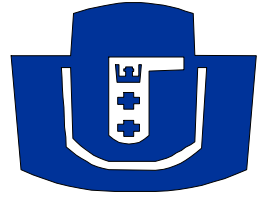




**UNIVERSITY OF GDANSK
FACULTY OF ECONOMICS**



ECTS INFORMATION PACKAGE

Academic year 2003/2004

ECTS information package prepared by the team:

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Academic teachers lecturing particular subjects are responsible for the information included in the description of the subjects

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INTRODUCTION TO ECTS

The European Commission promotes co-operation between universities, having acknowledged its importance to the upgrading of the level of education and the students visits to study abroad (one or two semesters) are the dominant element of such co-operation. Indispensable requirement for the development of that form of education is full recognition of the period of studies abroad and foreign diplomas. For that purpose the European Credit Transfer System (ECTS) have been created.

The objective of ECTS system is to enable studying of students at the foreign universities (e.g. in the frames of SOCRATES programme) and exchange of students between Polish universities as well (e.g. in the frames of MOST programme).

Full acknowledgement of studies means that the period of studies abroad or at other Polish university (in this exams and other forms of evaluation) substitutes comparative period of studies at the mother university (in this: exams and other forms of evaluation). Using ECTS is based on the mutual confidence between co-operating universities and every university chooses its own partners for the co-operation. Introduction of the credit transfer system is the instrument which presents clear rules of carrying and assessment of studies abroad or at other Polish universities.

ECTS Credits

ECTS credits mean a certain figure related to the particular subjects on the basis of amount of work done by the individual student to pass the exam. Within the ECTS framework, the load of work in the whole academic year required from each student amounts for 60 credits, with recommendation to equal division for 30 credits in each semester.

ECTS credits relate to subjects, but are given those students who fulfilled requirements necessary to obtain the assessment of the subject. Students do not receive credits for the participation in classes but have to get assessment according to the evaluation criteria obligatory in particular university.

A. General information about the faculty

A.1. Address of the faculty

FACULTY OF ECONOMICS

ul. Armii Krajowej 119/121

81-824 Sopot

tel. centr. 551-00-61, 551-09-12

fax (48-58) 550-91-10

<http://ekonom.univ.gda.pl>

A.2. Faculty authorities

Dean of Faculty of Economics UG

Prof. Stanisław Szwankowski

<i>Deputy Dean for Education:</i>	Prof. Teresa Kamińska
<i>Deputy Dean for Students:</i>	Prof. Dorota Simpson
<i>Deputy Dean for Extra- mural studies:</i>	Prof. Mirosław Chaberek

A.3. ECTS faculty co-ordinator

Elżbieta Adamowicz Ph.D.
ul. Armii Krajowej 119/121
81-824 Sopot
tel./fax (48-58) 550-93-41
ela@panda.bg.univ.gda.pl

A.4. History of the faculty

The origins of the Faculty of Economics date back to the tradition of the Maritime Institute established in Warsaw in 1942 at the underground University of Western Lands and connected with the Polish Immigration Government in London. The Maritime Institute traditions were continued by: Higher School of Seaborne Trade (1945-1952), Higher Economic School (1952-1970), and at present Faculty of Economics and Faculty of Management at Gdansk University, established in 1993 after the transformation of existed in 1970-1993 Faculty of Transportation Economics and Faculty of Production Economics.

At the beginning, academic staff represented both specialists connected with Polish pre-war maritime economy and lecturers of higher schools. Among the most outstanding were Tadeusz Ocioszyński, Bolesław Kasprowicz, Władysław Kowalenko. Tadeusz Kwiatkowski was also one of the first lecturers. Its teaching programme was based on experience of western research institutions.

Faculty of Economics – up to 1993 year Faculty of Economics of Transportation – at the University of Gdańsk offers the university level of education and has full academic rights. There are about 3800 students (in this nearly a hundred of foreign students) every year at different specialisation and forms of studies at the Faculty.

A.5. Organisational structure of the faculty

INSTITUTE OF INTERNATIONAL BUSINESS

ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 551-58-82

Department of Economics and Organisation of Foreign Trade
Department of Marketing
Department of International Economic Relations
Department of International Currency Relations
Department of International Transportation and Forwarding

INSTITUTE OF MARITIME TRANSPORTATION AND SEABORNE TRADE

ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 551-48-53

Department of Economics of Enterprises and Marketing
Department of Seaborne Trade
Department of Global Economy
Department of Electronic Commerce

DEPARTMENT OF MACROECONOMICS

ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 551-53-83

DEPARTMENT OF MICROECONOMICS

ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 551-53-83

DEPARTMENT OF ECONOMIC POLICY

ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 550-94-20

DEPARTMENTS OF TRANSPORTATION AND LOGISTICS

ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 551-56-45

Department of Comparative Analysis of Transportation Systems
Department of Economics and Management of Transportation Companies
Department of Logistics
Department of Transportation Policy
Department of Transportation Market

DEPARTMENT OF EUROPEAN INTEGRATION ECONOMICS

ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 551-16-13

RESEARCH CENTRE OF EUROPEAN INTEGRATION

ul. Armii Krajowej 119/121, 81-824 Sopot
tel./fax 551-16-13

In the beginning of October 2003, there were 142 academic teachers employed at the faculty, in this: 33 professors (22 extraordinary professors with a title, and 11 extraordinary professors UG), 43 associate professors, 20 lecturers with a PhD title, and 46 assistants.

B. Information about studies at the faculty

B.1. Forms of education at the faculty

There are the following types of studies at the faculty:

- ◆ 5-years stationary and 5-years extra-mural graduate studies (master degree),
- ◆ 3-years extra-mural graduate supplementary studies (with a master degree),
- ◆ 2-years extra-mural supplementary studies (with a master degree),
- ◆ postgraduate studies,
- ◆ doctorate studies,
- ◆ Interfaculty Postgraduate MBA Programme.

Stationary studies at the Faculty of Economics last 5 years (10 semesters). They are realised according to the plan of subjects based on the programme minimum for the specialisation of economics approved by the Main Council of Higher Education. **During the first two years**, the common programme is realised, embracing general education subjects (group A) and basic economic subjects (group B).

I YEAR					
Semester 1			Semester 2		
Code	Subject	ECTS Credits	Code	Subject	ECTS Credits
09.1.EA.01	Foreign language I	2	09.1.EA.01	Foreign language I	2
07.9.EA.04	Economic geography	4	14.4.EA.08	Psychology	3
08.3.EA.05	Economic history	4	14.3.EB.01	Macroeconomics	9
14.2.EA.06	Sociology	3	11.1.EB.03	Mathematics	7
08.1.EA.07	Philosophy	3	11.3.EB.07	Information Technology	4
14.3.EB.01	Macroeconomics	6	10.3.EB.09	Civil law	5
11.1.EB.03	Mathematics	5	16.1.EA.03	Physical fitness training	0
11.3.EB.07	Information technology	3			
16.1.EA.03	Physical fitness training	0			
<i>Total credits</i>		30	<i>Total credits</i>		30

II YEAR					
Semester 3			Semester 4		
Code	Subject	ECTS Credits	Code	Subject	ECTS Credits
09.1.EA.01	Foreign language I	2	09.1.EA.01	Foreign language I	3
14.3.EB.02	Microeconomics	6	14.3.EB.02	Microeconomics	9
11.1.EB.03	Statistics	5	11.1.EB.03	Statistics	7
04.0.EB.08	Foundations of Management	6	14.6.EB.13	International Economic Relations I	5,5
10.9.EB.10	Commercial Law	4	14.3.EC.03	Studies on enterprise	5,5
10.2.EB.11	International Law	4			
14.6.EB.13	International Economic Relations I	3	16.1.EA.03	Physical fitness training	0
16.1.EA.03	Physical fitness training	0			
<i>Total credits</i>		30	<i>Total credits</i>		30

After the 4 semester students have the possibility of choice of one of ten specialisations:

- ◆ **international business**
- ◆ **marketing**
- ◆ **international finance and banking**
- ◆ **seaborne trade**
- ◆ **international market and global economy**
- ◆ **electronic business**
- ◆ **transportation and logistics**
- ◆ **European integration**
- ◆ **economic policy and entrepreneurship strategy**
- ◆ **economic diagnosing and functioning of enterprises**

Every specialisation has the limited number of places, and the basic criteria of admission are declarations of interested students in regards to particular specialisation and results achieved by them during the first two years of studies. A programme of studies at particular specialisation embraces subjects common for the whole Faculty and specialisation subjects (obligatory and facultative). Students with very good results have the right to study according to an individual programme.

The stationary studies at the Faculty might be supplemented with one semester or one year studies abroad within the frameworks of the SOCRATES programme.

Extra-mural studies at the Faculty have three forms:

- ◆ unified five years master degree studies (specialisations offered: foreign trade, economic policy and entrepreneurship strategy, European integration, seaborne trade, transportation and logistics, international market and global economy, economic diagnosing and functioning of enterprises),
- ◆ two years supplementary master degree studies at the specialisation: foreign trade, seaborne trade, European integration, economic policy and entrepreneurship strategy, transportation and logistics, economic diagnosing and functioning of enterprises – for people, who had finished economic vocational studies (licence in the profession of economist or economist bachelor degree),
- ◆ three years supplementary master degree at the specialisation of transportation and logistics and human resources economy for people who had finished non economic vocational studies.

Post graduate, extra-mural, studies are carried during one or two semesters and they concern:

- ◆ International business,
- ◆ Transportation and logistics,
- ◆ European integration, financial support and enterprises management,
- ◆ Entrepreneurship,
- ◆ European education.

Doctorate Studies are carried in the extra-mural system and they are created for people with high economic and non-economic education. They last 3 years. Doctorate studies are open for people with master diploma (including academic teachers of Gdansk University). The teaching programme includes methodology subjects, theory of economics, international economic relations, computer science, finance management and specialist subjects including the most advanced economic knowledge.

MBA interfaculty studies are designed for people with high economic and non-economic education. MBA studies last 4 semesters and are carried in the extra-mural system, in two days weekend modules. After completing, a graduate receives a diploma of postgraduate studies at the University of Gdansk according to the pattern approved by the Ministry of National Education. Additionally a graduate receives a MBA diploma of Gdansk University, signed also by the other Universities creating consortium, that is, University in Antwerp (RUCA), Copenhagen Business School and Fachhochschule fur Technik und Wirtschaft in Berlin.

B.2. Educational and social environment

Courses for students of Faculty of Economics take place in buildings situated in Sopot in 119/121 Armii Krajowej St. Well equipped computer laboratories are available for all students, computers in the hall of the building enable students training their information technology skills and Internet access. Main University Library is located in the proximity of the Faculty. Close to the Faculty, there are two students' hostels, no 7 and no 8. There is students' cafeteria in the Faculty building and a canteen in the hostel no 8. There is also a bookshop in the faculty building.

B.3. Obligatory division of the academic year

ACADEMIC YEAR 2003/2004			
<i>Winter semester</i>		<i>Summer semester</i>	
01.10	inauguration of academic year	16.02 - 30.06	courses
02.10 - 25.01	courses	20.03	University of Gdansk Holiday
22.12 - 02.01	winter holidays	9.04 - 13.04	spring holidays
26.01 - 08.02	exam session (courses excluded)	31.05 - 20.06	exam session (courses excluded)
9.02 - 15.02	semester break	21.06 - 27.08	holidays
		28.08 - 14.09	corrective exam session

B.4. Rules of assigning ECTS credits.

ECTS system refers to subjects at all specialisations realised in the stationary system at the Faculty of Economics. Credits refer to all subjects included in the plan of studies. The ECTS credit system is based on the following assumptions:

- ◆ **credits refer to whole subjects**, not to the particular forms of courses, such as lectures, classes, laboratories, seminars (certain number of credits can be given to the part of the subject provided it lasts longer than one semester);
- ◆ number of ECTS credits necessary to pass the academic year **amounts to 60**;
- ◆ number of ECTS credits differs depending on the load of work the student must do to pass particular subject – subjects are assessed according to the following criteria: the number of hours, difficulty level (understood as students' effort), experience of academic staff preparing the information package and the status of the subject (obligatory and facultative);
- ◆ according to the number of classes and a difficulty level connected with passing subjects;
- ◆ more credits are given to obligatory subjects than to facultative;
- ◆ for each subject, which is finished with the exam, depending on the difficulties, the following credits are given: 0, 1 or 1,5 credit additionally;
- ◆ there are no credits for physical fitness training;
- ◆ there are less credits for foreign languages courses but the exam at the end of the course is specially promoted;
- ◆ lectures (15 hours) in foreign language with a written work at the end, are given 6 credits;
- ◆ master seminar received 30 credits, assuming high concentration of work in the last semester (10) due to the obligation of completing Master thesis and preparation to defence it.

B.4. Scale of grades

<i>ECTS grade</i>	<i>UG grade equivalent</i>	
A	very good	5,0
B	plus good	4,5
C	good	4,0
D	satisfactory plus	3,5
E	satisfactory	3,0
F	unsatisfactory	2,0

B.4. Proposals of lectures in foreign languages

The offer of lectures in foreign languages is addressed to foreign students who study at the Faculty of Economics within the framework of SOCRATES programme and for Polish students as well, in the academic year 2003/2004.

Academic year 2003/2004 – winter semester

<i>Code</i>	<i>Person lecturing</i>	<i>Title of lecture</i>	<i>Duration hours</i>	<i>Language of lecture</i>
14.3.EF. 144	prof. Z. Kordel	Ausgewaelte Probleme der Logistik	15	German
14.6.EF. 145	prof. A. Kisiel-Łowczyc	Baltic Economic Integration	15	English
14.3.EF. 146	dr E. Gostomski	Bankensystem in Deutschland	15	German
04.1.EF. 147	SJO	Business English	30	English
04.1.EF. 148	SJO	Business French	30	French
14.3.EF. 149	dr C. Mańkowski	Business Logistics Process Modelling	15	English
04.1.EF. 150	SJO	Business Spanish	30	Spanish
14.6.EF. 151	prof. E. Oziewicz/dr R. Orłowska	Central and Eastern European Countries in international economic organisations	30	English
14.6.EF. 152	prof. A. Kisiel-Łowczyc	Central European Free Trade Agreement	15	English
04.5.EF. 153	J. Simpson	Communicaion in International Business	15	English
14.3.EF. 154	prof. M. Pemble	Comparative Management: the Search for Excellence	15	English
14.4.EF. 155	prof. P. Verluyten	Cross-cultural Communication	15	English
14.6.EF. 156	prof. A. Kisiel-Łowczyc	External Relations of The European Union	15	English
14.3.EF. 157	prof.. H. Woźniak	Grundlagen der Produktionslogistik	15	German
09.9.EF. 158	mgr W. Kaczmarek/Z. Procajło-praktycy	How to survive in banking	30	English
04.5.EF. 159	prof. D. Simpson	Human Resources Management	30	English
04.7.EF. 160	prof. R. van Horn	International Advertising	15	English
04.7.EF. 161	dr R. Koszewski/mgr M. Reysowski/mgr M. Skurczyński	International Marketing	30	English
14.6.EF. 162	prof. J. Burnewicz	Politique commune de transport de l'UE	15	French
14.3.EF. 163	dr A. Leszczyńska	The role of physical distribution in the logistics processes	15	English
04.5.EF. 164	mgr J. Razmus-praktyk	Training and Personnel Development – Towards a Learning Organisation	15	English
14.3.EF. 165	prof. Z. Kordel	Transport in Logistischen Sysytemem	15	German
14.3.EF. 166	prof. W. Rydzkowski	Transport Policy	15	English
04.1.EF. 178	SJO	Polish language	60	Polish

Academic year 2003/2004 – summer semester

<i>Code</i>	<i>Person lecturing</i>	<i>Title of lecture</i>	<i>Duration hours</i>	<i>Language of lecture</i>
14.3.EF. 146	dr E. Gostomski	Bankensystem in Deutschland	15	German
04.1.EF. 147	SJO	Business English	30	English
04.1.EF. 167	SJO	Business German	30	German
04.1.EF. 168	SJO	Business Russian	30	Russian
14.3.EF. 169	prof. L. Kondratowicz	Electronic Commerce	15	English
04.7.EF. 170	prof. M. Thomas	Global Marketing Management	15	English
09.9.EF. 158	mgr W. Kaczmarek/Z. Procajło-praktycy	How to survive in banking	30	English
04.7.EF. 161	dr R. Koszewski/mgr M. Reysowski/mgr M. Skurczyński	International Marketing	30	English
14.3.EF. 171	prof.. M. Turek	Introduction to monetary macroeconomics	15	English
14.3.EF. 172	prof. L. Kondratowicz	Logistics Centres	15	English
14.3.EF. 173	prof. H. Ćwikliński	Macroeconomic Policies in Poland & in Other Transition Economies	15	English
04.7.EF. 174	prof. D. Simpson	Marketing of Services	30	English
14.3.EF. 175	dr P. Kuropatwiński	Poland's Economic Transformation-Stabilisation Institutional Changes	30	English
14.9.EF. 176	dr E. Toczyska	Strategy of Sustainable Development in the Baltic Sea Regions	15	English
14.3.EF. 163	dr A. Leszczyńska	The role of physical distribution in the logistics processes	15	English
14.3.EF. 166	prof. W. Rydzkowski	Transport Policy	15	English
14.3.EF. 177	prof. M. Turek	Western Europe's increase in wealth	15	English
04.1.EF. 178	SJO	Polish language	60	Polish

C. Description of subjects

C.1. Introductory remarks

Because of changes in study programmes the ECTS information package for the Faculty of Economics for academic year 2003/2004 covers curses of the temporary programmes for all modules (V year) and target new programmes for all modules (I, II, III and IV year).

C.2. Rules of assigning codes to subjects

Every subject has a code which consists of 5 elements.

Example:

14.3.EC.05

- ◆ **14.3.** – means **European Erasmus programme code**, deciding of placing the subject in the particular thematic group
- ◆ **E** – **faculty code**, common to all subjects
- ◆ **C** – **group of subjects code** according to the suggested programme minimum
 - A** – general education subjects
 - B** – basic subjects
 - C** – common subject for all specialisations
 - F** – facultative subjects
- ◆ **HM** – connected with specialisation, at which the specialist subjects are lectured
 - HM** – seaborne trade
 - BE** – electronic business
 - RM** – international market and global economy
 - TL** – transportation and logistics
 - HZ** – international business
 - M** – marketing
 - FM** – international finance and banking
 - IE** – European integration
 - PG** – economic policy and entrepreneurship strategy
 - DF** – economic diagnosing and functioning of enterprises
- ◆ **05** – consecutive number of subject according to the prepared list

C.3. Description of subjects

Winter semester 2003/2004

CODE: 14.3.EF.144	SUBJECT: AUSGEWUENTE PROBLEME DER LOGISTIK				
ECTS Credits: 6	Available in <i>Year:</i> 4/5	Semester: 7/9, 8/10	Hours: 15	Status: facultative	Teaching language: German
Instructor: Professor Zdzisław Kordel					
Description: Analysis of the chosen problems of international logistics services; opportunities and barriers in international integration of logistics services; chosen problems of international transportation; analysis of the eurologistics problems					
Teaching/learning methods: lectures					
Assessment Arrangements:					
Bibliography: Hans – Christian Pfohl: Systemy logistyczne. Podstawy organizacji i zarządzania. Biblioteka logistyka, Poznań 1998; Hans – Christian Pfohl: Zarządzanie logistyką. Funkcje i instrumenty. IliM, Poznań 1998					
Prerequisites:					
Further information:					

CODE: 14.6.EF.145		SUBJECT: BALTIC ECONOMIC INTEGRATION			
Punkty ECTS: 6	Rok: 4/5	Semestr: 7/9	Liczba godz.: 15	Status: facultative	Teaching language: English
Instructor: Professor Anna B. Kisiel-Łowczyc					
Description: Baltic Sea Region and Baltic Free Trade Area / BFTA /; Economic characteristic of Estonia, Latvia, Lithuania; Transformation and integration in BFTA; Dependence on CIS countries; Impact of Scandinavian countries on transformation and integration; Role of the state in economy of BFTA countries; Association with the EU; Pre-accession problems.					
Teaching/learning methods: lectures					
Assessment Arrangements: essey					
Bibliography: Kisiel-Łowczyc A.B.: Bałtycka integracja ekonomiczna. Stan i perspektywy do r. 2010; PWE Warszawa 2000; Molle W.: The Economics of European Integration. Theory, Practice, Policy.1997; Zielińska-Głębocka A.: Ewolucja integracji europejskiej. Wyd. Univ. Gdańskiego 2000					
Prerequisites:					
Further information: e-mail: abkl@panda.bg.univ.gda.pl					

CODE: 14.3.EF.146		SUBJECT: BANKENSYSTEM IN DEUTSCHLAND			
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: German
Instructor: Ph.D. Eugeniusz Gostomski					
Description: Vor- und Nachteile des Universalbankensystems; Struktur des Bankensystems in Deutschland; Durchführung der Bankenaufsicht; Aufbaustruktur der einzelnen Bank; Das Konto als Grundlage der Geschäftsverbindung mit Kreditinstituten; Mittel unhd Formen des Zahlungsverkehrs; Mittelbeschaffung der Banken; Die Kreditgeschafte					
Teaching/learning methods: lecture					
Assessment Arrangements: essay					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 04.1.EF.147		SUBJECT: BUSINESS ENGLISH			
ECTS Credits: 6	Available in Year: 5	Semester: 9/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: Barbara Lubich-Pyrzowska, Anna Łuczak					
Description: practical usage of business English					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of English					
Further information:					

CODE: 04.1.EF.148	SUBJECT: BUSINESS FRENCH				
ECTS Credits: 6	Available in Year: 5	Semester: 9	Hours: 30	Status: facultative	Teaching language: French
Instructor:					
Description: practical usage of business French					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of French					
Further information:					

CODE: 14.3.EF.149	SUBJECT: BUSINESS LOGISTICS PROCESS MODELLING				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Ph.D. Cezary Mańkowski					
Description: Business logistics process as a subject of management; structure of business logistics process; modelling business logistics process; analysis of a business logistics process.					
Teaching/learning methods: lectures					
Assessment Arrangements: project					
Bibliography: Hans – Christian Pfohl: Systemy logistyczne. Podstawy organizacji i zarządzania. Biblioteka logistyka, Poznań 1998; Hans – Christian Pfohl: Zarządzanie logistyką. Funkcje i instrumenty. IliM, Poznań 1998					
Prerequisites:					
Further information:					

CODE: 04.1.EF.150	SUBJECT: BUSINESS SPANISH				
ECTS Credits: 6	Available in Year: 5	Semester: 9	Hours: 30	Status: facultative	Teaching language: Spanish
Instructor:					
Description: practical usage of business Spanish					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of Spanish					
Further information:					

CODE: 14.3.EF.151	SUBJECT: CENTRAL AND EASTERN EUROPEAN COUNTRIES IN INTERNATIONAL ECONOMIC ORGANISATIONS				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 30	Status: facultative	Teaching language: English
Instructor: Professor Ewa Oziewicz, Renata Orłowska Ph.D.					
Description: Globalisation and history of international organisation; Central & Eastern European Countries – economic data; The role of CEE countries in the IMF; The World Bank Group and CEE countries; The liberalisation process of GATT/WTO in CEE countries; The OECD and CEE economies; International and global corporation in Central and Eastern Europe.					
Teaching/learning methods: lectures and case studies					
Assessment Arrangements: participation in case studies and test					
Bibliography: http://www.imf.org ; http://www.worldbank.org ; http://www.wto.org ; http://oecd.org					
Prerequisites:					
Further information:					

CODE: 14.6.EF.152	SUBJECT: CENTRAL EUROPEAN FREE TRADE AGREEMENT				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Anna B. Kisiel-Łowczyc					
Description: Origin and development of CEFTA, economic potential of CEFTA countries, problems and progress in liberalization of industrial trade CEFTA countries, specific barriers in liberalization of agricultural trade CEFTA countries, relations with WTO, OECD, IMF, deepening or widening of CEFTA, new members of CEFTA, future of CEFTA and the EU enlargement					
Teaching/learning methods: lectures					
Assessment Arrangements: participation					
Bibliography: Cestat. Bulletin of Statistics; Kisiel-Łowczyc A.B.: CETFA. Środkowoeuropejska strefa wol handlu. Wyd.Uniw.Gdańskiego 1996; Molle W.: The Economics of European Integration. Theory, Practice Policy.1997; Zielińska-Głębocka A.: Ewolucja integracji europejskiej. Wyd.Uniw.Gdańskiego 2000					
Prerequisites:					
Further information: e-mail: abkl@panda.bg.univ.gda.pl					

CODE: 04.5.EF.153	SUBJECT: COMMUNICATION IN INTERNATIONAL BUSINESS				
ECTS Credits: 6	Available in Year 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Jardine Simpson B.A.					
Description: .Presentations, negotiations in international business, meetings, business correspondence in international business, describing trends in international business, telephone techniques, cultural differences					
Teaching/learning methods: lectures, workshops					
Assessment Arrangements: attendance and participation					
Bibliography: David Cotton, <i>Market Leader</i> , Pearson Education, London 2001					
Prerequisites: FCE					
Further information: simpson@ek.univ.gda.pl					

CODE: 14.3.EF.154	SUBJECT: COMPARATIVE MANAGEMENT: THE SEARCH FOR EXCELLENCE				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Robert Pemble					
Description: The economic environment: complexity, growth and sectorial change; The process of management: change and development.					
Teaching/learning methods: lectures					
Assessment Arrangements: essay					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 14.4.EF.155	SUBJECT: CROSS CULTURAL COMMUNICATION				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 1,5	Status: facultative	Teaching language: English
Instructor: Professor Paul Verluyten					
Description: Cross cultural differences on the case studies					
Teaching/learning methods: lectures+case studies					
Assesment Arrangements: participation in case studies					
Bibliography:					
Prerequisites:					
Further information: lecture will take place every day throw one week on the end of October					

CODE: 14.6.EF.156	SUBJECT: EXTERNAL RELATION OF THE EU				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Anna B. Kisiel-Łowczyk					
Description: The role of EU in the global economy; The structure of international trade between EU and other countries; Instruments of foreign economic policy; Economic relations between EU and OECD, CEEC, ACP – countries; Main problems of EU enlargement.					
Teaching/learning methods: lectures					
Assessment Arrangements: participation					
Bibliography: Kisiel-Łowczyk AB.: Bałtycka integracja ekonomiczna. Stan i perspektywy do 2010r. , PWE Warszawa 2000; Molle W.: The Economics of European Integration. Theory, Practice, Policy.1997; Zieliński Głębocka A.: Ewolucja integracji europejskiej. Wyd.Uniw.Gdańskiego, 2000.					
Prerequisites:					
Further information: e-mail: abkl@panda.bg.univ.gda.pl					

CODE: 14.3.EF.157	SUBJECT: GRUNDLAGEN DER PRODUKTIONSLOGISTIK				
ECTS Credits: 6	Available in Year: 4/5	Semester: 10	Hours: 15	Status: facultative	Teaching language: German
Instructor: Professor Henryk Woźniak					
Description: Produktionstypen; Aufgabenbereiche der Produktion; Einflussfaktoren der Produktionslogistik; Ziele der Produktionslogistik; Anforderungen der Logistik an die Fertigung; Flexible Fertigung; Flexible Fertigungskonzepte; Computer-Integrated-Manufacturing (CIM); Produktionsplanung- und Steuerung; Fertigungstiefe – Entscheidungsfaktoren; MOB Strategien in der Industrie.					
Teaching/learning methods: lectures					
Assessment Arrangements:					
Bibliography: H. Ch. Pfohl: Zarządzanie logistyką. Funkcje i instrumenty. Poznań 1998; Cz. Skowronek, Z. Sarjusz-Wolski: Logistyka w przedsiębiorstwie. PWE, Warszawa 1999; Z. Sarjusz-Wolski: Strategia zarządzania zaopatrzeniem. AW Placet, Warszawa 1998; S. Krawczyk: Logistyka w zarządzaniu marketingiem. AE Wrocław 1999.					
Prerequisites:					
Further information:					

CODE: 09.9.EF.158	SUBJECT: HOW TO SURVIVE IN BANKING				
ECTS Credits: 6	Available in Year: 5	Semester: 9/10	Hours: 30	Status: facultative	Teaching language:
Instructor: Wiesława Kaczmarek M.Sc, Zofia Procajło M.Sc.					
Description: The main objective of How to Survive in Banking is to enable the employees of financial institutions such as banks and insurance companies, to use English with some ease in job situations where English is the language of communication.					
Teaching/learning methods: distant learning					
Assessment Arrangements: working papers + exam					
Bibliography : “How to Survive in Banking “					
Prerequisites:					
Further information:					

CODE: 04.5.EF. 159	SUBJECT: HUMAN RESOURCES MANAGEMENT				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 30	Status: facultative	Teaching language: English
Instructor: Professor Dorota Simpson					
Description: The course contains personnel process in an organisation (personnel planning, recruitment, selection, job description, evaluation, training and redundancy), leadership, motivation, communication, conflict management, decision making, cultural aspects of human resource management in globalisation era.					
Teaching/learning methods: lectures, workshops					
Assessment Arrangements: examination					
Bibliography: D.Torrington, L.Hall, Human Resource Management, Prentice Hall Europe, 1998; A.Pocztowski, Zarządzanie zasobami ludzkimi, Wyd. "Antykwa", Kraków 1998; K. Lanz, zatrudnianie i zarządzanie personelem, PWN, Warszawa 1998; T.Listwan, Zarządzanie kadrami, AE< Wrocław 1999; M.Kostera, Zarządzanie personelem, PWE, Warszawa 1998; G. Hofstede, Kultury i organizacje, PWE, Warszawa 2000.					
Prerequisites: basic knowledge of English					
Further information: simpson@ek.univ.gda.pl ; tel. 5509113, IHZ, room 337					

CODE: 04.7.EF.160	SUBJECT: INTERNATIONAL ADVERTISING				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor R. van Horn					
Description: What advertising is for and what it can do; Using research in campaign planning and development; How to define and segment target markets and audiences; Types of advertising for types of advertiser; What advertising managers do and their departments are organised; What advertising agencies do and how they are structured; Formulating and spending the budget; How agencies are paid for their work; Campaign management, from initial brief to final approval; Creating press advertisements: copywriters and art directors; Creating broadcast commercials: scriptwriters and producers; Translating a creative strategy into finished execution; Targeting and scheduling: media research, planning and buying; Laws and codes of practice; Post-testing campaign effectiveness; The impact of technology.					
Teaching/learning methods: lecturers + case studies					
Assessment Arrangements: participation, project					
Bibliography: Lacey J., "Payment-by-results...", <i>International Journal of Advertising</i> , 19:2, 2000; Moeran B., "The split account system...", <i>International Journal of Advertising</i> , 19:2, 2000; Bullmore J., "Advertising and its audience: a game of two halves", <i>International Journal of Advertising</i> , 18:3, 1999; Birch D., McPhail J. "Does accent matter in international television advertisements", <i>International Journal of Advertising</i> , 18:2, 1999; Grein A., Ducoffe R., "Strategic responses to market globalisation among advertising agencies", <i>International Journal of Advertising</i> , 17:3, 1998; Griffin T., McArthur D., Yamaki T., Hidalgo P., "The A, B, Cs of advertising management...in Chile, Japan and the United States", <i>International Journal of Advertising</i> , 17:2, 1998; Durden G. Orsman T., Michell P., "Commonalities in the reasons for switching advertising agencies...", <i>International Journal of Advertising</i> , 16:1, 1997					
Prerequisites:					
Further information:					

CODE: 04.7.EF.161	SUBJECT: INTERNATIONAL MARKETING				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Ph.D. Radosław Koszewski, Marcin Skurczyński M.Sc., Marek Reysowski M.Sc.					
Description: The course deals with international marketing problems that face Polish and foreign companies. After the course students should be able to evaluate opportunities on the international market, enter international market with products and services and organize foreign sale (distribution, pricing, product strategies etc.). There will be also given basics of intercultural communication in the strategy of internationalization.					
Teaching/learning methods: lectures + case studies					
Assessment Arrangements: participation and final written project					
Bibliography: Frank Bradley „International Marketing Strategies”Prentice Hall 2000; Practical Chris J. Noonan „Export Marketing”, George Allen & Unwin 1995.					
Prerequisites:					
Further information:					

CODE: 14.3.EF.162	SUBJECT: POLITIQUE COMMUNE DE TRANSPORT DE L'UE				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: French
Instructor: Professor Jan Burnewicz					
Description: La naissance et l'évolution de la politique commune de transport; L'organisation des marchés du transport routier; Vers un système concurrentiel dans le transport ferroviare; L'idée du "ciel ouvert" dans le transport aérien; L'échec de la politique maritime commune; Un tardif effort dans le domaine de la politique infrastructurelle; Problèmes de transport dans le processus de l'élargissement de l'UE.					
Teaching/learning methods: lectures					
Assessment Arrangements: test					
Bibliography: Pierre Bauchet: Les transports de l'Europe. La trop lente intégration. Economica. Paris 1996; Maurice Bernadet: L'Europe des transports routiers. Institutions-Textes-Perspectives. Éditions Celse. Paris 1990; Christian Hen, Jacques Léonard: L'Union européenne. Repères. La Découverte. Paris 1998, p. 91; Marie-Luise Herschel: L'économie de l'Union européenne. Cours Économie. Armand Colin. Paris 1997, p. 80-85; Les transports dans les années 90. "Dossier de l'Europe". Bruxelles-Luxembourg 1993; Pierre Bauchet: Les transports mondiaux, instrument de domination. Economica, Paris 1998; Jérôme Trotignon: Économie européenne. Intégration et politiques communes. Hachette Supérieur. Paris 1997; Christian Gerondeau: Les transports en Europe. Éditions Transports Actualités. Paris 1996; Maurice Droussset: Les politiques communautaires. Ellipses. Paris 1992; Jean-Antoine Winghart: L'Europe des autoroutes. Presses Universitaires de France. Paris 1997; Robert Espérou et Alexandra Subrémon: La politique communautaire de transport aérien.					
Prerequisites: fluent knowledge of French					
Further information:					

CODE: 14.3.EF.163	SUBJECT: THE ROLE OF PHYSICAL DISTRIBUTION IN THE LOGISTICS PROCESSES				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9; 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Ph.D. Alicja Leszczyńska					
Description: The matter of physical distribution; marketing and logistics channels; main logistics problems in physical distribution; third party logistics companies market; logistics customer service; development trends in physical distribution.					
Teaching/learning methods: lectures/tutorials					
Assessment Arrangements: assessment for degree					
Bibliography: Hans – Christian Pfohl: Systemy logistyczne. Podstawy organizacji i zarządzania. Biblioteka logistyka, Poznań 1998; Hans – Christian Pfohl: Zarządzanie logistyką. Funkcje i instrumenty. IliM, Poznań 1998					
Prerequisites:					
Further information:					

CODE: 04.9.EF.164	SUBJECT: TRAINING AND PERSONNEL DEVELOPMENT – TOWARDS A LEARNING ORGANISATION				
ECTS Credits: 6	Available in Year: 5	Semester: 9	Hours: 15	Status: optional	Teaching language: English
Instructor: Jolanta Rasmus M.Sc.					
Description: Learning and Development as Key Concepts; Methods of personnel development other than training; Personnel development as a managerial function; An Effective Training – success factors; Training methods and techniques; Training as the group process; Competency – based training; Evaluation of training and development – methods – Humblin, Kirkpatrick; A learning organisation.					
Teaching/learning methods: lecturers +workshops+ case studies					
Assessment Arrangements: exam					
Bibliography: D. Torrington, L. Hall, Personnel Management, HRM in Action, Prentice Hall International 1995; P. Bramley, Evaluating Training Effectiveness, McGraw-Hill 1996; P. M. Senge, The Fifth Discipline, The Art and Practice of The Learning Organization, Doubleday 1998; D. Torrington, L. Hall, Human Resource Management, Prentice Hall Europe, 1998; D. A. Benton, applied Human Relations An Organizational and Skill Development Approach, Prentice Hall, Upper Saddle River, New Jersey 1998; G. Dyrden, J. Vos, The learning Revolution, The Learning Web, Torrance, CA, USA 1999; A. Mayo, Kształtowanie strategii szkoleń i rozwoju pracowników, Oficyna Ekonomiczna 2002.					
Prerequisites:					
Further information:					

CODE: 14.3.EF.165	SUBJECT: TRANSPORT IN LOGISTICHE SYSTEM				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9; 8/10	Hours: 15	Status: facultative	Teaching language: German
Instructor: Professor Zdzisław Kordel					
Description: Logistik - was ist das? Logistische Systeme; Logistische Prozesse in der Wirtschaft; Charakteristik der einzelnen Prozesse: Versorgung, Produktion, Lagerung, Distribution; Charakteristik der logistischen Kosten; Einfluss der Logistik auf die Effektivität der Wirtschaftstätigkeit; .					
Teaching/learning methods: lectures					
Assessment Arrangements:					
Bibliography: S.Abt, H.Woźniak: Podstawy logistyki. Wydawnictwo UG, Gdańsk 1993; H.Ch. Pfohl: Systemy logistyczne. Poznań 2000; P.Blaik: Logistyka. Warszawa 1998.					
Prerequisites:					
Further information:					

CODE: 14.3.EF.166	SUBJECT: TRANSPORT POLICY				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9; 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Włodzimierz Rydzkowski					
Description: Trends in the development of transport infrastructure in Poland and in Europe; Trends in the development of transport systems and technologies; Problems of adjusting Poland's transport infrastructure and systems to UE standards; UE experience in transport deregulation; Deregulation of Polish transport; Privatisation and restructuring of transport enterprises in Poland against European trends.					
Teaching/learning methods: lectures					
Assessment Arrangements: test					
Bibliography:					
Prerequisites:					
Further information: Prof. W. Rydzkowski, Prof. K. Wojewódzka-Król, tel.: 551-00-61 ext. 1343					

Summer semester 2003/2004

CODE: 14.3.EF.146	SUBJECT: BANKENSYSTEM IN DEUTSCHLAND				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: German
Instructor: Ph.D. Eugeniusz Gostomski					
Description: Vor- und Nachteile des Universalbankensystems; Struktur des Bankensystems in Deutschland; Durchführung der Bankenaufsicht; Aufbaustruktur der einzelnen Bank; Das Konto als Grundlage der Geschäftsverbindung mit Kreditinstituten; Mittel und Formen des Zahlungsverkehrs; Mittelbeschaffung der Banken; Die Kreditgeschäfte					
Teaching/learning methods: lecture					
Assessment Arrangements: essay					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 04.1.EF.147	SUBJECT: BUSINESS ENGLISH				
ECTS Credits: 6	Available in Year: 5	Semester: 9/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: Barbara Lubich-Pyrzowska, Anna Łuczak					
Description: practical usage of business English					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of English					
Further information:					

CODE: 04.1.EF.167	SUBJECT: BUSINESS GERMAN				
ECTS Credits: 6	Available in Year: 4/5	Semester: 10	Hours: 30	Status: facultative	Teaching language: German
Instructor:					
Description: practical usage of business German					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of German					
Further information:					

CODE: 04.1.EF.168	SUBJECT: BUSINESS RUSSIAN				
ECTS Credits: 6	Available in Year: 4/5	Semester: 10	Hours: 30	Status: facultative	Teaching language: Russian
Instructor:					
Description: practical usage of business Russian					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of Russian					
Further information:					

CODE: 14.3.EF. 169	SUBJECT: ELECTRONIC COMMERCE				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Ludwik Kondratowicz					
Description: Information society . Globalization of commercial activities; Functions of commerce and information exchange models in business; Basics of Electronic Commerce: definitions, concepts, electronic markets; technologies of Electronic Commerce; Principles of Electronic Data Interchange (EDI), classical EDI and Web-EDI; Information standards in Electronic Commerce (EDIFACT, XML, EAN, other); Methods of automatic identification of objects and their applications; Different technologies of Electronic Commerce working together. Case studies; Computer systems in logistics-distribution centers; Electronic logistics portals; Electronic commerce in transport logistics; Mobile electronic commerce (M-commerce); Legal and security problems in electronic commerce; Development of new telematic systems in Europe and particularly in the Baltic Sea Region.					
Teaching/learning methods: lectures					
Assessment Arrangements: examination					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 04.5.EF.170	SUBJECT: GLOBAL MARKETING MANAGEMENT				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 20	Status: facultative	Teaching language: English
Instructor: Professor Michael Thomas					
Description: Main considerations of being organized internationally; The international environment; Management issues of international promotion and communication; International branding decisions; Entry strategies.					
Teaching/learning methods: lectures					
Assessment Arrangements: participation					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 09.9.EF.158	SUBJECT: HOW TO SURVIVE IN BANKING				
ECTS Credits: 6	Available in Year: 5	Semester: 9/10	Hours: 30	Status: facultative	Teaching language:
Instructor: Wiesława Kaczmarek M.Sc, Zofia Procajło M.Sc.					
Description: The main objective of How to Survive in Banking is to enable the employees of financial institutions such as banks and insurance companies, to use English with some ease in job situations where English is the language of communication.					
Teaching/learning methods: distant learning					
Assessment Arrangements: working papers + exam					
Bibliography : “How to Survive in Banking “					
Prerequisites:					
Further information:					

CODE: 04.7.EF.161	SUBJECT: INTERNATIONAL MARKETING				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Ph.D. Radosław Koszewski, M.Sc. Marcin Skurczyński, M.Sc. Marek Reysowski					
Description: The course deals with international marketing problems that face Polish and foreign companies. After the course students should be able to evaluate opportunities on the international market, enter international market with products and services and organize foreign sale (distribution, pricing, product strategies etc.). There will be also given basics of intercultural communication in the strategy of internationalization.					
Teaching/learning methods: lectures + case studies					
Assessment Arrangements: participation and final written project					
Bibliography: Frank Bradley „International Marketing Strategies”Prentice Hall 2000; Practical Chris J. Noonan „Export Marketing”, George Allen & Unwin 1995.					
Prerequisites:					
Further information:					

CODE: 14.3.EF.171	SUBJECT: INTRODUCTION TO MONETARY MACROECONOMICS				
ECTS Credits: 6	Available in Year: 5	Semester: 10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Marian Turek					
Description: basic notions and problems; the controversy over the Quantity Theory of Money; the Keynesian tradition; money and the theory of the rate of interest; money in dynamic models; the rise and fall of monetarism					
Teaching/learning methods: lectures and seminars					
Assessment Arrangements: extended essay					
Bibliography: Blaug M., <i>Economic Theory in Retrospect</i> , CUP, Cambridge 1996; Clower R.W.(ed.), <i>Monetary Theory</i> , Penguin 1969; Friedman M., <i>Studies in the Quantity Theory of Money</i> , Chicago 1956; Keynes J.M., <i>A Treatise on Money</i> , London, Macmillan 1930; Mishkin F.S., <i>The Economics of Money, Banking and Financial Markets</i> , Adisson-Wesley 1998					
Prerequisites: good command of english					
Further information: e-mail: turek@panda.bg.univ.gda.pl					

CODE: 14.3.EF. 172	SUBJECT: LOGISTICS CENTRES				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Ludwik Kondratowicz					
Description: Logistics center as an element of the supply chain; Physical and virtual types of logistics centers; Functional structures of logistics center; Logistics center’s environment configuration; Planning logistics centers; Information technology of logistics center; Review of logistics centers in Europe – a comparative analysis.					
Teaching/learning methods: lectures					
Assessment Arrangements: examination					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 14.9.EF.173		SUBJECT: MACROECONOMIC POLICIES IN POLAND & IN OTHER TRANSITION ECONOMIES			
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Henryk Ćwikliński,					
Description: Economics of shortage till 1989; Major components of transition strategies; Macroeconomic stabilisation; Assessment in terms of the Copenhagen economic criteria; A survey of selected sectors: manufacturing, agriculture, housing construction, merchandise retailing and transport; Main barriers on output, productivity and employment growth; Implications for policy makers; European mistakes to be avoided					
Teaching/learning methods: lectures					
Assessment Arrangements: essay					
Bibliography: Business Central Europe – monthly magazines; Transition newsletters, the World Bank/ the William Davidson Institute; internet statistics; 2000 Regular Report from the Commission on Poland's Progress towards Accession; H.Ćwikliński, T.Kosteyeva, Regulatory Institutions of the Economies under Transition, Yale University Economic Growth Center, occasional paper no.6, 1998; Średniokresowa strategia polityki pieniężnej na lata 1999 – 2003, NBP W-wa; Polska niedokończona transformacja, pod red. J. Winięckiego, CAS, W-wa 1996; M.E. Porter, The Competitive Advantage of Nations, New York 1990; Poland's Economic Performance, Mc Kinsey Global Inst., 2000					
Prerequisites:					
Further information:					

CODE: 04.7.EF.174		SUBJECT: MARKETING OF SERVICES			
ECTS Credits: 6	Available in Year: 4	Semester: 8	Hours: 30	Status: facultative	Teaching language: English
Instructor: Professor Dorota Simpson					
Description: Distinctive aspects of services; The importance of the service sector in post-industrial economy; The concept of marketing of services; Service quality – a critical point; Strategic issues in marketing of services; People and their role in the service sector; Communication and its role in the service sector; Distribution and its specific characteristics in the service sector; Pricing in services.					
Teaching/learning methods: lecturers + case studies					
Assessment Arrangements: exam					
Bibliography: H. Kasper, P. Helsdingen, W. Vries, Services Marketing Management. An International Perspective, John Wiley&Sons, Chichester 1999; C. Lovelock, S. Vandermerve, B. Lewis, Services Marketing. A European Perspective, Prentice Hall Europe, 1999.					
Prerequisites:					
Further information:					

CODE: 14.9.EF.175	SUBJECT: POLAND'S ECONOMIC TRANSITION MACROECONOMIC STABILISATION AND INSTITUTIONAL CHANGES				
ECTS Credits: 6	<i>Available in</i> <i>Year:</i> 4/5	<i>Semester:</i> 8/10	<i>Hours:</i> 30	<i>Status:</i> facultative	<i>Teaching language:</i> English
Instructor: PhD Piotr Kuropatwiński					
Description: Characteristics of Poland's economic system in 1970s and 1980s; Economic and political crisis manifestations between 1978 and 1980; Reform projects discussed in the years 1980-81; Polish economy and politics in the 1980s; Economics and politics of Poland between the "Round Table" and the formation of the new government; Elements of stabilisation package of January 1990 and their initial impact; Institutional changes introduced in early 1990s and their initial results; Major structural changes resulting from the stabilisation and institutional change packages; Endogenous and exogenous forces in the transformation process; The second wave of institutional reforms – restructuring of public administration and public services; Alternative scenarios for the nearest future.					
Teaching/learning methods: lectures					
Assessment Arrangements: essay					
Bibliography: L. Balcerowicz: Socialism, Capitalism, Democracy; A. Besançon: "Anatomie d'une spectre- Economie politique du socialisme réel"; K. Arrow: "Limits to an organisation"; F.v Hayek: "The road to serfdom"; G. Kołodko: "From Shock to Therapy"; D. Rosati: Polska droga do rynku"; R. Krawczyk: "Wielka przemiana"; J. Kornai: "Droga do wolnej gospodarki".					
Prerequisites: Basic understanding of macroeconomics					
Further information: ekpogo@panda.bg.univ.gda.pl					

CODE: 14.9.EF.176	SUBJECT: STRATEGY OF SUSTAINABLE DEVELOPMENT IN THE BALTIC SEA REGION				
ECTS Credits: 6	<i>Available in</i> <i>Year:</i> 4/5	<i>Semester:</i> 8/10	<i>Hours:</i> 15	<i>Status:</i> facultative	<i>Teaching language:</i> English
Instructor: PhD Ewa Toczyska					
Description: the road towards sustainability - a historical perspective; Agenda 21 for The Baltic Sea Region (Baltic 21 as a programme of Baltic countries co-operation for sustainable development); from fossil fuels to sustainable energy resources (environmental effects of energy use in The Baltic Region, renewable energy resources, self- sufficiency of the energy system in the Region); sustainable industrial production (cleaner technologies, green products, identification of "hot spots", reporting); sustainable agriculture, forestry and fishery (ecological farming, biological diversity, certification, identification of "green points", the effects of eutrophication of waters); towards sustainable mobility (the private car and public transport in conflict, economic policy instruments); approaches to sustainable habitation					
Teaching/learning methods: lecture + educational films by Baltic University Programme, Uppsala, Sweden					
Assessment Arrangements: credit score, attendance on lectures, paper work					
Bibliography: Exercises books (10 issues) by The Baltic University, Uppsala University, Sweden, 1997					
Prerequisites:					
Further information:					

CODE: 14.3.EF. 163	SUBJECT: THE ROLE OF PHYSICAL DISTRIBUTION IN THE LOGISTICS PROCESSES				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9; 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Ph.D. Alicja Leszczyńska					
Description: The matter of physical distribution; marketing and logistics channels; main logistics problems in physical distribution; third party logistics companies market; logistics customer service; development trends in physical distribution.					
Teaching/learning methods: lectures/tutorials					
Assessment Arrangements: assessment for degree					
Bibliography: Hans – Christian Pfohl: Systemy logistyczne. Podstawy organizacji i zarządzania. Biblioteka logistyka, Poznań 1998; Hans – Christian Pfohl: Zarządzanie logistyką. Funkcje i instrumenty. IiM, Poznań 1998					
Prerequisites:					
Further information:					

CODE: 14.3.EF.166	SUBJECT: TRANSPORT POLICY				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9; 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Włodzimierz Rydzkowski					
Description: Trends in the development of transport infrastructure in Poland and in Europe; Trends in the development of transport systems and technologies; Problems of adjusting Poland's transport infrastructure and systems to UE standards; UE experience in transport deregulation; Deregulation of Polish transport; Privatisation and restructuring of transport enterprises in Poland against European trends.					
Teaching/learning methods: lectures					
Assessment Arrangements: test					
Bibliography:					
Prerequisites:					
Further information: Prof. W. Rydzkowski, Prof. K. Wojewódzka-Król, tel.: 551-00-61 ext. 1343					

CODE: 14.3.EF.177	SUBJECT: WESTERN EUROPE'S INCREASE IN WEALTH				
ECTS Credits: 6	Available in Year: 4	Semester: 7,8	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Marian Turek					
Description: Europe's response to its geography; major differences marking out the development of Europe; the importance of innovations; the role of discoveries; the profit motive; the Industrial Revolution; the demand for capital; the wealth of knowledge					
Teaching/learning methods: lectures and seminars					
Assessment Arrangements: written exam					
Bibliography: J.Baechler , J.A. Hall (eds.), 1988, <i>Europe and the Rise of Capitalism</i> , Oxford, Blackwell; P.Bairoch, 1993, <i>Economics and World history: Myths and paradoxes</i> , New York, Harvest; Braudel Fernand, 1979, <i>Civilisation materiel</i> , Vol.3, Paris, Armand Colin; A.K. Caincross, 1962, <i>Factors in Economic Development</i> , New York, Praeger; Alfred Chandler, 1990, <i>Scale and Scope. The Dynamics of Capitalism</i> , Cambridge, MA., Belknap Press; Goody Jack, 1996, <i>The East in the West</i> , Cambridge, CUP; Hicks John, 1969, <i>A Theory of Economic History</i> , Oxford, OUP					
Prerequisites: good command of english					
Further information: e-mail: turek@panda.bg.univ.gda.pl					

CODE: 04.1.EF.178	SUBJECT: POLISH LANGUAGE				
ECTS Credits: 6	Available in Year: 5	Semester: 9/10	Hours: 60	Status: facultative	Teaching language: Polish
Instructor:					
Description: basic Polish language for foreigners					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites:					
Further information:					