

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

Code	Title of lecture	Hours	ECTS	Language
14.03.5340	<b>Behavioural economics. Psychology of decision making</b> <i>prof. dr hab. Jacek Zaucha</i>	30	5	English
4.0.2409	<b>Building Skills for Managerial Action in Multinational Corporations. Practical Exercises</b> <i>Christian Orobello</i>	30	5	English
14.03.5341	<b>Business communication</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.03.5353	<b>Business Controlling in Global Companies</b> <i>mgr Violetta Wilusz</i>	30	5	English
4.1.0107	<b>Business English</b> <i>CJO CJO</i>	30	5	English
14.03.5338	<b>Contemporary Consumers - Rational or Emotional?</b> <i>prof. UG dr hab. Anna Maria Nikodemka-Wołowik</i>	30	5	English
14.03.5343	<b>Contemporary issues of economic policy</b> <i>dr hab. Anita Szymańska, dr Grzegorz Pawłowski, dr Andrzej Paczoski</i>	30	5	English
4.0.2401	<b>Controlling (for ERASMUS students)</b> <i>prof. UG dr hab. Cezary Mańkowski</i>	30	5	English
4.0.2402	<b>Entrepreneurial Personality. Studies in the Psychological Dimensions of Entrepreneurial Actions</b> <i>Christian Orobello, prof. dr hab. Jacek Zaucha</i>	30	5	English
14.03.5349	<b>Finance Business Processes</b> <i>mgr Violetta Wilusz</i>	30	5	English
14.03.5347	<b>Financial accounting and reporting - international issues</b> <i>dr Joanna Stefaniak</i>	30	5	English
14.03.5348	<b>Financial Reporting and Analysis (excluding IB students)</b> <i>dr Joanna Stefaniak</i>	30	5	English
4.0.2403	<b>Green Business Venturing</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
4.0.2404	<b>International Management: Investment strategies in emerging markets</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.03.5358	<b>Internet Tools in Business Logistics</b> <i>prof. UG dr hab. Andrzej Jezierski</i>	30	5	English
14.03.5362	<b>Management Business Game</b> <i>dr Monika Grottel</i>	30	5	English
14.03.5368	<b>Managerial Decisions in Logistics</b> <i>dr Leszek Reszka</i>	30	5	English
14.03.5366	<b>Passenger transport</b> <i>prof. dr hab. Olgierd Wyszomirski, prof. UG dr hab. Marcin Wołek, prof. UG dr hab. Dariusz Tłoczyński, prof. UG dr hab. Krzysztof Grzelec</i>	30	5	English
14.03.5363	<b>Pharmaceutical business management</b> <i>dr Andrzej Poszewiecki</i>	30	5	English
14.03.5370	<b>Shared Mobility</b> <i>dr Agnieszka Ważna, dr Tomasz Bieliński</i>	30	5	English
14.03.5376	<b>Sociology</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.03.5373	<b>Supply management and production planning in SAP ERP (excluding IB)</b> <i>dr Agnieszka Szmelter-Jarosz, mgr Dariusz Weiland</i>	30	5	English
14.03.5372	<b>Sustainable cities</b> <i>prof. UG dr hab. Marcin Wołek, prof. dr hab. Jacek Zaucha, dr Jarosław Kempa</i>	30	5	English
14.03.5375	<b>The use of ERP systems in sales and warehouse management</b> <i>dr Agnieszka Szmelter-Jarosz, prof. UG dr hab. Henryk Woźniak</i>	30	5	English

Course title	Behavioural economics. Psychology of decision making						ECTS code	14.03.5340			
							ECTS credits	5			
							max. students	25			
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Jacek Zaucha, Professor										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	3 SS1, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6, 2, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning										
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses	none										
Introductory requirements	Basic knowledge of microeconomics and statistics										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	<p>Student's presence at the meetings, active participation in the in-class experiments and problem solving (group work) - up to 60% of the grade</p> <p><u>Behavioural experiment prepared and executed by the group of students</u> (the experiment should be prepared by two or three students together; first an appropriate questionnaire for researching some behavioural problems or aspects of economy should be prepared and discussed with other students; then students should perform the research and present the results) &amp;minus; up to 40% of the grade. The grading is based on the quality of the project, quality of performance during presentation. The quality will be assessed on following basis:</p> <ul style="list-style-type: none"> <li>- innovation approach 50%,</li> <li>- reliability and realistic approach 30%,</li> <li>- attractiveness and clearness of presentation 20%</li> </ul>										
Course objectives											
<p>Making students aware of the main findings of the behavioural economics</p> <p>Training students in the use of the behavioural tools and methods useful in solving day to day economic questions and problems.</p>											
Learning outcomes											
Knowledge	E1_W01	Possesses basic knowledge of the nature and importance of selected fields of social science and the humanities and can describe the links between achievements in these fields									
	E1_W02	Possesses basic knowledge of the relations between social structures and institutions on a national, international and intercultural scale									
	E1_W08	Knows economic connections and governing rules, including principles of market functioning and market mechanism in domestic and international aspects									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project

E1_W01								X	X		
E1_W02								X	X		X
E1_W08								X	X		

Skills	E1_U01	Is able to find, analyse, assess, select and use information making use of various sources and is able to interpret social phenomena (cultural, political, legal, economic)
	E1_U02	Is able to analyse correctly the causes and course of particular social processes and phenomena (cultural, political, legal, economic)
	E1_U07	Presents his or her own opinion supporting it with arguments based on selected theories, views of various authors and/or statistical data
	E1_U06	Observes and analyses basic economic processes taking place in an open economy, interprets necessary statistical data and economic indicators, as well as forecasts economic processes and phenomena using standard methods and tools applied in economics

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01								X	X		X
E1_U02								X	X		X
E1_U07								X	X		X
E1_U06								X	X		X

Attitudes	E1_K01	Understands the need for continuing education; is aware of the level of his or her knowledge and skills
	E1_K03	Correctly identifies and resolves problems connected with the practice of his or her profession, acceptance to leadership and creativity. Besides the student can apply the rules of Corporate Social responsibility to the direct investment activities on the emerging markets. Moreover, student gains approaches of personal honesty, independence of thinking, taking the responsibility.
	E1_K06	Shows openness and tolerance towards other cultures, is aware of the importance of behaving professionally and ethically in professional life

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01									X		X
E1_K03											X
E1_K06											X

**Course contents**
**Module 1: Rational decision making**

- Decision making under conditions of risk and uncertainty,
- Decision tree
- Expected value,
- Expected utility,
- Petersburg paradox,
- Case studies on practical use of the expected value.

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

- Von Neuman and Morgenstern theory,
- Bounded rationality,
- Preferences and economic motives of people,
- Role of leading motives,
- Reduced rationality of human economic choices,
- Reduced rationality or different levels of rationality?
- Behavioural economics in relation to the main stream economics.

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

- How do we take decisions,
- Automatic decisions and intuition,
- Effort required to take conscious decisions, depletion effect,
- Priming effect,
- Cognitive ease,
- Looking for explanations- coherent stories and norms,
- Halo effect,
- WYSIATI,
- Question substituting

### **Module 4: Heuristics and fallacies**

- Affect heuristic,
- Small numbers fallacy,
- Availability heuristic,
- Anchoring,
- Representativeness heuristic,
- Regression fallacy,
- Framing,
- Overconfidence and loss aversion:
- Illusion of validity,
- Planning fallacy,
- Pervasive optimistic bias,
- Sunk costs fallacy.

### **Module 5: Prospect theory**

- A neutral reference point - "adaptation level"
- A principle of diminishing sensitivity in the evaluation of changes of wealth,
- Loss aversion versus risk seeking,
- Bad versus good choices,
- Certainty and possibility effect,
- Non-linear weighting of probabilities: for instance Prelec's function,
- Endowment effect

### **Module 6: Altruism**

- Reciprocal altruism,
- Altruism as an investment in cooperation,
- Devotion as a part of altruistic behaviours,
- Altruism as an investment,
- Genders and altruistic approach.

### **Module 7: Experiments and praxis**

- Designing a behavioural experiment,
- Discussing and finetuning the experiment concept,
- Conducting the experiment,
- Presentation of the research outcomes of the student's experiments and discussion,

Recommended reading lists



1. DAN ARIELY, *Predictably Irrational*. Harper Collins Publishers 2008  
[http://www.google.pl/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.shabanali.com%2Fupload%2Fpredictable.pdf&ei=M8qeU6aeAsqshQe6moGACQ&usq=AFOjCNGyTbxCzAs0VkJbtCluUTE\\_I556sA&sig2=qM6HfHk1qBwV-Gyp27TZVA](http://www.google.pl/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.shabanali.com%2Fupload%2Fpredictable.pdf&ei=M8qeU6aeAsqshQe6moGACQ&usq=AFOjCNGyTbxCzAs0VkJbtCluUTE_I556sA&sig2=qM6HfHk1qBwV-Gyp27TZVA)
2. Daniel Kahneman, *Thinking fast and slow*. Macmillan 2001

Contact

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

Course title	Building Skills for Managerial Action in Multinational Corporations. Practical Exercises						ECTS code	4.0.2409				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**		Field of specialisation	BRAK;BRAK;						
Teaching staff	Christian Orobello,											
Number of hours												
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):				40		Semester:		6, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):				35		Type of course:		optional				
Total number of hours:				75		Language of instruction:		English				
Teaching form	in-class learning WE											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Collaborating, group activities, Case studies, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses	None											
Introductory requirements	None, basic course in management is welcome											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of buiding skills and knowledge - 50% of available b) quality of presentations and group projects - 50% of available points, measured by: application of professional managerial approach 1/4, creativity and innovation approach 1/4, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4.											
Course objectives												
Building managerial skills for work in multinational corporations on executive posts Creation of understanding of multicultural business environment Building the ability of easy communication in multinational business environment												
Learning outcomes												
Knowledge	MSG1_W06	The student gains the enlarged knowledge on professional managerial operations in multinational corporations, including problem solving and crisis management										
	E1_W11	The student gains the enlarged knowledge on professional managerial operation in multinational corporations, including problem solving and crisis management										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W06						X	X	X	X			
E1_W11						X	X	X	X			

Skills	MSG1_U07	The student gains skills in design, execution and control of practical managerial actions in multinational corporation knowledge in decision making in green business formation, including international business environment
	E1_U06	The student gains skills in design, execution and control of practical managerial actions in multinational corporation

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_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 in multinational business environment
	E1_K02	The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation in multinational business environment

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

**Recommended reading lists**

- A.
1. Electronic materials delivered by the instructor
  2. Managerial Competencies for Multi-national Businesses, 2018, IGI Global, eds. M. Lopez-Fernandez, P.M. Romero-Fernandez
- B.
1. Current articles and publications 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	Business communication						ECTS code	14.03.5341				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	ITiHM	Field of study	Economics/MSG**			Field of specialisation	NONE;					
Teaching staff	Jacek Winiarski, Associate Professor											
Number of hours												
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						220	Semester:	6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						530	Type of course:	optional				
Total number of hours:						750	Language of instruction:	English				
Teaching form	blended learning											
Teaching methods	Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations, Case studies, E-learning,											
Prerequisites (required courses and introductory requirements)												
Required courses	None.											
Introductory requirements	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												
<ol style="list-style-type: none"> <li>To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.</li> <li>To understand the importance of specifying audience and purpose and to select appropriate communication choices.</li> <li>To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.</li> <li>To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.</li> <li>To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.</li> <li>To develop the ability to research and write a documented paper and/or to give an oral presentation.</li> </ol>												
Learning outcomes												
Knowledge	MSG1_W01	The student has basic knowledge of the methods of conducting business communication.										
	MSG1_W05	The student has knowledge of communication techniques and knows the rules of selecting the technique depending on the type of business reporting										
	MSG1_W11	The student has psychological knowledge about the effectiveness of the application of communication techniques in business										
Verification of learning outcomes - Knowledge												



Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W01							X	X	X		X
MSG1_W05							X	X	X		X
MSG1_W11							X	X	X		X
Skills	MSG1_U01	The student analyzes the communication conditions and consequences of the management process, collects and measures statistical data and economic indicators concerning the effectiveness of business communication in order to draw conclusions									
	E1_U04	The student is able to assess investments and analyze the effectiveness of implementing communication techniques in the 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
MSG1_U04							X	X	X		X
Attitudes	E1_K01	The student is able to apply creative thinking in solving complex communication problems in business									
	E1_K05	The student is able to work in a group in order to conduct effective business communication									
	MSG1_K06	The student is able to find optimal solutions for selected communication problems in the business									

**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. This course provides the knowledge and develops the skills students will need to communicate effectively in a business environment.
2. Related topics integrated throughout the course through the exploration of case study analyzes include global communication, business ethics, the challenges of diversity, and the changing factors influencing business communication.
3. The course focuses on developing the relevant communication techniques required to format and write a wide variety of business documents based on the development of a communication strategy.
4. *Preparation of public speaking, presentations, resumes, cover letters and related career development skills are also important topics for practical exercises.*

**Recommended reading lists**

Primary literature:

Shwom, B., &amp; Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson.

Thill, J. V. and Bove&amp;#769;e, C. L. (2015). Excellence in Business Communication, 11th ed. Pearson. ISBN: 0-13-354417-6



Supplementary literature:

Lehman, C. M., DuFrene, D. D., (2013), BCOM4. South-Western Cengage Learning. ISBN-13: 978-1-133-56224-5 or ISBN-10: 1-133-56224-8.

Contact

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

\*\* MSG - International Economic Relations

Course title	Business Controlling in Global Companies						ECTS code	14.03.5353				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KEiFPT	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Violetta Wilusz, Msc.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1, 1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6, 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	Lectures including multimodal presentations, Case studies, 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	Students are examined via presentations which are being prepared based on chosen financial process. Grading criteria are defined by verification of students understanding financial reporting requirements.											
Course objectives												
The aim of this lecture is getting knowledge about financial reporting in global companies.												
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	
E1_W03							X					
E1_W06							X					
MSG1_W03							X					
MSG1_W06							X					
E2_W03							X					
E2_W06							X					
Verification of learning outcomes - Skills												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_U03							X		X			

E1_U06							X		X		
MSG1_U03							X		X		
MSG1_U06							X		X		
E2_U03							X		X		
E2_U06							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
E1_K01									X		
E1_K04									X		
MSG1_K01									X		
MSG1_K04									X		
E2_K01									X		
MSG1_K04									X		

**Course contents**

1. Financial Reporting
2. Internal and external financial reporting.
3. Reporting requirements.
4. Reporting IT systems
5. Reporting calendar
6. Cooperation with auditors as a part of corporate financial reporting.
7. Statutory financial statements.

**Recommended reading lists**

<https://www.iasplus.com/en/standards/other/framework>

Contact

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\* 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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1.	Presentations: categories and techniques, ways of presenting information, hints for a successful presentation, delivering presentations on chosen business topics with the use of visual aids-OHP, Power Point.
2.	Advertising and marketing: market structure, marketing strategies, marketing mix, market research, branding, pricing, promotional tools, globalization of markets, advertisements and commercials, effectiveness of advertising.
3.	Business strategy: company structure, departments and their roles, the global company, downsizing, restructuring, entering a foreign market, international mergers, alliances and takeovers, business in the 21st century.
4.	Management: styles and necessary skills, management attitudes in different countries, management theories, leadership, empowerment, team building, international management development.
5.	Banking: personal banking, commercial and retail banking, investment banking, financial institutions, central banking, money supply and control, banking operations, banking products and services, internet banking, interest rates and monetary policy, money market instruments.
6.	Finance: personal finance, financial centres, indicators, elements of accounting, financial statements, balance sheet, profit and loss account, stocks and shares, bonds, futures and options, financial instruments, corporate finance, financial planning and regulations.
7.	Foreign Trade: import and export, transportation and logistics, forwarding, the EU market, protectionism, documents in foreign trade, methods of payment, trade fairs and exhibitions, market indexes, growth, delivery and after-sales.
8.	Employment: recruitment, education and training, compensation
9.	Formal Meetings and Negotiations: types of meetings, the roles of participants, discussion techniques, the most appropriate use of language, types of negotiations, preparation and techniques, difficulties and reaching agreements, culture awareness, case studies.
10.	Economic Trends: describing charts and graphs, employment trends, the business cycle, globalizing trends, sustainable development, political economy, new markets, inflation, unemployment, taxation, computerization, teleworking, current business news.
11.	Corporate culture, cross-cultural communication

The focus on topics depends on the needs analysis at the beginning of the course.

Recommended reading lists
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(a)	Business Partner (Pearson), 2018
	Market Leader 3rd edition (Pearson), 2016
	Business Result (Oxford University Press), 2018
	The Business 2.0 (Macmillan), 2009
(b)	English for Business Studies (Cambridge University Press), 2006
	Intelligent Business (Pearson), 2006
	Business Benchmark 2nd edition (Cambridge University Press), 2007
	Business Vocabulary in Use, (Cambridge University Press), 2007
	Financial English Ian MacKenzie (LTP), 2012
	Professional English in Use, Finance, Marketing (Cambridge), 2006
	Internet materials
	Economic press: The Economist, The Financial Times

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

Course title	Contemporary Consumers - Rational or Emotional?						ECTS code	14.03.5338				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Anna Maria Nikodemka-Wołowik, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	2, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning Faculty of Economics building											
Teaching methods	Collaborating, group activities, Case studies, Discussion, questioning, Activating methods in training classes, 30 hours divided into lectures and teamwork											
Prerequisites (required courses and introductory requirements)												
Required courses	Marketing Fundamentals of marketing research											
Introductory requirements	Students must be familiar with some key areas - elements of marketing, market research and fundamentals of consumer behaviour.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The test consists of 3-4 basic questions which touch crucial issues presented during lectures and/or prepared by students as a homework. The grading scale is consistent with study regulations.											
Course objectives												
The aim of the 30hr course is to deepen students' knowledge in the field of market as well as personal determinants of consumer behaviour in the contemporary turbulent socio-economic environment.												
Learning outcomes												
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_W01			X		X		X	X	X			
MSG2_W07			X		X		X	X	X			
MSG2_W16			X		X		X	X	X			
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			

MSG2_U12			X		X			X	X		
MSG2_U14			X					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
MSG2_K01								X	X		
MSG2_K03								X	X		
MSG2_K07								X	X		

Course contents

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

Recommended reading lists

**Basic literature**

1. Foxall G., Advanced Introduction to Consumer Behavior Analysis, Edward Elgar Publishing, Cheltenham 2017.
2. Kahneman D., Thinking, Fast and Slow, Macmillan, New York 2011.
3. Nikodemowska-Wołowik A.M., Zientara P., Zamojska A., A family - enterprise collective certification trademark. Consumer insight, "Journal of Family Business Management", EMERALD 2020. DOI 10.1108/JFBM-10-2019-0067
4. Solomon M. R. et al., Consumer Behaviour: A European Perspective, 4th edition, Prentice Hall Europe 2010.

**Complementary literature**

1. Hackett P.M.W. (ed.), Qualitative Research Methods in Consumer Psychology: Ethnography and Culture, Routledge, Taylor & Francis, New York 2016.





2. Morin Ch., Renvoise P., The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime, J. Wiley & Sons, New Jersey 2018.

3. Nikodemska-Wolowik A.M., F. Cumberland, H. Stubbe Solgaard, The Effects of Consumer Ethnocentrism and Country of Origin on Polish Consumers' Evaluation of Foreign Manufactured Products, "Journal of East-West Business", Volume 16, no. 3/2010.

4. Pradeep A.K., The Buying Brain: Secrets for Selling to the Subconscious Mind, J. Wiley & Sons, New Jersey 2010.

Contact

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

\*\* MSG - International Economic Relations

Course title	Contemporary issues of economic policy						ECTS code	14.03.5343				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KPG	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Anita Szymańska, Habilitated doctor ; Grzegorz Pawłowski, PhD ; Andrzej Paczoski, PhD											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS1, 3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						55	Semester:	4, 6, 2, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						20	Type of course:	optional				
Total number of hours:						75	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses	Basic knowledge of the theory of macroeconomics.											
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are obliged to prepare a presentation on the one of the lectures subjects. The specific topic must be approved by the lecturer. The presentation should include data, facts, tables, and graphs.											
Course objectives												
The aim of the subject is to improve students' knowledge about setting levels of taxation, government budgets, money supply, as well as about labour market policy, income inequalities, national ownership, and many other areas of government interventions into the economy. The main focus is on contemporary issues of economic policy.												
Learning outcomes												
Knowledge	E1_W01	A student obtains general knowledge about the aims and measures of economic policy.										
	E1_W02	A student knows about the argumentation for government intervention in economy.										
	E1_W03	A student can describe typical examples of economic policy problems.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W01						X	X	X				
E1_W02						X	X	X				
E1_W03						X	X	X				
Skills	E1_U01	A student is able to assess government decisions in the area of economic policy.										
	E1_U02	A student can predict some consequences of the usage of the basic economic policy measures.										
Verification of learning outcomes - Skills												

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01							X	X	X		
E1_U02							X	X	X		
Attitudes	E1_K01	A student is able to comment and discuss the problems of economic policy dilemmas.									

## Verification of learning outcomes - Attitudes

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

## Course contents

Economic systems and models of market economy.

Targets and tools using during normal economic cycles and during extraordinary situation (pandemic).

The functions and responsibility of public sector in the economy and social life. The problem of external effects.

The role of public finance in the market economy. Functions of fiscal policy.

General government incomes and expenditures.

General government deficit and debt.

The fiscal policy influence on economy.

The idea of supply - side economics (Laffer curve).

Challenge for fiscal policy during pandemic situation.

Financial crises and pandemic as unexpected black swans in the world economy.

Differences and similarity on reaction of social and economic problems between countries.

Economic and social evaluation - analysis the economic and social indicators (Eurostat, IMF DataMapper, World Bank).

Strategic scenarios of foresighting in economic policy.

The strategic dimension of economic policy during the Covid 19 pandemic.

Contemporary strategic challenges of monetary policy.

Growing economic inequalities. Is it a huge problem for the economy?

The new challenges for the labour market.

Possible recommendations for an effective economic policy.

## Recommended reading lists

**Basic:**

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

**Additional:**

J. Niedźwiedzińska, Inflation Targeting, Institutional features of the strategy in practice  
[https://www.nbp.pl/publikacje/materialy\\_i\\_studia/299\\_en.pdf](https://www.nbp.pl/publikacje/materialy_i_studia/299_en.pdf)



T. J. Chermack, Scenario Planning in Organizations: How to Create, Use, and Assess Scenarios, <https://books.google.pl/books?id=R0XSIdT-AmoC&printsec=frontcover&dq=scenario+planning+book&hl=pl&sa=X&ved=0ahUKewi4oJau8ZrhAhUICZoKHYNQAG4Q6AEIMTAB#v=onepage&q&f=false>

H. Immerroll, L. Richardson, Redistribution Policy in Europe and the United States: Is the Great Recession a "Game Changer" for Working - age Families?, OECD 2014

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

R. G. Holcombe, A. M. Castillo, Liberalism and Cronyism: Two Rival Political and Economic Systems, Mercatus Center, George Mason University, Arlington, Virginia 2013.

A. Szymańska, The structure of income inequality with particular emphasis on the economic middle class, "Nierówności Społeczne a Wzrost Gospodarczy", 2019, nr 60, s.45-60. [otwiera się w nowej karcie](#)

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

Course title	Controlling (for ERASMUS students)						ECTS code	4.0.2401				
							ECTS credits	5				
							max. students	15				
Name of unit administrating study	KL	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Cezary Mańkowski, Associate Professor											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS1, 3 SS1, 1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4, 6, 2, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Work in computer laboratories, Case studies, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Project 1: the map of controlling system components/structure Project 2: the report on KPI's as targets to keep or achieve Project 3: the ranking of product/SBU's profitability The grading scale is consistent with the study regulations.											
Course objectives												
The objective of this course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence related to controlling												
Learning outcomes												
Knowledge	E1_W06	Student knows methods and tools of controlling of business processes.										
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	
Skills	E1_U02	Student can use tools and methods of controlling of business processes to resolve practical problems										
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
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Attitudes	E1_K04	Student seeks to supplement and improve the acquired knowledge and skills.										
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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
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E1_K04												X
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**Course contents**
**1. Controlling system structure**

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

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

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

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

The idea of rolling budgeting. The structure of rolling budgeting spreadsheet. The identification of absolute and relative variance on controlled indicators. The hierarchy of profitability of products/SBU's. Propositions of corrective decisions based on the hierarchy of products/SBU's profitability. Case study

**4. Variance analysis**

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

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

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

**Recommended reading lists**
**Core literature:**

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

**Additional literature:**

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

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

\*\* MSG - International Economic Relations

Course title	Entrepreneurial Personality. Studies in the Psychological Dimensions of Entrepreneurial Actions				ECTS code	4.0.2402					
					ECTS credits	5					
					max. students	30					
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Christian Orobello, ; Jacek Zaucha, Professor										
Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	2 SS1, 3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):				40	Semester:		4, 6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):				85	Type of course:		optional				
Total number of hours:				125	Language of instruction:		English				
Teaching form	in-class learning WE										
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Individual projects, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses	None										
Introductory requirements	None, basic course in management is welcome										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	<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											
<p>Building skills in recognizong entrepreneurial personaliteis</p> <p>Undestand different decision patterns depending on personality</p> <p>Using acquired knowledge in negotiations and business cooperation</p> <p>Work on the students' own entrepreneurial personalities to make them more effects driven</p>											
Learning outcomes											
Knowledge	MSG1_W06	The student gains the enlarged knowledge on entrepreneurial personality: how to recognize it and shape it in different international envirolments ernational markets									
	E1_W11	The student gains the enlarged knowledge on entrepreneurial personality: how to									

		recognize it and shape it in different business and social environments al envirolments
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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 the concept of entrepreneurial persoanlity for business negotiations and cooperation in different international environments									
	E1_U06	The student gains skills in using the concept of entrepreneurial persoanlity for business negotiations and cooperation in different business and social environments									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_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 Lifestyle of an Entrepreneur: Perceptions and Reality - discussion and presentation
2. Mental models of being an entrepreneur - students' group exercise and discussion
3. Entrepreneurial Personality: In-born, Learnt or Acquired in the Other Way? - discussion and case studies
4. Mental Problems in Skills Assessment and Creation of New Business Ideas: Overestimating Skills and Unjustified Optimism - research data presentation and exercise on the prevention from biases
4. Credibility of Entrepreneurs - presentation and group work on the credibility strategy building
5. Opportunity Identification and Conducting Realistic Assessment - presentation on the realism in business - discussion on pros and cons and setting the guidelines for limits to realism
6. Commitment building in small enterprise teams - presentation and group exercise
7. Encouragement and support to the employees and partner entrepreneurs - presentation and students work
8. Critical analysis of data: eliminating wishful thinking and building solid grounds for decisions - individual students' exercises on data





9. Behavioral Biases and Financial Decisions of Entrepreneurs - presentation and detection of biases group exercises
10. Entrepreneurial Approaches to Risk Taking - presentation and discussion
11. Developing a Successful Marketing and Sales Strategy based on Relations - exercise on how to build relations with people in business
12. Building Entrepreneurial Personality Strategy - Presentations of students small groups projects

Recommended reading lists

- A.
1. Electronic materials delivered by the instructor
  2. E. Chell, *The Entrepreneurial Personality: A Social Construction*, Routledge, 2013,
  3. R. Abrams, *Entrepreneurship: A Real-World Approach*, PlanningShop, 2017
- B.
1. Current articles on psychological studies in entrepreneurship suggested and indicated by the instructor for free download

Contact

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

Course title	Finance Business Processes							ECTS code	14.03.5349			
								ECTS credits	5			
								max. students	30			
Name of unit administrating study	KEiFPT	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Violetta Wilusz, Msc.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	1 SS2, 3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	2, 6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional				
Total number of hours:							0	Language of instruction:	English			
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Individual projects, Collaborating, group activities, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are examined via presentations which are being prepared based on choosen financial process. Grading criteria are defined by verification of students understanding and using the most applicable aspects of business processes. Students also are able to locate the matter of the subject in a real business enviroment.											
Course objectives												
The aim of this lecture is getting knowledge about business processes in the area of corporate finance.												
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	
E1_W03							X					
E1_W06							X					
MSG1_W03							X					
MSG1_W06							X					
E2_W03							X					
E2_W06							X					
Verification of learning outcomes - Skills												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	

E1_U03							X		X		
E1_U06							X		X		
MSG1_U03							X		X		
MSG1_U06							X		X		
E2_U03							X		X		
E2_U06							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
E1_K01								X	X		
E1_K04								X	X		
MSG1_K01								X	X		
MSG1_K04								X	X		
E2_K01								X	X		
E2_K04								X	X		

**Course contents**

1. Running a business as a global company. Splitting business into modules.
2. Business processing worldwide. Strategies in global corporations.
3. Business processes types.
4. Finance as a proces.
5. IT systems in business processing.
6. Measures of effectiveness and efficiency in process finance.
7. Business process management.

**Recommended reading lists**

Reves M, Love C, Tillmanns P. Your Strategy Need a Strategy, Harvard Business Review

**Contact**

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

\*\* MSG - International Economic Relations

Course title	Financial accounting and reporting - international issues						ECTS code	14.03.5347				
							ECTS credits	5				
							max. students	20				
Name of unit administrating study	OBIE	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Joanna Stefaniak, PhD											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses	Economics											
Introductory requirements	Basic knowledge of accounting, corporate finance, economics											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are required to prepare an essay on a chosen topic connected to the content of the course and present it during the last sessions.											
Course objectives												
The aim of the course is to present the basic concepts of accounting and financial reporting in respect to the international aspects (systems, standards, requirements)												
Learning outcomes												
Knowledge	E1_W03	Student gets basic knowledge on accounting systems, differences in approach to the accounting systems in different countries										
	MSG1_W02	Student knows accounting systems in the international context										
	MSG1_W09	Student gets general knowledge of reading the financial statements, ability to recognize differences between national financial statements, understanding of cultural impact on corporate finance										
	MSG1_W15	Student understands the cultural impact on corporate finance , especially in the European Union										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W03				X		X	X	X				
MSG1_W02				X		X	X	X				
MSG1_W09				X		X	X	X				
MSG1_W15				X		X	X					
Skills	E1_U02	Student learns some practical skills allowing him to understand differences in accounting systems and financial reporting between countries										

	MSG1_U06	Student knows how to use knowledge to take on new challenges
	MSG1_U09	Student correctly uses the terms in the field accounting and financial reporting
	MSG1_U02	Student knows how to use basic theoretical knowledge in practice in relation to the functioning of business entities on the international market

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U02				X		X	X				
MSG1_U06								X	X		
MSG1_U09				X					X		
MSG1_U02				X		X	X				

Attitudes	E1_K01	Student understands the need to learn throughout life
	E1_K04	Student correctly identifies differences between accounting systems and financial reports from different countries
	E1_K06	Student can independently supplement and improve acquired knowledge and skills
	MSG1_K03	Student communicates with the environment in a proper way

**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_K04								X	X	X	
E1_K06						X	X				
MSG1_K03						X	X				

**Course contents**

Introduction to the financial accounting and reporting issues  
 Accounting and reporting in the business activity in the market economy  
 Models of accounting systems - international comparisons  
 Accounting vs financial reporting - information in accounting systems, financial accounting vs management accounting  
 Financial reporting - basic information, types and elements of financial statements, comparison of data presented in financial statements  
 Consolidated Financial Reports - basic information, methods of preparation,  
 International Financial Reports Standards (IFRS) - general information, content, impact on national financial reporting  
 International standards vs national standards, examples of different national financial statements  
 Cultural aspects of financial statements  
 Differences in assessment of financial activity of companies based on financial reporting

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

Revsine L., Vollins D., Johnson B., Financial Reporting and Analysis, Prentice Hall, 2004  
 Comiskey E., Guide to Financial Reporting and Analysis, John Wiley and Sons, 2000,  
 Peterson Drake P., Fabozzi F.J., Analysis of Financial Statements, John Wiley and Sons, 2012

**Additional literature:**

Books on the topic

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

Course title	Financial Reporting and Analysis (excluding IB students)						ECTS code	14.03.5348				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Joanna Stefaniak, PhD											
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*		3 SS1, 2 SS2, 1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		6, 4, 2,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:		optional				
Total number of hours:						0	Language of instruction:		English			
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics, basic accounting,											
Introductory requirements	Basic knowledge of accounting and corporate finance knowledge of the EXCEL worksheet											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>The course will end with the test and group project. The test makes of 70% of the final grade and the project of 30%. The test refers to the theory of financial reports and financial analysis as well as some practical tasks covered during the course. The project - the preparation of the basic financial analysis according to the knowledge provided during the course.</p>											
Course objectives												
The aim of this subject is to familiarize students with the financial analysis of the company's performance												
Learning outcomes												
Knowledge	E1_W03	Student knows the terminology and has broadened and structured knowledge in the field of financial knowledge analysis										
	E1_W03	Student has a basic knowledge of financial conditions affecting business operations										
	E1_W06	Student knows the methods and tools, including data acquisition and analysis techniques, appropriate for financial analysis										
	MSG1_W09	Student gets general knowledge of reading the financial statements, ability to recognize differences between national financial statements										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W03	X							X			X	
E1_W03								X			X	
E1_W06	X										X	
MSG1_W09	X							X				

Skills	MSG1_U02	Student knows how to use the basic knowledge of financial analysis in practice regarding the functioning of the company on the market
	MSG1_U04	Student is able to observe and analyze the basic economic processes taking place in the enterprise, can interpret the necessary financial indicators in this area using standard methods and tools used in financial analysis.
	E1_U07	Student is able to analyze and assess the current financial situation of the company
	E1_U08	Student has the ability to observe, understand and analyze phenomena and economic processes using financial analysis methods

**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_U04	X							X			X
E1_U07	X							X			X
E1_U08	X							X			X

Attitudes	E1_K02	Student is able to interact in a team working as part of a group project
	E1_K04	Student correctly identifies and diagnoses dilemmas regarding the company's current financial situation and investment decisions
	E1_K04	Student raises skills related to cooperation and communication and the use of acquired knowledge as part of preparation for the future career
	MSG1_K05	Student is able to effectively participate in the group project tasks regarding the functioning of modern business entities in the conditions of the growing internationalization of economic activity and the development of integration processes
	MSG1_K03	Student communicates with the environment in a proper way

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02				X							X
E1_K04	X							X			X
MSG1_K05											X
MSG1_K02								X	X		X

**Course contents**

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

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

Revsine L., Vollins D., Johnson B., Financial Reporting and Analysis, Prentice Hall, 2004  
 Comiskey E., Guide to Financial Reporting and Analysis, John Wiley and Sons, 2000,  
 Peterson Drake P., Fabozzi F.J., Analysis of Financial Statements, John Wiley and Sons, 2012



*Additional literature:*  
Books on the topic

Contact

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



Course title	Green Business Venturing						ECTS code	4.0.2403				
							ECTS credits	5				
							max. students	32				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Przemysław Kulawczuk, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning Faculty of Economics Building											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Case studies, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses	Fundamental / basic business management course is suggested to pass before Green Business Venturing or alternatively cultural studies on new life styles course (or similar), or intercultural business (similar).											
Introductory requirements	Innovative spirit, openness to group work, willingness to defend own ideas, patience in learning how to make managerial decisions.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students will be assessed basing on the 2 groups of criteria: a) active participation in lectures, discussions, group works, practical exercises etc. - 50% of available points b) quality of the prepared business model project in small 2-3 persons groups on green business start ups - 50% of available points the quality components will include: original approach 1/4, attractiveness of green business for the market 1/4, convincing ppt / prezi presentation 1/4 and right pricing and proper financial targets 1/4.											
Course objectives												
The main aim of the course in Green Business Venturing is to develop innovative spirit in the area of seeking good business opportunities in the area of green business, building skills how to use those opportunities and convert them into the working business models and finally how to defend the worked out business models in front of venture investors. Besides, the participants will learn a substantial piece of knowledge about green business, new life styles and how to join the main stream of the new generation development.												
Learning outcomes												
Knowledge	MSG1_W06	The student gains the enlarged knowledge on starting up and functioning of green small enterprises including international markets										
	E1_W11	The student gains knowledge in starting up new green ventures, including business models and forms of business start ups										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W06							X		X			

E1_W11							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 or to exploit green business opportunities in green business formation									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U07							X	X			
E1_U06							X	X			
Attitudes	E1_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
E1_K02							X	X	X		
E1_K02							X	X	X		
Course contents											
<ol style="list-style-type: none"> <li>1. Green and healthy life and new lifestyles - lecture and interactive group discussion</li> <li>2. New needs and cultural patterns possible for green business exploitation - lecture and interactive group discussion</li> <li>3. Definition of green business: presentation of solutions used in different countries and group discussion</li> <li>4. Business knowledge and know-how. How to learn them? Green branch knowledge and skills. Selection of thematic approach for group projects</li> <li>5. Building creative ideas for new green ventures. Introductory lecture and group project work</li> <li>6. Planning new green ventures - Osterwalder business model application - introductory lecture and group project work</li> <li>7. Green business marketing. Introductory lecture and group project work</li> <li>8. Building customers' relations in green products and services. Introductory lecture and group project work</li> <li>9. Financing green ventures. Introductory lecture and group project work</li> <li>10. Green business international. Introductory lecture and group project work</li> <li>11. Strategies of small business expansion on new markets. Introductory lecture and group project work</li> <li>12-15. Groups' presentations of green business models and defence ahead of virtual venture investors</li> </ol>											
Recommended reading lists											
<ol style="list-style-type: none"> <li>1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007</li> <li>2. Masters' business models projects in green business, Faculty of Economics 2013-2017</li> <li>3. How to set up your own small business, American Institute of Small Business, 1991</li> <li>4. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999</li> <li>5. Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development, OECD Paris 2012</li> <li>6. Electronic publications delivered by the lecturer</li> </ol>											
Contact	<a href="mailto:przemyslaw.kulawczuk@ug.edu.pl">przemyslaw.kulawczuk@ug.edu.pl</a> ; <a href="mailto:pkI@post.pl">pkI@post.pl</a> ,										

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

\*\* MSG - International Economic Relations

Course title	International Management: Investment strategies in emerging markets						ECTS code	4.0.2404				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Przemysław Kulawczuk, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS2, 1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4, 2,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations,											
Prerequisites (required courses and introductory requirements)												
Required courses	Basic knowledge on market entry strategies. Basic knowledge on foreign direct investment. Good teamwork spirit and cooperation attitude. Also some presentation skills (PP).											
Introductory requirements	2-3 years of studies in managemnt or economics (international relations also welcome)											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	The quality of proposed business solutions 40% The innovation level of creative proposals 40% Engagement in group activities and team spirit 20%											
Course objectives												
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.												
Learning outcomes												
Knowledge	MSG2_W06	The student gains the enlarged knowledge on functioning of enterprises on the international markets, especially on emerging markets										
	E2_W11	The student gains knowledge in starting up new ventures on emerging markets, including business models and forms of business start ups										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG2_W06							X					
E2_W11							X					
Skills	MSG2_U06	The student gains skills in using knowledge in decision making, especially in international business environment on emerging markets										
	E2_U07	The student gains the ability to design reasonable business propositions to solve problems or to exploit business opportunities in international business environment on emerging markets										
Verification of learning outcomes - Skills												

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_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		
E2_K03								X	X		

**Course contents**

1. Foreign Direct Investment: fundamental concepts
2. Emerging markets: description of basic features: China, India, Brazil, Central Europe
3. Investment strategies in emerging markets
4. Institutional context in foreign direct investment strategies
5. FDI trends in European Emerging Economies
6. Changing patterns of FDI in Europe
7. Acquisition as entry and expansion strategy
8. Cultural context of entry strategies
9. Case studies: TP SA - France Telekom and T-Mobile Hungary
10. Case studies: Cadbury-Wedel, Carlsberg Breweries and MOL, Hungary
11. Case studies: entry strategies from India, Vietnam and Egypt
12. Successful patterns of FDI in emerging markets: Concluding remarks

**Recommended reading lists**

1. Estrin S., Meyer K.E. ed., Investment Strategies in Emerging Markets, Edward Elgar, Cheltenham, UK; Northampton, MA, USA, 2004
2. Meyer K.E., Estrin S. ed, Acquisition Strategies in European Emerging Markets, Palgrave Macmillan, Houndmills UK, New York, USA, 2007
3. Electronic publications delivered by the lecturer

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

\*\* MSG - International Economic Relations

Course title	Internet Tools in Business Logistics						ECTS code	14.03.5358				
							ECTS credits	5				
							max. students	35				
Name of unit administrating study	OTHER	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:	6, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Work in computer laboratories,											
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	Students are obliged to prepare a multimedial presentation in working groups on a chosen subject from the contemporary problems of internet tools support in business logistics.											
Course objectives												
Presentation the idea of conception of business logistics Presentation tools and methods of business logistics												
Learning outcomes												
Knowledge	E1_W01	Student understands the conception of business logistics										
	E1_W02	Students gains the knowledge of logistics support of an organization										
	E1_W04	Student describes internet methods and tools of business logistic										
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			
Skills	E1_U01	Students knows internet tools and methods used in business logistics.										
	E1_U02	Students knows how to use tchem 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_U01						X					
E1_U02								X			
Attitudes	E1_K01	Student can work in groups, 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			
Course contents											
<p>The fundamentals of business logistics;            definition of logistics, definition of logistics system and logistics processes,            definition of logistic support system,            logistic support system's components.            Macro- and microeconomic aspects of business logistics. Logistics services.            E-logistics support systems.            The role of internet support in business logistics.            Internet tools and methods in logistics support system.            E-logistics stock exchange: Teleroute, Timocom, Logintrans, Benelog, ARIS, etc.</p>											
Recommended reading lists											
R. Ballou: Basic Business Logistics, Prentice Hall New York 1987 D. J. Bowersox: Logistical Management, New York 1986 www.timocom.com <a href="http://www.logintrans.com">www.logintrans.com</a> Web pages e-logistics stock											
Contact	<a href="mailto:andrzej.jezierski@ug.edu.pl">andrzej.jezierski@ug.edu.pl</a> ,										

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

\*\* MSG - International Economic Relations

Course title	Management Business Game					ECTS code	14.03.5362				
						ECTS credits	5				
						max. students	10				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Monika Grottel, 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, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6, 2, 4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning										
Teaching methods	Didactic games, Case studies, Collaborating, group activities,										
Prerequisites (required courses and introductory requirements)											
Required courses	<p>Management Business Week will take held in the 15th week, from 9 to 13 April 2019, from 8.00 a.m. to 13.00 p.m.</p> <p>In order to take part in the Management Business Game students are obliged to prepare indeed for the course in according to the guidelines and materials - "Management Business Game Handbook", that will be available before the course. Students, who will take part in the business game are also supposed to complete the following courses:</p> <ul style="list-style-type: none"> <li>- microeconomics</li> <li>- macroeconomics</li> <li>- international economic relations</li> <li>- entrepreneurship</li> <li>- international competiveness</li> </ul> <p>The Management Business Game has been prepared and conducted in close cooperation with the professors from the Hochschule Bremen as part of the student exchange programme. The number of students allowed to take part in the game is limited and dependent on the decision of the HS-Bremen professors based on the principles and rules of the business game.</p>										
Introductory requirements	<p>In order to take part in the Management Business Game students are supposed to demonstrate:</p> <ul style="list-style-type: none"> <li>- knowledge of micro and macroeconomics, international economic relations, entrepreneurship and international competiveness</li> <li>- involvement both before and in the course of the game</li> <li>- entrepreneurial mindset</li> <li>- analytical reasoning</li> <li>- creative thinking</li> </ul>										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The Management Business Game aims at putting the theory into real business practice so that students can develop practical skills, understand the models of genuine enterprises, face future professional challenges and boost their spirit of entrepreneurship.										

	Therefore, both before and in the course of the game, students are expected to demonstrate their involvement and interest in real business scenarios and their theoretical underpinnings.										
<b>Course objectives</b>											
1. Business games aspire to bridge the gap between theory in the classroom and companies' realities. 2. Familiarise students with the reality they will face in their professional lives. Business games are models of real enterprises. 3. The best way to develop skills is through practice, i.e. trying, failing and correcting. 4. All decisions made by the participants will affect their level of success. 5. Students have to understand unfamiliar industries, grow expertise across-fields and build a team with people they do not know. 6. The goal is to reveal a true passion for business in students!											
<b>Learning outcomes</b>											
Knowledge	MSG1_W07	Students have basic knowledge about people as individuals who have to cooperate, communicate and negotiate all the times to make economic decisions, operating in organizational structures, in particular in enterprises, and as individual entrepreneurs.									
	MSG1_W10	Students have basic knowledge about global economy and international economic relations.									
	MSG1_W15	Students know the rules of the functioning of companies in national and international environment.									
<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
MSG1_W07							X	X	X		X
Skills	MSG2_U02	Students can abuse the theoretical knowledge to solve the practical problem and take business decisions.									
	MSG1_U07	Students can identify and study business to business relations and business to institution relations on the international market.									
	MSG1_U15	Students can prepare oral presentations in front of the audience in English.									
<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
MSG1_U07							X	X	X		X
MSG1_U15							X	X	X		X
Attitudes	MSG1_K02	Students can work and collaborate in teams playing different roles. They also have basic organizational abilities which let them complete assignments related to their professional activities.									
	MSG1_K03	Students can communicate with business partners and identify priorities to complete tasks and take responsibility for decisions they make									
	MSG1_K05	Students can effectively engage decisions and fulfil projects in range of business management									
	MSG1_K06	Students can think and act in resourceful way.									
	MSG1_K07	They are aware how important is professional, and ethical behaviour at work, and respect to different ideas.									



**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_K03							X	X	X		X
MSG1_K05							X	X	X		X
MSG1_K06							X	X	X		X
MSG1_K07							X	X	X		X

**Course contents**

- Thinking in cross-linked managerial structures
- Working in a holistic business context
- Building up business knowledge
- Realizing conditions for economic success
- Solving real-life business cases
- Developing abilities of problem structuring and problem solving
- Acting under time pressure
- Communicating and decision making in a team
- Learning of behaviour related to targets and teamwork
- Dealing with complex decision situations under conditions of uncertainty

**Recommended reading lists**

Obligatory reading:

1. Handbook "Managemen Business Game" that will be available before the course.

Complementary reading:

1. Introduction to International Trade, Gdańsk University Press 2016, ed. A. Fornalska-Skurczyńska, M. Skurczyński

2. R.H. Folsom, G.M. Wallace, J.A. Spanogle, Principles of International Business Transactions. Trade and Economic Relations , Thomson West

3. M. Czinkota, I. et al. (2009) International Business, Chichester: WileyDół formularza

Contact

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

\*\* MSG - International Economic Relations

Course title	Managerial Decisions in Logistics						ECTS code	14.03.5368				
							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, 1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						50	Semester:	6, 4, 2,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						0	Type of course:	optional				
Total number of hours:						50	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Work in computer laboratories, Case studies, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics, macroeconomics.											
Introductory requirements	Basic economic knowledge.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Student's working during the classes is recorded by the teacher, which is the base of the final grade.											
Course objectives												
<p>The aim of the subject is to provide the knowledge and practical skills in making of managerial decisions in logistics</p> <p>Moreover, students expand their vocabulary in English terminology in the field of logistics and decisions making</p> <p>By preparing project, they develop social competence of teamwork.</p>												
Learning outcomes												
Knowledge	E1_W01	The student knows the idea of the logistic processes and logistic systems in organizations										
	E1_W06	The student knows methods of forecasting and optimization.										
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	The student applies the methods of forecasting and optimization in logistics for organizations, makes a project for the organization in the area of logistics with the use of methods of forecasting and optimization										
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	The student develops the social competence of team work									
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				
Course contents											
<p>1)The fundamentals of logistics            definition of logistics,            goals of logistics,            logistic support system's components,</p> <p>2)Forecasting in logistics            the role of forecasts in logistics,            definition of forecasting,            costs of forecasting,            demand forecasting in logistic practice of small and medium companies            methods of forecasting used logistics            parameters of forecasts quality evaluation</p> <p>3) Optimization in logistics            definition of optimization,            conjunction of logistics and optimization            optimization methods in logistics            linear programming models</p>											
Recommended reading lists											
<p>(a)</p> <ul style="list-style-type: none"> <li>• B. S. Blanchard: Logistics Engineering and Management. Prentice Hall, New Jersey 1998</li> <li>• A. Yalaoui, Hi. Chehade, F. Yalaoui, L. Amodeo: Optimization of Logistics (ISTE), Kindle Edition 2013</li> <li>• G. J. Plenert: Supply Chain Optimization through Segmentation and Analytics (Resource Management), CRC Press, 2014</li> <li>• S. G. Powell, K. R. Bake: Management Science: The Art of Modeling with Spreadsheets, John Wiley and Sons, 2010</li> </ul> <p>(b)</p> <ul style="list-style-type: none"> <li>• L. Reszka: Multicriteria optimization methods in logistics on the example of warehouse location, "Journal of Positive Management", vol. 9, nr 3/2018, Toruń 2018,</li> <li>• L. Reszka: The Applicability of the Simos' Method to Determination of Weights In Optimal Multicriteria Decision Making In Logistics [in:] M. Chaberek, L. Reszka (red.): Modelling of Logistics Processes and Systems, part XVII Research Journal of the University of Gdańsk Transport Economics and Logistics vol. 66. Gdańsk University Press, Gdańsk 2017, ISSN: 2544-3224</li> <li>• L. Reszka: Econometric Forecasting in Logistics Support System for Small Enterprise [W:] N. Fabbes-Coste, M. Koulikoff-Souviron (red.): Ninth ELA Doctorate Workshop 2004. European Logistics Association 2004</li> </ul>											
Contact			<a href="mailto:leszek.reszka@ug.edu.pl">leszek.reszka@ug.edu.pl</a> ,								

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

\*\* MSG - International Economic Relations

Course title	Passenger transport						ECTS code	14.03.5366				
							ECTS credits	5				
							max. students	20				
Name of unit administrating study	KRT	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Olgiard Wyszomirski, Professor ; Marcin Wołek, Associate Professor ; Dariusz Tłoczyński, Associate Professor ; Krzysztof Grzelec, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	2, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Case studies, technical excursion to Gdansk airport											
Prerequisites (required courses and introductory requirements)												
Required courses	no formal requirements											
Introductory requirements	knowledge of basic economics issues and basics of transport economics											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Presentation on railway market subject (the title will be individually discussed during lecture). Evaluation criteria: 91 - 100 pts - A (5) 81-90 pts - B (4,5) 71-80 - B (4) 61-70 - C+ (3,5) 51-60 - C (3) 50 and less - D Attendance rate: 25 pts (maks.), presentation (maks.) 75 pts.											
Course objectives												
To provide specific knowledge on particular passenger transport markets, including air, railway, road and urban.												
Learning outcomes												
Knowledge	E2_W01	Knowledge on passenger transport from the perspective of its four branches of transport: air, railway, road and urban. Identification of characteristic features of demand and supply, costs and revenues, organisation and management on the branches of 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 economic facts based on case study research. Student will get basic knowledge on business instruments being used on passenger 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_K01	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											
<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Passenger transport market as a segment of transport market</li> <li>3. Environmental challenges of the development of passenger transport</li> <li>4. Transport policy as a determinant of passenger transport development</li> <li>5. Demand for passenger transport services</li> <li>6. Competition on passenger transport market</li> <li>7. Marketing in passenger transport</li> <li>8. Promotion of passenger transport services</li> <li>9. Analysis of the functioning of passenger transport</li> <li>10. The main problems of road passenger transport</li> <li>11. The main problems of rail passenger transport</li> <li>12. The main problem of sea passenger transport</li> <li>13. The main problems of urban passenger transport</li> <li>14. The main problems of air passenger transport</li> </ol>											
Recommended reading lists											
S. Cole: Applied Transport Economics. Policy, management & Decision Making. 3rd Edition. Kogan Page, London and Sterling 2005 E. Cascetta: Transportation Systems Analysis. Models and Applications. Second Edition. Springer, New York, Dordrecht, Heidelberg, London 2009 J.G. Wensveen: Ait Transportation. A Management Perspective. 6th Edition, Asgate, Farnhan and Burlington 2010 A. Graham: Managing Airports: An International Perspective. 3th Edition. BH, Oxford 2008 F. Bruinsma, E. Pels, H. Priemus, P. Rietveld, B. Van Wee: Railway Development. Impacts on Urban Dynamics, PhysicaVerlag, Amsterdam and Delft 2008											
Contact		<a href="mailto:olgierd.wyszomirski@ug.edu.pl">olgierd.wyszomirski@ug.edu.pl</a> , <a href="mailto:marcin.wolek@ug.edu.pl">marcin.wolek@ug.edu.pl</a> , <a href="mailto:dariusz.tloczynski@ug.edu.pl">dariusz.tloczynski@ug.edu.pl</a> , <a href="mailto:krzysztof.grzelec@ug.edu.pl">krzysztof.grzelec@ug.edu.pl</a> ,									

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

\*\* MSG - International Economic Relations

Course title	Pharmaceutical business management						ECTS code	14.03.5363				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Andrzej Poszewiecki, Ph.D.											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	blended learning											
Teaching methods												
Prerequisites (required courses and introductory requirements)												
Required courses	None											
Introductory requirements	Good knowledge of English.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	the basic criteria for evaluation  5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below											
Course objectives												
This course enables students to learn about basic fundamentals of management in pharma industry.												
Learning outcomes												
Knowledge	MSG2_W04	Student has a specialist knowledge of pharma business management										
	MSG2_W06	Student understands the functioning of the modern company in the international context										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG2_W04					X							
MSG2_W06					X							

Skills	MSG2_U07	The student analyses and identifies links between pharma 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
MSG2_U07					X						
Course contents											
<ol style="list-style-type: none"> <li>1. 1. Healthcare environment</li> <li>2. 2. The Pharmaceutical Industry Environment</li> <li>3. 3. The Pharmaceutical Marketing Environment</li> <li>4. 4. Marketing Strategy</li> <li>5. 5. Marketing Research</li> <li>6. 6. Market Segmentation</li> <li>7. 7. Situational Analysis</li> <li>8. 8. Positioning Targeting and Profiling</li> <li>9. 9. New Product Development</li> <li>10. 10 Product Life Cycle and Portfolio Management</li> <li>11. 11. Distribution Strategy</li> <li>12. 12. Pricing Strategy</li> <li>13. 13. Communication strategy</li> <li>14. 14. Personal Selling</li> <li>15. 15. Advertising</li> <li>16. 16. Public Relations and Sales Promotion</li> </ol>											
Recommended reading lists											
<ol style="list-style-type: none"> <li>1. 1) Kotler, Philip, Marketing Management: Analysis, Planning, Implementation, and Control Latest Edition, Prentice Hall</li> <li>2. 2) Best, Roger J., Market-Based Management - Strategies for Growing Customer Value and Profitability (3rd Edition), Prentice Hall 3)</li> <li>3. 3) Lehmann, Donald R. and Russell S. Winer, Product Management (2005 4th Edition). McGraw-Hill/Irwin.</li> </ol>											
Contact	<a href="mailto:andrzej.poszewiecki@ug.edu.pl">andrzej.poszewiecki@ug.edu.pl</a> ,										

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

Course title	Shared Mobility						ECTS code	14.03.5370														
							ECTS credits	5														
							max. students	35														
Name of unit administrating study	KBPST	Field of study	Economics/MSG**	Field of specialisation	NONE;																	
Teaching staff	Agnieszka Ważna, Ph.D. ; Tomasz Bieliński, 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:	6, 4,														
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional														
Total number of hours:						0	Language of instruction:	English														
Teaching form	in-class learning																					
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Case studies, Discussion, questioning,																					
Prerequisites (required courses and introductory requirements)																						
Required courses	No formal requirements.																					
Introductory requirements	Knowledge of key economic issues and basics of transport economics.																					
Assessment method, forms and criteria																						
Assessment method	Course completion (graded)																					
Assessment criteria	<p><b>Assessment method:</b> Students' activity during lectures (10 points), active participation in work in groups (10 points), exam in the form of a test (10 points). Maximum 30 points.</p> <p><b>Assessment criteria:</b></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																						
<b>The aim of the lecture is</b> to improve students' knowledge about shared mobility including characteristics of sharing economy concept, modern passenger transport and forms of shared mobility services.																						
Learning outcomes																						
Knowledge	MSG2_W02	Students know the terminology in the field of shared mobility.																				
	MSG2_W04	Students have a basic knowledge in the field of shared mobility. They understand characteristics of sharing economy and passenger transport, essence of shared mobility concept, conditions and effects of introducing shared mobility services.																				
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_W02			X					X	X		
MSG2_W04			X					X	X		
Skills	MSG2_U02		Students can interpret economic phenomena in passenger transport sector and know how to use theoretical knowledge in the field of shared mobility services in practice.								
	MSG2_U04		Students can analyse conditions and possibilities of applying shared mobility in cities, they can invent innovative and sustainable transport solutions and products for urbanised areas.								

**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_U04								X	X		
Attitudes	E2_K02		Students are eager to work in groups and are open to discussion in field of shared mobility and its advantages and disadvantages.								

**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		

**Course contents**
**I. Sharing Economy: the essence of the idea (2h)**

(Sharing economy definition, history of a concept, distinction from access economy collaborative consumption, peer economy, collaborative economy, on-demand economy)

**II. Passenger transport: key issues (4h)**

(modes of passenger transport, passenger transport market, passenger transport in urban areas, modal split, recent problems of transport external costs, travellers' preferences, passenger transport policy)

**III. Shared mobility as an innovation in passenger transport (4h)**

(innovative concepts of passenger transport: electric vehicles, autonomous vehicles, sustainable transport management and organisation, key IT solutions supporting passengers, shared mobility, Mobility as a Service "MaaS" concept)

**IV. Car as a non-private mode of transport (4h)**

(car-sharing, car-pooling, ridesharing mobile applications - the usage, new markets, legal issues, impact on modal split)

**V. Bike-sharing (4h)**

(definition, history and market growth, impact on environment and public health, financing, enablers and barriers to popularization for introduction and popularization (e.g. infrastructure, weather conditions, fleet rebalancing)).

**VI. Scooter-sharing and other similar services (2h)**

(shared scooter and motor scooter as a complementary mode of urban transportation, the infrastructure problems, pedestrians and their safety, fleet rebalancing problem in comparison to the bike-sharing services)

**VII. Public transport problems (4h)**

(modes of public transport, organisation and management, funding schemes, services' quality, factors influencing utilization rate, best practices, case study of London, public transport availability: bike-and-ride, park-and-ride, kiss-and-fly concepts, tickets distribution, tariff and schedule standards)

**VIII. Impact of shared mobility services on passenger transport (4h)**

(identification of factors influencing changes in passenger's behaviour, travel time savings as a motivation, transport external costs' reduction as a positive effect of introducing shared mobility)

**IX. Future trends in urban mobility (2h)**

(smart city, green city, intelligent city, sustainable city and the role of the shared mobility in these concepts)

Recommended reading lists

**Recommended literature:**

C. Codagnone, B. Martens, *Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues*, JRC Technical Reports, Institute for Prospective Technological Studies, Digital Economy Working Paper 2016/01, European Commission, available on-line: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2783662](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2783662)

M. Kamargianni, W.L. Melinda, M.A. Schäfer, *A Critical Review of New Mobility Services for Urban Transport*, Transportation Research Procedia, Elsevier, Vol. 14, 2016, available on-line: <https://www.sciencedirect.com/science/article/pii/S2352146516302836>

T. Bieliński, A. Ważna, *Electric Scooter Sharing and Bike Sharing User Behaviour and Characteristics*, Sustainability, 2020, 12(22), 9640, available on-line: <https://www.mdpi.com/2071-1050/12/22/9640/htm>

Contact

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

Course title	Sociology						ECTS code	14.03.5376				
							ECTS credits	5				
							max. students	100				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Jacek Winiarski, Associate Professor											
Number of hours												
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS1, 1 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4, 2,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	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 sociology issues, 33,3% active participation in debate.</p>											
Course objectives												
Presentation of selected fields of contemporary sociology and its apply in economics.												
Learning outcomes												
Knowledge	MSG1_W01	Student has fundamental knowledge in the field of sociology and its significance in the system of sciences, including related disciplines of science										
	MSG1_W05	The student knows the sociology 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 sociology 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			X			

MSG1_W05	X					X			X		
MSG1_W11	X					X			X		

Skills	MSG1_U01	A student analyses sociological 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	Student is able to evaluate investments and analyze the effectiveness of implementing elements of sociology 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		
E1_U04			X			X			X		

Attitudes	E1_K05	Student is able to apply creative thinking in solving complex problems system sociology									
	E1_K06	Student is able to work in group in order to conduct analysis of selected sociology issue									
	MSG1_K05	Student is able to find optimal solutions for selected sociology 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_K01			X			X			X		
E1_K06			X			X			X		
MSG1_K05			X			X			X		

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

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

**2 Sociological Research**

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

**3. Media and Technology**

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

**4. Global Inequality**

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

**5. Government and Politics**

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

**6. Work and the Economy**

- 6.1 Economic Systems
- 6.2 Globalization and the Economy

## 6.3 Work in the Europe and United States

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

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

**8. Social Movements and Social Change**

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

## Recommended reading lists

**Primary literature:**

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

**Supplementary literature:**

1. Pew Research Center. 2012. "Mobile Technology Fact Sheet." Pew Research Internet Project, April 2012. Retrieved October 15, 2014
2. (<http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>).
3. Igo, Sarah E. 2008. The Averaged American: Surveys, Citizens, and the Making of a Mass Public. Cambridge, MA: Harvard University Press.
4. Pew Research Center. 2011. "Demographics of Internet Users." Pew Internet and American Life Project, May. Retrieved January 12, 2012
5. (<http://www.pewinternet.org/Trend-Data/Whos-Online.aspx> (<http://www.pewinternet.org/Trend-Data/Whos-Online.aspx>)).
6. Whos-Online.aspx)).
7. DeSilver, Drew. 2014. "Overall Book Readership Stable, But e-Books Becoming More Popular." Pew Research Center. Retrieved December 5, 2014
8. (<http://www.pewresearch.org/fact-tank/2014/01/21/overall-book-readership-stable-but-ebooks-becoming-more-popular/> (<http://www.pewresearch.org/fact-tank/2014/01/21/overall-book-readership-stable-but-ebooks-becoming-more-popular/>)).
9. United Nations, Department of Economic and Social Affairs, Population Division. 2014. "World Urbanization Prospects: The 2014 Revision, Highlights" (ST/ESA/SER.A/352). Retrieved November 3, 2014 (<http://esa.un.org/unpd/wup/Highlights/WUP2014-Highlights.pdf>).

## Contact

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

Course title	Supply management and production planning in SAP ERP (excluding IB)						ECTS code	14.03.5373				
							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. ; Dariusz Weiland, Msc.											
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:	6, 2, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Work in computer laboratories, Case studies, Lectures including multimodal presentations, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics, Introduction to Computer Science, Economic Analysis Fundamentals of logistics would be welcome											
Introductory requirements	Knowledge: Basic theories and principles of microeconomics, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language											
Assessment 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 in class (50% of final grade) Both parts of the course (in-class activities and essay) are obligatory.											
Course objectives												
Showing the role of ERP systems (transactional systems) in realizing an efficient flow of resources in logistics systems (case study). Showing to students the tools used to support the sphere of supply and production in the company (case study). Gaining skills by students to handle with SAP ERP system.												
Learning outcomes												
Knowledge	E1_W03	Student understands the role of information systems in the proper implementation of logistics processes.										
	E1_W06	Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.										
	MSG1_W06	Student understands the role of information systems in the proper implementation of logistics processes.										
	MSG1_W08	Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	

E1_W03				X					X		
E1_W06				X					X		
MSG1_W06				X					X		
MSG1_W08				X					X		

Skills	E1_U02	Student organizes and implements the process of ordering goods from a supplier.									
	E1_U02	Student organizes and executes production process.									
	E1_U07	Student plans production process and on its basis creates production schedule.									
	MSG1_U06	Student organizes and implements the process of ordering goods from a supplier.									
	MSG1_U06	Student organizes and executes production process.									
	MSG1_U10	Student plans production process and on its basis creates production schedule.									

**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			
MSG1_U06								X			
MSG1_U10								X			

Attitudes	E1_K04	Student identifies and resolves complex decision problems in the area of sourcing and production.									
	E1_K07	Student is able to communicate with suppliers and customers in order to plan seamless flow of resources in the area of sourcing and production.									
	MSG1_K04	Student identifies and resolves complex decision problems in the area of sourcing and production.									
	MSG1_K06	Student is able to communicate with suppliers and customers in order to plan seamless flow of resources in the area of sourcing and production.									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K04								X	X		
E1_K07								X	X		
MSG1_K04								X	X		
MSG1_K06								X	X		

**Course contents**

1. Introduction to ERP systems:
  - 1.1. Characteristics of ERP systems
  - 1.2. Architecture of ERP systems
  - 1.3. Main vendors of ERP solutions
2. General information about SAP AG and its products
3. Introduction to GBI study
4. Navigation in SAP ERP
5. Materials Management module in SAP ERP (case study):
  - 5.1. Introduction to MM study
  - 5.2. Creating new records in master data
  - 5.3. Creating purchase requisitions and requests for quotation
  - 5.4. Maintaining quotations from vendors
  - 5.5. Creating purchase orders and goods receipts



- 5.6. Verifying physical receipts
- 5.7. Posting payment to vendors
- 6. Production Planning module in SAP ERP (case study):
  - 6.1. Introduction to PP study
  - 6.2. Creating and changing records in Material Master
  - 6.3. Changing routing
  - 6.4. Creating SOP (Sales and Operation Plan)
  - 6.5. Running Master Production Schedule
  - 6.6. Creating production orders
  - 6.7. Confirming production completion
  - 6.8. Receiving goods form production orders
  - 6.9. Review of costs assigned to production orders

Recommended reading lists

*Basic:*

Szmelter A., Communication in global supply chains in automotive industry, Information Systems in Management 2015, Vol. 4, no 3, p. 205-218  
materials of SAP University Alliances

*Facultative:*

D. E. O'Leary, Enterprise Resource Planning Systems. Systems, Life Cycle, Electronic Commerce and Risk, Cambridge University Press, 2000.

S. R. Magal, J. Word, Integrated Business Processes with ERP Systems, Jhn Wiley & Sons, 2011.

M. Murray, Discover logistics with SAP ERP, Galileo Press, 2008.

J. T. Dickersbach, G. Keller, Production Planning and Control with SAP ERP, Galileo Press, 2011.

J. Kletti, Manufacturing Execution System - MES, Springer, 2007.

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

\*\* MSG - International Economic Relations



Course title	Sustainable cities						ECTS code	14.03.5372				
							ECTS credits	5				
							max. students	25				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Marcin Wołek, Associate Professor ; Jacek Zaucha, Professor ; Jarosław Kempa, MSc											
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):						38	Semester:	6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						13	Type of course:	optional				
Total number of hours:						51	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies, wizyty i spotkania z przedstawicielami administracji samorządowej											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria												
Course objectives												
Learning outcomes												
Knowledge	E1_W01	Student zna podstawowe pojęcia związane z funkcjonowaniem i rozwojem miast.										
	E1_W02	Student rozróżnia i identyfikuje uwarunkowania społeczno-ekonomiczne rozwoju miast.										
	E1_W03	Student rozróżnia i identyfikuje narzędzia wykorzystywane w rozwoju i zarządzaniu miastami.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W01								X	X			
E1_W02								X	X			
E1_W03								X	X		X	
Skills	E1_U01	Student poprawnie interpretuje zjawiska oraz procesy społeczno-ekonomiczne w miastach wdrażających strategie zrównoważonego rozwoju.										
	E1_U02	Student wykorzystuje wybrane narzędzia i metody stosowane w procesie zarządzania miastami.										
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		
E1_U02								X	X		X
Attitudes	E1_K01	Student rozumie potrzebę ciągłego uczenia się, weryfikacji stanu swojej wiedzy.									
	E1_K02	Student prawidłowo identyfikuje, diagnozuje i rozstrzyga dylematy oraz różne warianty rozwiązań związane z funkcjonowaniem miast realizujących strategię zrównoważonego rozwoju.									
	E1_K03	Student uzupełnia nabytą wiedzę i doskonali umiejętności związane z całokształtem zagadnień rozwoju miast zrównoważonych.									

**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_K02					X			X	X		
E1_K03					X			X	X		X

**Course contents**

- 1.The process of urban development
  - 1.1.Cities in a historic context
  - 1.2.Process of urban growth: industrial cities
  - 1.3.Process of urban growth: post-industrial cities
- 2.City as a system
  - 2.1.Functions of the city
  - 2.2.Stakeholders in the city
  - 2.3.Selected city concepts (i.e. smart city, resilient city)
- 3.Cities: between micro and macro level of economics
  - 3.1.Theories of local economic development
  - 3.2.Economic models of urban structure
  - 3.3.Drivers of local economic performance
- 4.Urban competitiveness
  - 4.1.Defining urban competitiveness
  - 4.2.Quality of life
  - 4.3.Workshop: Review of rankings of urban competitiveness

5.Strategy of development - programming development of the sustainable city

5.1.Strategic planning

5.2.Selected methods of strategic planning

5.3.Workshop: Review of selected strategies of development

6.Scenarios of urban development

6.1.The scenario concept

6.2.Using scenarios in urban planning & development

6.3.Workshop: Evaluation of scenarios

7.Selected urban systems: housing

7.1.Real estate market

7.2.Housing policy

7.3.Housing and architectural design

8.Selected urban systems: logistics and mobility

8.1.Urban transport system

8.2.Urban goods mobility

8.3.Urban passenger mobility

9.Selected urban systems: public utilities

9.1.Water supply

9.2.Sewage management

9.3.Heating and energy

10.Urban environmental policy

10.1.Environmental impact of urban development

10.2.Environmental limits of growth

10.3.Scenarios of the environmental adjustment - workshop

11.Urban transformation

11.1.The nature of the urban space

11.2.The transformation processes

11.3.Workshop - evaluation of the selected cases on urban transformations



12. Metropolitan areas

12.1. The process of metropolisation

12.2. Factors determining metropolisation process

12.3. Workshop: evaluation of selected metropolitan areas

13. Challenges of urbanised world

13.1. Challenges facing contemporary cities

13.2. Models of the future city

13.3. International networks of cities and regions

Recommended reading lists

Contact

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

\*\* MSG - International Economic Relations

Course title	The use of ERP systems in sales and warehouse management					ECTS code	14.03.5375				
						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. ; Henryk Woźniak, 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:	6, 4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:	optional			
Total number of hours:							0	Language of instruction:	English		
Teaching form	in-class learning										
Teaching methods	Activating methods in training classes, Work in computer laboratories, Case studies, Discussion, questioning,										
Prerequisites (required courses and introductory requirements)											
Required courses	Microeconomics, Macroeconomics, Basics of Computer Science, Basics of Financial Accounting and Economic Analysis Fundamentals of logistics would be welcome										
Introductory requirements	Knowledge: Basic theories and principles of microeconomics, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language										
Assessment 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)  Both parts of the course (in-class activities and essay) are obligatory.										
Course objectives											
Introduction to sales management and warehouse management. The rules of operation of information transaction systems in logistics. Showing the functioning of ERP applications, especially with the SAP ERP 6.0. (case studies) Preparing students to work in companies with a global range.											
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 warehouse management and sales planning and executing.									
	MSG1_W05	Student understands the rules of warehouse management and sales planning and executing.									
	E1_W07	Student understands the importance of logistics customer service and optimization of flow of information in shaping the company success.									
	MSG1_W05	Student understands the importance of logistics customer service and optimization of flow of information in shaping the company success.									
	E1_W06	Student lists the documents related to sales service and warehouse operations.									

	MSG1_W08	Student lists the documents related to sales service and warehouse operations.									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W02				X					X		
E1_W06				X				X	X		
E1_W07				X				X			
MSG1_W03				X					X		
MSG1_W05				X				X			
MSG1_W08				X				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 associated with the sale of goods and services to the customer.									
	MSG1_U04	Student is able to plan the resources associated with the sale of goods and services to the customer.									
	E1_U02	Student is able to handle the flow of documentation related to the sale of goods and services and warehouse operations.									
	MSG1_U08	Student is able to handle the flow of documentation related to the sale of goods and services and warehouse 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_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 logistics									
	MSG1_K03	Student is open to new methods for solving decision problems in the area of logistics									
	E1_K05	Student is involved in the implementation of logistics processes in the area of sales and inventory management									
	MSG1_K04	Student is involved in the implementation of logistics processes in the area of sales and inventory 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_K01								X	X		
E1_K05								X	X		

E1_K06								X	X		
MSG1_K01								X	X		
MSG1_K03								X	X		
E1_K04								X	X		

**Course contents**

1. Introduction to ERP systems:
  - 1.1. Characteristics of ERP systems
  - 1.2. Architecture of ERP systems
  - 1.3. Main vendors of ERP solutions
2. Navigation in SAP ERP
3. Sales and Distribution module in SAP ERP (case study):
  - 3.1. Introduction to SD study
  - 3.2. Creating and changing records in master data
  - 3.3. Creating customer inquiry
  - 3.4. Creating customer quotation
  - 3.5. Creating sales order
  - 3.6. Picking materials on delivery note
  - 3.7. Posting goods issue
  - 3.8. Creating sales invoice
  - 3.9. Posting receipt of customer payment
  - 3.10. Financial transactions in SAP ERP
4. Warehouse management in SAP ERP (case study):
  - 4.1. Supply:
    - 4.1.1. Creating purchase order
    - 4.1.2. Displaying material inventories
    - 4.1.3. Receiving goods
    - 4.1.4. Running reports
    - 4.1.5. Creating and confirming transfer orders
  - 4.2. Sales:
    - 4.2.1. Creating sales order
    - 4.2.2. Creating outbound delivery
    - 4.2.3. Creating and confirming transfer order
    - 4.2.4. Shipping materials
    - 4.2.5. Displaying material inventories

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

Szmelter A., Communication in global supply chains in automotive industry, Information Systems in Management 2015, Vol. 4, no 3, p. 205-218

materials of SAP University Alliances

**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.

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

\*\* MSG - International Economic Relations