr hab. Joanna Pietrzak</i>	30	5	English
4.1.0107	<b>Business English</b> <i>CJO CJO</i>	30	5	English
4.0.2399	<b>Business logistics process modelling</b> <i>prof. UG dr hab. Cezary Mańkowski</i>	30	5	English
14.03.5339	<b>Business presentation workshop</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FZ.3332	<b>City Logistics</b> <i>dr Maria Matusiewicz</i>	30	5	English
14.03.5342	<b>Company management with use of ERP system</b> <i>dr Agnieszka Szmelter-Jarosz</i>	30	5	English
14.03.5345	<b>Cultural Differences in Business (Excluding IB students)</b> <i>prof. dr hab. Ewa Oziewicz</i>	30	5	English
14.03.5350	<b>Distribution Across Generations and Pension System Efficiency</b> <i>dr Marcin Brycz</i>	30	5	English
14.03.5344	<b>e-logistics markets</b> <i>prof. UG dr hab. Andrzej Jezierski</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
14.03.5351	<b>Fundamentals of European Integration</b> <i>dr Maciej Krzemiński, 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>Christian Orobello, dr Andrzej Poszewiecki</i>	30	5	English
14.03.5355	<b>Great Recession, European debt crisis and Covid-19 crisis. Will EU recover?</b> <i>dr Marcin Brycz</i>	30	5	English
14.03.5352	<b>International Economic Diplomacy</b> <i>dr Renata Orłowska, prof. UG dr hab. Krystyna Żołądkiewicz</i>	30	5	English
14.03.5360	<b>International economics</b> <i>prof. UG dr hab. Tomasz Brodzicki, 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>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</i>	30	5	English
14.03.5364	<b>Negotiation</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.03.5367	<b>Psychology</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
4.0.2408	<b>Small business management</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.03.5369	<b>Solving business conflicts with international business partners</b> <i>dr Renata Orłowska, prof. UG dr hab. Krystyna Żołądkiewicz</i>	30	5	English
14.03.5371	<b>Sustainable Urban Transport and Mobility</b> <i>prof. dr hab. Olgierd Wyszomirski, 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	Basics of business project management						ECTS code	14.03.5336				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Aleksandra Borowicz, Ph.D.											
Number of hours												
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):				30		Semester:		5,				
Hours without the participation of the academic teacher (student's self-study, homeworks):				20		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, Collaborating, group activities, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	Organization and functioning of enterprises, microeconomics.											
Introductory requirements	Knowledge of the organization of investments in an enterprise, the basics of accounting, planning, organization of business activities. Ability to select and analyze data, logical reasoning and planning activities.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Each of the classes will consist of two elements: an introduction prepared by the teachers and a workshop part that students perform during the classes. To pass the classes, at least 50% of the assigned work should be submitted with the group, obtaining min. 5 out of 10 planned points. The course will be conducted in cooperation with Mr. Christian Orobello.											
Course objectives												
The course aims to familiarize students with the basic issues of project management in business. Important elements to be taken into account when planning the project, methods of their preparation, data acquisition and contacts necessary for joint ventures will be indicated; based on numerous case studies, the stages of preparing a business project will be shown step by step. The workshop will allow students to put the acquired knowledge into practice.												
Learning outcomes												
Knowledge	MSG1_W01	The student knows the goals and principles of organizing business projects										
	MSG1_W02	The student knows the necessary elements of project and project documentation										
	MSG1_W04	The student has knowledge of project management methodologies										
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	
MSG1_W04								X			X	
Skills	MSG1_U01	The student can define the preconditions, schedule and plan for the implementation of a business project										
	MSG1_U03	The student is able to analyze the environment and determine the scope of its influence										

		on the project
	MSG1_U06	The student is able to identify project stakeholders and prepare a stakeholders management plan

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01											X
MSG1_U03											X
MSG1_U06											X

Attitudes	MSG1_K01	The student is able to plan and coordinate the work of a project team
	MSG1_K02	The student knows his competences and is able to indicate his role in the project
	MSG1_K05	The student actively participates in the work of the project group and takes responsibility for his actions

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K01											X
MSG1_K02											X
MSG1_K05											X

**Course contents**
**MODULE 1. Introduction and planning process.**

- 1.1 Project approach to the business process. What is considered as a project, what is not?
- 1.2 Selected methodologies of project management: PMI, PRINCE, Project Cycle Management, AGILE, SCRUM.
- 1.3 How to find fuel for my project - the analysis of problems: Ishikawa diagram, the problem tree, 5whys.
- 1.4 Project environment. Analysis of the project environment and stakeholders.
- 1.5 What do we need to start a project: project charter, business plan or feasibility study?

**MODULE 2. Selected areas of process management in projects.**

- 2.1 Model of constraints (project triangle) as a basic tool for defining the scope of the project.
- 2.2 S.M.A.R.T. goal setting is the success factor of your project. What is the role of achievement-motivated people in the project?
- 2.3 Material, personal and financial scope of the project. What and whom do we need in the project?
- 2.4 Creation of the project team. Management of human resources.
- 2.5 Time and working packages: schedule and Work Breakdown Structure (WBS).

**MODULE 3. How to organize a project team?**

- 3.1 Ways of organizing a project team. Experience vs. competencies. IPMA methodology and the selection of project team members.
- 3.2 What is so specific about being a project manager?
- 3.3 Leadership in business organizations. Emotional Intelligence Assessment.
- 3.4 Cooperation in a project- the role of the manager in the project. Creation of effective communication channels and facilitation of teamwork.

**Recommended reading lists**

1. M. Trocki, Metodyki i standardy zarządzania projektami, PWE, Warszawa 2017.
2. Jason Charvat, Project Management Methodologies. Selecting, Implementing and Supporting Methodologies and Processes for Projects.
3. D.A. Aga, N. Noorderhaven, B. Vallejo, Transformational leadership and project success: The mediating role of team-building, International Journal of Project Management, Volume 34, Issue 5, July 2016, Pages 806-818
4. M. Trocki, Nowoczesne zarządzanie projektami, PWE, Warszawa 2012.
5. Henry A. Hornstein, The integration of project management and organizational change management is now a necessity, International Journal of Project Management, Volume 33, Issue 2, February 2015, Pages 291-298.

Contact	<a href="mailto:aleksandra.borowicz@ug.edu.pl">aleksandra.borowicz@ug.edu.pl</a>
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations

Course title	BRAND MANAGEMENT						ECTS code	4.7.1054				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	IHZ	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Joanna Pietrzak, Associate Professor											
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS2, 3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	3, 5,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Activating methods in training classes,											
Prerequisites (required courses and introductory requirements)												
Required courses	Brak											
Introductory requirements	Podstawy marketingu											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Studenci będą oceniani na podstawie zadań grupowych. Zadania obejmują zaprojektowanie i prezentację koncepcji marki dla różnego typu produktów (masowych, luksusowych itp.) Ocena punktowa będzie uwzględniać poziom merytoryczny, stopień kreatywności i sposób prezentacji.											
Course objectives												
To make students familiar with the meaning of brand in today's market competition To make students know the difference between various branding strategies To teach students how to use basic branding knowledge in practice												
Learning outcomes												
Knowledge	MSG2_W05	Students have fundamental knowledge about the meaning of brands in international markets										
	MSG2_W08	Know fundamental methods and tools of creating brand policy										
	MSG2_W14	Are able to interpret fundamental problems connected with brand 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	
MSG2_W05								X		X		
MSG2_W08						X		X				
MSG2_W14						X		X				
Skills	MSG2_U02	Students are able to distinguish between effective and ineffective brand strategies										
	MSG2_U15	Prepare presentations referring to selected brand 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
MSG2_U02						X		X			
MSG2_U15						X		X			
Attitudes	MSG2_K02	Students work in groups, learning to understand each other's abilities									
	MSG2_K05	Participate in undertaking and accomplishing creativw group tasks									

## Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K02						X		X		X	
MSG2_K05						X		X			

## Course contents

**BRAND MANAGEMENT - Syllabus**
**1. PRODUCTS vs BRANDS**

The origins of branding

Main functions of a brand

Producer's perspective of a brand

Consumer's perspective of a brand

**2. THE PROCESS OF BRAND CREATION**

Name and logo

Brand personality

"Ideal consumer" and Brand positioning

**3. STUDENTS' TASK PRESENTATION - branding a small business firm**
**4. THE CONCEPT OF BRAND EQUITY**

What is brand equity?

Brand awareness

Brand associations

Perceived quality

Brand loyalty

**5. MASS MARKET BRAND CREATION**

Target group identification

Brand positioning

Main benefits offered by the brand

Brand promotion

**6. STUDENT'S TASK PRESENTATION - brand creation for a mass market product**
**7. PRESTIGE AND LUXURY BRANDS**

The concept of luxury

Motives of buying luxury goods

Mass Prestige brands

Brand ambassadors

**8. STUDENT'S TASK PRESENTATION - branding luxury products**
**9. BRANDING IN B2B**

B2B versus B2C

Brand creation in business relations

Brand communication in B2B

Case studies - business branding

**10. BRAND ARCHITECTURE**

Multiple brand management

Branding in M&amp;A

Private label brands

**11. BRAND EXTENTION, REBRANDING**

Reasons for brand extensions

Brand extension failures

Reasons for rebranding



Recommended reading lists

**Basic literature:**

- 1, Aaker D.A., *Building Strong Brands*, The Free Press, New York 1996.
- 2, Kapferer J., Bastien V. (2012), *The Luxury Strategy*, Kogan Page Limited, London.

**Additional:**

J. Pietrzak, Mass Prestige Brands - the end of traditional luxury marketing?

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Contact

[joanna.pietrzak@ug.edu.pl](mailto:joanna.pietrzak@ug.edu.pl),

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

Course title	Business English						ECTS code	4.1.0107				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**			Field of specialisation						
Teaching staff	CJO CJO,											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	30	
Forma aktywności						Year&Type of studies*	2 SS2, 1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	3-4, 1-2,					
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, Case studies, Discussion, questioning, presentations given by students											
Prerequisites (required courses and introductory requirements)												
Required courses	none											
Introductory requirements	recommended level of English: B2											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The grading scale is consistent with the study regulations. Grades: 50%        3 61%        3+ 71%        4 81%        4+ 91%        5											
Course objectives												
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.  Improving language skills in the field of business specialist language, focused on economics and international economic relations and related fields.												
Learning outcomes												
Knowledge	The student has knowledge of English business terminology, international economics and international business relations, as well as related fields											
Skills	The student can: write papers in English concerning economics and international business relations using various sources; deliver presentations in English on the abovementioned topics; has a B2+ command of English											
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_U15			X	X	X	X		X	X			



Attitudes		The student is ready for a lifelong work on the improvement of his/her command of English; wants to expand his/her knowledge and skills; is able to organise his/her learning process; communicates adequately with his/her environment and appropriately defines their learning priorities.
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Course contents
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<ol style="list-style-type: none"> <li>1. Presentations: categories and techniques, ways of presenting information, hints for a successful presentation, delivering presentations on chosen business topics with the use of visual aids-OHP, Power Point.</li> <li>2. Advertising and marketing: market structure, marketing strategies, marketing mix, market research, branding, pricing, promotional tools, globalization of markets, advertisements and commercials, effectiveness of advertising.</li> <li>3. Business strategy: company structure, departments and their roles, the global company, downsizing, restructuring, entering a foreign market, international mergers, alliances and takeovers, business in the 21st century.</li> <li>4. Management: styles and necessary skills, management attitudes in different countries, management theories, leadership, empowerment, team building, international management development.</li> <li>5. Banking: personal banking, commercial and retail banking, investment banking, financial institutions, central banking, money supply and control, banking operations, banking products and services, internet banking, interest rates and monetary policy, money market instruments.</li> <li>6. Finance: personal finance, financial centres, indicators, elements of accounting, financial statements, balance sheet, profit and loss account, stocks and shares, bonds, futures and options, financial instruments, corporate finance, financial planning and regulations.</li> <li>7. Foreign Trade: import and export, transportation and logistics, forwarding, the EU market, protectionism, documents in foreign trade, methods of payment, trade fairs and exhibitions, market indexes, growth, delivery and after-sales.</li> <li>8. Employment: recruitment, education and training, compensation</li> <li>9. Formal Meetings and Negotiations: types of meetings, the roles of participants, discussion techniques, the most appropriate use of language, types of negotiations, preparation and techniques, difficulties and reaching agreements, culture awareness, case studies.</li> <li>10. Economic Trends: describing charts and graphs, employment trends, the business cycle, globalizing trends, sustainable development, political economy, new markets, inflation, unemployment, taxation, computerization, teleworking, current business news.</li> <li>11. Corporate culture, cross-cultural communication</li> </ol> <p>The focus on topics depends on the needs analysis at the beginning of the course.</p>
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Recommended reading lists
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<p>(a)</p> <p>Business Partner (Pearson), 2018</p> <p>Market Leader 3rd edition (Pearson), 2016</p> <p>Business Result (Oxford University Press), 2018</p> <p>The Business 2.0 (Macmillan), 2009</p> <p>(b)</p> <p>English for Business Studies (Cambridge University Press), 2006</p> <p>Intelligent Business (Pearson), 2006</p> <p>Business Benchmark 2nd edition (Cambridge University Press), 2007</p> <p>Business Vocabulary in Use, (Cambridge University Press), 2007</p> <p>Financial English Ian MacKenzie (LTP), 2012</p> <p>Professional English in Use, Finance, Marketing (Cambridge), 2006</p> <p>Internet materials</p> <p>Economic press: The Economist, The Financial Times</p>
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations

Course title	Business logistics process modelling						ECTS code	4.0.2399				
							ECTS credits	5				
							max. students	14				
Name of unit administrating study	KL	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Cezary Mańkowski, Associate Professor											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 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 C205											
Teaching methods	Work in computer laboratories, Case studies, Individual projects, limited to 14 students due to the no. of software licences											
Prerequisites (required courses and introductory requirements)												
Required courses	No requirements											
Introductory requirements	No requirements											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Constructing EPC model of a selected business logistics process and presentation of the created model in the form of verbal description according to the EPC terminology (standard of modelling)											
Course objectives												
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.												
Learning outcomes												
Knowledge	E1_W06	Student has got to know the right economic methods and tools for logistics business process modelling										
	MSG1_W08	Student has got to know the right economic methods and tools for logistics business process modelling										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W06										X		
MSG1_W08										X		
Skills	E1_U03	Student can analyse events driving business process chains, functions and operations										
	MSG1_U03	Student can analyse events driving business process chains, functions and operations										
Verification of learning outcomes - Skills												

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U03										X	
MSG1_U03										X	
Attitudes	E1_K04	Student identifies, diagnose, and makes decisions on business variants regarding the profession of management									
	MSG1_K04	tudent identifies, diagnose, and makes decisions on business variants regarding the profession of management									

## Verification of learning outcomes - Attitudes

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

## Course contents

**1. Structure of a business logistics process**

Main ontologies, processualism, eventism, reism, relationism, business process, architectures of business processes (ARIS, CIM OSA, Zachman's framework), logistics process, structure, elements, parameters of the process

**2. Creating EPC model of a business logistics process**

Methods and tools of business logistics process modelling. Constructing a model of a selected business logistics process according to the EPC standard of modelling

**3. Assessment of a business logistics process model**

Heuristics, benchmarking, simulation, time/cost/quality analysis

**4. Improving a model of a business logistics process**

Vision, redesigning, reengineering

**5. Presentation and discussion on the improved business logistics process model**

Presentation, estimation, discussion

## Recommended reading lists

*Literature obligatory*

- 1) A.-W. Scheer: ARIS & Business Process Modeling. Springer Verlag, Berlin 2000
- 2) J. Mendling: Metrics for process models. Springer Verlag, Berlin 2008
- 3) Mańkowski C.: Ontological Foundations for Business Logistic Process Modeling. "Railway Transport and Logistics" 2007, no. 2, p. 30-38. Article is available [here](#)

*Additional sources:*

- 1) Rosing M., A-W. Scheer, H. Scheel: The Complete Business Process Modeling Handbook. Body of Knowledge from Process Modeling to BPM (Volume 1). Morgan Kaufmann, Waltham 2015. Available at <http://ebpm.ir/wp-content/uploads/2017/10/The-Complete-Business-Process-Handbook-Body-of-Knowledge-from-Process-Modeling-to-BPM-Volume-I-2014.pdf>
- 2) [Http://supply-chain.org/](http://supply-chain.org/)  
[Http://www.ariscommunity.com](http://www.ariscommunity.com)  
[Http://www.softwareag.com](http://www.softwareag.com)  
[Http://www.idef.com](http://www.idef.com)  
[Http://www.wonderware.com](http://www.wonderware.com)

## Contact

[ekocm@ug.edu.pl](mailto:ekocm@ug.edu.pl),

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

\*\* MSG - International Economic Relations

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, Activating methods in training classes, E-learning, Lectures including multimodal presentations,											
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 PowerPoint presentations, communicate via email, and use the Internet.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>1. Exam is a multiple choice test (10 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>2. Individual presentation in front of the group on the agreed topic.</p> <p>The final grade is made up of the following components: 33,3% test, 33,3% presentation on contemporary psychology issues, 33,3 % active participation in debate.</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_W01	The student has fundamental knowledge in the field related to presentation design in business										
	MSG1_W05	The student knows the basic knowledge of critical thinking, communication and self-presentation										
	MSG1_W11	The student knows how to increase self-confidence during presentations										
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_W05						X	X	X	X		X	

MSG1_W11						X	X	X	X		X
Skills	MSG1_U01	The student develops skills in preparing, conducting and assessing current presentations									
	E1_U01	The student is able to develop skills in developing, implementing and evaluating business presentations									
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
E1_U01						X	X	X	X		X
Attitudes	E1_K01	The student is able to apply creative thinking in the preparation of public speaking in business									
	E1_K05	The student is able to work in order to prepare a public group speech									
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
E1_K05						X	X	X	X		X
Course contents											
<p>1. Projection</p> <ul style="list-style-type: none"> <li>• Body language and voice</li> <li>• Voice - pace and projection</li> <li>• <i>Presentation, exercise in pairs, facilitated whole group discussion</i></li> </ul> <p>2. Posture</p> <ul style="list-style-type: none"> <li>• Body language and movement</li> <li>• How should we stand?</li> <li>• Gestures and body movement</li> <li>• Personal mannerisms</li> <li>• <i>Individual exercise, facilitator demonstration, facilitated group discussion</i></li> </ul> <p>3. Pace, projection and posture practice</p> <ul style="list-style-type: none"> <li>• Individual preparation</li> <li>• Using pace, projection and posture in our presentation</li> <li>• <i>Individual presentation, facilitated group feedback and coaching</i></li> </ul> <p>4. Preparation - key tips</p> <ul style="list-style-type: none"> <li>• Setting objectives</li> <li>• Making it interesting</li> <li>• Key messages</li> <li>• Visual aids</li> <li>• <i>Small group exercise, facilitated learning review, presentation tips</i></li> </ul> <p>5. Performance - Interaction and Control</p>											



- 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:

Berkun S., *Confessions of a Public Speaker*, O'Reilly Media, 2011

Donovan J., *How To Deliver A TED Talk: Secrets Of The World's Most Inspiring Presentations*, CreateSpace Publishing company, 2012

Supplementary literature:

Walters L., *Secrets of Successful Speakers: How You Can Motivate, Captivate, and Persuade*, McGraw-Hill, 1993

Contact

[Jacek.Winiarski@ug.edu.pl](mailto:Jacek.Winiarski@ug.edu.pl),

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

\*\* MSG - International Economic Relations

Course title	City Logistics						ECTS code	14.3.EE.FZ.3332				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KPT	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Maria Matusiewicz, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	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	Activating methods in training classes, Discussion, questioning, Lectures including multimodal presentations, Individual projects, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria												
Course objectives												
Celem przedmiotu jest zgłębianie zagadnień związanych z dystrybucją towarów w przestrzeni miejskiej - rola polityki władz miejskich, pozycja użytkowników przestrzeni miejskiej, rola interesariuszy, ciekawe rozwiązania międzynarodowe, przykłady dobrych praktyk												
Learning outcomes												
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E2_W02								X	X	X	X	
E2_W03								X	X	X	X	
E2_W07								X	X	X	X	
E2_W08												
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	
E2_U07								X	X	X	X	

E2_U10								X	X	X	X
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**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			
E2_K05	X					X		X			
E2_K08	X					X		X			

**Course contents**
**Recommended reading lists**

- 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> (accessed on 1 February 2018).
- 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. [[Google Scholar](#)]
- European Commission. Communication from the Commission to the European Parliament, The Council, The European Economic and Social Committee and the Committee of the Regions. In Proceedings of the Together towards Competitive and Resource-Efficient Urban Mobility, COM (2013) 913 final, Brussels, Belgium, 17 December 2013. [[Google Scholar](#)]
- Wołek, M. Sustainable Urban Mobility Plan as a tool for the development of sustainable urban mobility. Logistyka 2014, 4, 3401-3412. [[Google Scholar](#)]
- ENCLOSE, Project Website. 2015. Available online: <http://www.enclose.eu/content.php?p=1> (accessed on 10 May 2019).
- SULPiTER, Project Website. 2019. Available online: <https://www.interreg-central.eu> (accessed on 10 May 2019).
- Ambrosino, G.; Liberato, A.; Pettinelli, I. Sustainable Urban Logistics Plans (SULP) Guidelines. In Proceedings of the Civitas Forum, Ljubljana, Slovenia, 7-9 October 2015. [[Google Scholar](#)]
- Debyser, A. Urban Mobility. Shifting Towards Sustainable Transport Systems; European Parliamentary Research Service: Brussels, Belgium, 2014; p. 14. [[Google Scholar](#)]
- Foltynski, M. New challenges for transport systems beyond 2020—SULPiTER project. In Proceedings of the 3rd International Conference Green Cities 2018—Green Logistics for Greener Cities, Szczecin, Poland, 13-14 September 2018. [[Google Scholar](#)]
- 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. [[Google Scholar](#)]
- UM Gdańsk. Gdańsk in Numbers. 2019. Available online: <https://www.qdansk.pl/biznes/qdansk-w-liczbach,a,33608> (accessed on 17 February 2019).
- CIVITAS. Smart Choices for Cities. Cycling in the City. 2016. Available online: [https://civitas.eu/sites/default/files/civ\\_pol-09\\_m\\_web.pdf](https://civitas.eu/sites/default/files/civ_pol-09_m_web.pdf) (accessed on 2 March 2019).
- Statistics Poland. Available online: <https://stat.gov.pl/en/> (accessed on 12 July 2019).
- Tundys, B. City-logistics as a Factor Regional Development (in a Aspect Quality Management of the Air). In Proceedings of the 8th European Conference of Young Research and Scientific Workers Transcom Proceedings, Žilina, Slovakia, 22-24 June 2009. Section 2, Economics and Management, Part 2. [[Google Scholar](#)]
- Transportation Research Board. Guidebook for Freight Policy, Planning, and Programming in Small-and Medium-Sized Metropolitan Areas, Washington, DC. 2007. Available online: [http://www.dot.ca.gov/hq/tpp/offices/ogm/key\\_reports\\_files/National%20Technical%20studies/NCHRP\\_guide\\_to\\_small\\_and\\_med\\_metro\\_freight\\_planning.pdf](http://www.dot.ca.gov/hq/tpp/offices/ogm/key_reports_files/National%20Technical%20studies/NCHRP_guide_to_small_and_med_metro_freight_planning.pdf) (accessed on 9 February 2018).
- ZDiZ. Zarząd Dróg i Zieleni w Gdańsku. Sustainable Urban Mobility Plan for Gdańsk. 2018. Available online: <https://gzdz.gda.pl/download/2019-01/360.pdf> (accessed on 11 February 2018).
- 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. [[Google Scholar](#)]
- 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> (accessed on 12 February 2019).
- Jiang, W.; Manfred, B.; Groer, S.; Scheuven, D. Impacts of low emission zones in Germany on air pollution levels. In Proceedings of the World Conference on Transport Research-WCTR 2016 Shanghai, Shanghai, China, 10-15 July 2016. Transportation Research Procedia 25. [[Google Scholar](#)]

**Contact**
[maria.matusiewicz@ug.edu.pl](mailto:maria.matusiewicz@ug.edu.pl),

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

\*\* MSG - International Economic Relations



Course title	Company management with use of ERP system						ECTS code	14.03.5342			
							ECTS credits	5			
							max. students	35			
Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Agnieszka Szmelter-Jarosz, 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, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 1, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning										
Teaching methods	Work in computer laboratories, Case studies, Activating methods in training classes, Design Thinking										
Prerequisites (required courses and introductory requirements)											
Required courses	Microeconomics, Macroeconomics, Basics of Computer Science, Basics of Financial Accounting and Economic Analysis. Fundamentals of managerial accounting and production planning would be welcome.										
Introductory requirements	Knowledge: Basic theories and principles of microeconomics, finance, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	An essay on a chosen topic related to the subject (50% of final grade) Solving case studies and discussion in class (50% of final grade)										
Course objectives											
Introduction to management accounting. Introduction to cost center accounting and product costing. The rules of resources planning. Showing the functioning of ERP applications, especially with the SAP ERP 6.0. Preparing students to work in companies with a global range (on the basis of case studies). Problem solving with use of Design Thinking method (non-mathematical methods), Excel and Statistica software (mathematical methods).											
Learning outcomes											
Knowledge	E1_W02	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.									
	MSG1_W03	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.									
	E1_W06	Student understands the rules of management accounting, especially cost center accounting and product costing.									
	MSG1_W05	Student understands the rules of management accounting, especially cost center accounting and product costing.									
	E1_W07	Student understands connections between management accounting and business processes planning and execution.									
	MSG1_W05	Student understands connections between management accounting and business processes planning and execution.									
Verification of learning outcomes - Knowledge											

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W02				X				X			
E1_W06				X				X			
E1_W07				X				X			
MSG1_W03				X				X			
E1_W05				X				X			

Skills	E1_U02	Student uses information technology in the area of ERP systems.
	MSG1_U08	Student uses information technology in the area of ERP systems.
	E1_U07	Student is able to plan the resources used in business process execution.
	MSG1_U04	Student is able to plan the resources used in business process execution.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U02								X			
E1_U07				X				X			
MSG1_U04				X				X			
MSG1_U08								X			

Attitudes	E1_K01	Student works independently, expanding his skills and knowledge
	MSG1_K01	Student works independently, expanding his skills and knowledge
	E1_K06	Student is open to new methods for solving decision problems in the area of management accounting.
	MSG1_K06	Student is open to new methods for solving decision problems in the area of management accounting.

**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		
E1_K06								X	X		
MSG1_K01								X	X		
MSG1_K06								X	X		

**Course contents**

1. Introduction to ERP systems and SAP S4/HANA:
  - 1.1. Characteristics of systems
  - 1.2. The architecture of systems
  - 1.3. Main vendors of ERP and Business Analytics solutions
2. Navigation in SAP ERP
3. Management Accounting in SAP ERP:
  - 3.1. Introduction:
    - Goals and structure of management accounting,
    - Cost center analysis,
    - Analysis of profit centers,

- Budget analysis,
  - Master data for the controlling area (cost centers, profit centers, temporary cost and profit centers, cost elements, profit components, statistical indicators),
  - Management accounting processes.
  - Assessment of the management accounting system. Case studies in management accounting area. Defining problems in the area of management accounting (management staff needs) and solving them with use of Design Thinking method (empathise, define the problem, ideate, prototype, test) and part of Lean Six Sigma methodology with use of Excel and Statistica software.
- 3.2. Cost Center Accounting:
- Creating a cost center in a database,
  - Creating a new index in the database,
  - Creating a cost element for ancillary activities,
  - Creating new cost center activities,
  - Creating a record for a group of cost centers,
  - Planning the number of employees,
  - Planning the activity of the cost center,
  - Overview of plans,
  - Evaluating the activity of the cost centers,
  - Analysis of evaluation results,
  - Price calculation for individual products,
  - Analysis of valuation results.
- 3.3. Product Costing:
- Creating a record in the database for a product variant,
  - Creating a record for the raw material variant,
  - Creation of the Bill of Materials (Bill of Materials),
  - Creation of a technological route (routing),
  - Creation of cost estimates for the core business,
  - Updating product prices,
  - Review of product price changes,
  - Confirming price changes,
  - Product price control.

Recommended reading lists

*Basic:*

Szmelter A., Communication in global supply chains in the automotive industry, Information Systems in Management 2015, Vol. 4, no 3, p. 205-218  
materials from SAP University Alliances  
materials provided by the lecturer - case studies

*Facultative:*

E. Monk, B. Wagner, Enterprise Resource Planning, Cengage Learning EMEA, 2008.  
G. C. Williams, Implementing SAP ERP Sales&Distribution, McGraw Hill Professional, 2008.  
J. Kappauf, B. Lauterbach, M. Koch, Logistics Core Operations with SAP, Springer, 2011.  
L. K. Lau, Managing Business with SAP: Planning, Implementation and Evaluation, Idea Group Inc., 2005.  
R.I. Levin. Statistics for Management, Pearson Education, 2008 (or older editions).

Contact

[a.szmelter@ug.edu.pl](mailto:a.szmelter@ug.edu.pl),

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

Course title	Cultural Differences in Business (Excluding IB students)					ECTS code	14.03.5345																
						ECTS credits	5																
						max. students	35																
Name of unit administrating study	IHZ	Field of study	Economics/MSG**	Field of specialisation	NONE;																		
Teaching staff	Ewa Oziewicz, Professor																						
Number of hours																							
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0												
Forma aktywności						Year&Type of studies*	3 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, Collaborating, group activities, Case studies, Tutorial mainly for the Erasmus students, max. number of Polish students: 12																						
Prerequisites (required courses and introductory requirements)																							
Required courses																							
Introductory requirements	A good command of English and general knowledge of economic and social issues.																						
Assessment method, forms and criteria																							
Assessment method	Course completion (graded)																						
Assessment criteria	<p>Each student's grade consists of: written assessment - exam (40%), group task including presentation (40%) and active presence during tutorials (20%)</p> <p>Exam: different types of questions from literature and lectures</p> <table border="0"> <tr><td>91-100%</td><td>5</td></tr> <tr><td>81-90%</td><td>4,5</td></tr> <tr><td>71-80%</td><td>4</td></tr> <tr><td>61-70%</td><td>3,5</td></tr> <tr><td>51-60%</td><td>3</td></tr> <tr><td>50% or less</td><td>2</td></tr> </table>											91-100%	5	81-90%	4,5	71-80%	4	61-70%	3,5	51-60%	3	50% or less	2
91-100%	5																						
81-90%	4,5																						
71-80%	4																						
61-70%	3,5																						
51-60%	3																						
50% or less	2																						
Course objectives																							
Learning outcomes																							
Knowledge		Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences.																					
Skills		Students are able to distinguish different behaviours in various cultures and properly understand them. They can name and distinguish the dimensions of culture. They know how to interpret indices of those dimensions and compare them. They are able to analyze facts concerning individual countries and their cultures. By preparing presentations in groups they know how to work together and share tasks. They know how to prepare to business operations in foreign countries - what is important while undertaking business with foreigners. They know how to overcome cultural barriers through effective communication.																					
Attitudes		Students realize how important it is to communicate properly, especially between cultures. They understand that the knowledge of cultural differences is extremely important while conducting international business. Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different. They also recognize the limits of their knowledge as well as the importance																					

		and necessity of lifelong learning. They know how to work in team.
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<b>Course contents</b>
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| <ol style="list-style-type: none"> <li>1. Introduction to cross-cultural differences in business. Lecture aims, contents and student tasks.</li> <li>2. How cultural differences affect business</li> <li>3. Definitions of culture</li> <li>4. Intercultural versus cross-cultural communication</li> <li>5. Models of culture - basic knowledge</li> <li>6. Hofstede's dimensions of culture</li> <li>7. Challenge of cross-cultural management in the modern world. Understanding cultural differences</li> <li>8. Challenge of cross-cultural management in the modern world. Understanding cultural differences ctd.</li> <li>9. Consequences of cultural differences: stereotypes and prejudices</li> <li>10. Influence of globalization processes on culture. Diffusion of cultures. Cultural divergence versus convergence in the contemporary world</li> <li>11. Englishes in cross-cultural communication.</li> <li>12. Case studies. Presentations of students' group work I</li> <li>13. Case studies. Presentations of students' group work II</li> <li>14. Case studies. Presentations of students' group work III</li> <li>15. Written assessment - exam</li> </ol> |
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<b>Recommended reading lists</b>
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<p><i>Basic sources:</i>  R. Gesteland, <i>Spanning the chasme of cultural gap</i>,  <a href="http://economictimes.indiatimes.com/articleshow/39466904.cms?prtpage=1">http://economictimes.indiatimes.com/articleshow/39466904.cms?prtpage=1</a>  <a href="http://www.kwintessential.co.uk">www.kwintessential.co.uk</a></p> <p><i>Supplementary sources:</i>  S. P. Verluyten, <i>Intercultural Communication in Business and Organisations. An Introduction</i>, ACCO, Louven 2002.  G. Hofstede, <i>Cultures and Organizations. Software of the Mind</i>, McGraw-Hill, New York 1997 or later editions</p>
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<b>Contact</b>	<a href="mailto:ewa.oziewicz@ug.edu.pl">ewa.oziewicz@ug.edu.pl</a> ,
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations

Course title	Distribution Across Generations and Pension System Efficiency						ECTS code	14.03.5350				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	KMikr	Field of study	Economics/MSG**			Field of specialisation	BRAK;IB;PGi SP;					
Teaching staff	Marcin Brycz, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 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, 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	Macroeconomics, interest in financial market.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	(50%) The presentation should be 15 min long and also: -less text more own speech -good understand of the subject -logical argumentation -legible slides (50%) Active participation in case study work											
Course objectives												
The course objective is to explain the link from population change through pension system arrangement to long-term savings and investment relation and finally. On this background generational better/worse -off is sketched												
Learning outcomes												
Knowledge	E1_W01	Get knowledge on population, pension, savings and investment										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W01						X						
Skills	MSG1_U01	Understanding the link of pension system and savings-investment										
Attitudes		Communication with market participants on pension and demographics issues.										
Verification of learning outcomes - Attitudes												

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

**Course contents**

## Course contents

- 1.The concept of generational accounting
- 2.Pension System History in Brief
- 3.Pension System Function
- 4.Pension System Efficiency in EU
- 5.Population, Pension System and Long-term interest rate
- 6.Do Pension Funds Reinforce Boom-Bust Credit Cycles?
- 7.What next? Do Future Generation be Worse-off?

**Recommended reading lists**

(a)

1. Barr, N., & Diamond, P. (2006). The economics of pensions. Oxford review of economic policy, 22(1), 15-39.
2. Chybalski, F. (2012). Measuring the multidimensional adequacy of pension systems in European countries. The Pensions Institute Cass Business School.
- 3.Brycz, M., (2016), ATP-pension fund's investments and consumption in Sweden 1961-1994. Past example, but problem still not resolved. RESEARCH PAPERS OF WROCŁAW UNIVERSITY OF ECONOMICS, 451/2016

**Contact**
[marcin.brycz@ug.edu.pl](mailto:marcin.brycz@ug.edu.pl),

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

\*\* MSG - International Economic Relations

Course title	e-logistics markets						ECTS code	14.03.5344				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Andrzej Jezierski, Associate Professor											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	3 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 c 304											
Teaching methods	Work in computer laboratories,											
Prerequisites (required courses and introductory requirements)												
Required courses	No requirements											
Introductory requirements	No requirements											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are obliged to prepare a multimedial presentations in working groups on a chosen subject from the selected problems e-logistics markets. Students must to know how to use selected internet pages with the e-logistics stock.											
Course objectives												
Presentation of idea of the business logistics proces Presentation of tools and methods of e-logistics markets												
Learning outcomes												
Knowledge	E1_W01	Student:- understands the idea of bussiness logistics process										
	E1_W02	Student knows the proces of business logistics										
	E1_W04	Student knows how to use internet e-logistics pages										
	E1_W06	Student knows how to use methods and tools of e-logistics markets										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W01						X						
E1_W02								X				
E1_W04										X		
E1_W06						X	X		X			
Skills	E1_U01	Student:- uses a professional software e-logistics markets										
	E1_U02	Student can practicly adopt internet pages e-logistics to model business logistics process										



Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01						X					
E1_U02								X	X		
Attitudes	E1_K01	Creating business opportunities in the on-line community									

Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01								X			

#### Course contents

Internet forms of distributions  
 The role of Internet in logistics process  
 Selected Internet logistics markets  
 Models of internet shops in business logistics  
 Logistics Services in Internet  
 Best Practices in e-logistics

#### Recommended reading lists

The International Journal of Logistics Management  
 Ballou R.H: Basic Business Logistics. Prentice Hall, New York 1987  
 Blanchard B. S. : Logistics Engineering and Management. Prentice Hall, New Jersey 1998  
 Web pages e-logistics stock

Contact	<a href="mailto:andrzej.jezierski@ug.edu.pl">andrzej.jezierski@ug.edu.pl</a> ,
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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	30				
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											
<p>Inform and challenge students to develop the knowledge and skills required to form a better understanding of the small enterprise sector.</p> <p>Providing the technical and business skills that are needed in order to start and run a new business.</p> <p>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)</p> <p>Promoting the development of personal qualities that are relevant to entrepreneurship, such as creativity, risk-taking and responsibility</p>											

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_W04	Student has a specialist knowledge of international underpinnings of entrepreneurship
	MSG1_W06	Student understands the functioning of the modern company in the international context
	MSG1_W13	The student is familiar with basic theories that explain entrepreneurial behaviour

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W04					X						
MSG1_W06					X						
MSG1_W13					X						

**Skills**

MSG1\_U07

The student analyses and identifies links between businesses and institutions that constitute domestic and international economic environments

**Verification of learning outcomes - Skills**

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

**Course contents**

**1. 1. Ways to success - success stories**

Genes or science? Can entrepreneurship be learnt?

Motivation of entrepreneurs (economic incentives)

Assets of an entrepreneur

Leadership of an entrepreneur

An entrepreneur vs. time

Success factors

People who should never become big entrepreneurs

**2. 2. Business models**

A business model

A typical business model

An innovative business model

Formulating a business model

Typology of innovative business models

Practical examples of business models

Frameworks in designing an innovative business model using academic English

**3. 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. 4. Business financing**

Start-up funds

The value of money

Advantages and disadvantages of being a business owner

Business efficiency analysis

**5. 5. Marketing, distribution and sales**

What is marketing?

SWOT Analysis

Defining the Market Segmentation

Conducting Marketing Research

USP - Unique Selling Proposition

Conducting a Competitive Analysis

Preparing Pricing and Sales Strategy

Preparing Promotion Strategy

**6. 6. Small global companies**

International Business

Developing an Export Strategy

Export Decision Scheme

Born Global Companies

Import Opportunities

**7. 7. Personnel in business**

Organizational culture

Teamwork

Creativity and intra-entrepreneurship

Effective motivation

Use of academic English in HR

**8. 8. How to protect your intellectual property**

Regulations in intellectual property protection at Polish universities

Basic concepts related to intellectual property

Industrial property

Copyright protection

Protection of business commercial secrets

Recommended reading lists

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

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

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

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

Contact

[andrzej.poszewiecki@ug.edu.pl](mailto:andrzej.poszewiecki@ug.edu.pl),

\* 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	70				
Name of unit administrating study	OBIE	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												
Introductory requirements	Student shall have basic knowlegde in economics. The knowledge of international economics or international economic relations is recommended.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The presentation prepared by the Student(s) shall touch the problems of foreign direct investments. The topic ought to be devoted to the general aspects of FDI or be focused on the problems of FDI (incoming or outgoing) in the specific country. Thus it may have general, sectoral or country approach. The reference as well the example of ideas that the presentation might be about is the variety of problems researched in the series of World Investment Reports by UNCTAD. The presentation shall make reference to literature on FDI available on the internet or in a form of books. The grading scale is consistent with study regulations.											
Course objectives												
Knowledge: MSG1_W01, MSG1_W02, MSG1_W04, MSG1_W05, MSG1_W06, MSG1_W10, MSG1_W15, MSG1_W17 Skills: MSG1_U01, MSG1_U02, MSG1_U03, MSG1_U04, MSG1_U07, MSG1_U09, MSG1_U16 Attitudes: MSG1_K01												
Learning outcomes												
Knowledge	E1_W01	Student acquires basic knowledge on foreign direct investments (FDI) in the EU and in Poland.										
	E1_W02	Student knows theorethical framework devoted to FDI, methodological questions related to FDI data collection.										
	E1_W04	Student knows differences between FDI and portfolio investments.										
	E1_W05	Student identifies FDI trends and structures in Poland and in the EU as well as basic legal provisions related to capital transfers in the EU law.										
	E1_W06	Students get to know consequences of FDI inflows.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	

E1_W01									X		
E1_W02							X		X		
E1_W04						X			X		
E1_W05						X		X	X		
E1_W06											

Skills	E1_U01	Student will learn how to analyse information and statistical data on FDI.
	E1_U02	Student will learn on motives and consequences of capital flows.
	E1_U03	Another important aspect is application of the EU law regulations on capital transfers as well as OECD benchmark 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.

**Verification of learning outcomes - Skills**

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

Attitudes	E1_K01	The competences acquired by the Student will be useful in professional carrier in such work as regional development agencies or other bodies or organisation involved in attracting foreign direct investment.
	E1_K01	The knowledge acquired by the Student is essential for understanding foreign direct investors' behaviour.

**Verification of learning outcomes - Attitudes**

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

**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

1. 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)
2. Radosevic S., *International Technology Transfer and Catch-up in Economic Development*, Edward Elgar, Cheltenham, 1999
3. <http://www.oecd.org/investment/fdibenchmarkdefinition.htm>
4. Forsgren M., *Theories of the Multinational Firm. A Multidimensional Creature in the Global Economy*, Second Edition, Edward Elgar, Cheltenham, 2013
5. UNCTAD: <http://www.unctad.org>
6. Iammarino S., McCann P., *Multinationals and Economic Geography*, Edward Elgar, Cheltenham, 2013
7. Klein N., *This Changes Everything: Capitalism vs. The Climate*, Klein Lewis Productions Ltd, 2014
8. Klein N., *No Logo: 10th Anniversary Edition*, Picador, 2010
9. 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>  
<https://www.nber.org/papers/w18775.pdf>
10. 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)

Contact

[stanislaw.uminski@ug.edu.pl](mailto:stanislaw.uminski@ug.edu.pl),

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



Course title	Fundamentals of European Integration						ECTS code	14.03.5351				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	OBIE	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Maciej Krzemiński, PhD ; Stanisław Umiński, Associate Professor											
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,											
Prerequisites (required courses and introductory requirements)												
Required courses	This course is NOT available for IB students !											
Introductory requirements	Knowledge of economics, especially macroeconomics, and international issues.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	During the semester, Students have to write one colloquium. They also prepare an essay - in groups. The essay shall be focused on European Integration problems. Goals and essay structure, its main thesis are consulted with the Lecturer. But they are a team work of each group of Students. A Student that represents each group - briefly presents the essay, its main thesis and conclusions on one of the classes.											
Course objectives												
Students acquire basic knowledge on European Integration process as well as the European Union as such. They are thought basic terms and European Union "vocabulary", that is know as <i>acquis communautaire</i> . Students know basic facts about European structures, including European institutions and consequences of their activity on economic entities. They also know fundamental rules, regulations and EU law cases that are useful for interpretations of functioning of the EU and business entities in the EU - especially functioning within EU common/internal market. Students see/analyse integration processes within the EU in the context of the global economy. Students know consequences of European integration for business entities. Students are able to use fundamental knowledge on the EU as well as basic models that explain functioning of the EU and markets - to analyse business entities presence and activity on the European market/s. They interpretate and critically assess main processes that take place within EU structures. Student are able to analyze basic facts and data and well as construct basic economic indicators. They also interpretate key relations between EU structures, rules and the EU law - and business activity. Students make use of basic European (EU) terminology and are able to prepare an essay, to present its thesis and goals. Student learn how to work in a group. How to formulate the ideas and concepts, how to effectively communicate them to the group. They are able to indicate basic dilemmas and work them out. Student improves his professional and responsible attitude towards other people (other Students and a Lecturer).												
Learning outcomes												
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W01			X	X								
MSG1_W02			X	X					X			

MSG1_W03			X	X					X		
MSG1_W09			X	X					X		
MSG1_W10			X	X							
MSG1_W15			X	X			X	X	X		X

Skills	MSG1_U02	Student uses fundamental knowledge on the EU as well as basic models that explain functioning of the EU and markets - to analyse business entities presence and activity on the European market/s.
	MSG1_U03	Student interpretes and critically assess main processes that take place within EU structures.
	MSG1_U04	Student analyzes basic facts and data and well as construct basic economic indicators.
	MSG1_U07	Student interpretes key relations between EU structures, rules and the EU law - and business activity.
	MSG1_U09	Student makes use of basic European (EU) terminology.
	MSG1_U14	Student prepares an essay, to present its thesis and goals.

**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
MSG1_U03			X								
MSG1_U04									X		X
MSG1_U07			X						X		
MSG1_U09			X						X		
MSG1_U14									X		X

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K02							X		X		X
MSG1_K04							X		X		X
MSG1_K07							X		X		X

**Course contents**

1. General introduction to the European issues - theoretical aspects of the regional integration, spheres and forms of integration, regional integration in the world
2. Theory of integration - concepts and definitions of economic integration, aims of the integration process in theory and in the Community Law, instruments of integration; Subsidiarity principle in functioning of the EU
3. Stages of economic integration - basic arguments for free trade, free trade area, customs union, static and dynamic benefits from free trade, common market, basic elements of the monetary integration
4. The historical context of the integration processes in Europe - political and economic conditions of integration in Europe in XX century, evolution of regional integration in Europe - European Coal and Steel Community, European Economic Community, Euratom, European Union.
5. Structure of the EU, institutions and common law - legal entity of the EU, institutional structure, division of competences between European institutions and Member Countries, principles of law and characteristics of legal acts
6. The internal market of the EU - "euro-sclerosis" as an argument for the internal market idea, interpretations of the internal

market concept, internal market basic rules, stages in creation of the internal market, technical, physical and tax barriers

7. Free movement of goods and people - legal basis, Cassis de Dijon principle, Dassonville case, "old" and "new" approach to technical harmonisation in the EU, public procurement in the EU, European citizenship, rules for taking work, recognition of professional qualifications, coordination of social protection systems

8. Economic and Monetary Union: Theory of Optimal Currency Areas. OCA and the eurozone. History of the EMU. Institutional framework of the EMU - ECB and ESCB. Independence and its role. Monetary policy in the eurozone. Fiscal policy in the EU. The role of Stability and Growth Pact. Excess deficit procedure and its reform. Theoretical and real effects of the eurozone. International role of euro. Accession of Poland and other CEES to the eurozone. Maastricht criteria on nominal convergence. Cost-benefit analysis of euro adoption.

9. Selected European policies:

- Common Trade Policy (legal basis of the EU trade policy, EU internal and external trade, the EU pyramid of privileges);

- Competition policy (competition, efficiency and location, restriction of competition, basic legislation, mergers, cartels, state aid);

- Regional and cohesion policy (causes of regional disparities, impact of integration on regions, the origins and evolution of EU cohesion and regional policy, key objectives, instruments and funding);

- Innovation and competitiveness policy (EU competitiveness, the role of technology and innovations, The Lisbon Strategy)

Recommended reading lists

Baldwin R., Wyplosz Ch., Economics of European Integration, 2nd edition, McGraw-Hill, London, 2006. Brodzicki T., On optimality or non-optimality of the eurozone, w: Turnovec, F., Strielkowski, W., et al., Advanced Economics of European Integration: selected issues. 1st ed. Charles University in Prague, Faculty of Social Science, 2012 De Grauwe P., Economics of Monetary Union, Oxford University Press, 2000 Hansen J. D., Nielsen J. U. M., An Economic Analysis of the European Union - 2nd edition, McGraw-Hill, London, 1999 Eijffinger S., de Haan J., European Monetary and Fiscal Policy, Oxford University Press, 2000

Contact

[m.krzeminski@ug.edu.pl](mailto:m.krzeminski@ug.edu.pl), [stanislaw.uminski@ug.edu.pl](mailto:stanislaw.uminski@ug.edu.pl),

\* 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, ; 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	<p>The fundamental criteria of assessment include two groups of elements:</p> <p>a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of buiding skills and knowledge - 50% of available</p> <p>b) quality of presentations and group projects - 50% of available points,</p> <p>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.</p>										
Course objectives											
Building skills in professional fundrasing Understand how NGOs operate Building skills in communication with stakeholders and general public Knowledge 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_W06	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_W06						X	X	X	X		
E1_W11						X	X	X	X		

Skills	MSG1_U07	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_U07						X	X	X	X		
E1_U06						X	X	X	X		

Attitudes	MSG1_K02	The student is able to work in team, accepts different roles in the group, builds organizational skills of cooperation
	E1_K02	The student is able to work in team, accepts different roles in the group, builds organizational skills of cooperation

**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		
E1_K02						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.
1. Electronic materials delivered by the instructor
  2. I. Bray, Effective Fundraising for Nonprofits: Real-World Strategies That Work, 2013, NOLO
- B.
1. Electronic articles and publications on NGO governance and financing suggested and indicated by the instructor for free upload

Contact

, [andrzej.poszowiecki@ug.edu.pl](mailto:andrzej.poszowiecki@ug.edu.pl),

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

Course title	Great Recession, European debt crisis and Covid-19 crisis. Will EU recover?						ECTS code	14.03.5355				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	KMikr	Field of study	Economics/MSG**			Field of specialisation	BRAK;IB;					
Teaching staff	Marcin Brycz, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 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, Activating methods in training classes, Discussion, questioning, Individual projects, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	Macroeconomics: basic level											
Introductory requirements	Macroeconomics, interest in financial market.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	(50%) Presentation should be 15 min long and also: -less text more own speech -good understand of the subject -logical argumentation -legible slides (50%) Active participation in case study work											
Course objectives												
The objective of the course is to complement the implementation of the impact of subsequent crisis on real economy												
Learning outcomes												
Knowledge	E1_W01	The main purpose of the lecture is to gain knowledge by students on three crises and the connection between financial disruption, real shocks and real economy. Participants than will be capable of making critical analysis of macroeconomic environment amid crisis and its influence on market participants eg. firms, consumers.										
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			
Skills	MSG1_U03	Understanding of the market relationships in times of crisis.										
Verification of learning outcomes - Skills												

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

Attitudes	E1_K07	Communication with market participants on financial crisis.									
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**Verification of learning outcomes - Attitudes**

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

**Course contents**

1. The basics of connection between financial environment and real activity: Modigliani-Miller theorem, Monetarists' theory of financial transmission, bank lending channel, and financial accelerator mechanism.
2. The macroeconomic environment in the USA after the dot-com bubble burst. Alan Greenspan and his monetary policy.
3. Housing market in the USA 2001 - 2008
4. Mortgage and financial markets -- why it went too far. Basics of financial instruments: CDO, MBS, CDS, ABCP. Money market participants.
5. When the crisis began: first warning in 2007, Failure of the biggest financial companies. Programs introduced by FED (crisis response) -- analysis of FED's balance sheet. Too big to fail (moral hazard)
6. Crisis in Europe, Greece's creative accounting.
7. European Central Bank crisis response
8. From the financial markets to ordinary people's life -- critical synthesis of financial crisis management. Multi-speed Europe
9. COVID-19 outbreak. Epidemiologists' rationale.
10. COVID-19 sectors, macroeconomic indicators across countries.
11. Discussion: will Europe recover?

**Recommended reading lists**

Basic references:

1. Brunnermeier (2009), Deciphering the Liquidity and Credit Crunch 2007-2008, Journal of Economic Perspectives. /available on-line/
2. Gary B. Gorton, Andrew Metrick, "Haircuts" NBER working paper /available on-line/
3. Kacperczyk, M., Schnabl, Ph., WHEN SAFE PROVED RISKY: COMMERCIAL PAPER DURING THE FINANCIAL CRISIS OF 2007-2009, :NBER working paper /available on-line/
4. Soros, G., The Crash of 2008 and What it Means, New York
5. Soros, G., The Soros Lectures at the Central European University, Lecture 2. New York /available on-line/

Facultative references:

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

Contact	<a href="mailto:marcin.brycz@ug.edu.pl">marcin.brycz@ug.edu.pl</a> ,
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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies





\*\* MSG - International Economic Relations

Course title	International Economic Diplomacy						ECTS code	14.03.5352			
							ECTS credits	5			
							max. students	45			
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Renata Orłowska, PhD ; Krystyna Żołądkiewicz, 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,			
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	1, 3,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional			
Total number of hours:						0	Language of instruction:	English			
Teaching form	blended learning Wydział Ekonomiczny										
Teaching methods	Lectures including multimodal presentations, Collaborating, group activities, Case studies, E-learning,										
Prerequisites (required courses and introductory requirements)											
Required courses	none										
Introductory requirements	Knowledge of basic theories and terminology regarded to the world economy										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	<p>Presentations of research done by students and their findings (80%)</p> <p>Group 1:</p> <p>The WTO's main functions are related to: Administering WTO trade agreements; Forum for trade negotiations; Handling trade disputes; Monitoring national trade policies; Technical assistance and training for developing countries; Cooperation with other international organizations. In your view, where are improvements needed in the WTO's functioning? Why?</p> <p>Group 2:</p> <p>The World Trade Organization (WTO) was established in 1995, although its roots date back to 1947, with the creation of the General Agreement on Tariffs and Trade (GATT). The WTO is the international organization dealing with the rules of trade between nations. What are, in your opinion, the WTO's main achievements in its first 25 years of existence, and why?</p> <p>Group 3:</p> <p>Why do you think a multilateral trading system is needed, please elaborate?</p> <p>Group 4:</p> <p>The WTO currently counts 164 Members. Some 20 countries are in various stages of accession process to the organization. What are, in your view, the benefits of WTO's membership?</p> <p>Group 5:</p> <p>Dispute Settlement Body (DSB) plays an important role in the WTO. Study the dispute between the US and the EU (case: Boeing vs. Airbus) and present results.</p> <p>Group 6:</p> <p>Appellate Body (AB) was considered a major achievement of the WTO functioning. What are, in your</p>										

	<p>view, the current problems of AB?</p> <p>Group 7:</p> <p>The WTO recognizes as <i>least-developed countries</i> (LDCs) those countries which have been designated as such by the United Nations. What is the WTO development policy towards these countries?</p> <p>Group 8:</p> <p>Rational behind trade war between the US and China in the context of developing and developed countries.</p> <p>Group 9:</p> <p>The Doha round was the first under the WTO auspices. How would you explain the fiasco of the Doha Round?</p> <p>Individual homework after each class (20%)</p> <p>Available marks:</p> <p>5 - 91-100%</p> <p>4,5 - 81-90%</p> <p>4 - 71-80%</p> <p>3,5 - 61-70%</p> <p>3 - 51-60%</p> <p>2 - 50% and below</p>
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**Course objectives**

International Economic Diplomacy is a 30 hours course focusing on decision-making, policy-making and advocating of a state's business interests. This course introduces students to the key theories and issues concerning the dealings of nations with each other as well as the institutions of global governance that impact trade relations. It traces the changes taking place in the global trade architecture especially the move from trade negotiations fronted by the WTO to trade in a multilateral environment and the regulatory architecture for dispute settlement. This course increase the skills of technical expertise which analyses the effects of a country's economic situation on its political climate and on economic interests.

Students may also have the opportunity to visit the headquarter of the WTO in Geneva, Switzerland.

The aim of this visit is to provide students with the opportunity to acquire first-hand knowledge and experience of WTO and meet international economic diplomacy experts.

By the end of this course students should be able to:

1. Describe how international economic diplomacy has evolved, and how it plays a key role in international affairs, connecting closely with domestic priorities and development objectives in states.
2. Explain the role played by different actors, state and non-states, in the development of 'whole of country' policies, and how a good diplomatic system works with all the key stakeholders.
3. Assess current trends in the framework conditions of international trade and other economic exchanges.

**Learning outcomes**

Knowledge	MSG2_W02	Student understands and is able to correctly use and interpret terms with regard to international economic diplomacy, international trade and makes a distinction between theories and concepts of international trade (++)
	MSG2_W05	Student knows the changes taking place in the global trade architecture especially the move from trade negotiations fronted by the WTO to trade in a multilateral environment and the regulatory architecture for dispute settlement (+)
	MSG2_W10	Student understands theories and issues concerning the dealings of nations with each

		other as well as the institutions of global governance that impact trade relations (++)									
	MSG2_W11	Student has an advanced knowledge about WTO, its rules, principles, functions (+++)									
<b>Verification of learning outcomes - Knowledge</b>											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W02					X		X		X		X
MSG2_W05					X		X		X		X
MSG2_W10					X		X		X		X
MSG2_W11					X		X		X		X
Skills	MSG2_U02	Student has an ability to correctly interpret and assess economic undertakings and economic relations between subjects of the world economy and is able to give an adequate interpretation of different aspects of international economic diplomacy (+)									
	MSG2_U03	Student uses theoretical phenomena of the multilateral trade functioning and can analyze and interpret statistical data and rates allowing to discuss on problems related to international economic diplomacy (++)									
	MSG2_U07	Student has an ability to formulate simple research hypothesis and to conduct discussions on economic processes taking place in the multilateral trade and is able to use correctly terminology regarding to the WTO (++)									
	MSG2_U12	Student can formulate own arguments supported by some theories and opinions presented by distinguished authors and experts as well as statistical data (+)									
<b>Verification of learning outcomes - Skills</b>											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U02					X		X		X		X
MSG2_U03					X		X		X		X
MSG2_U07					X		X		X		X
MSG2_U12					X		X		X		X
Attitudes	E2_K01	Student will get an expertise in the field of international economic diplomacy what will help to understand the complex interplay between international institutions, multinational corporations and markets. Getting to know permanently changing of international environment student will realize the importance of the necessity of life-long learning to be able to catch up with these developments, and will acquire competence to use adequate arguments in discussions on multilateral trade (+)									
	E2_K05	Student will have an ability to engage in international endeavours, enhancement of assertiveness and entrepreneurship, what can be important for those who will start-up their own firms as well as those at the vanguard of international business operations and strategy. A deep understanding and knowledge of causes-and-effects links between different subjects of the world economy will influence student's ethical behaviour in professional live (+)									
<b>Verification of learning outcomes - Attitudes</b>											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K01							X				X
E2_K05							X				X

## Course contents

1. **The evolution of international economic diplomacy:** *Diplomacy starts with trade.*
2. **International economic diplomacy today:**
3. **Introduction to the WTO**
4. **Multilateral Trade Negotiations**
5. **GATT vs WTO**
6. **Basic Principles**
7. **Dispute Settlement: Basic Principles and Procedures**
8. **Updating Trade Rules: An overview of WTO negotiations and recent achievements**
9. **WTO Ministerial Conferences**
10. **The Trade Facilitation Agreement**
11. **Development: Aid for Trade**

## Recommended reading lists

1. R. Orłowska, K. Żołądkiewicz, *The New Face of the World Trade Organization*, Gdańsk University Press, Gdańsk 2020.
2. K. Żołądkiewicz, R. Orłowska, *International Economic Diplomacy*, pdf book prepared under PROUG project, Sopot 2019
3. K. Żołądkiewicz, R. Orłowska, *International Economic Diplomacy -Case studies - pdf book prepared under PROUG project*, Sopot 2019
4. B.M. Hoekman, M.M. Kostecki, *The Political Economy of the World Trading System. The WTO and Beyond*, Oxford University Press, New York 2009.
5. *A handbook of reading WTO goods and services schedules / WTO*
6. *Business Guide to the Uruguay Round / International Trade Centre UNCTAD/WTO*
7. *Business Guide to the World Trading System / International Trade Centre UNCTAD/WTO*
8. *A WTO Guide for Global Business / edited by Carol C. George, Stephen J. Orava*
9. *The History and Future of the World Trade Organization / Craig VanGrasstek*, [https://www.wto.org/english/res\\_e/publications\\_e/historyandfuturewto\\_e.htm](https://www.wto.org/english/res_e/publications_e/historyandfuturewto_e.htm)
10. *Understanding the WTO*, [https://www.wto.org/english/thewto\\_e/whatis\\_e/tif\\_e/tif\\_e.htm](https://www.wto.org/english/thewto_e/whatis_e/tif_e/tif_e.htm)
11. *10 Things the WTO Can Do*, [https://www.wto.org/english/thewto\\_e/whatis\\_e/10thi\\_e/10thi00\\_e.htm](https://www.wto.org/english/thewto_e/whatis_e/10thi_e/10thi00_e.htm)
12. *World Trade Report 2015 - Speeding up trade: benefits and challenges of implementing the WTO Trade Facilitation Agreement / WTO*. [https://www.wto.org/english/res\\_e/publications\\_e/wtr15\\_e.htm](https://www.wto.org/english/res_e/publications_e/wtr15_e.htm)
13. *World Trade Report 2017 - Sixty Years of the Multilateral Trading System : Achievements and Challenges / WTO*.
14. *Statistics databases*, [https://www.wto.org/english/res\\_e/statis\\_e/statis\\_e.htm](https://www.wto.org/english/res_e/statis_e/statis_e.htm)
15. *TBT/SPS notifications* <http://tbtsims.wto.org/> and <http://spsims.wto.org/>
16. *WTO Tariff Download Facility* <http://tariffdata.wto.org/>
17. K. Żołądkiewicz, *Accession to the WTO. Case: the Russian Federation*, "International Journal of Emerging and Transition Economies", vol. 3, 2010/1, p. 79-93.
18. K. Żołądkiewicz, *Development of the International Economic Order: Constraints on non-WTO members*, *New Zealand Journal of Public and International Law*", vol. 10, 2012/1, p. 75-106.
19. K. Żołądkiewicz, *Some Deficiencies within the WTO System*, "Folia Oeconomica Stetinensia", No. 10 (18), 2011/1, p. 78-89.

## Contact

[renata.orlowska@ug.edu.pl](mailto:renata.orlowska@ug.edu.pl), [krystyna.zoladkiewicz@ug.edu.pl](mailto:krystyna.zoladkiewicz@ug.edu.pl),

\* 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	70				
Name of unit administrating study	KEIE	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Tomasz Brodzicki, Associate Professor ; 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 + attendance. Multiple-choice test on the areas covered during the lectures and in the preassigned literature.										
Course objectives											
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.											
Learning outcomes											
Knowledge	Students have extended knowledge of trade theory, trade empirics, trade policy, economic integration, international financial system, open economy 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.										
Skills	A student learns how to solve the problems, analyzes and assesses the market data concerning specific problems in international economics. He/she interprets properly the motives of international transactions and flows and makes use of theoretical background in empirical tests of their performance. A student analyzes the determinants and consequences of processes, collects and measures the statistical data and economical indicators with the aim to make forecasts. A student analyses the background for managerial decisions through the case study analysis.										
Attitudes	Concerning the social skills, the student is able to work in an international team, taking part in a discussion and trying to solve the tasks in an entrepreneurial way. A student identifies the challenges of working in financial institutions domestically and internationally. He/she is aware that it is necessary to expand and complement knowledge in international economics throughout their working lives. Students demonstrate accountability for their work, knowing the diversity of business cultures.										
Course contents											
<ol style="list-style-type: none"> <li>1. Introduction to international economics</li> <li>2. Classical models of foreign trade</li> <li>3. Standard model of international trade - graphical explanation</li> <li>4. Other trade theories: H-O, HOS, HOV, technology as a base for trade</li> <li>5. New trade theory of Krugman (1980) - intra-industry trade (HIIT and VIIT)</li> </ol>											

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. Cizkowicz 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

[t.brodzicki@ug.edu.pl](mailto:t.brodzicki@ug.edu.pl), [stanislaw.uminski@ug.edu.pl](mailto:stanislaw.uminski@ug.edu.pl),

\* 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	IHZ	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_W05	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_W10	Students know also processes supporting the decision-making by managers and consumers-have at least a basic knowledge of the management of a business entity in the international market, including knowledge of marketing concepts and tools used in the management.									
	MSG1_W15	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.									
	MSG2_W05	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									
	MSG2_W10	Students know also processes supporting the decision-making by managers and consumers-have at least a basic knowledge of the management of a business entity in									



		the international market, including knowledge of marketing concepts and tools used in the management.
	MSG2_W15	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.

**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		
MSG1_W10			X					X	X		
MSG1_W15								X	X		
MSG2_W05			X					X	X		
MSG2_W10			X					X	X		
MSG2_W15								X	X		

Skills		
MSG1_U02		Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
MSG1_U06		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.
MSG1_U13		Students are able to use the basic methods and marketing tools, including techniques of data collection and marketing tools to diagnose business processes on the basis of making the right economic decisions.
MSG2_U02		Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
MSG2_U06		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_U13		Students are able to use the basic methods and marketing tools, including techniques of data collection and marketing tools to diagnose business processes on the basis of making the right 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
MSG1_U02			X								
MSG1_U06								X	X		
MSG1_U13								X	X		
MSG2_U02			X								
MSG2_U06								X	X		
MSG2_U13								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.
MSG1_K06		Students properly communicate with classmates and lecturers, can properly determine

		the priorities for implementation specified by themselves or by others tasks and take responsibility for their actions.
	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.
	MSG2_K06	Students properly communicate with classmates and lecturers, can properly determine the priorities for implementation specified by themselves or by others tasks and take responsibility for their actions.

**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		
MSG1_K06								X	X		
MSG2_K03								X	X		
MSG2_K06								X	X		

**Course contents**
**1. Introduction into the International Marketing and Entry Modes**

Objectives and program of the course

Literature

Grading Policy

Direct exporting

Direct investment

Strategic alliances

**2. Global Segmentation and Positioning**

Grouping consumers within countries into homogenous segments

Use of strategically equivalent segments

Use of macro and micro data

Implications for positioning

Tools for forming groups

**3. International Marketing Research**

Basic problems in international marketing research

Sources of information

Adapting research methods to the international specific

Evaluation of foreign markets attractiveness

**4. Pricing**

International price setting

International price standardization

Transfer pricing

**5. Product Development For Global Markets**

Adaptation vs standardization

Concept testing

Influence of the R&amp;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**

- Philip Kotler, any edition dated after 1998.
- Stanley L. Paliwoda, Michael J. Thomas, International Marketing, Butterworth Heinemann 1998.
- The Central Challenge for Global Strategy By Pankay Ghemawat, Harvard Business Review, March 2007 Handouts



distributed at class.

Contact

[marek.reysowski@ug.edu.pl](mailto:marek.reysowski@ug.edu.pl),

\* 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	35			
Name of unit administrating study	KL	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Leszek Reszka, Ph.D.											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	3 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, 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	Student's working during the classes is recorded by the teacher, which is the base of the final grade.											
Course objectives												
<p>The course aims to present knowledge about the basics of logistics and 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 social competence of teamwork.</p>												
Learning outcomes												
Knowledge	E1_W01	Student gains the knowledge of logistic support for an organization.										
	E1_W06	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				
E1_W06			X				X	X				
Skills	E1_U04	Student is able to implement presented logistic tools and methods in practice.										
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			
Attitudes	E1_K02	Student can work in groups.									
	E1_K01	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_K01								X			
E1_K02							X				
Course contents											
<ul style="list-style-type: none"> <li>• The fundamentals of logistics: definition of logistics, logistic support system's components, macro- and microeconomic aspects of logistics</li> <li>• 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</li> <li>• Inventory management: Wilson's model, ABC / XYZ classification, the idea of separating point</li> <li>• 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</li> <li>• Logistic costs: total logistic costs calculation, activity based costing as a method of logistic processes management , the idea of life cycle logistic support system</li> </ul>											
Recommended reading lists											
<p>(a)</p> <p>B. S. Blanchard, Logistics Engineering &amp; Management, Pearson New International Edition 2013</p> <p>D. Simchi-Levi, Designing and Managing the Supply Chain. McGraw - Hill Education Europe, 2007</p> <p>Jones, J.V. <i>Integrated Logistics Support Handbook</i>, McGRAW-HILL, New York 2006</p> <p>(b)</p> <p>C. Mańkowski, L. Reszka (ed.): Modelling of Logistics Processes and Systems, part XXI Transport Economics and Logistics vol. 82. Gdańsk University Press, Gdańsk 2019</p> <p>C. Mańkowski, L. Reszka (ed.): Modelling of Logistics Processes and Systems, part XX Transport Economics and Logistics vol. 78. Gdańsk University Press, Gdańsk 2018</p> <p>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</p> <p>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</p> <p>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</p>											



Contact

[leszek.reszka@ug.edu.pl](mailto:leszek.reszka@ug.edu.pl),

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

\*\* 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 managemnt 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 encouraged 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	<p>The fundamental criteria of assessment include two groups of elements:</p> <p>a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preprations and other forms of buiding skills and knowledge on managerial decisions making- 50% of available</p> <p>b) quality of presentations and small projects - 50% of available points,</p> <p>measured by: application of professional manegaerial 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.</p>										
Course objectives											
<p>The course main aim to build skills and knowledge in making effective managerial decisions using experineces and practices of managemnt, 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 solitions, make the right choice and effectively implement the decision in the business life.</p>											
Learning outcomes											
Knowledge	MSG1_W06	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 ob 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_W06						X	X	X	X		
E1_W11						X	X	X	X		
Skills	MSG1_U07	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 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_U07						X	X	X	X		
E1_U06						X	X	X	X		
Attitudes	MSG1_K02	The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making									
	E1_K02	The student can set up priorities and plan tasks as well as monitor and correct the progress									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K02						X	X	X	X		
MSG1_K02						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 exercises, conducted in international students' teams on different elements of decision making process. The exercises 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 preparation
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 - crisis 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

1. Case studies delivered by the instructor in the electronic form
2. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007
3. The Sustainable Business Case Book, The Saylor Foundation, or any other book on CSR applications
4. BarlettCh., Ghoshal S., Birkinshaw J., Transnational Management, Text, Cases and Readings in Cross-Border Management, McGraw Hill, 2003 or later editions

Contact

[przemyslaw.kulawczuk@ug.edu.pl](mailto:przemyslaw.kulawczuk@ug.edu.pl); [pk1@post.pl](mailto:pk1@post.pl),

\* 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,										
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	<p>The fundamental criteria of assessment include two groups of elements:</p> <p>a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of buiding skills and knowledge - 50% of available</p> <p>b) quality of presentations and group projects - 50% of available points,</p> <p>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.</p>										
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 knowldge how to plan and eecute managerial actions											
Learning outcomes											
Knowledge	MSG1_W06	The student gains the enlarged knowledge on managerial process and best practices in modern management including international markets									
	E1_W11	The student gains the enlarged knowledge on managerial process and best practices in									

		modern management including different business situations and fields of business administration
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**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W06						X	X	X	X		
E1_W11						X	X	X	X		

Skills	MSG1_U07	The student gains skills in using knowledge in design and execution of managerial processes in international business environment including effective problem solving
	E1_U06	The student gains skills in using knowledge in design and execution of managerial processes in 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_U07						X	X	X	X		
E1_U06						X	X	X	X		

Attitudes	MSG1_K02	The student is able to work in team, accepts different roles in the group, builds organizational skills of cooperation
	E1_K02	The student is able to work in team, accepts different roles in the group, builds organizational skills of cooperation

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02						X	X	X	X		
E1_K02						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.
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.
1. Current electronic articles and publications on advances in management suggested and indicated by the instructor for free download

Contact

\* 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										
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):						38	Semester:	5,			
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	Posiadanie podstawowej wiedzy z zakresu transportu										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	100-90% bardzo dobry 89-80% dobry plus 79-70% dobry 69-60% dostateczny plus 59-50% dostateczny 49-0% niedostateczny										
Course objectives											
Przekazanie wiedzy na temat mobilności w logistyce miejskiej											
Learning outcomes											
Course contents											
<b>1.City as a complex system</b> 1.1.Process of urban development 1.2.Challenges of urban development 1.3.The concept of smart city  <b>2.Urban logistics as a solution toward challenges</b> 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

B. Tundrys. Logistyka miejska, Difin,

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

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

Air transport and development policies, Ed. A. Graham, N. Adler, H.M. Niemeier, O. Betancor and other, Reaultledge

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



Contact

[aleksander.jagiello@ug.edu.pl](mailto:aleksander.jagiello@ug.edu.pl), [katarzyna.hebel@ug.edu.pl](mailto:katarzyna.hebel@ug.edu.pl),  
[krzysztof.grzelec@ug.edu.pl](mailto:krzysztof.grzelec@ug.edu.pl), [dariusz.tloczynski@ug.edu.pl](mailto:dariusz.tloczynski@ug.edu.pl),

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



Course title	Negotiation						ECTS code	14.03.5364				
							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*	2 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):				55		Semester:		3,				
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	blended learning											
Teaching methods	Activating methods in training classes, Collaborating, group activities, Didactic games, E-learning,											
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 PowerPoint presentations, communicate via email, and use the Internet.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>1. Exam is a multiple choice test (10 individual question for every 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>2. Individual presentation in front of the group on the agreed topic.</p> <p>The final grade is made up of the following components: 33,3% test, 33,3% presentation on contemporary psychology issues, 33,3 % active participation in debate.</p>											
Course objectives												
Students successfully completing the course will be able to:												
<ul style="list-style-type: none"> <li>Describe the actions taken on different stages of negotiations; appreciate and explain the importance of pre-negotiation and post-negotiation phases</li> <li>List the roles and functions in negotiation teams; demonstrate the skills of organizing and managing negotiation teams</li> <li>Formulate and apply the instruments of negotiation strategy and tactics</li> </ul>												
Learning outcomes												
Knowledge	MSG1_W01	The student has a basic knowledge of negotiation and their importance in business practice										
	MSG1_W05	The student knows the principles, techniques and regularities of conducting business, social and political negotiations										
	MSG1_W11	The student knows various scenarios and negotiation techniques										
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		
MSG1_W05							X	X	X		
MSG1_W11							X	X	X		

Skills	E1_U01	The student identify the zone of possible agreement (ZOPA) in negotiations									
	E1_U09	The student explain the functions of the best alternative to a negotiated agreement (BATNA); recognize and use BATNA in negotiations									
	MSG1_U02	The student distinguish positions from interests in negotiations; discover interests of the other side in negotiations; create interest maps									

**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	X		
E1_U09						X	X	X	X		
MSG1_U02						X	X	X	X		

Attitudes	E1_K01	The student is able to apply creative thinking in solving complex problems negotiation									
	E1_K05	The student can work in a group in order to conduct effective negotiations									
	MSG1_K06	The student can find optimal solutions for selected negotiation issues									

**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				
E1_K05					X	X	X				
MSG1_K06					X	X	X				

**Course contents**
**1. Introduction**

- Definition negotiation
- Negotiation vs other social interactions
- Aspects of negotiation research and practice

**2. Preparing the negotiations**

- Goal-setting: identifying your goals, options and criteria of success
- Identifying your BATNA and ZOPA,
- Assessing the other side, red-teaming
- Learning about catalysts and barriers of successful collaboration
- Designing a negotiation plan
- Creating a negotiation team

**3. The actual negotiation stage**

- Phases of actual negotiations: initial phase, exploratory phase and finalization
- Rational and emotional elements of trust, cultural and psychological differences of trusting people
- Tactics for promoting a constructive negotiation climate
- Positions and interests in negotiations
- Negotiation scenarios: *win-win*, *win-lose*, *lose-win*, *lose-lose*
- The Thomas-Kilmann Conflict Mode Instrument in negotiations

- Leigh Thompson's five negotiation mental models
  - Negotiation styles
  - Persuasion techniques
  - Instruments of negotiations
  - The role of outside actors in negotiations: the media and interest groups
  - Finalization: overcoming impasse
  - Reaching an agreement, types of agreements
4. Negotiation strategies
- Positional bargaining
  - Principled negotiations by Roger Fisher and William Ury
  - Mixed negotiating by Willem Mastenbroek
  - 3-D Negotiation by David Lax and James Sebenius
5. Countering manipulation and psychological press
- The methods and algorithms of revealing and countering manipulation
  - Transactional analysis in negotiations
6. Post-negotiation stage
- Implementation and compliance
  - Post-negotiation assessment and evaluation
7. Negotiation cases
- International and cross-cultural negotiations
  - Crisis negotiations

Recommended reading lists

**Primary literature:**

Berghoff, E. A. et al. (2007). The International Negotiations Handbook. Success through Preparation, Strategy, and Planning. PILPG and Baker & McKenzie.

Online access: [http://www.bakermckenzie.com/files/Uploads/Documents/Supporting%20Your%20Business/Featured%20Services/bk\\_internationalnegotiationshandbook\\_12.pdf](http://www.bakermckenzie.com/files/Uploads/Documents/Supporting%20Your%20Business/Featured%20Services/bk_internationalnegotiationshandbook_12.pdf)

Jensen, K. (2013). The Trust Factor: Negotiating in SMARTnership. Palgrave Macmillan.

Online access: <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=89465>

**Supplementary literature:**

Tracy, B. (2013). Negotiation. AMACOM.

Online access: <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=54339>

Craver, C. B. (2012). The Benefits to Be Derived from Post-Negotiation Assessments. GW Law Faculty Publications & Other Works. Paper 464.

Online access: [http://scholarship.law.gwu.edu/faculty\\_publications/464](http://scholarship.law.gwu.edu/faculty_publications/464)

Contact

[Jacek.Winiarski@ug.edu.pl](mailto:Jacek.Winiarski@ug.edu.pl),

\* 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	100				
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,											
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. Exam 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>2. Individual presentation in front of the group on the agreed topic.</p> <p>The final grade is made up of the following components: 33,3% test, 33,3% presentation on contemporary psychology issues, 33,3 % active participation in debate.</p>											
Course objectives												
Presentation of selected fields of contemporary psychology and its apply in economics.												
Learning outcomes												
Knowledge	MSG1_W01	The student has fundamental knowledge in the field of psychology and its significance in the system of sciences, including related disciplines of science										
	MSG1_W05	The student knows the psychological connections and ruling regularities, including the principles of enterprise functioning and the management mechanism in the national and international aspect										
	MSG1_W11	The student has psychological knowledge about views on the structures and processes of change in economic structures and institutions (in particular those operating on the international market), about the causes, course, scale and consequences of these changes										
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			

MSG1_W05	X					X			X		
MSG1_W11	X					X			X		

Skills	MSG1_U01	The student analyses psychology the determinants and consequences of management process, collects and measures the statistical data and economic indicators concerning the development of enterprise markets with the aim to draw conclusions.									
	E1_U04	The student is able to evaluate investments and analyze the effectiveness of implementing elements of psychology in an enterprise									

**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_U04			X			X	X	X			

Attitudes	E1_K01	The student is able to apply creative thinking in solving complex problems industrial organisation psychology									
	E1_K05	The student is able to work in group in order to conduct analysis of selected psychology issue									
	MSG1_K06	The student is able to find optimal solutions for selected entities psychology issue									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02						X	X	X			
MSG1_K05							X				
MSG1_K06								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:**

Carlson, N. R. (2013). *Physiology of Behavior* (11th ed.). Pearson.

Shrout, P. E., & Rodgers, J. L. (2018). Psychology, science, and knowledge construction: Broadening perspectives from the replication crisis. *Annual Review of Psychology*, 69, 487-510.

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:**

American Psychological Association [www.apa.org](http://www.apa.org)

Riggio, R. E. (2013). What is industrial/organizational psychology? *Psychology Today*.  
<http://www.psychologytoday.com/blog/cutting-edge-leadership/201303/what-is-industrial-organizational-psychology>

Shaw, C. M., & Tan, S. A. (2015). Integration of mobile technology in educational materials improves participation: 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>

McCrae, R. R. & Costa, P. T. (2008). Empirical and theoretical status of the five-factor model of personality traits. In G. J. Boyle, G. Matthews, & D. H. Saklofske (Eds.), *The Sage handbook of personality theory and assessment*. Vol. 1 Personality theories and models. Sage.

Women and Minorities in Psychology. (n.d.). IResearch. <http://psychology.iresearchnet.com/history-ofpsychology/women-and-minorities/>

Contact

[Jacek.Winiarski@ug.edu.pl](mailto:Jacek.Winiarski@ug.edu.pl),

\* 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_W06	The student gains the enlarged knowledge on functioning of small enterprises including international markets										
	E2_W11	The student gains knowledge in starting up new ventures, including business models and forms of business start ups										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG2_W06							X	X	X			
E2_W11							X	X	X			
Skills	MSG2_U06	The student gains skills in using knowledge in decision making in small business ventures formation, including international business environment										
	E2_U07	The student gains the ability to design reasonable business propositions to solve										



		problems or to exploit business opportunities in small business formation
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**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U06							X	X	X		
E2_U07							X	X	X		
Attitudes	MSG2_K02	The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making									
	E2_K03	The student can set up priorities and plan tasks as well as monitor and correct the progress									

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

**Recommended reading lists**

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

**Contact**

[przemyslaw.kulawczuk@ug.edu.pl](mailto:przemyslaw.kulawczuk@ug.edu.pl); [pk1@post.pl](mailto:pk1@post.pl),

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

\*\* MSG - International Economic Relations

Course title	Solving business conflicts with international business partners					ECTS code	14.03.5369				
						ECTS credits	5				
						max. students	60				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Renata Orłowska, PhD ; Krystyna Żołądkiewicz, 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	blended learning										
Teaching methods	Lectures including multimodal presentations, Collaborating, group activities, Case studies, E-learning,										
Prerequisites (required courses and introductory requirements)											
Required courses	completed course: International Economic Relations										
Introductory requirements	Knowledge of basic theories and terminology regarded to the world economy and international economic relations										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	Results' presentations of group project prepared by students (60%); written exam (test) - 40%. Available marks: 5 - 91-100% 4,5 - 81-90% 4 - 71-80% 3,5 - 61-70% 3 - 51-60% 2 - 50% and below										
Course objectives											
<p>Solving business conflicts with international business partners is a 30 hours course focusing on the World Trade Organisation's Dispute Settlement System. Solving business conflicts with international partners is one of the most critical aspects of the modern economic world. Knowing who to turn to with a problem and who can solve the international arena's problem is an essential element of every business person. Students will find out about the tasks and functions of the WTO and its dispute solving system.</p> <p>After completing this course, the student will know:</p> <ol style="list-style-type: none"> <li>1. What is the WTO, and what functions does it have?</li> <li>2. What are the rules for international trade?</li> <li>2. What is DSB, and how does it work?</li> </ol> <p>Students will learn about various conflict situations and ways of solving them.</p>											

Learning outcomes											
Knowledge	MSG1_W02	Student understands and is able to correctly use and interpret terms with regard to international trade, international business disputes and makes a distinction between theories and concepts of international trade (++)									
	MSG1_W05	Student knows the changes taking place in the global trade architecture especially the move from trade negotiations fronted by the WTO to trade in a multilateral environment and the regulatory architecture for dispute settlement (+)									
	MSG1_W10	Student understands theories and issues concerning the dealings of nations with each other as well as the institutions of global governance that impact trade relations (++)									
	MSG1_W11	Student has an advanced knowledge about WTO' dispute solving system (+++)									
	E1_W02	Student understands and is able to correctly use and interpret terms with regard to international trade, international business disputes and makes a distinction between theories and concepts of international trade (++)									
	E1_W05	Student knows the changes taking place in the global trade architecture especially the move from trade negotiations fronted by the WTO to trade in a multilateral environment and the regulatory architecture for dispute settlement (+)									
	E1_W10	Student understands theories and issues concerning the dealings of nations with each other as well as the institutions of global governance that impact trade relations (++)									
	E1_W11	Student has an advanced knowledge about WTO' dispute solving system (+++)									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W02	X						X		X		X
MSG1_W05	X						X		X		X
MSG1_W10	X						X		X		X
MSG1_W10	X						X		X		X
E1_W02	X						X		X		X
E1_W05	X						X		X		X
E1_W10	X						X		X		X
E1_W11	X						X		X		X
Skills	MSG1_U02	Student has an ability to correctly interpret and assess economic undertakings and economic relations between subjects of the world economy and is able to give an adequate interpretation of different aspects of business conflicts with international business partners (+)									
	MSG1_U03	Student uses theoretical phenomena of the multilateral trade functioning and can analyze and interpret statistical data and rates allowing to discuss on problems related to international business (++)									
	MSG1_U07	Student has an ability to formulate simple research hypothesis and to conduct discussions on economic processes taking place in the multilateral trade and is able to use correctly terminology regarding to the WTO (++)									
	MSG1_U12	Student can formulate own arguments supported by some theories and opinions presented by distinguished authors and experts as well as statistical data (+)									
	E1_U02	Student has an ability to correctly interpret and assess economic undertakings and economic relations between subjects of the world economy and is able to give an adequate interpretation of different aspects of business conflicts with international business partners (+)									
	E1_U03	Student uses theoretical phenomena of the multilateral trade functioning and can analyze and interpret statistical data and rates allowing to discuss on problems related to international business (++)									
	E1_U07	Student has an ability to formulate simple research hypothesis and to conduct									

		discussions on economic processes taking place in the multilateral trade and is able to use correctly terminology regarding to the WTO (++)
E1_U11		Student can formulate own arguments supported by some theories and opinions presented by distinguished authors and experts as well as statistical data (+)

**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_U03	X						X				X
MSG1_U07	X						X				X
MSG1_U12	X						X				X
E1_U02	X						X				X
E1_U03	X						X				X
E1_U07	X						X				X
E1_U11	X						X				X

<b>Attitudes</b>	MSG1_K01	Student will get an expertise in the field of business conflicts with international business partners what will help to understand the complex interplay between international institutions, multinational corporations and markets. Getting to know permanently changing of international environment student will realize the importance of the necessity of life-long learning to be able to catch up with these developments, and will acquire competence to use adequate arguments in discussions on multilateral trade (+)
	MSG1_K05	Student will have an ability to engage in international endeavours, enhancement of assertiveness and entrepreneurship, what can be important for those who will start-up their own firms as well as those at the vanguard of international business operations and strategy. A deep understanding and knowledge of causes-and-effects links between different subjects of the world economy will influence student's ethical behaviour in professional live (+)
	E1_K01	Student will get an expertise in the field of business conflicts with international business partners what will help to understand the complex interplay between international institutions, multinational corporations and markets. Getting to know permanently changing of international environment student will realize the importance of the necessity of life-long learning to be able to catch up with these developments, and will acquire competence to use adequate arguments in discussions on multilateral trade (+)
	E1_K05	Student will have an ability to engage in international endeavours, enhancement of assertiveness and entrepreneurship, what can be important for those who will start-up their own firms as well as those at the vanguard of international business operations and strategy. A deep understanding and knowledge of causes-and-effects links between different subjects of the world economy will influence student's ethical behaviour in professional live (+)

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K01							X				X
MSG1_K05							X				X
E1_K01							X				X
E1_K05							X				X

**Course contents**

**1. Introduction to the WTO:**

- Overview of the WTO;
- WTO institutional and legal framework;
- From GATT to WTO.

**2. Basic Principles of the WTO**

**3. Dispute Settlement: Basic Principles and Procedures**

- Objectives of the dispute settlement mechanism
- *Integrated Mechanism*
- Two main ways of settling a dispute- The Actors: *Members only*
- The Dispute Settlement Body (the panels, *reverse consensus*)
- The Appellate Body (functions)
- What can be challenged? (The Procedure, Some concluding remarks)

**4. DSB - case studies**

Recommended reading lists

1. R. Orłowska, K. Żołądkiewicz, *The New Face of the World Trade Organization*, Gdańsk University Press, Gdańsk 2020.
2. K. Żołądkiewicz, R. Orłowska, *Imperfection of the World Trade Organization as a hazard for international business*, "Engineering Economics" Vol. 31 No. 3, 2020
3. K. Żołądkiewicz, *Some deficiencies within the WTO System*, "Folia Oeconomica Stetinensia", 2011, nr 10 (18).
4. K. Żołądkiewicz, *Development of an International Economic Order: Constraints Regarding Non-WTO Members*, "New Zealand Journal of Public and International Law", 2012, no. 1.
5. *The WTO Agreements. The Marrakesh Agreement Establishing the World Trade Organization and its Annexes*, WTO & Cambridge University Press, Geneva 2017.
6. B. M. Hoekman & M. M. Kostecki, *The Political Economy of the World Trading System, The WTO and Beyond*, Oxford University Press, Oxford 2009.
7. P. van den Bossche, *The Law and Policy of the World Trade Organization. Text, Cases and Materials*, Cambridge University Press, Cambridge 2008.

Contact

[renata.orlowska@ug.edu.pl](mailto:renata.orlowska@ug.edu.pl), [krystyna.zoladkiewicz@ug.edu.pl](mailto:krystyna.zoladkiewicz@ug.edu.pl),

\* 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	Olgierd Wyszomirski, Professor ; 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,				
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	Lectures including multimodal presentations, Activating methods in training classes, Case studies,											
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	Identyfification of characteristic features of demand and supply, cost and price, organization and management on the urban 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_W01						X	X	X	X			
Skills	E2_U01	Ability to analyse case studies and to generalise fact based on case study research. Student will get basic knowledge on business instruments being used on urban transport market including strategic planning and marketing research										
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		

**Attitudes**

E2\_K02

Ability to work in small groups and to divide tasks and execute desired level of quality

**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		

**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**

W.R. Black, Sustainable Transportation. Problems and Solutions, The Guilford Press, New York, London 2010  
 Traffic Jam. Ten years of "sustainable" transport in the UK, I. Docherty and J. Shaw (ed.), Policypress, Bristol 2008  
 The Business of Sustainable Mobility. From Vision to Reality, P. Nieuwenhuis, Ph. Vergragt, P. Wells (ed.), Greenleaf Publishing, Sheffield 2006  
 S. Schonfelder, K.W. Axhausen, Urban Rhythms and Travel Behaviour, Routledge, London New York 2010

**Contact**

[olgierd.wyszomirski@ug.edu.pl](mailto:olgierd.wyszomirski@ug.edu.pl), [katarzyna.hebel@ug.edu.pl](mailto:katarzyna.hebel@ug.edu.pl),  
[marcin.wolek@ug.edu.pl](mailto:marcin.wolek@ug.edu.pl), [aleksander.jagiello@ug.edu.pl](mailto:aleksander.jagiello@ug.edu.pl),

\* 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 nnovation project and methods of its financing (in groups)										
Course objectives											
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.											
Learning outcomes											
Knowledge	E1_W02	As the result of the course student has got abilities to identify different models of innovation, innovation strategies and funding to promote innovation and research activities.									
Skills	E1_U02	Student should learn some practical skills allowing him to develop an innovation project and find methods of its financing.									
Attitudes	E1_K02	The student is open to cooperation and is able to work with others in a group, to take certain roles in teamwork, which serve the realization of team objectives.									
Course contents											
<ol style="list-style-type: none"> <li>1. Types of innovation.</li> <li>2. Models of innovation.</li> <li>3. Successfun and unsuccessful innovation.</li> <li>4. The degree of innovativeness.</li> <li>5. Innovation as a management process.</li> <li>6. Organisation characteristics facillitating innovation process (strategy, acceptance of risks, space for creativity...)</li> <li>7. Models of technology transfer.</li> <li>8. Forms of strategic alliances (supplier relations, R&amp;D consortia, jv, clusters...)</li> </ol>											





9. Financing innovative business towards commercialisation.
10. Funding to promote innovation and research activities.
11. Technology financing and commercialisation programs.

Recommended reading lists

1. Fulford H., (ed.), Case Studies in Innovation for Researchers, Teachers and Students, Academic Publishing International, 2012, ISBN: 978-1-908272-37-9
2. Keeley L., Walters H., 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
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

Contact

[a.golejewska@ug.edu.pl](mailto:a.golejewska@ug.edu.pl),

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