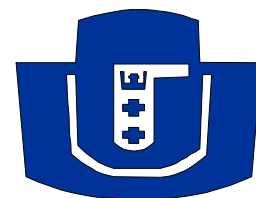




**UNIVERSITY OF GDANSK
FACULTY OF ECONOMICS**



ECTS INFORMATION PACKAGE

Academic year 2006/2007

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

Armii Krajowej 119/121

81-824 Sopot

tel. 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. Stanisław Miecznikowski

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
elaa@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 Faculty of Economics of Transportation – at the University of Gdansk 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

At the beginning of October 2005, 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 4th semester students have the possibility to choose 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,
- ◆ Public procurements,
- ◆ Regional development and structural funds of EU. Projects management.

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 2006/2007			
<i>Winter semester</i>		<i>Summer semester</i>	
02.10	inauguration of academic year	12.02 - 3.06	courses
03.10 - 21.01	courses	20.03	University of Gdansk Holiday
23.12 - 02.01	winter holidays	6.04 - 10.04	spring holidays
22.01 - 04.02	exam session (courses excluded)	4.06 - 24.06	exam session (courses excluded)
5.02 - 11.02	semester break	25.06 - 26.08	summer holidays
		27.08 - 16.09	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 4 credits;
- ◆ lectures (30 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 2006/2007.

Academic year 2006/2007 – winter semester

<i>Code</i>	<i>Title of lecture</i>	<i>Person lecturing</i>	<i>Duration hours</i>	<i>ECTS</i>	<i>Language of lecture</i>
14.6.EF. 201	Australia in the international economy	K. Żołądkiewicz Ph.D.	15	4	English
14.6.EF. 202	Baltic Economic Cooperation	prof. A. Kisiel-Łowczyc	15	4	English
14.3.EF. 203	Bankensystem in Deutschland	prof. E. Gostomski	15	4	German
04.1.EF. 204	Business English	SJO	30	3	English
04.1.EF. 205	Business French	SJO	30	3	French
14.3.EF. 206	Business Logistics Process Modeling	C. Mańkowski Ph.D.	30	6	English
14.6.EF. 207	Central and East European Countries in international economic organisations	prof. E. Oziewicz/ R. Orłowska Ph.D.	30	6	English
14.3.EF. 208	Expansinaktivitatan kleiner und mittlerer Unternehmen	prof. S. Miecznikowski	15	4	German
14.3.EF. 209	Comparative Management	prof. R. Pemble	15	4	English
14.3.EF. 210	E-commerce: Management in the new economy	prof. R. Pemble	15	4	English
07.2.EF. 211	Environment Security Issues	prof. A. Kisiel-Łowczyc	15	4	English
14.6.EF. 212	External Relations of The European Union	prof. A. Kisiel-Łowczyc	15	4	English
14.3.EF. 213	Globalisation and Knowledge Based Society	prof. A. Kisiel-Łowczyc	15	4	English
04.7.EF. 214	Global Marketing Management	prof. M. Thomas	15	4	English
04.5.EF. 215	Human Resources Management	prof. D. Simpson	30	6	English
14.3.EF. 216	Innovation and Entrepreneurship	prof. R. Pemble	15	4	English
14.3.EF. 217	International Economics	S. Umiński Ph.D./ T. Brodzicki Ph.D.	30	6	English
04.7.EF. 218	International Marketing	R. Koszewski Ph.D. / M. Reysowski Ph.D./ M. Skurczyński M.Sc.	30	6	English
14.3.EF. 219	Le prix Nobel de sciences économiques	prof. M. Turek	30	6	French
04.7.EF. 221	Political marketing	M. Wołek Ph.D./ A. Poszewiecki M.Sc.	15	4	English

<i>Code</i>	<i>Title of lecture</i>	<i>Person lecturing</i>	<i>Duration hours</i>	<i>ECTS</i>	<i>Language of lecture</i>
04.3.EF. 223	Portfolio management	P. Borkowski Ph.D.	15	4	English
04.3.EF. 225	Strategic alliances on global market	R. Koszewski Ph.D.	15	4	English
14.3.EF. 227	The role of physical distribution in the logistics processes	A. Leszczyńska Ph.D.	15	4	English
14.3.EF. 230	Transport Policy	prof. W. Rydzkowski	15	4	English
04.1.EF. 232	Polish language	SJO	60	4	Polish

Academic year 2006/2007 – summer semester

<i>Code</i>	<i>Person lecturing</i>	<i>Title of lecture</i>	<i>Duration hours</i>	<i>ECTS</i>	<i>Language of lecture</i>	
14.3.EF. 250		Aspects of economic growth and economic development	T. Brodzicki Ph.D.	15	4	English
14.3.EF. 203		Bankensystem in Deutschland	prof. E. Gostomski	15	4	German
04.1.EF. 204		Business English	SJO	30	3	English
04.1.EF. 233		Business German	SJO	30	3	German
04.1.EF. 234		Business Italian	SJO	30	3	Italian
04.1.EF. 235		Business Russian	SJO	30	3	Russian
04.1.EF. 236		Business Spanish	SJO	30	3	Spanish
04.7.EF. 237		Consumer behavior	A. Nikodemka-Wołowik Ph.D.	30	6	English
14.3.EF. 251		Economy of the European Union	T. Brodzicki Ph.D.	15	4	English
14.3.EF. 238		EU Enlargement - the point of view of Poland	R. Orłowska Ph.D. / M. Grottel Ph.D.	30	6	English
14.6.EF. 212		External Relations of The European Union	prof. A. Kisiel-Łowczyc	15	4	English
14.3.EF. 239		Grundlagen der Produktionslogistik	prof. H. Woźniak	15	4	German
14.3.EF. 240		International Logistics	A. Leszczyńska Ph.D.	15	4	English
04.7.EF. 218		International Marketing	R. Koszewski Ph.D./ M. Reysowski Ph.D./ M. Skurczyński M.Sc.	30	6	English
14.3.EF. 241		Macroeconomic Policies in Poland & in Other Transition Economies	prof. H. Ćwikliński	15	4	English
04.7.EF. 242		Marketing of Services	prof. D. Simpson	30	6	English
14.3.EF. 243		Market strategies in the financial sector	prof. J. Pietrzak	15	4	English
14.3.EF. 244		Monetary macroeconomics	prof. M. Turek	30	6	English
04.7.EF. 245		Poland as a brand name	J. Bednarz Ph.D.	15	4	English
14.3.EF. 246		Poland's Economic Transformation-Stabilisation Institutional Changes	P. Kuropatwiński Ph.D.	30	6	English
10.9.EF. 247		Selected aspects of international business law	prof. G. Deipenbrock	15	4	English
14.3.EF. 248		Supply Chain Network Management	A. Trzuskawska M.Sc.	30	6	English
14.3.EF. 249		Western Europe's increase in wealth	prof. M. Turek	30	6	English
04.9.EF. 231		Zollpolitik	M. Grottel Ph.D.	14	4	German
04.1.EF. 232		Polish language	SJO	60	4	Polish

C. Description of subjects

C.1. 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 2006/2007

CODE: 04.9.EF.201	SUBJECT: AUSTRALIA IN THE INTERNATIONAL ECONOMY				
ECTS Credits: 6	Available in Year: 4/ 5	Semester: 7/9	Hours: 30	Status: optional	Teaching language: English
Instructor: Krystyna Żołądkiewicz Ph.D.					
Description: Australia – General Presentation /area, population, states/Composition of GDP; Australia's Trade and Investment Composition of Merchandise /and service/ Trade Direction of Merchandise /and service/ Trade; Australia's Foreign Investment; Australian Trade Policy- Background: The Evolution of Trade Policy; Trade and Investment Barriers; Multilateral Trade: Australia in WTO, the Cairns Group; Relationships- Regional Economic Co-operation – APEC; New Zealand – CER; The United States – AUSFTA; South-East Asia – SAFTA, TAFTA, Australia-Malaysia FTA, AANZFTA; Japan, China, Europe; Australia-Poland Economic Relations- Bilateral Agreements; Merchandise Trade; Australian Investment Prospects					
Teaching/learning methods: lecturers +workshops+ case studies					
Assessment Arrangements: exam					
Bibliography: www.dfat.gov.au, www.rba.gov.au, www.wto.org, www.oecd.org., www.abs.gov.au, www.afr.com.au, actual news					
Prerequisites:					
Further information:					

Code: 14.6.E.F.202	Subject: BALTIC ECONOMIC COOPERATION				
ECTS credits: 4	Year: 4/5	Semester: 7/9	Hours: 15	Status: optional	Teaching language: English
Instructor: Professor Anna B. Kisiel-Łowczyc					
Description: Baltic Sea Region(BSR) general characteristics and main interactions: the BSR – the EU; BSR` s and EU competitiveness in the global economy; Transport infrastructure as a factor of competitiveness in the BSR; Cooperation in thr energy sector between BSR countries; The EU energy policy and environmental security in the BSR; Intermodal transport networks in the BSR and the Russian Federation; Environmental security issues in the BSR` s institutions; Baltic Sates: one year after their adhesion with the EU					
Teaching/learning methods: lectures					
Assessment Arrangements: essey					
Bibliography: Kisiel-Łowczyc A.B.: Bałtycka integracja ekonomiczna. Stan i perspektywy do r. 2010; PV 2000; http://europa.eu.int/comm/enlargement					
Prerequisites:					
Further information:					

CODE: 14.3.EF.203	SUBJECT: BANKENSYSTEM IN DEUTSCHLAND				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9, 8/10	Hours: 15	Status: facultative	Teaching language: German
Instructor: Professor Eugeniusz Gostomski					
Description: Vor- und Nachteile des Universalbanksystems; Struktur des Banksystems in Deutschland; Durchführung der Bankenaufsicht; Aufbaustruktur der einzelnen bank; Das Konto las Grundlage der Geschaeftsverbindung mit Kreditinstituten; Mitteln und Formen des Zahlungsverkehrs; Mittelbeschaffung der Banken; Die Kreditgeschaefte; Risikomanagement.					
Teaching/learning methods: lecture					
Assessment Arrangements: essay					
Bibliography: W.Sautner, Grundlagen des Bankgeschaeften, Bankakademie Verlag, Frankfurt 1991; Das Bankwesen in Deutschland, Bank Verlag Koeln 2002.					
Prerequisites:					
Further information:					

CODE: 04.1.EF.204	SUBJECT: BUSINESS ENGLISH				
ECTS Credits: 3	Available in Year: 4/5	Semester: 7/9, 8/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: SJO					
Description: practical usage of business English					
Teaching/learning methods: classes					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of English					
Further information:					

CODE: 04.1.EF.205	SUBJECT: BUSINESS FRENCH				
ECTS Credits: 3	Available in Year: 4/5	Semester: 7/9	Hours: 30	Status: facultative	Teaching language: French
Instructor: SJO					
Description: practical usage of business French					
Teaching/learning methods: classes					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of French					
Further information:					

CODE: 14.3.EF.206	SUBJECT: BUSINESS LOGISTICS PROCESS MODELLING				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 30	Status: facultative	Teaching language: English
Instructor: Cezary Mańkowski Ph.D.					
Description: Business logistics process as a subject of modelling; structure of business logistics process; modelling business logistics process; analysis of a business logistics process.					
Teaching/learning methods: lectures					
Assessment Arrangements: project					
Bibliography: Scheer A. W.: Business process engineering. Springer-Verlag, Berlin 1994; Scheer A. W.: Architecture of integrated information systems. Springer-Verlag, Berlin 1992; Mańkowski C.: Process of the trans - border logistics. Discussion paper No 131. Europa- Universitat Viadrina. Frankfurt (Oder) 1998; Mańkowski C.: Nature of the logistics process. The IV Doctorate Workshop. European Logistics Association, Paris 1999.					
Prerequisites:					
Further information:					

CODE: 14.3.EF.207	SUBJECT: CENTRAL AND EAST 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: Globalization and history of international organization; Central & East European Countries – economic data; The role of CEE countries in the IMF; The World Bank Group and CEE countries; The liberalization 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: 14.3.EF.208	SUBJECT: EXPANSINAKTIVITATAN KLEINER UND MITTLERER UNTERNAHMEN				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: German
Instructor: Professor Stanisław Miecznikowski					
Description:					
Teaching/learning methods: lectures					
Assessment Arrangements:					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 14.3.EF.209	SUBJECT: COMPARATIVE MANAGEMENT				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Robert Pemble					
Description: This course examines the nature of business and commerce in the 21 st Century. It examines the business enterprise as an economic entity in the context of the social and ethical dimensions of business; Globalisation and the complexity of the political and economic environments; corporate excellence and management culture; innovation and entrepreneurship; and the development of the New Economy and E-commerce.					
Teaching/learning methods: lectures					
Assessment Arrangements: essay					
Bibliography: Relevant Internet sources					
Prerequisites:					
Further information:					

CODE: 14.3.EF.210	SUBJECT: E-COMMERCE: MANAGEMENT IN THE NEW ECONOMY				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Robert Pemble					
Description: This course is focused on four issues. Firstly, whether the Internet is a revolutionary phenomenon that creates new business paradigms or an evolutionary development of the application of information and communication technologies (ICTs)? Secondly, whether websites can be the vehicles both for reach-customer access potential- and also for richness-quality of customer experience? Thirdly, is the future of Ecommerce to be driven by net-based companies or by companies that utilise a range of delivery options- click versus brick? Fourthly, the management and business implications of the development of web-based services.					
Teaching/learning methods: lectures					
Assessment Arrangements: essay					
Bibliography: Relevant Internet sources					
Prerequisites:					
Further information:					

CODE: 14.6.EF.211	SUBJECT: ENVIRONMENT SECURITY ISSUES				
ECTS Credits: 4	Available in Year: 4	Semester: 7, 8	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Anna B. Kisiel-Łowczyk					
Description: Global problems in the world economy: classification and exemplifications; Main ecological threats: characteristics and challenges; International society attitude and responsibility for environmental protection; Global and international cooperation in environment protection; Institutional frameworks in ecological issues; Global impact of climate changes; Kyoto Convention: counteract climate changes : success or political fact?; Trade in rights to emission of CO ₂ ; The EU` s environmental policy					
Teaching/learning methods: lectures					
Assessment Arrangements: essay.					
Bibliography: A. Budnikowski: Ochrona środowiska a procesy integracji i globalizacji., SGH, Warszawa, 2004; Environmental Security Database: http://europa.eu.int/com/environment					
Prerequisites:					
Further information: e-mail: abkl@panda.bg.univ.gda.pl					

CODE: 14.6.EF.212	SUBJECT: EXTERNAL RELATION OF THE EU				
ECTS Credits: 4	Available in Year: 4	Semester: 7, 8	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Anna B. Kisiel-Łowczyc					
Description: Global and international position of the EU („25”) in the world economy: state and prospects; Hierarchy of the EU trade relations with third countries: main economic means; Breakdown of the EU relations as a global player; Politico-economical relations of the EU with Asian countries: the EU – ASEM; the EU – ASEAN; the EU – APEC; Partnership and Cooperation Agreement: the EU – Ukraine and the EU – the Russian Federation Assessment; Economic relations of the EC/EU with the ACP countries: evaluation, state and future; Balkan countries and the EU: membership? Or wider neighborhood?; Main implications of the EU enlargement of y.2004: for the EU, for new member states, for third states.					
Teaching/learning methods: lectures					
Assessment Arrangements: essay.					
Bibliography: Kisiel-Łowczyc AB.: Bałtycka integracja ekonomiczna. Stan i perspektywy do 2010r., PWE Warszawa 2000; Molle W.: The Economics of European Integration. Theory, Practice, Policy.1997; Zielińska-Głębocka A.: Ewolucja integracji europejskiej. Wyd.Uniw.Gdańskiego, 2000; A. Zielińska-Głębocka: Wprowadzenie do ekonomii międzynarodowej. Teoria handlu i polityki handlowej. Wyd. Uniwersytetu Gdańskiego 1997; http://europa.eu.int/comm/enlargement .					
Prerequisites:					
Further information: e-mail: abkl@panda.bg.univ.gda.pl					

CODE: 14.6.EF.213	SUBJECT: GLOBALISATION AND KNOWLEDGE SOCIETY				
ECTS Credits: 4	Available in Year: 4	Semester: 7, 8	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Anna B. Kisiel-Łowczyc					
Description: The structure of world economy in the XXI century; Globalisation – internationalisation-integration: interaction and interdependence; Main players of globalisation: transnational corporations (TNCs); TNC` s features; TNCs: human capital, - innovations – research and development(R&D); Competitiveness – creativity – education –globalisation; Globalisation – ICT (Information, Communication, Technology) – sources of knowledge based society – cultural factors of competitiveness.					
Teaching/learning methods: lectures					
Assessment Arrangements: essay					
Bibliography: J.E. Stiglitz: Globalizacja. PWN, Warszawa, 2000; http://europa.eu.int/information www.oecd.org/sti/measuring-infoeconomy .					
Prerequisites:					
Further information: e-mail: abkl@panda.bg.univ.gda.pl					

CODE: 04.5.EF.214	SUBJECT: GLOBAL MARKETING MANAGEMENT				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Michael Thomas					
Description: I Specific forms of international marketing, marketing in multinational corporation , global marketing communication, adaptation of marketing-mix to global competitive environment.					
Teaching/learning methods: 1 classes					
Assessment Arrangements: test					
Bibliography: Frank Bradley: International Marketing Strategies. Prentice Hall 2000; Practical Chris J. Noonan: Export Marketing. George Allen & Unwin 1995.					
Prerequisites:					
Further information:					

CODE: 04.5.EF. 215	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: Human resources management and personnel management – some theoretical points; Motivation in work; Human resources planning; job analysis and job specification; Recruitment and selection; Training and personnel development; Job evaluation as a tool in personnel decision making; International Human Resource Management					
Teaching/learning methods: lecturers + workshops+case studies					
Assessment Arrangements: examination					
Bibliography: P. J. Dowling, D. E. Welch, R. S. Schuler; H. T. Graham, R. Bennet: Human Resources Management, Pitman Publishing, London 1992 and next ed.; D. Simpson, Human Resource Management in the Service Sector, in: Contemporary Problems of International Economy, Institute of Foreign Trade University of Gdańsk, Sopot 1998; D. Torrington, L. Hall, Human Resource Management, Prentice Hall Europe 1998					
Prerequisites:					
Further information: simpson@ek.univ.gda.pl ; tel. 5509113, IHZ, room 337					

CODE: 14.3.EF.216	SUBJECT: INNOVATION AND ENTREPRENEURSHIP				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Robert Pemble					
Description: This course focuses on the individual, organizational, cultural and economic dimensions of entrepreneurship. It addresses two issues - what are the special characteristics that distinguish entrepreneurial activity from business activity in general; to what extent can entrepreneurship be explicitly developed and implemented with particular reference to the problem of enabling and sustaining growth.					
Teaching/learning methods: lectures					
Assessment Arrangements: essay					
Bibliography: Relevant Internet sources					
Prerequisites:					
Further information:					

CODE: 04.7.EF.217	SUBJECT: INTERNATIONAL ECONOMICS				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 30	Status: facultative	Teaching language: English
Instructor: Stanisław Umiński Ph.D., Tomasz Brodzicki Ph.D.					
Description:					
Teaching/learning methods: lectures					
Assessment Arrangements:					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 04.7.EF.218	SUBJECT: INTERNATIONAL MARKETING				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9, 8/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: Radosław Koszewski Ph.D., Marcin Skurczyński M.Sc., Marek Reysowski Ph.D.					
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 and case studies					
Assessment Arrangements: written test and class participation					
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.219	SUBJECT: LE PRIX NOBEL DE SCIENCES ÉCONOMIQUES				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9	Hours: 30	Status: facultative	Teaching language: English
Instructor: Professor Marian Turek					
Description: Alfred Nobel et la création des prix Nobel ; Le prix Nobel d'économie; Il n'y pas de prix Nobel de mathématiques ; Les domaines de prédilection des lauréats ; Problèmes et difficultés rencontrés dans la désignation des lauréats; Comment les prix Nobel reflètent-ils les nouvelles tendances de l'analyse économique ; Les Lauréats ; L'apport des Nobel à la pensée économique; Les prix Nobel de demain; Les institutions qui concernent le prix Nobel.					
Teaching/learning methods: Lectures & seminars					
Assessment Arrangements: Extended essay					
Bibliography: Allais M., Combats pour l'Europe, Clement Juglar, Paris 1995; Friedman M., Capitalisme et liberté, Robert Laffont, Paris 1971; Hayek F. Von, Droit, l'égislation et liberté, 3 vol., PUF, Paris 1980, 1982, 1983; Hicks J., Une théorie de l'histoire économique, Le Seuil, Paris 1973; North D., L'essor du monde Occidental, Flammarion, Paris 1980; Simon H., Les sciences de l'artificiel, EPI, Paris 1973; Stigler G.J., La théorie des prix, Dunod, Paris 1980; Samuelson P., L'Economie, A.Colin, Paris 1983.					
Prerequisites: Good command of English; The ability to make use of materials displayed on the UG platform MOODLE is required (http://pe.univ.gda.pl/moodleug)					
Further information: Enquiries should be addressed to: turek@panda.bg.univ.gda.pl					

CODE: 04.7.EF.221	SUBJECT: POLITICAL MARKETING				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Marcin Wołek Ph.D., Andrzej Poszewicki M.Sc.					
Description:					
Teaching/learning methods: lectures and case studies					
Assessment Arrangements: written test and class participation					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 04.3.EF.223	SUBJECT: PORTFOLIO MANAGEMENT				
ECTS Credits: 4	Available in year: 4	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Przemysław Borkowski Ph.D.					
Description: Basics of asset allocation; Capital Asset Pricing Model (CAPM); Basics of Portfolio Theory; Portfolio analysis; Optimal portfolio choice; Risk and portfolio efficiency; Investment funds and portfolio choice; International investors.					
Teaching/learning methods: lecture					
Assessment Arrangements: project					
Bibliography: F.Fabozzi: Fixed-Income Portfolio Strategies, Probus Publishing Co. Chicago 1995; P.Jenks, S.Eckett: The Global –Investor Book of Investing Rules, Harriman House 2002; B.Litterman: Modern Investment Management: An Equilibrium Approach, John Wiley & Sons, London 2003; R.Hagin: Investment Management: Portfolio Diversification, Risk and Timing, John Wiley & Sons, London 2004; E.Elton, M.Gruber: Modern Portfolio Theory and Investment Analysis, John Wiley & Sons, London 2002; R.Gibson: Asset Allocation. Balancing Financial Risk, Mc-Graw Hill, London 2000.					
Prerequisites:					
Further information: pborkow@panda.bg.univ.gda.pl					

CODE: 14.3.EF.225	SUBJECT: STRATEGIC ALLIANCES ON GLOBAL MARKET				
ECTS Credits: 4	Available in year: 4	Semester: 7/9	Hours: 15	Status: facultative	Teaching language: English
Instructor: Radosław Koszewski Ph.D.					
Description: The lectures present different kinds of strategic alliances in the global economy. During the class will be discussed alliances between multinational companies as well as agreements between small and middle sized firms. There will be presented also elements of game theory related to strategic alliances as well as the concept of <i>competition</i> – the idea of cooperation and competing in the same time.					
Program:					
<ol style="list-style-type: none"> 1. General characteristics of strategic alliances. 2. Identification of potential partners. 3. Creation of a strategic alliance. 4. Relations between partners within an alliance as “a game”. 5. Organisational aspects of strategic alliances. 6. Competition between strategic alliances on the global market. 					
Export consortia as an example of strategic alliance between SME.					
Teaching/learning methods: lectures					
Assessment Arrangements: essay and class participation					
Bibliography: P. Dussauge, B. Garette: <i>Competitive Strategy</i> , John Wiley & Sons, LTD, Chichester 1999; P. Kollok: <i>Social Dilemmas: The Anatomy of Cooperation</i> , Annual Review of Sociology, 24: 183-214; G. Hamel, L. Yvez, Y.L. Doz, C.K. Prahaland, „Collaborate with Your Competitors – and Win”; Harvard Business Review, January-February 1989; M. Kelly, J.L. Schaan, H. Joncas,: <i>Managing Alliance Relationships</i> , R&D Management, 32, 1, 2002					
Prerequisites:					
Further information: www.ekonom.univ.gda.pl/koszewski					

CODE: 14.3.EF.227	SUBJECT: THE ROLE OF PHYSICAL DISTRIBUTION IN THE LOGISTICS PROCESSES				
ECTS Credits: 4	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Alicja Leszczyńska Ph.D.					
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: R. Ballou: Business Logistics Management. Prentice-Hall International,1992; J.J. Coyle , E.J. Bardi, C.J.Langley Jr.:The Management of Business Logistics, West Publishing Company, 1996; M. Christopher: Marketing Logistics. Butterworth-Heinemann,1997; Handbook of Logistics & Distribution Management. Edited by J.L.Gattorna, Gower 1994; A.McKinnon:Physical Distribution Systems.Routledge,1989; A. Rushton, J.Oxley: Handbook of Logistics & Distribution Management. Kogan Page,1995.					
Prerequisites:					
Further information:					

CODE: 14.3.EF.230	SUBJECT: TRANSPORT POLICY				
ECTS Credits: 4	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; Privatization 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: 04.1.EF.232	SUBJECT: POLISH LANGUAGE				
ECTS Credits: 4	Available in Year: 5	Semester: 9/10	Hours: 60	Status: facultative	Teaching language: Polish
Instructor: SJO					
Description: basic Polish language for foreigners					
Teaching/learning methods: classes					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites:					
Further information:					

Summer semester 2006/2007

CODE: 14.3.EF.250	SUBJECT: ASPECTS OF ECONOMIC GROWTH AND ECONOMIC DEVELOPMENT				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9, 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Tomasz Brodzicki Ph.D.					
Description: Stylized facts on economic growth and economic development in global and European context; Neoclassical growth theory – Solow-Swan model and augmented Solow-Swan model (the role of human capital accumulation); Endogenous growth theory (new growth theory); Institutional factors in economic growth. Growth accounting; Total Factor Productivity; Technological change and its role in economic growth; Economic growth theory and growth empirics; Convergence vs. divergence; Determinants of economic growth; Economic integration and economic growth (accumulative effects of economic integration); Economic growth in the European Union; Economic development and economic growth – linkages and challenges.					
Teaching/learning methods: lectures and classes					
Assessment Arrangements: short essay					
Bibliography: Barro Robert J., Sala-i-Martin Xavier (2004) Economic growth –2nd edition, MIT Press, Cambridge, Mass; Romer D. (1996) Advanced Macroeconomics, McGraw-Hill. (Polish edition – Romer D. (2000) Makroekonomia dla zaawansowanych, PWN, Warszawa); Burda Michael, Wyplosz Charles (1997) Macroeconomics. A European Text, Oxford University Press (Polish edition - Burda Michael, Wyplosz Charles (2000) Makroekonomia – podręcznik europejski, PWE, Warszawa); Selected journal articles and working papers.					
Prerequisites:					
Further information: brod@gnu.univ.gda.pl					

CODE: 14.3.EF.203	SUBJECT: BANKENSYSTEM IN DEUTSCHLAND				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9, 8/10	Hours: 15	Status: facultative	Teaching language: German
Instructor: Eugeniusz Gostomski Ph.D.					
Description: Entwicklungstendenzen im Kreditgewerbe; Volkswirtschaftliche Funktionen der Kreditinstitute; Universalbanken; Spezialbanken; Bankverbände; Bankenaufsicht; Europäisches System der Zentralbanken; Onlinebanking; Zahlungsverkehrleistungen; Geldanlageleistungen; Finanzierungsleistungen; Kreditbanken; Sparkassen und Landesbanken; Kreditgenossenschaften und genossenschaftliche Zentralbanken; Zukunftsperspektiven.					
Teaching/learning methods: lecture					
Assessment Arrangements: essay					
Bibliography: W. Heiring: Das Bankwesen in Deutschland, Bank Verlag Koeln 2002; Artikel aus der Zeitschrift „Die Bank“; Informationen aus Internet ueber entsprechenden Bankengruppen in Deutschland.					
Prerequisites:					
Further information:					

CODE: 04.1.EF.204	SUBJECT: BUSINESS ENGLISH				
ECTS Credits: 3	Available in Year: 4/5	Semester: 7/9, 8/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: SJO					
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.233	SUBJECT: BUSINESS GERMAN				
ECTS Credits: 3	Available in Year: 4/5	Semester: 8/10	Hours: 30	Status: facultative	Teaching language: German
Instructor: SJO					
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.234	SUBJECT: BUSINESS ITALIAN				
ECTS Credits: 3	Available in Year: 4/5	Semester: 8/10	Hours: 30	Status: facultative	Teaching language: Italian
Instructor: SJO					
Description: practical usage of business Italian					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites: basic knowledge of Italian					
Further information:					

CODE: 04.1.EF.235	SUBJECT: BUSINESS RUSSIAN				
ECTS Credits: 3	Available in Year: 4/5	Semester: 8/10	Hours: 30	Status: facultative	Teaching language: Russian
Instructor: SJO					
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: 04.1.EF.236	SUBJECT: BUSINESS SPANISH				
ECTS Credits: 3	Available in Year: 4/5	Semester: 8/10	Hours: 30	Status: facultative	Teaching language: Spanish
Instructor: SJO					
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: 04.7.EF.237	SUBJECT: CONSUMER BEHAVIOUR				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: Anna Maria Nikodemaska-Wołowik Ph.D.					
Description: Polish Consumers – 15 years after Turning Point; Internal influences of consumer behaviour; External influences of consumer behaviour; Consumer decision making process; Determinants of consumer decision; Types of perceived risk and cognitive dissonance; The role of brands and branding – a consumer’s perspective; Theory of qualitative marketing research; Qualitative marketing research – implementation and approaches; Contemporary trends in consumer behaviour on developed and emerging markets; Polish Consumers – typology and segmentation.					
Teaching/learning methods: lectures with elements of workshop					
Assessment Arrangements: essay					
Bibliography: H. Assael: Consumer Behaviour And Marketing Action. South-Western College Publishing ITP, Cincinnati 1995; W. Gordon, R. Langmaid: Qualitative Marketing Research. A Practitioner’s and Buyer’s Guide. Gower, Aldershot 1988; D. Hawkins, R. Best, K. Coney: Consumer Behaviour. Implication for Marketing Strategy. Irwin, Chicago 1995.					
Prerequisites:					
Further information:					

CODE: 14.3.EF.251	SUBJECT: ECONOMY OF THE EUROPEAN UNION				
ECTS Credits: 4	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Tomasz Brodzicki Ph.D.					
Description: Review of EU Economy, Competitive Potential of the EU and the Lisbon Strategy; Principal Theoretical Aspects of European Economic Integration; The Economic Impact of the Internal Market – Internal Market Scoreboard; Macroeconomics of European Integration – the EURO; Determinants of Economic Growth in the EU and the Labor Market Puzzle; Regional Diversity and Effectiveness of Community Structural Policy; Economic Effects of Eastern Enlargement and Future Challenges.					
Teaching/learning methods: lectures and classes					
Assessment Arrangements: short essay					
Bibliography: Pelkmans Jacques (1999) European Integration. Methods and Economic Analysis, Longman; Hansen Jorgen Drud, Nielsen Jorgen U. M. (1999) An Economic Analysis of the European Union – 2nd edition, McGraw-Hill, London; Eijffinger Sylvester, de Haan Jakob (2000) European Monetary and Fiscal Policy, Oxford University Press; Selected working papers and journal articles, publications of the European Commission.					
Prerequisites:					
Further information: brod@gnu.univ.gda.pl					

CODE: 04.7.EF.238	SUBJECT: EU ENLARGEMENT – THE POINT OF VIEW OF POLAND				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: Renata Orłowska Ph.D., Monika Grottel Ph.D.					
Description:					
Teaching/learning methods: lectures					
Assessment Arrangements: essay					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 14.6.EF.212	SUBJECT: EXTERNAL RELATION OF THE EU				
ECTS Credits: 4	Available in Year: 4/5	Semester: 7/9, 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Anna B. Kisiel-Łowczyc					
Description: General introduction; External trade; Development; Common foreign policy; Relations with third countries: African, Caribbean and Pacific states, Developing countries in Asia and Latin America, Mediterranean partner countries, Gulf countries, Newly Independent Countries (NIC), Countries of South-Eastern Europe, Industrialised Countries.					
Teaching/learning methods: lectures					
Assessment Arrangements: participants must take an active part in classes, display a commitment to this area of study and prepare an essay.					
Bibliography: Kisiel-Łowczyc AB.: Bałtycka integracja ekonomiczna. Stan i perspektywy do 2010r. , PWE Warszawa 2000; Molle W.: The Economics of European Integration. Theory, Practice, Policy.1997; Zielińska-Głębocka A.: Ewolucja integracji europejskiej. Wyd.Uniw.Gdańskiego, 2000; A. Zielińska-Głębocka: Wprowadzenie do ekonomii międzynarodowej. Teoria handlu i polityki handlowej. Wyd. Uniwersytetu Gdańskiego 1997; http://europa.eu.int/comm/enlargement .					
Prerequisites:					
Further information: e-mail: abkl@panda.bg.univ.gda.pl					

CODE: 14.3.EF.239	SUBJECT: GRUNDLAGEN DER PRODUKTIONSLOGISTIK				
ECTS Credits: 4	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: essay					
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: 14.3.EF. 240	SUBJECT: INTERNATIONAL LOGISTICS				
ECTS Credits: 4	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Alicja Leszczyńska Ph.D.					
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: R. Ballou: Business Logistics Management. Prentice-Hall International,1992; J.J. Coyle , E.J. Bardi, C.J.Langley Jr.:The Management of Business Logistics, West Publishing Company, 1996; M. Christopher: Marketing Logistics. Butterworth-Heinemann,1997; Handbook of Logistics & Distribution Management. Edited by J.L.Gattorna, Gower 1994; A.McKinnon: Physical Distribution Systems.Routledge,1989; A. Rushton, J.Oxley: Handbook of Logistics & Distribution Management. Kogan Page,1995.					
Prerequisites:					
Further information:					

CODE: 04.7.EF.218	SUBJECT: INTERNATIONAL MARKETING				
ECTS Credits: 6	Available in Year: 4/5	Semester: 7/9, 8/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: Radosław Koszewski Ph.D., Marcin Skurczyński M.Sc., Marek Reysowski Ph.D.					
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 and case studies					
Assessment Arrangements: written test and class participation					
Bibliography: Frank Bradley „International Marketing Strategies”Prentice Hall 2000; Practical Chris J. Noonan „Export Marketing”, George Allen & Unwin 1995.					
Prerequisites:					
Further information:					

CODE: 14.9.EF.241	SUBJECT: MACROECONOMIC POLICIES IN POLAND & IN OTHER TRANSITION ECONOMIES				
ECTS Credits: 4	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 stabilization; 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 Accesion; 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. Winickiego, 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.242	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: lectures + 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: 14.3.EF.243	SUBJECT: MARKET STRATEGIES IN THE FINANCIAL SECTOR				
ECTS Credits: 4	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Joanna Pietrzak					
Description: The nature of competition in the financial sector Global competition and growth strategies; New trends in distribution of banking products; Mass market strategies and customer loyalty; Private banking; Strategies based on strong brands; Best bank advertising campaigns					
Teaching/learning methods: lectures and discussion					
Assessment Arrangements: participation in class discussion, homework					
Bibliography: “The Banker”, “Institutional Investor”, “Financial Times”					
Prerequisites:					
Further information:					

CODE: 14.3.EF.244	SUBJECT: MONETARY MACROECONOMICS				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 30	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 Treaties on Money</i> , London, Macmillan 1930; Mishkin F.S., <i>The Economics of Money, Banking and Financial Markets</i> , Adisson-Wesley 1998; Patinkin D., <i>Money, Interest and Prices</i> , Harper & Row, New York 1965.					
Prerequisites: good command of English; The ability to make use of materials displayed on the UG platform MOODLE is required (http://pe.univ.gda.pl/moodleug)					
Further information: Enquiries should be addressed to: e-mail: turek@panda.bg.univ.gda.pl					

CODE: 04.7.EF.245	SUBJECT: POLAND AS A BRAND NAME				
ECTS Credits: 4	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Joanna Bednarz Ph.D.					
Description: Brand management, nationality as a brand name, Poland and famous Poles (examples), Polish brands' history, examples of Polish enterprises, spectacular new brands development, Polish brands on the EU market, advertising market in Poland, foreign nationalities as brand names (presentation).					
Teaching/learning methods: lectures					
Assessment Arrangements: participation, presentation of famous Polish and foreign brands					
Bibliography: Garbarski L., Rutkowski I., Wrzosek W., Marketing, PWE, Warszawa 1995; Kall J., Silna marka. Istota i kreowanie, PWE, Warszawa 2001; Kapferer J. N., Les marques, capital de l'entreprise. Les chemins de la reconquête, Les Editions d'Organisation, Paris, 1995; Kotler Ph., Marketing. Analiza, planowanie, wdrażanie i kontrola, Wydawnictwo FELBERG SJA, Warszawa 1999; Thomas M. J., Podręcznik marketingu, Wydawnictwo Naukowe PWN, Warszawa 1999; Urbanek G., Zarządzanie marką, PWE, Warszawa 2002; Witek-Hajduk M. K., Zarządzanie marką, Difin, Warszawa 2001.					
Prerequisites:					
Further information:					

CODE: 14.9.EF.246	SUBJECT: POLAND'S ECONOMIC TRANSITION MACROECONOMIC STABILISATION AND INSTITUTIONAL CHANGES				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: Piotr Kuropatwiński Ph.D.					
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 stabilization package of January 1990 and their initial impact; Institutional changes introduced in early 1990s and their initial results; Major structural changes resulting from the stabilization 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: 10.9.EF.247	SUBJECT: SELECTED ASPECTS OF INTERNATIONAL BUSINESS LAW				
ECTS Credits: 4	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: English
Instructor: Professor Gudula Deipenbrock					
Description: The class “Selected aspects of international business law” is intended to highlight selected fundamental legal structures of international trade and business transactions. The principles as well as the players and institution of international business and trade will be discussed. The legal framework of international business, especially thy structures of the European Union will be introduced to the students. Stress is put especially on fundamental, structural knowledge of international business law and the methods to be applied in that respect.					
Teaching/learning methods: The class shall be given in a seminaristic style including discussions. The methods introduced to the students will be the legal methods of applying and interpreting international business law provisions.					
Assessment Arrangements: A certificate of attendance (the attendance will be checked each class with a list to be signed by the attending students)shall be sufficient.					
Bibliography: Consolidated Version of the Treaty on European union and of the treaty Establishing the European Community (2002) (2002/C/325/01).					
Prerequisites:					
Further information:					

CODE: 14.3.EF.248	SUBJECT: SUPPLY CHAIN NETWORK MANAGEMENT				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 30	Status: facultative	Teaching language: English
Instructor: Anna Trzuskawska M.Sc.					
Description: The objective of the lecture is to trigger a student thought process in understanding the concept and importance of global supply chain networks on global high-tech markets. During the lecture the students will design generic supply chain network and discuss all aspects that make it effective and competitive. The lecture will leverage the student’s knowledge and experience by encouragement for sharing but it will also use case studies about different companies (with major focus on telecom market). There lecture will also consists of various tasks helping to imagine and understand the supply chain networks processes.					
Teaching/learning methods: lectures and classes					
Assessment Arrangements: written test class participation and project					
Bibliography: Christopher M, Logistics and Supply Chain Management.Strategies for Reducing Costs and Improving Services, Wydawnictwo Profesjonalnej Szkolty Biznesu, Kraków 1998; Supply-Chain Council's Supply-Chain Operations Reference-model (SCOR) www.supply-chain.org ; http://news.bbc.co.uk/1/hi/business/					
Prerequisites:					
Further information:					

CODE: 14.3.EF.249	SUBJECT: WESTERN EUROPE'S INCREASE IN WEALTH				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 30	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: 04.9.EF.231	SUBJECT: ZOLLPOLITIK				
ECTS Credits: 4	Available in Year: 4/5	Semester: 8/10	Hours: 15	Status: facultative	Teaching language: German
Instructor: Monika Grottel Ph.D.					
Description: The course contains: main aspects of transformation in polish customs administration and customs law, harmonisation process to the participation in pre-accession and EU programs, main tasks of the Customs Chamber, customs' variety, customs value and its settlement, custom procedures, main duties of customs agency					
Teaching/learning methods: lectures					
Assessment Arrangements: attendance and exam					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 04.1.EF.232	SUBJECT: POLISH LANGUAGE				
ECTS Credits: 4	Available in Year: 5	Semester: 9/10	Hours: 60	Status: facultative	Teaching language: Polish
Instructor: SJO					
Description: basic Polish language for foreigners					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites:					
Further information:					

CODE: 14.3.EF.163	SUBJECT: THE ROLE OF PHYSICAL DISTRIBUTION IN THE LOGISTICS PROCESSES				
ECTS Credits: 4	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: R. Ballou: Business Logistics Management. Prentice-Hall International,1992; J.J. Coyle , E.J. Bardi, C.J.Langley Jr.:The Management of Business Logistics, West Publishing Company, 1996: M. Christopher: Marketing Logistics. Butterworth-Heinemann,1997; Handbook of Logistics & Distribution Management. Edited by J.L.Gattorna, Gower 1994; A.McKinnon: Physical Distribution Systems.Routledge,1989; A. Rushton, J.Oxley: Handbook of Logistics & Distribution Management. Kogan Page,1995.					
Prerequisites:					
Further information:					

CODE: 14.3.EF.166	SUBJECT: TRANSPORT POLICY				
ECTS Credits: 4	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; Privatization 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.179	SUBJECT: WESTERN EUROPE'S INCREASE IN WEALTH				
ECTS Credits: 6	Available in Year: 4/5	Semester: 8/10	Hours: 30	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 Captalism</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.167	SUBJECT: POLISH LANGUAGE				
ECTS Credits: 4	Available in Year: 5	Semester: 9/10	Hours: 60	Status: facultative	Teaching language: Polish
Instructor: SJO					
Description: basic Polish language for foreigners					
Teaching/learning methods: exercises					
Assessment Arrangements: participation and final presentation					
Bibliography:					
Prerequisites:					
Further information:					