

**Facultative subjects-summer semester 24/25**

Code	Title of lecture	Hours	ECTS	Language
14.03.5340	<b>Behavioural economics. Psychology of decision making</b> <i>prof. dr hab. Jacek Zaucha</i>	30	5	English
4.0.2409	<b>Building Skills for Managerial Action in Multinational Corporations. Practical Exercises</b> <i>mgr Christian Orobello, prof. UG dr hab. Wojciech Bizon</i>	30	5	English
14.03.5341	<b>Business communication workshop</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.03.5338	<b>Contemporary Consumers - Rational or Emotional?</b> <i>prof. UG dr hab. Anna Maria Nikodemaska-Wołowik</i>	30	5	English
14.03.5343	<b>Contemporary issues of economic policy</b> <i>prof. UG dr hab. Anita Szymańska, dr Grzegorz Pawłowski</i>	30	5	English
4.0.2401	<b>Controlling (for ERASMUS students)</b> <i>prof. UG dr hab. Cezary Mańkowski</i>	30	5	English
14.3.E.FR.3759	<b>Economics in Academic Tutoring</b> <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	<b>Economics in Academic Tutoring</b> <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
4.0.2402	<b>Entrepreneurial Personality. Studies in the Psychological Dimensions of Entrepreneurial Actions</b> <i>mgr Christian Orobello, prof. dr hab. Jacek Zaucha</i>	30	5	English
14.03.5347	<b>Financial accounting and reporting - international issues</b> <i>dr Joanna Stefaniak</i>	30	5	English
14.03.5348	<b>Financial Reporting and Analysis</b> <i>dr Joanna Stefaniak</i>	30	5	English
4.0.2403	<b>Green Business Venturing</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FL.3502	<b>International economic perspectives</b> <i>prof. UG dr hab. Przemysław Borkowski</i>	30	5	English
4.0.2404	<b>International Management: Investment strategies in emerging markets</b> <i>prof. UG dr hab. Przemysław Kulawczuk</i>	30	5	English
14.3.E.FL.3706	<b>Market Simulation (excluding IB and MM students)</b> <i>dr Marek Reysowski</i>	30	5	English
14.3.E.FL.3511	<b>Mathematical Methods for Economic Analysis</b> <i>dr Elżbieta Babula</i>	30	5	English
14.03.5363	<b>Pharmaceutical business management</b> <i>dr Andrzej Poszewiecki</i>	30	5	English
14.3.E.FL.3510	<b>Principles of marketing workshop</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.3.E.FL.3762	<b>Shared Mobility in the Sharing Economy</b> <i>dr Elżbieta Adamowicz, dr Tomasz Bieliński</i>	30	5	English
14.03.5376	<b>Sociology</b> <i>prof. UG dr hab. Jacek Winiarski</i>	30	5	English
14.03.5373	<b>Supply management and production planning in SAP ERP (excluding IB)</b> <i>dr Agnieszka Szmelter-Jarosz, mgr Dariusz Weiland</i>	30	5	English
14.3.E.FL.3235	<b>Trends in Global Trade and Transport</b> <i>dr Dorota Książkiewicz</i>	30	5	English

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

		place in the system of sciences; understands the differences between contemporary trends in economic thought; knows the claims of contemporary behavioural theories.
E2_W03		The student possesses basic knowledge of the relations between social structures and institutions and norms in the decision making process.
MSG2_W01		The student possesses basic knowledge of the nature and importance of behavioural economics and its place in social sciences and can describe the links between achievements in these fields, knows main findings of behavioural economics.

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W01								X	X		
E1_W03								X	X		X
E1_W09								X	X		
MSG1_W01								X	X		
MSG1_W09								X	X		
E2_W01								X	X		
MSG2_W01								X	X		

Skills		
E1_U01		The student can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of behavioural economics.
E1_U02		The student is able to analyse correctly the causes and course of particular social processes mainly economic, political and social decisions through the behavioural economics prism.
E1_U08		The student is able to observe, understand and analyze economic and social phenomena and processes using adequate methods of behavioral economics
E1_U10		The student is able to prepare oral presentations, in English in the field of behavioral economics, using specialized terminology, theoretical approaches, principles of collecting various sources data, their description and interpretation as well as inference on the basis of scientific literature, can actively participate in the debate
MSG1_U01		The student can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of behavioural economics.
MSG1_U02		The student can assess economic and social phenomena occurring in an open economy using methods and tools applied in behavioural economic.
MSG2_U01		The student can creatively interpret and explain complex and unusual economic phenomena and relations between them, using their knowledge in the field of behavioral economics
MSG2_U02		The student can assess economic and social phenomena occurring in an open economy using methods and tools applied in behavioural economic.
E2_U01		The student can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of behavioural economics.
E2_U02		The student can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of behavioural economics.
MSG2_U14		The student is able to prepare oral presentations, in English in the field of behavioral economics, using specialized terminology, theoretical approaches, principles of collecting various sources data, their description and interpretation as well as inference on the basis of scientific literature, can actively participate in the debate
E2_U10		The student is able to prepare oral presentations, in English in the field of behavioral economics, using specialized terminology, theoretical approaches, principles of collecting

	various sources data, their description and interpretation as well as inference on the basis of scientific literature, can actively participate in the debate
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**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U01								X	X		X
E1_U02								X	X		X
E1_U08								X	X		X
MSG1_U15								X	X		X
MSG1_U01								X	X		X
MSG1_U02								X	X		X
MSG1_U02								X	X		X
E2_U01								X	X		X
E2_U02								X	X		X
MSG2_U14								X	X		X
E2_U10								X	X		X

Attitudes	E1_K02	The student critically assesses the level of his/her knowledge in the field of behavioural economics; is willing to deepen and update this knowledge throughout his/her life.
	E1_K05	The student correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession by applying know-how of behavioural economics.
	E1_K04	The student due to applying know-how of behavioral economics is ready to think and act in an entrepreneurial manner; adapts to New situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence.
	MSG1_K02	The student critically assesses the level of his/her knowledge in the field of behavioural economics; is willing to deepen and update this knowledge throughout his/her life.
	MSG1_K04	The student due to applying know-how of behavioral economics is ready to think and act in an entrepreneurial manner; adapts to New situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence.
	MSG1_K05	The student correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession by applying know-how of behavioural economics.
	E2_K02	The student critically assesses the level of his/her knowledge in the field of behavioural economics; is willing to deepen and update this knowledge throughout his/her life.
	E2_K05	The student correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession by applying know-how of behavioural economics.
MSG2_K06	The student is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession by applying know-how of behavioural economics.	

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K02									X		X
E1_K04											X
E1_K05											X

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

**Course contents**

**Module 1: Rational decision making**  
 Decision making under conditions of risk and uncertainty,  
 Decision tree  
 Expected value,  
 Expected utility,  
 Petersburg paradox,  
 Case studies on practical use of the expected value.

**Module 2: Induction to the behavioural economics**  
 Von Neuman and Morgenstern theory,  
 Bounded rationality,  
 Preferences and economic motives of people,  
 Role of leading motives,  
 Reduced rationality of human economic choices,  
 Reduced rationality or different levels of rationality?  
 Behavioural economics in relation to the main stream economics.

**Module 3: System 1 and System 2**  
 How do we take decisions,  
 Automatic decisions and intuition,  
 Effort required to take conscious decisions, depletion effect,  
 Priming effect,  
 Cognitive ease,  
 Looking for explanations- coherent stories and norms,  
 Halo effect,  
 WYSIATI,  
 Question substituting

**Module 4: Heuristics and fallacies**  
 Affect heuristic,  
 Small numbers fallacy,  
 Availability heuristic,  
 Anchoring,  
 Representativeness heuristic,  
 Regression fallacy,  
 Framing,  
 Overconfidence and loss aversion:  
 Illusion of validity,  
 Planning fallacy,  
 Pervasive optimistic bias,  
 Sunk costs fallacy.

**Module 5: Prospect theory**  
 A neutral reference point - "adaptation level"  
 A principle of diminishing sensitivity in the evaluation of changes of wealth,  
 Loss aversion versus risk seeking,  
 Bad versus good choices,  
 Certainty and possibility effect,  
 Non-linear weighting of probabilities: for instance Prelec's function,  
 Endowment effect

**Module 6: Altruism**  
 Reciprocal altruism,  
 Altruism as an investment in cooperation,  
 Devotion as a part of altruistic behaviors,  
 Altruism as an investment,  
 Genders and altruistic approach.

**Module 7: Experiments and praxis**  
 Designing a behavioural experiment,  
 Discussing and finetuning the experiment concept,  
 Conducting the experiment,  
 Presentation of the research outcomes of the student's experiments and discussion



Recommended reading lists

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

Contact

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

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



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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

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

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

**B. Supplemental literature**

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

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

\*\* MSG - International Economic Relations



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

		communication.
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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
E1_W03	X					X	X	X	X		
E1_W04	X					X	X	X	X		
MSG1_W15	X					X	X	X	X		
MSG1_W16	X					X	X	X	X		

<b>Skills</b>	E1_U06	The student uses his knowledge in the field of economics, finance, interpersonal communication and management to resolve economic and social dilemmas that arise at work.
	MSG1_U10	The student can take an active part in the discussion (as a form of communication), present his own point of view; and supported by arguments based on selected theories, opinions from various authors and / or statistics.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U06	X					X	X	X	X		
MSG1_U10	X					X	X	X	X		

<b>Attitudes</b>	E1_K06	The student is able to ready to be guided in his professional life (in all forms of communication) by business ethics and corporate social responsibility, respect for others and loyalty to the employer.
	MSG1_K05	The student is able to correctly identifies, diagnoses and resolves dilemmas and various options for solutions related to the profession through communication processes.

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

**Recommended reading lists**
**Primary literature:**

1. Shwom, B., & Snyder, L. G. (2016). *Business communication: Polishing your professional presence* (3rd ed.). Boston: Pearson.
2. Thill, J. V. and Bove, C. L. (2015). *Excellence in Business Communication*, 11th ed. Pearson. ISBN: 0-13-354417-6.

**Supplementary literature:**



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

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

\*\* MSG - International Economic Relations

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

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

**Verification of learning outcomes - Knowledge**

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

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

**Verification of learning outcomes - Skills**

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

Attitudes		
MSG2_K05		Regarding consumer behaviour, the student is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements.
MSG2_K07		Regarding consumer behaviour, the student is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account

		changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer.
	E2_K01	The student recognises the importance of knowledge in the field of consumer behaviour in the process of identifying and solving problems in purchasing decision process.
	E2_K05	The student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the field of consumer behaviour..

Verification of learning outcomes - Attitudes

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

Course contents

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

Recommended reading lists

**Basic literature:**

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

**Complementary literature**

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

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

\*\* MSG - International Economic Relations



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



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

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

Three functions of the economic policy and responsibilities of public sector in the economy and social life. Main economic and social indicators and rankings. Principles of the fiscal policy. General government incomes and expenditures, deficit and public

debt. Global risks and economic threats. Strategic scenarios of foresighting in the economic policy. Contemporary strategic challenges of monetary policy. Growing economic inequalities. Determinants of inequalities, is it a huge problem for the economy? Challenges of contemporary labour market. The labour market institutions. Possible recommendations for an effective economic policy.

Recommended reading lists

**Basic:**

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

**Additional:**

J. Niedźwiedzińska, Inflation Targeting, Institutional features of the strategy in practice, "NBP Working Paper", No. 299, Warsaw 2018.

T.J. Chermack, Scenario Planning in Organizations: How to Create, Use, and Assess Scenarios, Berrett-Koehler Publishers, 2011,  
<https://books.google.pl/books?id=R0XSIdT-AmoC&printsec=frontcover&dq=scenario+planning+book&hl=pl&sa=X&ved=0ahUKEWi4oJau8ZrhAhUICZoKHYNQAG4Q6AEIMTAB#v=onepage&q&f=false>

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

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

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

A. Szymańska, The structure of income inequality with particular emphasis on the economic middle class, "Nierówności Społeczne a Wzrost Gospodarczy", 2019, nr 60, s.45-60.

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

\*\* MSG - International Economic Relations

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

E1_W06											X	
MSG1_W17											X	
E2_W07											X	
MSG2_W09											X	

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

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

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

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

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

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

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



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

4. Variance analysis

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

5. Statistical process control (SPC)

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

Recommended reading lists

**Core literature:**

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

**Additional literature:**

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

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

\*\* MSG - International Economic Relations

Course title	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	Entrepreneurial Personality. Studies in the Psychological Dimensions of Entrepreneurial Actions						ECTS code	4.0.2402				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**			Field of specialisation	NONE;					
Teaching staff	Christian Orobello, Msc. ; Jacek Zaucha, Professor											
Number of hours												
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 SS1, 3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						40	Semester:	4, 6,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						85	Type of course:	optional				
Total number of hours:						125	Language of instruction:	English				
Teaching form	in-class learning Faculty of Economics Building											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Individual projects, Collaborating, group activities, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	none											
Introductory requirements	none, basic course in management is welcome											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	<p>The fundamental criteria of assessment include two groups of elements:</p> <p>a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of building skills and knowledge - 50% of available points</p> <p>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.</p>											
Course objectives												
<p>Building skills in recognizing entrepreneurial personalities.</p> <p>Understand different decision patterns depending on personality.</p> <p>Using acquired knowledge in negotiations and business cooperation.</p> <p>Work on the students' own entrepreneurial personalities to make them more effects driven.</p>												
Learning outcomes												
Knowledge	MSG1_W09	The student gains the advanced knowledge on entrepreneurial personality: how to recognize it and shape it in different international environments.										
	E1_W05	The student gains the advanced knowledge on entrepreneurial personality: how to recognize it and shape it 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_W09						X	X	X	X			
E1_W05						X	X	X	X			

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

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

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

**B. Supplemental literature**

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

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

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



Skills	MSG1_U01	Student learns some practical skills allowing to understand differences in accounting systems and financial reporting between countries.
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**Verification of learning outcomes - Skills**

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

Attitudes	E1_K04	Student understands differences regarding approach and functioning of the accounting systems and financial reports in different countries.
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**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

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

Revsine L., Vollins D., Johnson B., *Financial Reporting and Analysis*, Prentice Hall, 2004.

Comiskey E., *Guide to Financial Reporting and Analysis*, John Wiley and Sons, 2000.

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

**Additional literature:**

Books on the topic.

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

\*\* MSG - International Economic Relations

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

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

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

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

**Additional literature:**

Books on the topic.



Contact

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

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

E1_W11							X		X		
Skills	MSG1_U04	The student gains skills in using knowledge in decision making in green business formation, including international business environment.									
	E1_U06	The student gains the ability to design reasonable business propositions to solve problems or to exploit green business opportunities in green business formation.									
Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U04							X	X			
E1_U06							X	X			
Attitudes	MSG1_K04	The student is able to is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions build organizational skills of cooperation that allow for successful decision making.									
	E1_K05	The student can set up priorities and plan project tasks as well as monitor and correct the project progress.									
Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04							X	X	X		
E1_K05							X	X	X		
Course contents											
<ol style="list-style-type: none"> <li>1. Green and healthy life and new lifestyles - lecture and interactive group discussion.</li> <li>2. New needs and cultural patterns possible for green business exploitation - lecture and interactive group discussion.</li> <li>3. Definition of green business: presentation of solutions used in different countries and group discussion.</li> <li>4. Business knowledge and know-how. How to learn them? Green branch knowledge and skills. Selection of thematic approach for group projects.</li> <li>5. Building creative ideas for new green ventures. Introductory lecture and group project work.</li> <li>6. Planning new green ventures - Osterwalder bussiness model application - introductory lecture and group project work.</li> <li>7. Green business marketing. Introductory lecture and group project work.</li> <li>8. Building customers' relations in green products and services. Introductory lecture and group project work.</li> <li>9. Financing green ventures. Introductory lecture and group project work.</li> <li>10. Green business international. Introductory lecture and group project work.</li> <li>11. Strategies of small business expansion on new markets. Introductory lecture and group project work.</li> <li>12-15. Groups' presentations of green business models and defence ahead of virtual venture investors.</li> </ol>											
Recommended reading lists											
<b>A. Fundamental (basic) literature</b>											
<ol style="list-style-type: none"> <li>1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i>, McGrawHill Education, 2019.</li> <li>2. <i>Masters' business models projects in green business</i>, Faculty of Economics 2013-2017.</li> <li>3. <i>How to set up your own small business</i>, American Institute of Small Business, 1991.</li> <li>4. Cardullo M. <i>Technological Entrepreneurism</i>, Research Studies Press, 1999.</li> </ol>											
<b>B. Supplemental literature</b>											
<ol style="list-style-type: none"> <li>5. <i>Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development</i>, OECD Paris 2012.</li> <li>6. Electronic publications delivered by the lecturer.</li> </ol>											
Contact	<a href="mailto:przemyslaw.kulawczuk@ug.edu.pl">przemyslaw.kulawczuk@ug.edu.pl</a> ; <a href="mailto:pk1@post.pl">pk1@post.pl</a> ,										

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

\*\* MSG - International Economic Relations

Course title	International economic perspectives						ECTS code	14.3.EE.FL.3502				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Przemysław Borkowski, 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:	6, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning WE + on-line											
Teaching methods	Collaborating, group activities, E-learning, Lectures including multimodal presentations, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	None											
Introductory requirements	Basic knowledge of economics and economic geography											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Activity during group work during lectures - 100%											
Course objectives												
This course objective is to provide students with different perspectives on contemporary economics. Lectures will be presented by visiting professors from different countries showing regional perspectives on the most important economic problems in the context of the global economy, geo-political considerations, local economic culture, and international influences. The lectures will comprise the on-site and virtual learning components.												
Learning outcomes												
Knowledge	E1_W01	Students know economic growth theories										
	E1_W04	Students know factors of economic growth, theories of comparative advantage										
	E1_W07	Students know the decision making mechanisms in global economic development										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E1_W01								X	X			
E1_W04								X	X			
E1_W07								X	X			
Skills	E1_U02	Students are able to analyze the importance of different growth factors under different geographic and social conditions										
	E1_U08	Students are able to differentiate between different paths to economic development in different timeframes of economic development										
	E1_U09	Students can apply terms and ideas characteristic for different economic growth theories										



	in appropriate settings
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**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U02						X			X		
E1_U08							X		X		
E1_U09							X		X		
Attitudes	E1_K01 Students can apply different measures to assess economic success of nations, civilizations, business entities										
	E1_K02 Students are able to analyse case studies on economic development while working in a group										
	E1_K06 Students develop analytical competencies										

**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_K02											X
E1_K06									X		X

**Course contents**

**The overall 30h will be delivered by several visiting professors in the mix of online and on-site meetings. The full topic content will be completed by Feb. 28th (subject to confirmation of our guest lecturers).**

**The idea is to present interesting economic problems, so the scope will be broad but the main theme is how the modern economy works, why it works that way, and what can be done to improve it.**

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

- 1) WTO, Understanding WTO 2015, available at [https://www.wto.org/english/thewto\\_e/whatis\\_e/tif\\_e/understanding\\_e.pdf](https://www.wto.org/english/thewto_e/whatis_e/tif_e/understanding_e.pdf)
- 2) list to be completed Feb 28th

**Suggested literature:**

- 1) O'Brien, R. and Williams, M., 2016, *Global political economy: Evolution and dynamics*. Macmillan.5th, Chapter 6 (will be sent via email)
- 2) list to be completed Feb 28th

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

\*\* MSG - International Economic Relations

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

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U05							X	X	X		
E2_U07							X	X	X		
Attitudes	MSG2_K03	The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making.									
	E2_K03	The student can set up priorities and plan project tasks as well as monitor and correct the project progress.									

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

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

1. Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, *Strategic International Management, Text and Cases*, 3rd Edition, Springer, 2015
2. Meyer K.E., Estrin S. ed, *Acquisition Strategies in European Emerging Markets*, Palgrave Macmillan, Houndmills UK, New York, USA, 2007.
3. Electronic publications delivered by the lecturer.

**B. Supplemental literature**

1. Estrin S., Meyer K.E. ed., *Investment Strategies in Emerging Markets*, Edward Elgar, Cheltenham, UK; Northampton, MA, USA, 2004.

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

\*\* MSG - International Economic Relations

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

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

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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



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

Recommended reading lists

Basic literature:

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

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

Additional literature:

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

Contact

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

Course title	Mathematical Methods for Economic Analysis					ECTS code	14.3.EE.FL.3511				
						ECTS credits	5				
						max. students	35				
Name of unit administrating study	KMikr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Elżbieta Babula, Ph.D.										
Number of hours											
Lectures	0	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	2 SS1, 1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):				15	Semester:		4, 2,				
Hours without the participation of the academic teacher (student's self-study, homeworks):				10	Type of course:		optional				
Total number of hours:				25	Language of instruction:		English				
Teaching form	in-class learning Computer laboratory										
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Work in computer laboratories, Individual projects,										
Prerequisites (required courses and introductory requirements)											
Required courses	Completed Mathematical applications in economics and management course or other undergraduate mathematics course.										
Introductory requirements	The course requires basic knowledge of: - differential calculus (derivatives and integrals of elementary functions with basic rules of differentiation and integration); - matrix algebra.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	To complete the course, the student has to accumulate at least 21 points. Student is awarded with points for:  - group work in-class activities (max 20 points), - quizzes and tests online at fixed dates outside of class (max 10 points), - assignments: two tasks to be solved individually outside of class within given deadline (max 20 points), - high attendance (max 10 points).										
Course objectives											
The purpose of this course is to help students develop advanced skills for formulating and analyzing mathematical models in the economics and finance. Rigorous mathematical analysis of theoretical models can lead to a better understanding of economic problems. Additionally, the purpose is to help students develop skills for using the computer tools to solve mathematical models and to apply the knowledge in economic modeling.											
Learning outcomes											
Knowledge	MSG1_W10	The student knows and understands the conditions for the existence of the solution of a linear system of equations; knows the types of constraint optimization problems and understands the solution methods; understands the qualitative solutions of basic dynamic problems; characterizes the dynamic programming and optimal control problems and knows its solution methods; understands the basic characteristics of Markov chains. The student knows the computer tools to support mathematical analysis.									
	E1_W06	The student knows and understands the conditions for the existence of the solution of a linear system of equations; knows the types of constraint optimization problems and understands the solution methods; understands the qualitative solutions of basic dynamic problems; characterizes the dynamic programming and optimal control problems and knows its solution methods; understands the basic characteristics of Markov chains. The									



		student knows the computer tools to support mathematical analysis.
	E2_W06	The student knows and understands the conditions for the existence of the solution of a linear system of equations; knows the types of constraint optimization problems and understands the solution methods; understands the qualitative solutions of basic dynamic problems; characterizes the dynamic programming and optimal control problems and knows its solution methods; understands the basic characteristics of Markov chains. The student knows the computer tools to support mathematical analysis.
	MSG2_W13	The student knows and understands the conditions for the existence of the solution of a linear system of equations; knows the types of constraint optimization problems and understands the solution methods; understands the qualitative solutions of basic dynamic problems; characterizes the dynamic programming and optimal control problems and knows its solution methods; understands the basic characteristics of Markov chains. The student knows the computer tools to support mathematical analysis.

**Verification of learning outcomes - Knowledge**

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

Skills	MSG1_U02	The student classifies the systems of linear equations and solves the systems if possible; identifies the basic types of differential equations and applies the correct solution method; solves constraint optimization problems and interprets the solution; analyzes and interprets the qualitative solutions of basic dynamic problems; solves and analyzes optimal control problems; applies matrix methods to discuss properties of Markov chains; can find the invariant measure of Markov chain. The student recognizes the areas of application for the methods in economics and finance.
	MSG1_U08	The student applies the computer tools to solve problems that require mathematical methods.
	MSG1_U14	The student can cooperate in group to develop the solution for given task.
	E1_U02	The student classifies the systems of linear equations and solves the systems if possible; identifies the basic types of differential equations and applies the correct solution method; solves constraint optimization problems and interprets the solution; analyzes and interprets the qualitative solutions of basic dynamic problems; solves and analyzes optimal control problems; applies matrix methods to discuss properties of Markov chains; can find the invariant measure of Markov chain. The student recognizes the areas of application for the methods in economics and finance.
	E1_U04	The student applies the computer tools to solve problems that require mathematical methods.
	E1_U13	The student can cooperate in group to develop the solution for given task.
	E2_U02	The student classifies the systems of linear equations and solves the systems if possible; identifies the basic types of differential equations and applies the correct solution method; solves constraint optimization problems and interprets the solution; analyzes and interprets the qualitative solutions of basic dynamic problems; solves and analyzes optimal control problems; applies matrix methods to discuss properties of Markov chains; can find the invariant measure of Markov chain. The student recognizes the areas of application for the methods in economics and finance.
	E2_U04	The student applies the computer tools to solve problems that require mathematical methods.
	E2_U13	The student can cooperate in group to develop the solution for given task.
	MSG2_U02	The student classifies the systems of linear equations and solves the systems if possible; identifies the basic types of differential equations and applies the correct solution method; solves constraint optimization problems and interprets the solution; analyzes and interprets the qualitative solutions of basic dynamic problems; solves and analyzes optimal control problems; applies matrix methods to discuss properties of Markov chains;

		can find the invariant measure of Markov chain. The student recognizes the areas of application for the methods in economics and finance.
	MSG2_U10	The student applies the computer tools to solve problems that require mathematical methods.
	MSG2_U12	The student can cooperate in group to develop the solution for given task.

**Verification of learning outcomes - Skills**

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

Attitudes	MSG1_K02	The student individually as well as in cooperation within group expands his or her awareness of possibilities and boundaries of applying mathematics to a better understanding of economic problems.
	E1_K02	The student individually as well as in cooperation within group expands his or her awareness of possibilities and boundaries of applying mathematics to a better understanding of economic problems.
	E2_K02	The student individually as well as in cooperation within group expands his or her awareness of possibilities and boundaries of applying mathematics to a better understanding of economic problems.
	MSG2_K06	The student individually as well as in cooperation within group expands his or her awareness of possibilities and boundaries of applying mathematics to a better understanding of economic problems.

**Verification of learning outcomes - Attitudes**

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

**Course contents**

1. Review of basic linear algebra: determinants and matrix inverses; Cramer's rule; rank of matrix; linear systems of equations; degrees of freedom. All tasks in this topic are conducted in a computer laboratory.
2. Linear programming: basic properties and examples of linear programs; basic solutions; the fundamental theorem of linear programming; the simplex method; dual linear programs. This topic is conducted with computer laboratory support.
3. Non-linear programming: constrained optimization with equality constraints (Lagrange problem) and with inequality

constraints (Kuhn-Tucker problem).

4. Differential equations: constant coefficient linear differential equations; qualitative solution: phase portrait diagrams; nonlinear systems; fixed points; linearization of dynamic system in the plane. This topic is conducted with computer laboratory support.

5. Difference equations: review of difference equations; linear difference equations; non-linear difference equations and phase diagram.

6. Optimal control: maximum principle; transversality conditions.

7. Dynamic programming: dynamic programming problems; the principle of optimality; the value function; Bellman equation.

8. Stochastic processes: Markov chains; stationary distributions. This topic is conducted with computer laboratory support.

#### Recommended reading lists

##### **Mandatory literature:**

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

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

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

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

\*\* MSG - International Economic Relations

Course title	Pharmaceutical business management					ECTS code	14.03.5363				
						ECTS credits	5				
						max. students	25				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Andrzej Poszewiecki, Ph.D.										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	blended learning										
Teaching methods	E-learning,										
Prerequisites (required courses and introductory requirements)											
Required courses	None.										
Introductory requirements	Good knowledge of English.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The basic criteria for evaluation 5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below										
Course objectives											
This course enables students to learn about basic fundamentals of management in pharma industry.											
Learning outcomes											
Knowledge	MSG2_W04	Student has an in-depth knowledge of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them;									
	MSG2_W09	Student has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market;									
	MSG2_W11	Student has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain;									
	MSG2_W12	Student has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship;									
	E2_W03	Student has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres									
	E2_W07	Student has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules									

		organising public structures and institutions, both in the national and international spheres
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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
MSG2_W04					X						
MSG2_W09					X						
MSG2_W11					X						
MSG2_W12					X						X
E2_W03					X						
E2_W07					X						X

Skills	MSG2_U09	Student can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools;
	E2_U02	Student can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U09					X						
E2_U02					X						X

Attitudes	MSG2_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects;
	E2_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects

**Verification of learning outcomes - Attitudes**

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

**Course contents**

1. Healthcare environment.
2. The Pharmaceutical Industry Environment.
3. The Pharmaceutical Marketing Environment.
4. Marketing Strategy.
5. Marketing Research.
6. Market Segmentation.
7. Situational Analysis.
8. Positioning Targeting and Profiling.
9. New Product Development.
10. Product Life Cycle and Portfolio Management.



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

Recommended reading lists

Obligatory:

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

Additional:

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

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

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

Contact

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

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



	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W04	X					X		X	X	X	
E1_W05	X					X		X	X	X	
MSG1_W07	X					X		X	X	X	
MSG1_W16	X					X		X	X	X	

Skills	E1_U06	The student is able to practically apply various forms and scope of knowledge gained in economics, finance, management and marketing, complementing it with an independent, critical analysis of its effectiveness and usefulness.
	MSG1_U08	The student can use basic methods, computer programs and marketing techniques and tools for obtaining and analyzing the data necessary in his / her professional work in diagnosing and carrying out economic processes relevant economic decisions.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U06	X					X		X	X	X	
MSG1_U08	X					X		X	X	X	

Attitudes	E1_K05	The student correctly identifies, diagnoses dilemmas in the area of marketing and finds alternative solutions related to the profession.
	MSG1_K04	The student is ready to think and act in an entrepreneurial manner; adjusts to the new situations and conditions, takes up the challenges of creative thinking; it is fail-safe; is able to identify threats and assess the risk of their occurrence in the area of marketing activities.

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_K05	X					X		X	X	X	
MSG1_K04	X					X		X	X	X	

**Course contents**

1. The marketing concepts.
2. Entrepreneurial marketing and the marketing mix.
3. Market research, market opportunity recognition, and target market.
4. Marketing techniques and tools for entrepreneurs.
5. Entrepreneurial branding.
6. Marketing strategy and the marketing plan.
7. Creating a marketing strategy.
8. Developing a marketing mix.
9. Buyer behavior.
10. Market segmentation.
11. What is a product?
12. Creating products that deliver value.
13. The product life cycle.
14. Pricing strategies and future trends.
15. Trends in developing products and pricing.
16. Sales and customer service.

**Recommended reading lists**

**Primary literature:**

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

**Supplementary literature:**

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

Contact

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

Course title	Shared Mobility in the Sharing Economy					ECTS code	14.3.EE.FL.3762				
						ECTS credits	5				
						max. students	15				
Name of unit administrating study	KBPST	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Elżbieta Adamowicz, PhD ; Tomasz Bieliński, 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,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning										
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)											
Required courses	No formal requirements.										
Introductory requirements	Knowledge of key economic issues and basics of transport economics.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	<p><b>Assessment methods:</b> Student's presence at the meetings (<b>up to 13 pts</b>), active participation in the in-class experiments and problem solving (group work) (<b>up to 10 pts</b>), Q&amp;A (<b>up to 10 pts</b>).</p> <p>Preparation and presentation of an infographic of the business model of the selected car-sharing operator (<b>up to 24 points</b>)</p> <p>Presentation on the shared mobility system in selected cities around the world (<b>up to 43 points</b>)</p> <p><b>Evaluation criteria:</b></p> <p>91-100 pts - A (5)</p> <p>81-90 pts - B+ (4,5)</p> <p>71-80 pts B (4)</p> <p>61-70 pts - C+ (3,5)</p> <p>51-60 pts - C (3)</p> <p>50 pts and less - F (2)</p>										
Course objectives											
The aim of the lecture is to improve students' knowledge about shared mobility including characteristics of sharing economy concept, modern passenger transport and forms of shared mobility services.											
Learning outcomes											
Knowledge	E2_W03	has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning on the shared mobility market									
	E2_W07	has an in-depth knowledge of economic and financial principles governing the functioning and management on shared mobility market									

	MSG2_W03	has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning on the shared mobility market
	MSG2_W09	has an in-depth knowledge of economic and financial principles governing the functioning and management on shared mobility market

**Verification of learning outcomes - Knowledge**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_W03							X	X	X		
E2_W07							X	X	X		
MSG2_W03							X	X	X		
MSG2_W09							X	X	X		

Skills	E2_U06	can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness
	E2_U08	can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method
	MSG2_U01	can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness
	MSG2_U03	can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method

**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_U06							X	X	X		
E2_U08							X	X	X		
MSG2_U01							X	X	X		
MSG2_U03							X	X	X		

Attitudes	E2_K03	inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements
	E2_K04	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects
	MSG2_K05	inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements
	MSG2_K04	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; 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
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E2_K03							X	X	X		
E2_K04							X	X	X		
MSG2_K05							X	X	X		
MSG2_K04							X	X	X		

**Course contents**
**I. Sharing Economy concept and passenger transport**

(history of a sharing economy concept, growth factors, features, conditions, challenges, sharing economy market)

**II. Ride sharing as a part of the sharing economy**

(sharing economy in transport sector, transport modal split, EU policy, sustainable development, urban transport problems, passengers behaviour and preferences)

**III. Shared mobility as an innovation in passenger transport**

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

**IV. Car as a non-private mode of transport**

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

**V. Bike sharing**

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

**VI. E-scooter sharing and moped sharing**

(shared e-scooters mopeds as a complementary mode of urban transportation, market growth, the infrastructure problems, fleet rebalancing problem in comparison to the bike-sharing services)

**VII. Impact of shared mobility on passenger transport in urban areas**

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

**Recommended reading lists**

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

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

Sharing in success. Arthur D. Little Report 2024 <http://movmi.net/>

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

**Contact**

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

\*\* MSG - International Economic Relations

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

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

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

Verification of learning outcomes - Skills

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

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

Verification of learning outcomes - Attitudes

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

Course contents

**1 An Introduction to Sociology**

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

**2 Sociological Research**

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

**3. Media and Technology**

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

**4. Global Inequality**

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



**5. Government and Politics**

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

**6. Work and the Economy**

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

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

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

**8. Social Movements and Social Change**

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

## Recommended reading lists

**Primary literature:**

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

**Supplementary literature:**

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

## Contact

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

\*\* MSG - International Economic Relations

Course title	Supply management and production planning in SAP ERP (excluding IB)						ECTS code	14.03.5373				
							ECTS credits	5				
							max. students	30				
Name of unit administrating study	KL	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Agnieszka Szmelter-Jarosz, Ph.D. ; Dariusz Weiland, Msc.											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	30	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	3 SS1, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6, 2, 4,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning											
Teaching methods	Work in computer laboratories, Case studies, Lectures including multimodal presentations, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics, Introduction to Computer Science, Economic Analysis Fundamentals of logistics would be welcome											
Introductory requirements	Knowledge: Basic theories and principles of microeconomics, enterprise management and information systems. Basic knowledge about the logistics processes and systems. Skills: computer skills (Windows, MS Office), good knowledge of English language											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	An essay on a chosen topic related to the subject (50% of final grade) Solving case studies in class (50% of final grade) Both parts of the course (in-class activities and essay) are obligatory.											
Course objectives												
Showing the role of ERP systems (transactional systems) in realizing an efficient flow of resources in logistics systems (case study). Showing to students the tools used to support the sphere of supply and production in the company (case study). Gaining skills by students to handle with SAP ERP system.												
Learning outcomes												
Knowledge	E1_W03	Student understands the role of information systems in the proper implementation of logistics processes. Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.										
	E2_W03	Student understands the role of information systems in the proper implementation of logistics processes. Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.										
	MSG1_W10	Student understands the role of information systems in the proper implementation of logistics processes. Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.										
	MSG2_W13	Student understands the role of information systems in the proper implementation of logistics processes. Student characterizes the operation of ERP systems and their impact on the flow of information across the enterprise.										
Verification of learning outcomes - Knowledge												
Outcomes												

	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_W03				X					X		
MSG1_W10				X					X		
E2_W03				X					X		
MSG2_W13				X					X		

Skills	E1_U02	Student organizes and implements the process of ordering goods from a supplier. Student organizes and executes production process.									
	E2_U04	Student organizes and implements the process of ordering goods from a supplier. Student organizes and executes production process.									
	MSG1_U07	Student organizes and implements the process of ordering goods from a supplier. Student organizes and executes production process.									
	MSG2_U07	Student organizes and implements the process of ordering goods from a supplier. Student organizes and executes production process.									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E1_U02								X			
MSG1_U07								X			
E2_U04								X			
MSG2_U07								X			

Attitudes	E1_K04	Student is able to communicate with suppliers and customers in order to plan seamless flow of resources in the area of sourcing and production.									
	MSG1_K04	Student is able to communicate with suppliers and customers in order to plan seamless flow of resources in the area of sourcing and production.									
	E2_K04	Student is able to communicate with suppliers and customers in order to plan seamless flow of resources in the area of sourcing and production.									
	MSG2_K04	Student is able to communicate with suppliers and customers in order to plan seamless flow of resources in the area of sourcing and production.									

**Verification of learning outcomes - Attitudes**

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

**Course contents**

1. Introduction to ERP systems:
  - 1.1. Characteristics of ERP systems
  - 1.2. Architecture of ERP systems
  - 1.3. Main vendors of ERP solutions
2. General information about SAP AG and its products

3. Introduction to GBI study
4. Navigation in SAP ERP
5. Materials Management module in SAP ERP (case study):
  - 5.1. Introduction to MM study
  - 5.2. Creating new records in master data
  - 5.3. Creating purchase requisitions and requests for quotation
  - 5.4. Maintaining quotations from vendors
  - 5.5. Creating purchase orders and goods receipts
  - 5.6. Verifying physical receipts
  - 5.7. Posting payment to vendors
6. Production Planning module in SAP ERP (case study):
  - 6.1. Introduction to PP study
  - 6.2. Creating and changing records in Material Master
  - 6.3. Changing routing
  - 6.4. Creating SOP (Sales and Operation Plan)
  - 6.5. Running Master Production Schedule
  - 6.6. Creating production orders
  - 6.7. Confirming production completion
  - 6.8. Receiving goods form production orders
  - 6.9. Review of costs assigned to production orders

Recommended reading lists

**Basic:**

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

materials of SAP University Alliances

**Facultative:**

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

Kappauf J., Lauterbach B., Koch M., *Logistic Core Operations with SAP. Procurement, Production and Distribution Logistics*, Springer 2011, [https://www.google.pl/books/edition/Logistic\\_Core\\_Operations\\_with\\_SAP/7sPoxldgAAgC?hl=pl&gbpv=0](https://www.google.pl/books/edition/Logistic_Core_Operations_with_SAP/7sPoxldgAAgC?hl=pl&gbpv=0)

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

Contact

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

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

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

**Verification of learning outcomes - Skills**

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

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

**Verification of learning outcomes - Attitudes**

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

**Course contents**

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

**Recommended reading lists**

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



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

Contact

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