

Facultative subjects-winter semester 24/25

Code	Title of lecture	Hours	ECTS	Language
14.03.5339	Business presentation workshop <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
04.0.E.FZ.3764	Business process modelling (for ERASMUS students) <i>prof. UG dr hab. Cezary Mańkowski</i>	30	5	English
14.03.5342	Company management with use of ERP system <i>dr Agnieszka Szmelter-Jarosz</i>	30	5	English
14.3.E.FZ.3761	Crowdfunding Academy <i>dr Joanna Adamska-Mieruszevska</i>	30	5	English
14.3.E.FR.3759	Economics in Academic Tutoring <i>prof. UG dr hab. Anita Szymańska, dr Dorota Książkiewicz, dr Magdalena Markiewicz, dr Maria Matusiewicz, prof. UG dr Leszek Reszka, prof. UG dr hab. Joanna Bednarz, dr Elżbieta Adamowicz, dr Elżbieta Babula, prof. UG dr hab. Barbara Pawłowska</i>	30	2	English
14.3.E.FR.3760	Economics in Academic Tutoring <i>prof. UG dr hab. Anita Szymańska, dr Dorota Książkiewicz, dr Magdalena Markiewicz, dr Maria Matusiewicz, prof. UG dr Leszek Reszka, prof. UG dr hab. Joanna Bednarz, dr Elżbieta Adamowicz, dr Elżbieta Babula, prof. UG dr hab. Barbara Pawłowska</i>	30	2	English
14.03.5346	Entrepreneurship and Business Success <i>dr Andrzej Poszewiecki</i>	30	5	English
14.03.5356	Foreign Direct Investments in Poland and EU <i>prof. UG dr hab. Stanisław Umiński</i>	30	5	English
4.0.2405	Fundraising in Non Governmental Organizations: How to assure resources for successful NGO operation? <i>mgr Christian Orobello, dr Andrzej Poszewiecki</i>	30	5	English
14.3.E.FZ.3765	Global Logistics and Maritime Transport Systems <i>dr Dorota Książkiewicz</i>	30	5	English
14.03.5360	International economics <i>prof. UG dr hab. Stanisław Umiński</i>	30	5	English
4.7.1055	International Marketing (excluding IB students) <i>dr Marek Reysowski</i>	30	5	English
14.03.5361	Logistics for Economic Processes <i>prof. UG dr Leszek Reszka</i>	30	5	English
4.0.2406	Managerial Decision Making Exercises <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
4.0.2410	Managers of the Future. Leadership in Management Practical Workshops <i>mgr Christian Orobello</i>	30	5	English
14.03.5367	Psychology <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FZ.3507	Regional Innovation System: theory and practice <i>prof. UG dr hab. Anna Golejewska</i>	30	5	English
4.0.2408	Small business management <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FZ.3509	Social research design and methodology workshop <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FZ.3705	Sustainability in Supply Chains: Navigating the ESG Landscape <i>dr Dorota Książkiewicz</i>	30	5	English
14.03.5374	Understanding, managing and financing innovation processes <i>prof. UG dr hab. Anna Golejewska</i>	30	5	English

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

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

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

Verification of learning outcomes - Skills

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

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

Verification of learning outcomes - Attitudes

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

Course contents
1. Projection

Body language and voice

Voice - pace and projection

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

Body language and movement

How should we stand?

Gestures and body movement

Personal mannerisms

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

Individual preparation



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

4. Preparation - key tips

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

5. Performance - Interaction and Control

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

6. Final presentation

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

Recommended reading lists

Primary literature:

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

Supplementary literature:

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

Contact

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

Course title	Business process modelling (for ERASMUS students)						ECTS code	04.0.EE.FZ.3764				
							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	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):						Semester:	3, 5, 1, 3,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	blended learning											
Teaching methods	E-learning,											
Prerequisites (required courses and introductory requirements)												
Required courses	No requirements											
Introductory requirements	General knowledge on business processes											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Construction of an extended EPC model of selected business process and presentation of the created model in the form of graphic diagram and written description according to the EPC notation (standard of modelling). The assessment criteria is the correctness of the model according to the EPC standard of business process modelling.											
Course objectives												
The objective of the course is to achieve selected learning effects in terms of knowledge, skills and social competence related to business process modelling												
Learning outcomes												
Knowledge	E1_W06	Student knows at an advanced level selected methods and tools for modelling business processes										
	MSG1_W17	Student has advanced knowledge on how to model business processes										
	E2_W07	Student has in-depth knowledge of the business processes structure within business entities and organizations according to modelling standards										
	MSG2_W09	Student has in-depth knowledge of the business processes methods and tools of modelling required by business entities and organizations operating in the national and international environment										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W06										X		
MSG1_W17										X		
E2_W07										X		
MSG2_W09										X		

Skills	E1_U04	Student can model complex business processes using quantitative and qualitative methods and tools
	MSG1_U08	Student can use basic methods and computer programmes as well as tools to acquire and analyse data necessary in his/her professional work to diagnose and model business processes to make adequate business decisions
	E2_U04	Student can model complex business processes using quantitative and qualitative methods and tools
	MSG2_U10	Student can accurately select and use sources of information on business processes, evaluate, critically analyse and creatively interpret them, and can present them in a reference model, using advanced information and communication techniques

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	
MSG1_U08										X	
E2_U04										X	
MSG2_U10										X	

Attitudes	E1_K05	Student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession of business process modelling
	MSG1_K05	Student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession of business process modelling
	E2_K05	Student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession of business process modelling
	MSG2_K06	Student is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession of business process modelling

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K05										X	
MSG1_K05										X	
E2_K05										X	
MSG2_K06										X	

Course contents

1. Structure of a business process

Main ontologies (processualism, eventism, reism, relationism, systemism)
Architectures of business processes (ARIS, CIM OSA, Zachman's framework)
Business process elements and parameters

2. Development of EPC model of selected business process

Methods and tools of business process modelling
Modelling business process selected by a student according to the EPC standard of modelling

3. Self-assessment of the modelled business process

Self-assessment is done by a student with the usage of heuristics, benchmarking, simulation, time/cost/quality analysis methods

4. Improvement of the modelled business process

Vision, redesigning, reengineering

5. Presentation the final business process model to the teacher for the final assessment



Recommended reading lists

Literature obligatory:

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

Additional sources:

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

Contact

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

Course title	Company management with use of ERP system					ECTS code	14.03.5342				
						ECTS credits	5				
						max. students	35				
Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Agnieszka Szmelter-Jarosz, Ph.D.										
Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*	3 SS1, 1 SS2, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 1, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning										
Teaching methods	Work in computer laboratories, Case studies, Activating methods in training classes, Design Thinking										
Prerequisites (required courses and introductory requirements)											
Required courses	Microeconomics, Macroeconomics, Basics of Computer Science, Basics of Financial Accounting										
Introductory requirements	Knowledge: Basic theories and principles of microeconomics, finance, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language										
Assessment method, forms and criteria											
Assessment method	Exam										
Assessment criteria	An essay on a chosen topic related to the subject (50% of final grade) Solving case studies and discussion in class (50% of final grade)										
Course objectives											
Introduction to management accounting. Introduction to cost center accounting and product costing. The rules of resources planning. Showing the functioning of ERP applications, especially with the SAP ERP 6.0. Preparing students to work in companies with a global range (on the basis of case studies). Problem solving with use of Design Thinking method (non-mathematical methods), Excel and Statistica software (mathematical methods).											
Learning outcomes											
Knowledge	E1_W02	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.									
	MSG1_W03	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.									
	E1_W06	Student understands the rules of management accounting, especially cost center accounting and product costing.									
	MSG1_W05	Student understands the rules of management accounting, especially cost center accounting and product costing.									
	E1_W07	Student understands connections between management accounting and business processes planning and execution.									
	MSG1_W05	Student understands connections between management accounting and business processes planning and execution.									
	E2_W02	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.									
	E2_W07	Student understands the rules of management accounting, especially cost center accounting and product costing.									

	E2_W08	Student understands connections between management accounting and business processes planning and execution.
	MSG2_W03	Student understands the importance of transactional systems (especially ERP) in logistic processes in accordance with the principle of 6R.
	MSG2_W05	Student understands connections between management accounting and business processes planning and execution.
	MSG2_W05	Student understands the rules of management accounting, especially cost center accounting and product costing.

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W02				X				X			
E1_W06				X				X			
E1_W07				X				X			
MSG1_W03				X				X			
E1_W05				X				X			
E2_W02				X				X			
E2_W07				X				X			
E2_W08				X				X			
MSG2_W03				X				X			
MSG2_W05				X				X			

Skills	E1_U02	Student uses information technology in the area of ERP systems.
	MSG1_U08	Student uses information technology in the area of ERP systems.
	E1_U07	Student is able to plan the resources used in business process execution.
	MSG1_U04	Student is able to plan the resources used in business process execution.
	E2_U02	Student uses information technology in the area of ERP systems.
	E2_U08	Student is able to plan the resources used in business process execution.
	MSG2_U04	Student uses information technology in the area of ERP systems.
	MSG2_U09	Student is able to plan the resources used in business process execution.

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U02				X				X			
E1_U07				X				X			
MSG1_U04				X				X			
MSG1_U08				X				X			
E2_U02				X				X			
E2_U08				X				X			
MSG2_U02				X				X			
MSG2_U09				X				X			
Attitudes	E1_K01	Student works independently, expanding his skills and knowledge									

	MSG1_K01	Student works independently, expanding his skills and knowledge
	E1_K06	Student is open to new methods for solving decision problems in the area of management accounting.
	MSG1_K06	Student is open to new methods for solving decision problems in the area of management accounting.
	E2_K02	Student works independently, expanding his skills and knowledge
	E2_K04	Student is open to new methods for solving decision problems in the area of management accounting.
	MSG2_K02	Student works independently, expanding his skills and knowledge
	MSG2_K06	Student is open to new methods for solving decision problems in the area of management accounting.

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01								X	X		
E1_K06								X	X		
MSG1_K01								X	X		
MSG1_K06								X	X		
E2_K02								X	X		
E2_K04								X	X		
MSG2_K02								X	X		
MSG2_K06								X	X		

Course contents

1. Introduction to ERP systems and SAP S4/HANA:
 - 1.1. Characteristics of systems
 - 1.2. The architecture of systems
 - 1.3. Main vendors of ERP and Business Analytics solutions
2. Navigation in SAP
3. Management Accounting in SAP :
 - 3.1. Introduction:
 - Goals and structure of management accounting,
 - Cost center analysis,
 - Analysis of profit centers,
 - Budget analysis,
 - Master data for the controlling area (cost centers, profit centers, temporary cost and profit centers, cost elements, profit components, statistical indicators),
 - Management accounting processes.
 - Assessment of the management accounting system. Case studies in management accounting area. Defining problems in the area of management accounting (management staff needs) and solving them with use of Design Thinking method (empathise, define the problem, ideate, prototype, test) and part of Lean Six Sigma methodology with use of Excel and Statistica software.
 - 3.2. Cost Center Accounting:
 - Creating a cost center in a database,
 - Creating a new index in the database,
 - Creating a cost element for ancillary activities,
 - Creating new cost center activities,
 - Creating a record for a group of cost centers,
 - Planning the number of employees,
 - Planning the activity of the cost center,
 - Overview of plans,
 - Evaluating the activity of the cost centers,
 - Analysis of evaluation results,
 - Price calculation for individual products,
 - Analysis of valuation results.
 - 3.3. Product Costing:



- Creating a record in the database for a product variant,
- Creating a record for the raw material variant,
- Creation of the Bill of Materials (Bill of Materials),
- Creation of a technological route (routing),
- Creation of cost estimates for the core business,
- Updating product prices,
- Review of product price changes,
- Confirming price changes,
- Product price control.

Recommended reading lists

Basic:

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

Facultative:

J. Kappauf, B. Lauterbach, M. Koch, Logistics Core Operations with SAP, Springer, 2011.
Okungbowa, A., SAP ERP Financial Accounting and Controlling,
https://books.google.pl/books?id=QmInCgAAQBAJ&printsec=frontcover&redir_esc=y#v=onepage&q&f=false

Contact

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

Course title	Crowdfunding Academy						ECTS code	14.3.EE.FZ.3761				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Joanna Adamska-Mieruszewska, Ph.D.											
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):				31		Semester:		5,				
Hours without the participation of the academic teacher (student's self-study, homeworks):				44		Type of course:		optional				
Total number of hours:				75		Language of instruction:		English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Case studies, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses	-											
Introductory requirements	Creativity and willingness to work on a crowdfunding project, communication skills.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Project: Crowdfunding Campaign Proposal <ul style="list-style-type: none"> • Group project: developing a crowdfunding campaign proposal for a real or hypothetical project. • Each group will present the proposal, including campaign objectives, target audience analysis, marketing strategies, budgeting, and risk management plans. • Assessment criteria: idea, quality of materials prepared, project's presentation. 											
Course objectives												
The course aims to promote entrepreneurship and innovation by providing students with a solid understanding of the various models and concepts of crowdfunding, as well as teach them practical skills necessary for planning, executing, and managing successful crowdfunding campaign.												
Learning outcomes												
Knowledge	MSG1_W05	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship, including crowdfunding										
	MSG1_W14	Student knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law										
	E1_W10	Student knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law										
	E1_W11	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship, including crowdfunding										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W05									X		X	

MSG1_W14										X		X
E1_W10										X		X
E1_W11										X		X

Skills	MSG1_U08	Student uses basic methods and computer programmes as well as marketing techniques and tools to prepare crowdfunding campaign										
	MSG1_U13	Student can prepare presentations and oral speeches in English with main assumptions of international crowdfunding project										
	E1_U02	Student is capable of using theoretical knowledge and collecting data to analyze specific economic and social dynamics relevant to crowdfunding initiatives. Able to utilize methods derived from economics, finance, and management sciences to dissect and understand these dynamics effectively										
	E1_U10	Student can prepare presentations and oral speeches in English with main assumptions of international crowdfunding project										

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U08									X		X
MSG1_U13									X		X
E1_U02									X		X
E1_U10									X		X

Attitudes	MSG1_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking while preparing crowdfunding proposal and can identify threats and assess the risk related to it										
	E1_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking while preparing crowdfunding proposal and can identify threats and assess the risk related to it										

Verification of learning outcomes - Attitudes

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

Course contents

In each class, students will engage in case studies of real-life crowdfunding campaigns. Through discussions, group work, and analysis of provided materials, we will explore various aspects of crowdfunding and projects, as listed below.

At the end of the course, students, working in groups, will craft a crowdfunding proposal for either a real or hypothetical project, with the option to launch a campaign on a crowdfunding platform (however it is not a mandatory part of the course).

Best students will have the opportunity to participate in international projects both during and after the course.

Introduction to crowdfunding: Understanding the concept of crowdfunding; historical overview and evolution. Creators and backers.

Crowdfunding platforms: different types of crowdfunding platforms; fees; regulations.

Non-investment crowdfunding models: Reward-based and donation crowdfunding. Overview, statistics and regulations. Intellectual property in crowdfunding campaigns.

Investment crowdfunding: equity crowdfunding: definitions, types and regulations. Examining peer-to-peer lending.

The role of campaigns' creators: Different types: individuals, NGO, public entities, private companies; advantages and disadvantages; relationships with backers.

Successful crowdfunding campaign: Target audiences and market validation; campaign narratives; funding goals and budgeting; multimedia for effective storytelling. Case studies and best practices.

Online Presence: branding in crowdfunding, use of social media and digital marketing strategies; the role of communication with backers; maintaining transparency. Case studies and best practices.

Campaign Logistics and post-campaign strategies: timing, duration, and frequency of updates; strategies for rewards-based campaigns; building and maintaining relationship with backers. Case studies and best practices.

Recommended reading lists

a) Shneor, R., Zhao, L., & Flíten, B. T. (2020). *Advances in crowdfunding: Research and practice* (p. 531). Springer Nature.

Shneor, R., Mrzygłód, U., Adamska-Mieruszewska, J., & Fornalska-Skurczyńska, A. (2022). The role of social trust in reward crowdfunding campaigns' design and success. *Electronic Markets*, 1-16.

b) Cumming, D., & Hornuf, L. (2018). *The economics of crowdfunding*. Palgrave Macmillan.

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

** MSG - International Economic Relations

Course title	Economics in Academic Tutoring										ECTS code	14.3.EE.FR.3759
											ECTS credits	2
											max. students	1
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Anita Szymańska, Associate Professor ; Dorota Książkiewicz, Ph.D. ; Magdalena Markiewicz, Ph.D. ; Maria Matusiewicz, Ph.D. ; Leszek Reszka, Associate Professor ; Joanna Bednarz, Associate Professor ; Elżbieta Adamowicz, PhD ; Elżbieta Babula, Ph.D. ; Barbara Pawłowska, Associate Professor											
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	2 SS1, 3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):					39	Semester:		3-4, 5-6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):					36	Type of course:		optional				
Total number of hours:					75	Language of instruction:		English				
Teaching form	in-class learning											
Teaching methods	Discussion, questioning, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses	No formal requirements.											
Introductory requirements	No preliminary requirements.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	During the completion of first-cycle studies, as part of the subject "Economics in Academic Tutoring," a student may participate in one, single-semester tutorial. Recruitment for the classes takes place twice during an academic year - before the beginning of the winter semester and before the start of the summer semester. Students apply for the classes with a tutor based on a separate procedure, independent of the enrollment for elective subjects. The rules of the tutorial are established between the student and the tutor leading the tutorial. The evaluation is in accordance with the Study Regulations.											
Course objectives												
The aim of the course is to deepen the student's knowledge, skills, and competencies in the subject matter of the tutorial.												
Learning outcomes												
Knowledge	E1_W01	The student has advanced knowledge in social sciences and is proficient in using universal economic terminology.										
	E1_W04	The student identifies different types of economic and social ties and knows the principles governing them.										
	MSG1_W01	The student possesses advanced knowledge in the field of economic sciences and is proficient in using universal economic terminology.										
	MSG1_W04	The student has advanced knowledge of the types of elements in the structures of economic organizations.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
	E1_W01			X		X			X	X		

E1_W04						X			X	X	
MSG1_W01				X		X			X	X	
MSG1_W04						X			X	X	

Skills	E1_U01	The student interprets economic and social phenomena and applies knowledge in the fields of economics, finance, and management sciences.
	E1_U06	The student utilizes knowledge of economic dilemmas that arise in the subject matter of the tutorial.
	MSG1_U01	Leveraging their knowledge, the student can interpret and explain phenomena occurring in the economy and analyze their causes, course, and effects.
	MSG1_U10	The student is able to present their own position, supporting it with appropriate arguments.

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_U06									X		
MSG1_U01									X		
MSG1_U10									X		

Attitudes	E1_K02	The student is aware of their level of knowledge and understands the need for deepening and updating it throughout their life.
	MSG1_K02	The student knows their level of knowledge and understands the necessity of deepening and updating it throughout their lifetime.

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		
MSG1_K02									X		

Course contents

1. Introduction to tutoring. Establishing the rules of the classes, forming a contract with the student.
2. Determining the theme of the tutorial in line with the presented offer and the interests of the student.
3. Application of educational tools to support the selection and deepening of the chosen subject matter.
4. Planning the tutoring process - identifying the goal/goals.
5. Setting and discussing the scope of tasks and the expected outcomes of the tutorial.
6. Tutoring work (an ongoing process), including:
 - selection and analysis of literature, preparation of materials related to the undertaken theme
 - identification of existing problems
 - presentation of one's arguments.
7. Discussion of the completed tutoring project.

Recommended reading lists



Basic Literature:

Publications consistent with the tutorial theme indicated by the tutor.

Supplementary Literature:

B. Karpińska-Musiał, Personalized Education at the University. Ideology - Institution - Didactics - Mentor. Libron Publishing House, Kraków 2016.

In the Quest for Quality in Quantity. Oxford Tutoring at the University of Gdańsk. Ed. B. Karpińska-Musiał. Libron Publishing House, Kraków 2016.

Good Academic Practices in Natural Sciences. Ed. J. Bolałek, E. Szymczak, T. Sadoń-Osowiecka. Libron Publishing House, Kraków 2015.

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

** MSG - International Economic Relations

Course title	Economics in Academic Tutoring							ECTS code	14.3.EE.FR.3760			
								ECTS credits	2			
								max. students	1			
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Anita Szymańska, Associate Professor ; Dorota Książkiewicz, Ph.D. ; Magdalena Markiewicz, Ph.D. ; Maria Matusiewicz, Ph.D. ; Leszek Reszka, Associate Professor ; Joanna Bednarz, Associate Professor ; Elżbieta Adamowicz, PhD ; Elżbieta Babula, Ph.D. ; Barbara Pawłowska, Associate Professor											
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	1-2, 3-4,				
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	Discussion, questioning, Individual projects,											
Prerequisites (required courses and introductory requirements)												
Required courses	No formal requirements.											
Introductory requirements	No preliminary requirements.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	During the completion of second-cycle studies, as part of the subject "Economics in Academic Tutoring," a student may participate in one, single-semester tutorial. Recruitment for the classes takes place twice during an academic year - before the beginning of the winter semester and before the start of the summer semester. Students apply for the classes with a tutor based on a separate procedure, independent of the enrollment for elective subjects. The rules of the tutorial are established between the student and the tutor leading the tutorial. The evaluation is in accordance with the Study Regulations.											
Course objectives												
The aim of the course is to deepen the student's knowledge, skills, and competencies in the subject matter of the tutorial.												
Learning outcomes												
Knowledge	E2_W01	The student has an in-depth knowledge of social sciences and understands the differences between contemporary economic thought streams.										
	E2_W03	The student possesses in-depth knowledge about the relationships between phenomena and economic organizations operating both in the domestic and international spheres.										
	MSG2_W01	The student has in-depth and well-organized knowledge in the field of economic sciences.										
	MSG2_W03	The student knows and understands the types of economic ties, comprehends the conditions, and principles of market functioning in both national 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	
	E2_W01			X		X			X			

E2_W03						X			X		
MSG2_W01				X		X			X		
MSG2_W03						X			X		

Skills	E2_U01	Leveraging their specialized knowledge, the student interprets and explains economic phenomena.									
	E2_U02	The student utilizes their knowledge to analyze the causes and course of economic processes and is capable of formulating their own judgments and opinions.									
	MSG2_U01	Leveraging their knowledge, the student explains economic phenomena and the relationships between them.									
	MSG2_U04	The student is capable of using their knowledge to formulate and solve complex contemporary economic 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
E2_U01									X		
E2_U02									X		
MSG2_U01									X		
MSG2_U04									X		

Attitudes	E2_K02	The student is aware of their level of knowledge in the field of economics and understands the need to deepen and update it throughout their life.									
	MSG2_K01	The student is ready to acknowledge the importance of knowledge in the process of identifying and solving economic problems and seeking experts' opinions.									

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		
MSG2_K01									X		

Course contents

1. Introduction to tutoring. Establishing the rules of the classes, forming a contract with the student.
2. Determining the theme of the tutorial in line with the presented offer and the interests of the student.
3. Application of educational tools to support the selection and deepening of the chosen subject matter.
4. Planning the tutoring process - identifying the goal/goals.
5. Setting and discussing the scope of tasks and the expected outcomes of the tutorial.
6. Tutoring work (an ongoing process), including: - selection and analysis of literature, preparation of materials related to the undertaken theme - identification of existing problems - presentation of one's arguments.
7. Discussion of the completed tutoring project.

Recommended reading lists

Basic Literature:

Publications consistent with the tutorial theme indicated by the tutor.

Supplementary Literature:



B. Karpińska-Musiał, Personalized Education at the University. Ideology - Institution - Didactics - Mentor. Libron Publishing House, Kraków 2016.

In the Quest for Quality in Quantity. Oxford Tutoring at the University of Gdańsk. Ed. B. Karpińska-Musiał. Libron Publishing House, Kraków 2016.

Good Academic Practices in Natural Sciences. Ed. J. Bolałek, E. Szymczak, T. Sadoń-Osowiecka. Libron Publishing House, Kraków 2015.

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

** MSG - International Economic Relations

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

		entrepreneurship, using the knowledge of economics, finance and management sciences
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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_W03					X						
MSG1_W05					X						
MSG1_W17					X				X	X	
MSG2_W12					X						
E2_W11					X						

Skills	MSG1_U05	Student can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises;
	MSG1_U14	Student can interact and work in a team (including an international one), taking various roles within it;
	MSG2_U13	Student has a thorough ability to prepare specialist written work on economic and social issues, using specialist theoretical and methodological approaches, collecting data from various sources, their description and interpretation, the principles of hypothesis formulation and drawing conclusions on the basis of scientific literature and factual data, and can perform advanced international comparisons
	E2_U01	Student can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U05					X						
MSG1_U14											X
MSG2_U13					X						
E2_U01					X						

Attitudes	MSG1_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence;
	MSG2_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects
	E2_K03	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects

Verification of learning outcomes - Attitudes

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



E2_K04								X			
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Course contents

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

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

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

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

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

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

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

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

Recommended reading lists

Obligatory:

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

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

Additional:

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



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

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

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

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

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

Course contents

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

Recommended reading lists
Compulsory:

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

Supplementary:

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

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

** MSG - International Economic Relations

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

E1_W11						X	X	X	X		
Skills	MSG1_U05	The student gains skills in using knowledge in practical planning and execution of NGO fundraising campaigns in international environment formation, including international business environment									
	E1_U06	The student gains skills in using knowledge in practical planning and execution of NGO fundraising campaigns in different business and social environments									

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U05						X	X	X	X		
E1_U06						X	X	X	X		

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

Verification of learning outcomes - Attitudes

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

Course contents

1. The World of Nonprofits & Social Entrepreneurship - presentation and discussion
2. Governance and Types of Nonprofit Organizations - presentation and group work
3. Greening the Ghetto Impressions - case study discussion
4. The Process of Starting a Nonprofit Organization & Defining Agency - group exercise
5. Nonprofit Capacity and Networks: Identifying Complementary Services & Building Alliances - short presentation and group exercise
6. Estimation of financial needs for the agency planned: projects and general statutory operations approach - exercises and mutual checking
7. Projects funding sources review - mapping of possible sources
8. Applying for Public Funding for Projects of Nonprofit Organizations - review, exercise in building strong arguments
9. Applying for Public Funding for General Statutory Operations - review, exercise in building strong arguments
10. Public Good Organizations and Specific Financial Regulations - regulation of 1% PIT for NGO in Poland and other countries and how to organize a successful promotion
11. General Public as the Source of Financial Support - Review of Possibilities and Fundraising Techniques - group exercise
12. Governmental Sector as NGO Financial Supporter - Possibilities and Programs Review and Assessment - group discussion
13. Private Donors and Strategy of their Engagement - exercise on building the strategy to approach to private donors
14. Endowment Funds and their Application - exercise on design of an endowment fund
15. Fundraising Campaign Design - students' project work
16. Fundraising Campaign Conduct - students' project work
17. Reporting the Effects of Projects and Activities to General Public and Donors - a design of action exercise
18. Marketing and Fundraising: Using Celebrities and Well Known Persons to Support Campaign - building the approach to the targets exercise
19. Groups' projects presentations - students' group work presentations

Recommended reading lists
A. Fundamental (basic) literature

1. Electronic materials delivered by the instructor
2. I. Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2013, NOLO

B. Supplemental literature

1. Electronic articles and publications on NGO governance and financing suggested and indicated by the instructor for free upload



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

Course title	Global Logistics and Maritime Transport Systems					ECTS code	14.3.EE.FZ.3765				
						ECTS credits	5				
						max. students	20				
Name of unit administrating study	KPT	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Dorota Książkiewicz, Ph.D.										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	1, 3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	blended learning										
Teaching methods	Lectures including multimodal presentations, E-learning,										
Prerequisites (required courses and introductory requirements)											
Required courses	Basics of transport operations										
Introductory requirements	Basic knowledge on maritime industry and globalization of trade.										
Assessment method, forms and criteria											
Assessment method	Exam										
Assessment criteria	Students prepare and perform presentations discussing current issues regarding maritime industry. Presentation - 90% Discussion - 10%										
Course objectives											
Students gain insight into the vital role played by maritime transport systems in facilitating the movement of goods on a global scale, including the operation of ports, shipping routes, and vessels. By the end of the course, students will be equipped with the knowledge and skills to analyze and understand processes in logistics and maritime transport systems in a dynamic and ever-changing global environment.											
Learning outcomes											
Course contents											
1. Introduction to Maritime Transport Systems 2. Maritime Transport Infrastructure: Ports and Terminals 3. Maritime cargo categories 4. Types of Maritime Vessels and loading technologoy 5. Shipping Routes and Trade Corridors 6. Intermodal Transportation and Logistics Hubs 7. Port Operations and Terminal Management 8. Maritime Regulations and Compliance 9. Environmental Sustainability in Maritime Transport 10. Emerging Technologies in Global Logistics and Maritime Systems											
Recommended reading lists											
ICT Solutions and Digitalization in Ports and Shipping, edited by M. Fiorini and N. Gupta, IET, 2021 T. Notteboom, A. Pallis and J-P. Rodrigue (2022), Port Economics, Management and Policy , New York: Routledge <i>Reports and analysis of global trade development and trends.</i> <i>Container Logistics: The Role of the Container in the Supply Chain</i> by Dr Rolf Neise (Editor), Kogan Page 2018. Rodrigue J.P., Comtois C., Slack B.: <i>The Geography of Transport Systems</i> FOURTH EDITION, New York: Routledge (2017).											
Contact	dorota.ksiazkiewicz@ug.edu.pl										

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



** MSG - International Economic Relations

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

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W01				X			X	X	X		X
MSG1_W02				X					X		
E1_W03				X					X		
MSG2_W06				X					X		X
E2_W09				X					X		X

Skills	E2_U02	Student is able to use the theoretical knowledge to analyse and interpret the international economic processes and to formulate his or her critical opinion.									
	E1_U08	Student can choose the relevant theoretical concepts for the interpretations of consequences of economic openness.									
	MSG1_U02	Student can propose the most relevant indices/indicators/measures to analyse open economy problems and processes.									
	MSG2_U06	Student identifies the risks associated with functioning within the open, global economic environment.									

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U02				X					X		X
E1_U08				X					X		X
MSG1_U02				X					X		X
MSG2_U06				X					X		X

Attitudes	E1_K03	Student is able to work in international teams, participate in a discussion and trying to solve the tasks in an entrepreneurial way. Student identifies the challenges of working in financial institutions domestically and internationally. He/she is aware that it is necessary to expand and complement knowledge in international economics throughout their working lives. Students understands the diversity of business cultures									
	E2_K02	Student is aware of the level of his knowledge in the field of international economics, understands the need to deepen and update this knowledge throughout life									
	MSG1_K02	Student critically evaluates the level of his knowledge in the field of international economics, is ready to deepen and update this knowledge throughout life									
	MSG2_K02	Student is ready to critically assess the level of knowledge, professional skills and competences in the area international economics									

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K03				X				X	X		X
E2_K02				X				X	X		X
MSG1_K02								X	X		X
MSG2_K02								X	X		X

Course contents

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

Recommended reading lists

Main textbooks:

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

Additional literature:

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

Contact

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

** MSG - International Economic Relations

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

		operating in the international market and the processes and phenomena between them.
E1_W05		Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.
E1_W07		Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment
E2_W05		Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.
E2_W07		Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W07			X					X	X		
MSG1_W09								X	X		
MSG1_W15			X					X	X		
MSG2_W09			X					X	X		
MSG2_W14								X	X		
E1_W05								X	X		
E1_W07			X					X	X		
E2_W05								X	X		
E2_W07			X					X	X		

Skills		
MSG1_U01		Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
MSG1_U02		Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.
MSG2_U01		Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
MSG2_U02		Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.
E1_U01		Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
E1_U02		Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.
E2_U01		Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
E2_U02		Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.

Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01			X					X	X		
MSG1_U02			X					X	X		
MSG2_U01			X					X	X		
MSG2_U02			X					X	X		
E1_U01			X					X	X		
E1_U02			X					X	X		
E2_U01			X					X	X		
E2_U02			X					X	X		

Attitudes	MSG1_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.									
	MSG2_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.									
	E1_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.									
	E2_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.									

Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K03								X	X		
MSG2_K03								X	X		
E1_K03								X	X		
E2_K03								X	X		

Course contents

1. Introduction into the International Marketing and Entry Modes
 Objectives and program of the course
 Literature
 Grading Policy
 Direct exporting
 Direct investment
 Strategic alliances

2. Global Segmentation and Positioning
 Grouping consumers within countries into homogenous segments
 Use of strategically equivalent segments
 Use of macro and micro data
 Implications for positioning
 Tools for forming groups

3. International Marketing Research
 Basic problems in international marketing research
 Sources of information
 Adapting research methods to the international specific
 Evaluation of foreign markets attractiveness

4. Pricing

International price setting
International price standardization
Transfer pricing

5. Product Development For Global Markets

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

6. Distribution strategies

Exclusive distribution
Selective distribution
Intensive distribution

7. Promotion strategies

Pull strategy
Push strategy

Recommended reading lists

Basic literature:

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

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

Supplementary literature:

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

Contact

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

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

	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W01			X				X	X			
MSG1_W01			X				X	X			
E2_W01			X				X	X			
MSG2_W01			X				X	X			
E1_W06			X				X	X			
MSG1_W10			X				X	X			
E2_W06			X				X	X			
MSG2_W13			X				X	X			

Skills	E1_U02	Student is able to implement presented logistic tools and methods in practice.									
	E2_U02	Student is able to implement presented logistic tools and methods in practice.									
	MSG1_U04	Student is able to implement presented logistic tools and methods in practice.									
	MSG2_U04	Student is able to implement presented logistic tools and methods in practice.									
	E1_U11	Student can work in groups.									
	MSG1_U14	Student can work in groups.									
	E2_U11	Student can work in groups.									
	MSG2_U12	Student can work in groups.									

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U04			X				X	X			
E2_U02			X				X				
MSG1_U04			X				X				
MSG2_U04			X				X				
E1_U11							X				
MSG1_U14							X				
E2_U11							X				
MSG2_U12							X				

Attitudes	E1_K02	Student aims to gain the knowledge permanently.									
	E2_K02	Student aims to gain the knowledge permanently.									
	MSG1_K02	Student aims to gain the knowledge permanently.									
	MSG2_K02	Student aims to gain the knowledge permanently.									

Verification of learning outcomes - Attitudes

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



MSG1_K02							X	X			
MSG2_K02							X	X			

Course contents

- The fundamentals of logistics:
definition of logistics,
logistics support system's components,
macro- and microeconomics aspects of logistics

- Demand in logistics:
primary and derivative demand in logistics,
the role of primary demand forecasts in logistics,
material requirements planning
evolution of MRP systems,
Zeparde Gozinto's graph

- Inventory management:
Wilson's model,
ABC / XYZ classification,
the idea of separating point

- Evaluation and choice of the supplier:
identification of potential suppliers,
determination of main criteria and parameters,
principles of grading for criteria and parameters,
introduction of possible wages for criteria and parameters,
calculating of score for each supplier,
taking a decision about choice of the supplier

- Logistic costs:
total logistic costs calculation,
activity based costing as a method of logistic processes management,
the idea of life cycle logistic support system

Recommended reading lists

(a) obligatory literature
B. S. Blanchard, *Logistics Engineering & Management*, Pearson New International Edition 2013
D. Simchi-Levi, *Designing and Managing the Supply Chain*. McGraw - Hill Education Europe, 2007
Jones, J.V. *Integrated Logistics Support Handbook*, McGRAW-HILL, New York 2006

(b) supplementary literature
L. Reszka, *Decision Making Process in the Management of Logistics Support System* [in:] C. Mańkowski, L. Reszka (ed.):
Modelowanie procesów i systemów logistycznych, cz. XXII Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2021, p. 167-176
L. Reszka, *Multicriteria optimization methods in logistics on the example of warehouse location*, "Journal of Positive Management", vol. 9, nr 3/2018, Toruń 2018, ISSN: 2083-103X, p. 3-16
C. Mańkowski, L. Reszka (ed.), *Modelling of Logistics Processes and Systems*, part XXI *Transport Economics and Logistics* vol. 82. Gdańsk University Press, Gdańsk 2019
C. Mańkowski, L. Reszka (ed.), *Modelling of Logistics Processes and Systems*, part XX *Transport Economics and Logistics* vol. 78. Gdańsk University Press, Gdańsk 2018
C. Mańkowski, L. Reszka (ed.), *Modelling of Logistics Processes and Systems*, part XIX *Research Journal of the University of Gdańsk Transport Economics and Logistics* vol. 71. Gdańsk University Press, Gdańsk 2017
M. Chaberek, L. Reszka (ed.), *Modelling of Logistics Processes and Systems*, part XVIII *Research Journal of the University of Gdańsk Transport Economics and Logistics* vol. 68. Gdańsk University Press, Gdańsk 2017
M. Chaberek, L. Reszka (ed.), *Modelling of Logistics Processes and Systems*, part XVII *Research Journal of the University of Gdańsk Transport Economics and Logistics* vol. 66. Gdańsk University Press, Gdańsk 2017

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

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

E1_W11						X	X	X	X		
Skills	MSG1_U04	The student gains skills in using knowledge in managerial decision making including international business environment									
	E1_U07	The student gains the ability to design reasonable business propositions to solve problems in different fields of business management									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U04						X	X	X	X		
E1_U07						X	X	X	X		
Attitudes	MSG1_K06	The student is able to is ready to be guided in his/her professional life by business ethics and corporate social responsibility									
	E1_K05	The student can set up priorities and plan project tasks as well as monitor and correct the project progress and sove existing dilemmas									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K06						X	X	X	X		
E1_K05						X	X	X	X		
Course contents											
<p>2 introductory lectures followed by short exercises, 12 classes, each class will start from short introductory lecture 15-20 min which will remind the basic concepts in the given field of management, and following practical exercises, conducted in international students' teams on different elements of decision making process. The exercises will be completed by short presentations and discussions.</p> <p>Design of classes: each class will start from</p> <ol style="list-style-type: none"> 1. Rational model of managerial decision making - lecture and short exercise 2. Behavioral models of making business decisions - lecture and short exercise 3. Business field for start up choice - exercise on decisions preparation 4. Equal employment - managerial exercise 5. Customers' complaints solutions - managerial exercise 6. Suppliers' treatment exercise 7. Environmental disaster - crisis behavior exercise 8. Market entry dilemmas - assessment of decisions' alternatives 9. Customers' boycott - criis management exercise 10. Merger of two companies - managerial game 11. Theft of intellectual property by Far Distance Competitor - strategy preparation 12. Technology damage and employees' mobilization - crisis management exercise 13. Motivating employees - overcoming high employment turnover - planning exercise 14. Participatory management - preparation of decisions involving employees in the management process 											
Recommended reading lists											
<p>A. Fundamental (basic) literature</p> <ol style="list-style-type: none"> 1. Case studies delivered by the instructor in the electronic form 2. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i>, McGrawHill Education, 2019 3. Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, <i>Strategic International Management, Text and Cases</i>, 3rd Edition, Springer, 2015 4. <i>The Sustainable Business Case Book</i>, The Saylor Foundation, or any other book on CSR applications <p>B. Supplemental literature</p>											



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

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

** MSG - International Economic Relations

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

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

Verification of learning outcomes - Skills

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

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

Verification of learning outcomes - Attitudes

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

Course contents

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

Recommended reading lists
A. Fundamental (basic) literature

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

B. Supplemental literature

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

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

** MSG - International Economic Relations

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

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

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

Verification of learning outcomes - Skills

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

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

Verification of learning outcomes - Attitudes

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

Course contents

- 1: Introduction to Psychology**
 - 1.1 What Is Psychology?
 - 1.2 History of Psychology
 - 1.3 Contemporary Psychology
 - 1.4 Careers in Psychology
- 2: Psychological Research**
 - 2.1 Why Is Research Important?
 - 2.2 Approaches to Research
 - 2.3 Analyzing Findings
 - 2.4 Ethics
- 3: Learning**
 - 3.1 What Is Learning?
 - 3.2 Classical Conditioning
 - 3.3 Operant Conditioning
 - 3.4 Observational Learning (Modeling)
- 4: Thinking and Intelligence**
 - 4.1 What Is Cognition?
 - 4.2 Language
 - 4.3 Problem Solving
 - 4.4 What Are Intelligence and Creativity?
 - 4.5 Measures of Intelligence
 - 4.6 The Source of Intelligence

5: Emotion and Motivation

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

6: Industrial-Organizational Psychology

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

7: Stress, Lifestyle, and Health

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

Recommended reading lists

Primary literature:

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

Supplementary literature:

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

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** MSG - International Economic Relations

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

E2_W06							X	X	X		X
E2_W10							X	X	X		X
Skills	E1_U03	the student is able to analyse the causes and course of specific economic and social processes and phenomena, and to analyse these phenomena accurately using adequate economic and social methods and tools									
	E1_U07	the student is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to select methods and instruments that enable to solve them rationally									
	E2_U03	the student is able to analyze the causes and course of economic and social processes, to formulate his own opinions on the subject, to formulate research hypotheses and to select and apply methods of their verification									
	E2_U07	the student is able to propose solutions to complex problems of innovation, select methods of analysis and conduct conclusive procedures in this regard									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U03							X	X	X		X
E1_U07							X	X	X		X
E2_U03							X	X	X		X
E2_U07							X	X	X		X
Attitudes	E1_K01	the student recognises the importance of knowledge of economics in the process of identifying and solving economic problems and of consulting experts when having difficulty solving them independently									
	E1_K03	the student takes part in the preparation of analyses of RIS, being able to reconcile legal, economic, ecological, political and social requirements									
	E2_K01	the student recognises the importance of knowledge in the field of Regional Innovation System									
	E2_K03	the student inspires and organizes the preparation of analyses of RIS, being able to reconcile the economic, ecological, political and social requirements									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K01							X	X	X		X
E1_K03							X	X	X		X
E2_K01							X	X	X		X
E2_K03							X	X	X		X
Course contents											
<ol style="list-style-type: none"> 1. The nature of innovation: definitions, types, systems and sources. Types of knowledge. 2. The role of networks and cooperation in innovation process. National, territorial (regional, local, smart city), sectoral and technological innovation systems. 3. Theory of Regional Innovation System (RIS). Elements, actions and functions of RIS. 4. Classifications of Regional Innovation Systems. 5. Metropolitan versus peripheral RIS. 6. Methods of RIS analysis. Case studies of RISs in Poland and worldwide. 7. RIS as an innovation policy. 											
Recommended reading lists											



Basic literature:

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

Complementary literature:

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

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

** MSG - International Economic Relations

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

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U04							X	X	X		
E2_U07							X	X	X		
Attitudes	MSG2_K03	The student is able to work in a team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making									
	E2_K03	The student can set up priorities and plan project tasks as well as monitor and correct the project progress									

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K03							X	X	X		
E2_K03							X	X	X		

Course contents

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

Recommended reading lists

A. Fundamental (basic) literature

1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, *Entrepreneurship*, McGrawHill Education, 2019
2. *How to set up your own small business*, American Institute of Small Business, 1991
3. Cardullo M. *Technological Entrepreneurism*, Research Studies Press, 1999

B. Supplemental literature

4. Electronic publications delivered by the lecturer
5. R. Sutherland, *Entrepreneurship and Small Business Mangement*, Clanrye Intl, 2022

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

** MSG - International Economic Relations

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

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

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

Verification of learning outcomes - Skills

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

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

Verification of learning outcomes - Attitudes

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

Course contents
1. Approaches to social research

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

2. Research methods

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

3. Analyzing findings

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

4. Ethical concerns research

- 4.1. Involving human participants
- 4.2. Research involving animal subjects

Recommended reading lists

Primary literature:

- 1. Hock, R. R. (2009), *Social psychology. Forty studies that changed psychology: Explorations into the history of psychological research* (pp. 308-317). Pearson.
- 2. Banks J. A. and Banks C. (2004), *Handbook of research on multicultural education* (2nd ed.). Jossey-Bass.
- 3. Turbek, S.P., Chock, T.M., Donahue, K., Havrilla, C.A., Oliverio, A.M., Polutchko, S.K., Shoemaker, L.G. and Vimercati, L. (2016), *Scientific Writing Made Easy: A Step by Step Guide to Undergraduate Writing in the Biological Sciences*. Bull Ecol Soc Am, 97: 417-426. doi:10.1002/bes2.1258

Supplementary literature:

- 1. American Psychological Association. (n.d.). *Research with animals in psychology*. <https://www.apa.org/research/responsible/research-animals.pdf>
- 2. Kohnke Z., Winiarski J. (2019), *How to prevent and defend against mobbing in a workplace?* Współczesna Gospodarka, 2019, vol. 10, no. 1, pp.45-53. DOI:10.26881/wg.2019.1.05

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

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

MSG2_W03							X	X			
MSG2_W04							X	X			

Skills	E2_U05	Students can apply the rules and standards of ESG to formulate competitive business strategy in international environment									
	E2_U09	Students understand the need to adapt business processes to the international market ESG standards, and are able to develop new ESG-compliant operation models									
	MSG2_U05	Students can apply the rules and standards of ESG to formulate competitive business strategy in international environment									
	MSG2_U09	Students understand the need to adapt business processes to the international market ESG standards, and are able to develop new ESG-compliant operation models									

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U05							X	X			
E2_U09							X	X			
MSG2_U05							X	X			
MSG2_U09							X	X			

Attitudes	E2_K04	Students are able to adapt to new situations and conditions related to the need of environment protection and can address business challenges of environmental, social and governance nature									
	E2_K05	Students are ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements									
	MSG2_K04	Students are able to adapt to new situations and conditions related to the need of environment protection and can address business challenges of environmental, social and governance nature									
	MSG2_K05	is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements									

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K04							X	X			
E2_K05							X	X			
MSG2_K04							X	X			
MSG2_K05							X	X			

Course contents

1. Introduction to Sustainability in business and supply chains: Concepts and Principles
2. Environmental Sustainability in supply chains: Best Practices and Case Studies
3. Social Responsibility: Worker Welfare, Human Rights, and Community Engagement
4. Governance and Compliance: Regulations, Policies, and Standards
5. Sustainable Transportation in Logistics: Low-Emissions Vehicles and Alternative Fuels

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

Recommended reading lists

a)

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

b)

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

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

** MSG - International Economic Relations

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

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

Verification of learning outcomes - Skills

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

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

Verification of learning outcomes - Attitudes

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

Course contents

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

Recommended reading lists

Basic literature:

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

Complementary literature:

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

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** MSG - International Economic Relations