



**KATALOG PRZEDMIOTÓW  
INTERNATIONAL BUSINESS  
STUDIA PIERWSZEGO  
STOPNIA**

**Studia stacjonarne**  
Wydział Ekonomii i Informatyki

1. Kierunkowe efekty kształcenia.....	3
2. Struktura programu wraz z liczbą punktów ECTS.....	6
3. Opis przedmiotów w porządku alfabetycznym .....	9
Kierunek Ekonomia, studia pierwszego stopnia, specjalność International Business.....	9
Wydział Ekonomii i Informatyki .....	9
ACCOUNTANCY .....	10
BUSINESS ENGLISH .....	14
CORPORATE FINANCE.....	17
CULTURAL ASPECTS OF INTERNATIONAL MANAGEMENT .....	21
ECONOMETRICS.....	25
ECONOMIC ANALYSIS.....	28
ECONOMIC POLICY .....	32
ENTERPRISE'S INTERNATIONAL COMPETITIVENESS .....	35
FUNCTIONING OF INTERNATIONAL ENTERPRISES .....	38
PROTECTION OF INTELLECTUAL PROPERTY .....	41
INTERNATIONAL ECONOMIC RELATIONS.....	45
<b>INTERNATIONAL HUMAN RESOURCES</b> .....	49
INTERNATIONAL LAW .....	53
INTERNATIONAL NEGOTIATIONS .....	58
INTERNATIONAL PROJECT MANAGEMENT .....	61
INFORMATION TECHNOLOGY .....	64
LAW67	
MANAGEMENT .....	72
MARKETING .....	76
MATHEMATICS .....	79
MICROECONIMICS.....	82
NEGOTIATIONS .....	87
ORGANIZATIONAL BEHAVIOUR .....	90
PRINCIPLES OF MACROECONOMICS .....	93
PUBLIC FINANCE AND FINANCIAL MARKETS.....	97
SOCIAL POLICY .....	101
SOCIOLOGY .....	104
DESCRIPTIVE STATISTICS.....	107
SIMULATIVE COMPANY.....	110

## 1. Kierunkowe efekty kształcenia

### Ekonomia, I stopień

#### Wydział Ekonomii i Informatyki

<b>WIEDZA KNOWLEDGE</b>
familiar with the terminology used in economics, finance and management, understands the sources and applications within the social sciences zna elementarną terminologię używaną w ekonomii, finansach i zarządzaniu, rozumie jej źródła oraz zastosowania w obrębie nauk społecznych
has basic knowledge of the other social sciences (sociology, management, law) and their relationship to the economy ma podstawową wiedzę z zakresu innych nauk społecznych (socjologii, zarządzania, prawa) i ich relacji do ekonomii
knows the selected historical economical ideas and views and their critical reappraisal zna idee i poglądy głównych przedstawicieli wybranych historycznych szkół ekonomicznych oraz ich krytyczną ocenę
knows the most important contemporary economic trends, the basic theorems and methods of analysis of actual economic phenomena through their prism zna najważniejsze współczesne nurty ekonomiczne, ich podstawowe twierdzenia oraz sposoby analizy rzeczywistych zjawisk ekonomicznych przez ich pryzmat
knows and understands the basics of enterprises' operation, development, creation and process management within the enterprises zna i rozumie podstawy funkcjonowania, rozwoju i tworzenia przedsiębiorstw oraz zarządzania procesami w nich zachodzącymi
knows and understands the basic mechanisms of enterprises financing and the principles of management and circulation of financial assets zna i rozumie podstawowe mechanizmy finansowania przedsiębiorstw oraz zasady gospodarowania i obrotu aktywami finansowymi
has basic knowledge to the conscious shaping of the institutional framework of the economy posiada podstawową wiedzę pozwalającą na świadome kształtowanie ram instytucjonalnych funkcjonowania gospodarki
has the knowledge to the assessment of economic phenomena, including financial phenomena, in the national, international and intercultural perspective posiada wiedzę umożliwiającą ocenę zjawisk ekonomicznych, w tym finansowych, w perspektywie krajowej, międzynarodowej i międzykulturowej
has knowledge about the ethical and legal foundations of the economic processes and intellectual property protection posiada wiedzę na temat etycznych i prawnych podstaw funkcjonowania procesów gospodarczych oraz ochrony własności intelektualnej
Knows the basic tools used in the research quantitative economics and to the decision, strategic and operational problem solving zna podstawowe narzędzia ilościowe wykorzystywane w badaniach ekonomicznych oraz do rozwiązywania problemów decyzyjnych, strategicznych i operacyjnych

## UMIEJĘTNOŚCI SKILLS

able to make observations and interpretation of economic, social, financial and analyze their relationship with the various lines of business

potrafi dokonać obserwacji i interpretacji zjawisk ekonomicznych, społecznych i finansowych oraz zanalizować ich powiązania z różnymi obszarami działalności gospodarczej

able to use the basic theoretical knowledge of economics and related disciplines to analyze and interpret a variety of economic problems

potrafi wykorzystywać podstawową wiedzę teoretyczną z zakresu ekonomii oraz powiązanych z nią dyscyplin w celu analizowania i interpretowania różnorodnych problemów ekonomicznych

able to use the basic theoretical shots in order to analyze, interpret and predict a variety of economic processes and phenomena thanks to using the standard methods and tools

potrafi posługiwać się podstawowymi ujęciami teoretycznymi w celu analizowania, interpretowania i prognozowania różnorodnych procesów i zjawisk gospodarczych z wykorzystaniem standardowych metod i narzędzi

has a basic research and prognostic skills to indicate the causes and effects taken by the investors and operators of economic decisions

posiada elementarne umiejętności badawcze i prognostyczne pozwalające na wskazanie przyczyn i skutków podejmowanych przez inwestorów i podmioty gospodarcze decyzji ekonomicznych

able to accurately and coherent express in speech and in writing on the selected topics concerning economic issues, using different theoretical approaches from both, the achievements of economics and related disciplines

potrafi w sposób precyzyjny i spójny wypowiadać się w mowie i piśmie na tematy dotyczące wybranych zagadnień ekonomicznych, wykorzystując różne ujęcia teoretyczne zarówno z dorobku ekonomii, jak i dyscyplin pokrewnych

has the ability to formulate the practical conclusions useful to policy makers, and to present their ideas and concerns based on the arguments that refers to the theories of the selected Polish and foreign economists

posiada umiejętność formułowania praktycznych wniosków użytecznych dla decydentów oraz prezentowania własnych pomysłów i wątpliwości w oparciu o argumentację odwołującą się do wybranych teorii oraz poglądów znanych ekonomistów polskich i zagranicznych

able to make statements, reports, analysis and expertise to help making correct economic decisions, including investment

potrafi sporządzać zestawienia, raporty, analizy i ekspertyzy ułatwiające podejmowanie poprawnych decyzji ekonomicznych, w tym inwestycyjnych

able to analyze their own activities on various areas of process management, including investing, and to identify possible areas for modifications in future operations; also able to verify the correctness of reports, analyses and expert opinions provided by himself and others

potrafi dokonać analizy własnych działań dotyczących różnorodnych obszarów procesu gospodarowania, w tym inwestowania, oraz wskazać ewentualne obszary wymagające modyfikacji w przyszłym działaniu; ponadto potrafi weryfikować poprawność raportów, analiz i ekspertyz wykonanych przez siebie oraz innych

able to work in a team to solve specific tasks in the economic field and perform various roles; while holding the organizational skills to allow for the goals' achievements of the designing and making professional activities

potrafi pracować w zespole rozwiązującym konkretne zadania z zakresu ekonomii, pełniąc różne role; posiada przy tym umiejętności organizacyjne pozwalające na realizację celów związanych z projektowaniem i podejmowaniem działań profesjonalnych

able to use a foreign language on communicative level, consistent with the requirements for B2 level of the European Framework of Reference for Languages, also is able to use the basic economic

vocabulary in a foreign language  
Potrafi posługiwać się językiem obcym, na poziomie komunikatywnym, zgodne z wymaganiami określonymi dla poziomu B2 Europejskiego Systemu Opisu Kształcenia Językowego, w tym także posiada umiejętność posługiwania się podstawowym słownictwem ekonomicznym w języku obcym

### **KOMPETENCJE SPOŁECZNE SOCIAL SKILLS**

is aware of the level of own knowledge, makes an own self-evaluation, is able to complement and improve acquired knowledge and skills, understands the need for continuous training of professional and personal development

ma świadomość poziomu swojej wiedzy, dokonuje samooceny własnych kompetencji, nabytą wiedzę i umiejętności potrafi uzupełniać i doskonalić, rozumie potrzebę ciągłego dokształcania się zawodowego i rozwoju osobistego

is aware of the advantages and limitations of the used research methods, is critical to the known research methods and open to the use the new, unconventional ones, is able to search for alternative, optimal solutions of the analyzed problems, cares about the accuracy of the data collected and conducts the analysis reliably

ma świadomość zalet i ograniczeń wykorzystywanych metod badawczych, jest krytyczny w stosunku do poznanych metod badawczych i otwarty na stosowanie nowych, niekonwencjonalnych metod, zdolny do poszukiwania alternatywnych, optymalnych rozwiązań analizowanych problemów, dba o precyzję gromadzonych danych i rzetelnie prowadzi analizę

is aware of the complexity of the today's global economy processes, is capable of the self-assessment of the socio-economic phenomena (also in historical perspective), of the formulation of own conclusions about them, of discussion, of the presentation of own views and argumentation defense  
jest świadomy złożoności procesów zachodzących we współczesnej gospodarce globalnej, jest zdolny do samodzielnej oceny zjawisk społeczno-gospodarczych (także w perspektywie historycznej), formułowania własnych wniosków na ich temat, prowadzenia merytorycznej dyskusji, prezentacji swoich poglądów i obrony przyjętej argumentacji,

gains the skill of the logical and analytical thinking, is capable of the independent research, conducted in a fair and objective manner, is critical of the results of own work

zdobywa umiejętność logicznego i analitycznego myślenia, jest zdolny do samodzielnej pracy badawczej, prowadzonej w sposób rzetelny i obiektywny, jest krytyczny wobec wyników własnej pracy

Is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships

potrafi pracować i współdziałać w grupie, aktywnie uczestniczy w grupach, organizacjach, czy instytucjach, jest otwarty na współpracę i budowę relacji

represents the entrepreneurial and creative attitude, is ready to take professional challenges in the areas of economic processes and phenomena

reprezentuje postawę przedsiębiorczą i kreatywną, jest gotowy do podejmowania zawodowych wyzwań w zakresie procesów i zjawisk ekonomicznych

act in accordance to rules of professional conduct, respects copyrights, properly identifies and resolves moral dilemmas on the professional level, is convinced of the importance of the professional manner behavior, is sensitive to social, economic, financial dilemmas

postępuje zgodnie z zasadami etyki zawodowej, z poszanowaniem praw autorskich, prawidłowo identyfikuje i rozstrzyga moralne dylematy związane z wykonywaniem zawodu, ma przekonanie o znaczeniu zachowania się w sposób profesjonalny, jest wrażliwy na problemy społeczne, ekonomiczne, finansowe

## 2. Struktura programu wraz z liczbą punktów ECTS

**Ekonomia, I stopień, studia stacjonarne i niestacjonarne**

**Wydział Ekonomii i Informatyki**

Lp.	Przedmiot	Sposób zalicz.	Punkty ECTS
	<b>Ogółem</b>		<b>124</b>
<b>I.</b>	<b>Przedmioty ogólnouczelniane</b>		<b>18</b>
1	Business English	Z/E	4
2	Information Technology	Z	4
3	Sociology	Z	4
4	Intellectual Property Protection	Z	4
5	Physical Education	Z	2
<b>II.</b>	<b>Przedmioty podstawowe</b>		<b>106</b>
5	Mathematics	Z/E	6
6	Descriptive Statistics	Z/E	5
7	Econometry	Z/E	5
8	Basics of macroeconomics	Z/E	12
9	Microeconomics	Z/E	12
10	Accountancy	Z/E	6
11	Management	Z/E	6
12	Law	E	4
13	International Economic Relations	E	5
14	Economic Policy	Z	4
15	Social Policy	Z	4
16	Public finance and financial markets	Z/E	5
17	Economic analysis	Z/E	5
18	Entrepreneurship finances	Z/E	6
19	Negotiations	Z	4
20	Organizational behaviour	Z	4
21	Marketing	Z/E	5
22	Market and marketing research	Z	2
23	Logistics	Z	2
24	Symulative company	Z	4
<b>III.</b>	<b>Przedmioty specjalnościowe</b>		<b>42</b>
1	Cultural aspects of international management	Z	4
2	functioning of interational corporations	Z/E	4
3	International Public Relations	Z/E	4

4	International negotiations	Z	4
5	International Project Management	Z/E	4
6	International Human Resources Management	Z	4
7	International Law	E	4
8	Międzynarodowa konkurencyjność przedsiębiorstw	E	4
9	Final project	Z	10





### **3.Opis przedmiotów w porządku alfabetycznym**

**Kierunek Ekonomia, studia pierwszego stopnia, specjalność International Business**

**Wydział Ekonomii i Informatyki**

## ACCOUNTANCY

Course name: <b>ACCOUNTANCY</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>Bachelor</b>		Academic year: <b>II</b>		Academic semester: <b>IV</b>		Education profile: <b>practical</b>	
Language: English			Course category: Basic			Course status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>120</b>	58	58				4	
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	8	16				4	
<b>Subject's goal</b>	The goal of this course is to present the theory of the accountancy in the most clear and approachable form. The knowledge about accountancy is becoming a very valuable asset in the modern management. It is used in business operations as widely as mathematics is used in engineering. Many experts perceive the accountancy as the one of the oldest elements of the economics. In general, it is a system which presents various economic events in values.						
<b>Prerequisites</b>	In order to understand the general idea of the accountancy the student has to know the foundations of business management, corporate finance and microeconomics.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>1. Familiar with the terminology used in accountancy, understands the purpose of their use within the social sciences</li> <li>2. Knows and understands the basics of enterprises' operations,</li> </ol>					KE1_W01 KE1_W05 KE1_W08 KE1_W10	

	and their influence on the companies. 3. Knows and the basic mechanisms of enterprises financing and understands the impact of various transactions on company's wealth and capitals	KE1_W05 KE1_W06 KE1_W10	
<b>Skills</b>	4. Able to make observations and interpretation of various financial events and analyze their relationship with the various lines of business  5. Able to use the basics of the theory in order to analyze a variety of accounting processes and phenomena thanks to using the standard methods and tools  6. able to make and read statements or reports and use them to help making correct economic decisions, including investment	KE1_U01 KE1_U03 KE1_U07  KE1_U05 KE1_U07 KE1_U09	
<b>Social skills</b>	7. Is aware of the level of own knowledge, makes an own self-evaluation, is able to complement and improve acquired knowledge and skills, understands the need for continuous training of professional and personal development  8. Is aware of the complexity of the today's global economy processes, is capable of the self-assessment of the socio-economic phenomena (also in historical perspective), of the formulation of own conclusions about them, of discussion, of the presentation of own views and argumentation defense	KE1_K01 KE1_K05	
<b>Subject's description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
<b>Lecture</b>		<b>58</b>	<b>8</b>
- The Information in Business Management		2	1
- The Structure of The Accountancy		2	0
- Accountancy Standards		6	0
- Historical Background of the Accountancy		4	0
- Bookkeeping		6	1
- Financial Reporting – The Information		2	0
- Financial Statement		4	1
- The Balance Sheet		4	1
- Basic Accounting Equation		4	1
- Balance Sheet Account		8	1
- The Income Statement		4	1
- The Income Accounts		6	1
- Other Elements of the Financial Statement		6	0
<b>Exercise</b>		<b>58</b>	<b>16</b>
- The basics of the reading of a financial statement		8	1

- The balance sheet equation in practice	6	2	
- The examples of the transactions.	4	2	
- Balance sheet accounts in practice	10	3	
- Balancing accounts	8	2	
- Income accounts in practice	8	2	
- Other uses of accounting information	12	2	
- Credit with mark	2	2	
<b>E-learning</b>			
- Examples of financial statements in different accounting standards	1	1	
- Background of accounting in ERP systems	1	1	
- Other uses of accounting information	2	2	
<b>Teaching methods</b>	The classes are provided with support of multimedia presentations. The lectures include class activities such as homework, group discussions, group works and case studies.		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Credit with mark</li> <li>• Written Exam</li> </ul> Forms: <ul style="list-style-type: none"> <li>• The Accountancy course ends with written exam. It will check both the theory and practical knowledge with test (50%) and open questions/case study (50%).</li> <li>• The credit is granted by writing the test (60%) and class activity (Case studies/group work 40%).</li> </ul>		
<b>Verification methods of learning effects</b>		Nr of the subject's learning effect	
Test (Credit with mark)		1,2,3,4,5	
Written Exam		1,2,3,4,8	
Case studies (class activity)		4,5,6,7,8	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		120	28
Preparation before class		10	60
Preparation for case studies		3	20
Preparation for the written exam and test (Credit with mark)		15	40
Other		2	2
<b>TOTAL of the student's workload hours</b>		<b>150</b>	<b>150</b>
<b>ECTS points</b>		<b>6</b>	<b>6</b>
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. B. Gierusz, <i>Podręcznik samodzielnej nauki księgowania</i> (Ośrodek Doradztwa i Doskonalenia Kadr Sp. Z o. o., Gdańsk, 2008)</li> <li>2. B. Micherda, <i>Podstawy Rachunkowości. Aspekty teoretyczne i praktyczne</i> (Wydawnictwo Naukowe PWN, Warszawa, 2005)</li> </ol>		

	<ol style="list-style-type: none"> <li>3. G. Black, <i>Introduction to Accounting and Finance</i> (Prentice Hall Financial Times, Second Edition, 2009)</li> <li>4. L. E. Goodyear, <i>Principles of Accountancy</i> (Goodyear-Marshall Publishing Co., Cedar Rapids, Iowa, 1913),</li> <li>5. L. M. Walther, <i>Financial Accounting: Principles of Accounting.com</i> (ISBN: 1456352970, 2010)</li> </ol>
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. A. Dyduch, J. Sawicka, A. Stronczek, <i>Rachunkowość Finansowa. Wybrane Zagadnienia</i>. (Wydawnictwo C.H. Beck, Warszawa, 2004)</li> <li>2. F. Wood, A. Sangster, <i>Business Accounting</i> (Prentice Hall, Financial Times, Pearson Education Limited, 2005)</li> <li>3. M. Gmytrasiewicz, <i>Encyklopedia rachunkowości</i> (Wydawnictwo Prawnicze LexisNexis, Warszawa 2005)</li> </ol>
<b>Subject's coordinator</b>	Michał Bzunek
Subject's coordinator email address	<a href="mailto:mbzunek@zpsb.szczecin.pl">mbzunek@zpsb.szczecin.pl</a>

## BUSINESS ENGLISH

Course name: <b>BUSINESS ENGLISH</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>I, II</b>		Education profile: <b>practical</b>	
Language: English			Subject's category: Main			Subject's status: Obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>90</b>				90			
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>60</b>				60			
<b>Subject's goal</b>	Extension of students' language by authentic Business English in the context of typical business activities						
<b>Prerequisites</b>	A-level –core(B1)						
<b>Learning goals (effects)</b>							Subject's learning effects reference to the field of study effects
<b>Knowledge</b>	1)Recognizes phrases , idioms and collocations in business situations brought up during classes 2) Recognizes grammatical structures making it possible to understand language at B1/B2 level in the business context 3)Demonstrates the above-mentioned lexis and grammatical structures in commercial correspondence in a proper way						KE1_W02  KE1_W02  KE1_W08
<b>Skills</b>	4)Demonstrates communicative skills In business tasks based on reading, writing, listening, speaking. 5)Puts into practice the material acquired earlier during classes						KE1_U01  KE1_U02

<b>Social skills</b>	6)Handles social problems in correspondence 7)Makes notes efficiently 8)Passes on messages by means of mail and telephone 9)Negotiates using all means of communication 10)Makes persuasive presentations of products and services	KE1_K05 KE1_K08 KE1_K07 KE1_K06 KE1_K06	
<b>Subject's description</b> (curriculum content)		Number of contact hours	
		Full-time	Part-time
1.Brand		8	4
2.Cultural differences		8	4
3.Travel		6	4
4.Human resources		6	4
5.Work environment		8	6
6.Markets		8	6
7.Work organization		8	4
8.Ethics		6	4
9.Advertising		8	6
10.Leadership		8	6
11.Money		8	6
12.Rivalry		8	6
<b>Teaching methods</b>	<b>Communicative method with emphasis on lexical approach</b>		
<b>Methods and conditions of assessment</b>	Two mid-semester quizzes and a test: oral and written.		
<b>Verification methods of learning effects</b>			Nr of the subject's learning effect
Monitoring of students pair work and group work			4,8,9,10
Quizzes			1,2,3
The-end-of the semester test in an oral and written form			1-10
TELC mock examination: B1/B2			
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Participation in classes		90	60
Revision of lexis		6	20
			10
Preparation for classes		4	10
Analysis of texts from supplementary literature			
TOTAL of the student's workload hours		100	40

<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	Market Leader Intermediate		
<b>Additional literature</b>	Publications in the textbook as a supplementary material		
<b>Subject's coordinator</b>	Zbigniew Kulik		
Subject's coordinator email address	zbigniewkulik@hotmail.com		



## CORPORATE FINANCE

Course name: <b>CORPORATE FINANCE</b>						Course code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the Course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>II</b>		Education profile: <b>practical</b>	
Language: <b>English</b>			Course category: <b>Basic</b>			Course status: <b>Obligatory</b>	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	other
<b>90</b>	45	45					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	other
<b>28</b>	14	14					
<b>Course goal</b>	<ul style="list-style-type: none"> <li>• The course describes corporation and its operating environment, the manner in which corporate boards and management evaluate investment opportunities and arrangements for financing such investments.</li> <li>• The course shows how the managers create (or, alternatively, destroy) value for shareholders by planning and managing the transformation of a set of inputs (human labor, raw materials, and technology) into a more highly valued set of outputs (embodying both the original investment value and any surplus value generated).</li> <li>• The course gives the information how the managers develop strategies for meeting the claims of financial market participants who are sought as financiers (and, therefore, residual claimants to the cash flows/surplus value of) such investments.</li> </ul>						
<b>Prerequisites</b>	Students should have a theoretical background of Macro economics as well as the basics of Management.						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of	

		study effects		
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>1. Student knows and understands the basics of enterprises' operation, development, creation and financial process management within the enterprises.</li> <li>2. Student knows and understands the basic mechanisms of enterprises financing and the principles of management and circulation of financial assets.</li> <li>3. Student has the knowledge to the assessment of economic phenomena, including financial phenomena and its influence on enterprises' activity, in the national, and international perspective.</li> </ol>	<p>KE1_W01</p> <p>KE1_W06</p>		
<b>Skills</b>	<ol style="list-style-type: none"> <li>4. Student is able to use the basics of corporate finance in order to analyze, interpret and predict a variety of economic processes and phenomena of enterprise's activity thanks to using the standard methods and tools</li> <li>5. Student is able to make financial statements, reports, analysis and expertise of enterprise to help making correct economic decisions, including investment.</li> <li>6. Student is able to work in a team to solve specific tasks in the field of management of corporate finance and perform various roles; while holding the organizational skills to allow for the goals' achievements of the designing and making professional activities.</li> </ol>	<p>KE1_U01</p> <p>KE1_U07</p>		
<b>Social skills</b>	<ol style="list-style-type: none"> <li>7. Student is aware of the complexity of the today's global economy processes especially in the field of financial management on an international scale, is capable of the self-assessment of the financial phenomena, of the formulation of own conclusions about them, of discussion, of the presentation of own views and argumentation defense</li> <li>8. Student gains the skill of the logical and analytical thinking, is capable of the independent research, conducted in a fair and objective manner, is critical of the results of own work</li> <li>9. Student is able to operate and interact in a group, actively participates in groups, is open to cooperation and building relationships.</li> </ol>	<p>KE1_K01</p> <p>KE1_K04</p> <p>KE1_K06</p>		
<b>Course description (curriculum content)</b>		Number of contact hours		
		<table border="1"> <tr> <td>Full-time</td> <td>Part-time</td> </tr> <tr> <td>45</td> <td>14</td> </tr> </table>	Full-time	Part-time
Full-time	Part-time			
45	14			
<ul style="list-style-type: none"> <li>• An overview of Finance What is Finance – introduction and overview. Ownership, Control, and Risk. Three Different Views of the Firm. The Role of the Corporation. The Evolution of Finance. A Few Words of Advice</li> </ul>		<table border="1"> <tr> <td>4</td> <td>1</td> </tr> </table>	4	1
4	1			
<ul style="list-style-type: none"> <li>• The Role of Financial Management What is Financial Management? The Goal of the Firm. Corporate Governance. Organization of the Financial Management Function</li> </ul>		<table border="1"> <tr> <td>4</td> <td>1</td> </tr> </table>	4	1
4	1			
<ul style="list-style-type: none"> <li>• The Corporation The Four Types of Firms. Ownership Versus Control of Corporations. The Stock Market. Shareholder wealth maximization. Corporate wealth maximization.</li> </ul>		<table border="1"> <tr> <td>4</td> <td>1</td> </tr> </table>	4	1
4	1			
<ul style="list-style-type: none"> <li>• Sources of Financing Debt &amp; Equity Equity financing. Personal savings. Friends and family members Angels. Partners. Venture capital companies. Corporate venture capital. Public stock sale – “going public”. Simplified registrations and exemptions</li> </ul>		<table border="1"> <tr> <td>4</td> <td>1</td> </tr> </table>	4	1
4	1			

<ul style="list-style-type: none"> <li>Debt financing</li> </ul> <p>Short-term loans, Immediate and Long-Term Loans. Vendor financing (trade credit). Equipment suppliers. Commercial finance companies. Saving and loan associations. Stock brokers</p>	4	1
<ul style="list-style-type: none"> <li>Sourcing of Equity Globally</li> </ul> <p>Alternative Paths to Globalize the Cost and Availability of Capital. Depositary Receipts. Foreign Equity Listing &amp; Issuance. Foreign Equity Listing &amp; Issuance. Alternative Instruments to Source Equity</p>	5	2
<ul style="list-style-type: none"> <li>Managing Cash Flow</li> </ul> <p>Five Cash Management Roles of an Entrepreneur: Cash Finder, Cash Planner, Cash Distributor, Cash Collector, Cash Conserver. Managing of cash flow.</p>	4	1
<ul style="list-style-type: none"> <li>Multinational Tax Management</li> </ul> <p>Tax principles. Worldwide approach versus territorial approach. Taxation of Foreign Source Income. Foreign tax credit. Tax treaties, Transfer pricing. Tax-Haven Subsidiaries and International Offshore Financial Centers.</p>	4	2
<ul style="list-style-type: none"> <li>Mergers and Takeovers</li> </ul> <p>Types of mergers and acquisitions. Justification for acquisition. Financing acquisitions</p>	4	2
<ul style="list-style-type: none"> <li>International Investment Decisions</li> </ul> <p>Strategic reasons for FDI. Economic reasons for FDI. Forms of international trade. Methods of evaluating FDI. International financing decision.</p>	4	1
<ul style="list-style-type: none"> <li>Risk management</li> </ul> <p>Interest and exchange rate risk. Transaction risk. Translation risk. Economic risk. Internal risk management. External risk management. Futures. Options. Swaps.</p>	4	1
<b>Excercises</b>	<b>43</b>	<b>13</b>
<ul style="list-style-type: none"> <li>An overview of Finance</li> </ul> <p>The Evolution of Finance - discussion.</p>	4	1
<ul style="list-style-type: none"> <li>The Role of Financial Management</li> </ul> <p>The Goal of the Firm. Corporate Governance – examples, discussion.</p>	4	1
<ul style="list-style-type: none"> <li>The Corporation</li> </ul> <p>Shareholder wealth maximization versus Corporate wealth maximization – Case study.</p>	4	1
<ul style="list-style-type: none"> <li>Sources of Financing: Equity financing</li> </ul> <p>Comparison of different types of financing – Case study.</p>	4	1
<ul style="list-style-type: none"> <li>Debt financing</li> </ul> <p>Debt versus equity financing comparison – discussion.</p>	4	1
<ul style="list-style-type: none"> <li>Sourcing of Equity Globally</li> </ul> <p>Alternative Paths to Globalize the Cost and Availability of Capital – Case study.</p>	4	2
<ul style="list-style-type: none"> <li>Managing Cash Flow</li> </ul> <p>Cash flow calculations with practical examples – Case study.</p>	4	1
<ul style="list-style-type: none"> <li>Multinational Tax Management</li> </ul> <p>Calculation of Foreign Source Income – Case study.</p>	4	2
<ul style="list-style-type: none"> <li>Mergers and Takeovers</li> </ul> <p>Mergers and acquisitions – real examples, discussion.</p>	4	1
<ul style="list-style-type: none"> <li>International Investment Decisions</li> </ul> <p>Evaluation of FDI – Case study.</p>	4	1
<ul style="list-style-type: none"> <li>Risk management</li> </ul> <p>Usage of derivatives – calculations. Case study.</p>	3	1
<b>Colloquium</b>	<b>2</b>	<b>1</b>
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>Lectures, slides, readings, exercises and case studies. Students are expected to participate actively in the class, by volunteering problems</li> </ul>	

	solutions, posing questions, and offering answers to the instructor's questions.	
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Written exam</li> <li>• pass of exercises</li> </ul> <ul style="list-style-type: none"> <li>• Forms of assessment Written exam: the final exam consists of multiple choice test, quantitative problems and true/false questions. Students are obliged to pass the exercises in order to take the exam. Pass of exercises: the final grade is party (25%) based on case study (works) done by students (groups of 2-3 persons) and discussions (25%). Remaining 50% of the overall grade is the colloquium.</li> </ul>	
<b>Verification methods of learning effects</b>		Nr of the Course's learning effect
Pass of exercises		1,2,3,8
Written exam		1,2,3,8
Exercises and case studies		4,5,6,7,8,9
Group presentations, discussions		4,5,6,7,8,9
<b>Student's workload</b>	Number of the student's workload hours	
	Full-time studies	Part-time studiem
Classes	<b>90</b>	<b>28</b>
Preparations to classes	10	30
Preparation of reports/presentations/exercises/case studies	10	30
Studying of literature	15	30
Participation in consultations	5	8
Preparation to exam/pass	10	12
Other	10	12
TOTAL of the student's workload hours		150 150
<b>ECTS points</b>		<b>6 6</b>
<b>Primary literature</b>	<ul style="list-style-type: none"> <li>• Berk J., DeMarzo P., "Corporate Finance", Addison Wesley Higher Education, 2007.</li> <li>• Eiteman D., Stonehill A.L., Moffet M., "Fundamentals of Multinational Finance", Addison-Wesley, New York 2003.</li> </ul>	
<b>Additional literature</b>	<ul style="list-style-type: none"> <li>• Shapiro A.C., „Multinational Financial Management" 7th Edition, John Wiley &amp; Sons, Inc., 2003.</li> <li>• Van Horne J. C., Wachowicz J.M. "Fundamentals of Financial Management", 12/E Prentice Hall, 2005.</li> </ul>	
<b>Course's coordinator</b>	Ph. D. Krzysztof Osiński	
Course's coordinator email address	<a href="mailto:kosinski@zpsb.szczecin.pl">kosinski@zpsb.szczecin.pl</a>	



	<p>multicultural environments.</p> <p>3. The student understands the basic mechanisms influencing the behavior of buyers in different markets, and cultural influence on the market.</p>	KE1_W05	
<b>Skills</b>	<p>4. The student has the ability to observe and interpret the phenomena of economic, social and financial resources and is able to analyze their relationship in terms of cultural diversity of the organizations.</p>	KE1_U01	
	<p>5. The student has the ability to formulate practical conclusions useful to policy makers, and to present their ideas and concerns based on the argument that refers to some theories and views of sociologists and cultural anthropologists.</p>	KE1_U06	
	<p>6. The student has the ability to work as a team, communicate with other members of the group and present the results of the team.</p>	KE1_U09	
<b>Social skills</b>	<p>7. The student is aware of the complexity of the integration process, is capable of assessing and judging them, and able to make a presentation of his/ her views and conduct discussion.</p>	KE1_K02	
	<p>8. The student is aware of cultural stereotypes and the level of his/her knowledge, own self-competence, acquired knowledge and skills, can complement and improve it, understands the need for tolerance and continuous personal development.</p>	KE1_K01	
	<p>9. Student is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships.</p>	KE1_K05	
<b>Subject's description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
<b>Lecture</b>		<b>15</b>	<b>7</b>
<ul style="list-style-type: none"> <li>The essence of cultural diversity</li> </ul> <p>The prism of culture. Cultural Coexistence. Culture shock. Religion and the approach to work.</p>		2	1
<ul style="list-style-type: none"> <li>The cultural models of behavior</li> </ul> <p>Relationship focused and Deal focused cultures. The concept of guanxi. The importance of social status, hierarchy, power, and showing respect, ceremonial versus nonceremonial cultures.</p>		4	2
<ul style="list-style-type: none"> <li>Monochronical and polychronical Cultures</li> </ul> <p>Various approaches to the concept of time.</p>		3	1
<ul style="list-style-type: none"> <li>Communication across cultures</li> </ul> <p>High and low context cultures, verbal, nonverbal and paraverbal communication.</p>		4	2
<ul style="list-style-type: none"> <li>Dimensions of cultural differences</li> </ul> <p>Power distance, collectivism, individualism, feminine and maskulin culture, long-term orientation, uncertainty avoidance.</p>		2	1
<b>Individual and Group activities</b>		<b>15</b>	<b>7</b>
<ul style="list-style-type: none"> <li>Initiating the first contact between bussines focused and</li> </ul>		4	1

deal focused cultures, creating the strategy and its presentation.			
• Workshop -case study		2	1
• A series of exercises designed to draw conclusions on thinking through the cultural stereotypes and self centered cultural perspective		6	3
• Quiz testing the knowledge of cultural awareness		1	1
• Colloquium		2	1
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>lecture with multimedia presentation</li> <li>tutorials: group work / case study / discussion / problem solving</li> <li>on-line discussions</li> <li>exam</li> <li>test marked with grade</li> </ul>		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>Written examination: a test with questions (tasks) open questions (50%) and longer written statement - solving a case study (50%), before taking the exam student is obligated to pass the individual and group activities.</li> <li>Successful completion of the individual and group activities - the assessment is made up upon sub-work: project preparation and presentation (40%) / conducting a survey and presentation of the results (written / oral) (30%) / participation in exercises and discussions during the course (10%) / test (20%).</li> </ul>		
<b>Verification methods of learning effects</b>			Nr of the subject's learning effect
The written examination			1,2,3,4,5
Exercises and presentations of individual work			4,5,6,7,8,9
Presentations of group work			4,5,6,7,8,9
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		30 hours	14 hours
Preparation for classes		30	39
Preparation of the report / presentation / case study		20	27
The study of literature		5	5
Participation in the consultation		5	5
Exam/ Test		5	5
Others		5	5
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>

<b>Primary literature</b>	<ul style="list-style-type: none"> <li>• R. Gesteland, Cross-Cultural Business Behavior: Negotiating, Selling, Sourcing and Managing Across Cultures, Copenhagen Bussiness School Press Liber, Copenhagen 2009</li> <li>• R. Gesteland, Cross-cultural Business Behavior: A Guide for Global Management Copenhagen Bussiness School Press Liber, Copenhagen 2010</li> <li>• G. Hofstede, G, J. Hofstede, M. Minkov, Cultures and Organizations: Software of the Mind. 3rd Edition, McGraw-Hill USA, 2010</li> </ul>
<b>Additional literature</b>	<p>E. Lipniacka, The Xenophobe's Guide to the Poles, Oval Books, London 2000</p> <p>S. Zeidenitz, B. Barkow, The Xenophobe's Guide to the Poles, Oval Books, London 1998</p>
<b>Subject's coordinator</b>	Dr Aleksandra Podzielna
Subject's coordinator email address	apodzielna@poczta.fm



## ECONOMETRICS

Course's name: <b>ECONOMETRICS</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course(Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester: <b>IV</b>		Education profile: <b>practical</b>	
Language: English			Course's category: Basic			Course's status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>120</b>	60	60					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	14	14					
<b>Course's goal</b>	<p>Econometrics is the application of statistical techniques and inferences to observe data in order to evaluate economic theories and their predictions. The main goal is to introduce students a working knowledge of building the econometrical models. The course should allow students to possess knowledge in the field of:</p> <ul style="list-style-type: none"> <li>- collecting data ,</li> <li>- selection of variables ,</li> <li>- estimation of regression models (OLS method)</li> <li>- time series analysis – linear and non linear models</li> </ul>						
<b>Prerequisites</b>	Student should have basic knowledge of mathematics, statistics and statistical inference						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	1. student is familiar with the terminology used in econometrics, understands the sources and applications					KE1_W05 KE1_W10	

	<p>within the social sciences</p> <p>2. student knows econometric tools and is able to use them in researches.</p>																									
<b>Skills</b>	<p>3. student is able to make observations and interpretation of economic data and build on its base an econometric model</p> <p>4. has a basic research skills that in the context of econometric methods let indicate the causes and effects of economic decisions</p>	<p>KE1_U03 KE1_U07 KE1_U08</p>																								
<b>Social skills</b>	<p>5. student is aware of the complexity of the today's global economy processes, is capable of the self-assessment of the socio-economic phenomena, of the formulation of own conclusions about them, of discussion, of the presentation of own views and argumentation defense</p> <p>6. gains the skill of the logical and analytical thinking, is capable of the independent research, conducted in a fair and objective manner, is critical of the results of own work</p>	<p>KE1_K01 KE1_K02 KE1_K04</p>																								
<b>Course's description (curriculum content)</b>		Number of contact hours																								
		<table border="1"> <thead> <tr> <th>Full-time</th> <th>Part-time</th> </tr> </thead> <tbody> <tr> <td><b>60</b></td> <td><b>14</b></td> </tr> <tr> <td>1. introduction to econometrics</td> <td>4</td> </tr> <tr> <td>2. simple linear regression models</td> <td>4</td> </tr> <tr> <td>3. multiple linear regression models</td> <td>2</td> </tr> <tr> <td>4. nonlinear regression</td> <td>2</td> </tr> <tr> <td>5. Time series models</td> <td>2</td> </tr> <tr> <td><b>Classes</b></td> <td><b>14</b></td> </tr> <tr> <td>1. Methods of selecting variables to the model</td> <td>2</td> </tr> <tr> <td>2. estimation of structural parameters of the model: Ordinary least squares method</td> <td>3</td> </tr> <tr> <td>3. verifying of the econometric model</td> <td>4</td> </tr> <tr> <td>4. Multiple equation models</td> <td>2</td> </tr> <tr> <td>5. Model of tendency with relatively constant seasonal term</td> <td>3</td> </tr> </tbody> </table>	Full-time	Part-time	<b>60</b>	<b>14</b>	1. introduction to econometrics	4	2. simple linear regression models	4	3. multiple linear regression models	2	4. nonlinear regression	2	5. Time series models	2	<b>Classes</b>	<b>14</b>	1. Methods of selecting variables to the model	2	2. estimation of structural parameters of the model: Ordinary least squares method	3	3. verifying of the econometric model	4	4. Multiple equation models	2
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4. Multiple equation models	15	2																								
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<b>Teaching methods</b>	Lecture with multimedia presentations, case studies, solving problems																									
<b>Methods and conditions of assessment</b>	<p>- exam</p> <p>conditions: passing classes, gets 60% from final test</p> <p>form: final test with 3 exercises 33% each including knowledge from lectures and classes</p> <p>- in order to pass classes students have to:</p> <p>a) pass midterm test (70% of note)</p> <p>b) be present during 80% of all classes (20% of note)</p> <p>c) show high activity at classes (10%)</p>																									

	form: midterm test contains 3 exercises (33% each) including knowledge from classes	
<b>Verification methods of learning effects</b>		Nr of the course's learning effect
Midterm test		2,3,4
Final test		1,5,6,
<b>Student's workload</b>		Number of the student's workload hours
		Full-time studiem      Part-time studies
Lectures and classes		120      28
Preparing to lectures and classes		5      97
TOTAL of the student's workload hours		125      125
<b>ECTS points</b>		<b>5      5</b>
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. M.Hundert i inni; Wybrane zagadnienia z Ekonometrii, Economicus, Szczecin 2006</li> <li>2. Econometrics By Lawrence J. Lau, Dale Weldeau Jorgenson</li> <li>3. A Concise Introduction to Econometrics: An Intuitive Guide By Philip Hans Franses, Cambridge 2000</li> </ol>	
<b>Additional literature</b>	1. Hanry D.F., Neilsen B.; Econometrics Modeling: A likelihood Approach, Timberlake Consultants Ltd.	
<b>Subject's coordinator</b>	dr Marcin Hundert	
Course's coordinator email address	<a href="mailto:marcin.hundert@wzieu.pl">marcin.hundert@wzieu.pl</a>	

## ECONOMIC ANALYSIS

Course name: <b>ECONOMIC ANALYSIS</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester: <b>IV</b>		Education profile: <b>practical</b>	
Language: <b>English</b>			Subject's category: <b>Basic</b>			Subject's status: <b>Obligatory</b>	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>90</b>	45	45					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	14	14					
<b>Subject's goal</b>	The main goal of Economic Analysis course is to teach the student how to use financial data in order to evaluate the current and past company's performance and to asses firm's sustainability. It course also covers the topics of the analysis of the structure of capitals, elements of financial mathematics and discounted cash flow analysis.						
<b>Prerequisites</b>	The student has to know the basics of accountancy and financial mathematics.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>1. Familiar with the terminology used in economic and financial analysis and understands the sources and applications within the social sciences.</li> <li>2. Knows and understands the basics of enterprises' operation, development. The student knows how the information provided by analysis may be used by the management within the enterprises</li> </ol>					KE1_W01 KE1_W04 KE1_W06  KE1_W08 KE1_W10  KE1_W06	

	3. Knows the basic tools used in the economic analysis and their application to the decision, strategic and operational problem solving	KE1_W08	
<b>Skills</b>	<p>4. Able to make observations and interpretation of economic information and analyze its relationship with the various lines of business</p> <p>5. Has a basic research and prognostic skills to indicate the causes and effects taken by the investors, companies and operators of economic decisions</p> <p>6. Able to make statements, reports, analysis and expertise to help making correct economic decisions, including investment</p>	<p>KE1_U01 KE1_U02</p> <p>KE1_U06 KE1_U07</p>	
<b>Social skills</b>	<p>7. Is aware of the level of own knowledge, makes an own self-evaluation, is able to complement and improve acquired knowledge and skills, understands the need for continuous training of professional and personal development</p> <p>8. Gains the skill of the logical and analytical thinking, is capable of the independent research, conducted in a fair and objective manner, is critical of the results of own work</p> <p>9. Is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships</p>	<p>KE1_K03 KE1_K05</p>	
<b>Subject's description</b> (curriculum content)		Number of contact hours	
		Full-time	Part-time
<b>Lecture:</b>		<b>45</b>	<b>14</b>
- Theoretical background of an economic analysis.		10	2
- Methodology of an economic analysis		5	2
- Overview of the financial statement		10	2
- Ratio Analysis and DuPont's model		5	2
- Cash flow analysis		5	2
- Analysis of the cost of capital		5	2
- Discounted cash flow analysis		5	2
<b>Exercise</b>		<b>45</b>	<b>14</b>
- The basics of the reading of a financial statement		4	1
- Initial analysis of a financial statement		10	2
- Ratio analysis of existing companies with the comparison of the results.		10	4
- Finding the cost of capital of an existing company with use of the external data.		6	2
- Investment analysis		10	2
- Company valuation		4	2

- Credit with mark		1	1
<b>Teaching methods</b>	The classes are provided with support of multimedia presentations. The lectures include class activities such as homework, group discussions, group works and case studies. Each case study is based on real data of existing companies. During certain classes the students will work together on their project assignment.		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Credit with mark</li> <li>• Written Exam</li> </ul> Forms: <ul style="list-style-type: none"> <li>• The Economic Analysis course ends with written exam. It will check both the theory and practical knowledge with test (50%) and open questions/case study (50%).</li> <li>• The credit is granted with finalizing group project which is based on the existing corporate data (40%), writing the test (40%) and class activity (20%).</li> </ul>		
<b>Verification methods of learning effects</b>		Nr of the subject's learning effect	
Test (Credit with mark)		1,2,3,4	
Written Exam		1,2,3,4	
Group Project		4,5,6,8,9	
Case studies (class activity)		4,5,7,8,9	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		90	28
Preparation before class		10	10
Preparation of group project		10	40
Preparation for case studies		3	20
Preparation for the written exam and test (Credit with mark)		10	20
Other		2	7
TOTAL of the student's workload hours		125	125
<b>ECTS points</b>		<b>5</b>	<b>5</b>
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. C. H. Gibson, <i>Financial Reporting and Analysis: Using Financial Accounting Information</i> (Mason, Ohio: South-Western College Pub, 7<sup>th</sup> edition, 2003).</li> <li>2. E. A. Helfert, <i>Financial Analysis: Tools and Techniques. A Guide for Managers</i> (McGraw-Hill, 2001).</li> <li>3. G. T. Friedlob., L. L.F. Schleifer <i>Essentials Of Financial Analysis</i> (John Wiley &amp; Sons, Inc., 2003).</li> <li>4. M. Fridson, F. Alvarez, <i>Financial Statement Analysis: Practitioner's guide 3rd edition</i> (John Wiley &amp; Sons, Inc., 2002).</li> <li>5. M. Sierpińska, T. Jachna, <i>Ocena Przedsiębiorstwa Według Standardów Światowych</i> (Warszawa: Wydawnictwo naukowe PWN, 2005).</li> </ol>		

<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. W. Gabrusewicz , <i>Podstawy analizy finansowej</i>, (Warszawa: Polskie Wydawnictwo Ekonomiczne, Wydanie drugie zmienione, 2005).</li> <li>2. K.G. Palepu, P.M. Healy, V. L. Bernard, <i>Business Analysis and Valuation: Using Financial Statements, Text and Cases</i>, (Mason, Ohio: South-Western College Pub, 2003).</li> <li>3. Ćwikala–Małys, W. Nowak, <i>Zarys metodologiczny analizy finansowej</i> (Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, 2005).</li> <li>4. Pomykalska, P. Pomyklaski, <i>Analiza Finansowa Przedsiębiorstwa</i>, (Warszawa: Wydawnictwo Naukowe PWN, 2007).</li> <li>5. E. Nowak, <i>Analiza sprawozdań finansowych</i> (Warszawa: Polskie Wydawnictwo Ekonomiczne S.A., 2005).</li> </ol>
<b>Subject's coordinator</b>	Michał Bzunek
Subject's coordinator email address	<a href="mailto:mbzunek@zpsb.szczecin.pl">mbzunek@zpsb.szczecin.pl</a>

## ECONOMIC POLICY

Course name: <b>ECONOMIC POLICY</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>II</b>		Education profile: <b>practical</b>	
Language: English			Subject's category: main			Subject's status: mandatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>45</b>	45						
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	14						
<b>Subject's goal</b>	<ul style="list-style-type: none"> <li>• knowledge transfer on the theoretical foundations of economic policy</li> <li>• Identification of tools and methods of state's influence on the economy</li> <li>• Presentation of the role and place of the central bank's monetary policy</li> <li>• The use of theoretical concepts to assess the economic systems of modern economies</li> </ul>						
<b>Prerequisites</b>	Student should know basics of management and microeconomics.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>1. The student has a basic knowledge of economics and management, understand the sources and uses in the modern economy.</li> <li>2. The student knows the most important contemporary economic trends, the basic theorems and methods of</li> </ol>					KE1_W01  KE1_W04	



	<p>their implementation in real economic terms.</p> <p>3. The student has the basic knowledge of shaping of the institutional framework of the economy.</p>	KE1_W07	
<b>Skills</b>	<p>4. The student has the ability to use the basic theoretical knowledge of economic policy to analyze and interpret a variety of economic issues relating to the functioning of the economy.</p> <p>5. The student has the ability to formulate practical conclusions useful in the conduct of economic policy and the presentation based on the argument that refers to the selected theories and views known of Polish and foreign economists.</p>	<p>KE1_U02</p> <p>KE1_U06</p>	
<b>Social skills</b>	<p>6. The student is aware of the complexity of the economic processes taking place in the contemporary global economy, is capable of self-assessment of socio-economic phenomena and formulate their own conclusions about them and is able to present their views and to debate.</p> <p>7. Student is able to work and collaborate in a group.</p>	<p>KE1_K03</p> <p>KE1_K05</p>	
<b>Subject's description</b> (curriculum content)		Number of contact hours	
		Full-time	Part-time
<ul style="list-style-type: none"> <li>• Economic Policy</li> </ul> <p>Subject, conditions and objectives of economic policy</p>		4	1
<ul style="list-style-type: none"> <li>• Economic theories at the core of economic policy</li> </ul>		4	2
<ul style="list-style-type: none"> <li>• Economic systems and economic policy functions</li> </ul> <p>Economic system, modern models of the Anglo-Saxon model of market economy, the Scandinavian model, the Rhine model, Japanese model, functions of the state in a market economy</p>		4	2
<ul style="list-style-type: none"> <li>• Growth Policy</li> </ul> <p>The main factors of economic growth, structural policies - objectives, forms.</p>		4	1
<ul style="list-style-type: none"> <li>• Monetary policy</li> </ul> <p>The role of the central bank's monetary policy, the objectives of monetary policy, monetary policy tools</p>		4	1
<ul style="list-style-type: none"> <li>• Fiscal policy</li> </ul> <p>Fiscal functions, passive and active fiscal policy, the budget deficit and public debt</p>		4	1
<ul style="list-style-type: none"> <li>• Social policy</li> </ul> <p>The definition of social policy, objectives and tasks of social policy, social policy and social</p>		4	1
<ul style="list-style-type: none"> <li>• Microeconomic policy and market failures</li> </ul> <p>Externalities, transaction costs, incomplete markets</p>		4	1
<ul style="list-style-type: none"> <li>• Globalization and European integration</li> </ul> <p>The differences and similarities between globalization and integration, the consequences for the economic development of Polish economy</p>		4	1
<ul style="list-style-type: none"> <li>• State aid</li> </ul>		3	1

Sectoral, horizontal, regional			
<ul style="list-style-type: none"> <li>Fiscal policy</li> </ul> The essence of fiscal policy objectives and fiscal policy measures, Laffer curve, tax rate and budget revenues		4	1
<ul style="list-style-type: none"> <li>test</li> </ul>		2	1
<b>Teaching methods</b>	Multimedia presentation, lecture		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>written exam</li> </ul> Forms: <ul style="list-style-type: none"> <li>Written test: test questions and true / false questions (50%) term papers: project preparation and presentation (25%), exam (25%).</li> </ul>		
<b>Verification methods of learning effects</b>			Nr of the subject's learning effect
Written test			1,2,3
presentations			4,5,6,7
<b>Student's workload</b>		<b>Number of the student's workload hours</b>	
		Full-time studies	Part-time studies
Classes		45	14
Preparation for classes		10	20
Preperation of the presentation		10	20
Literature studying		25	30
consultation		5	5
Preparartion for the exam		10	11
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	Brux. J., Economic Issues and Policy, Southwestern 2009		
<b>Additional literature</b>			
<b>Subject's coordinator</b>	Joanna Latuszek		
Subject's coordinator email address	jlatuszek@zpsb.szczecin.pl		

## ENTERPRISE'S INTERNATIONAL COMPETITIVENESS

Course's name: <b>ENTERPRISE'S INTERNATIONAL COMPETITIVENESS</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>III</b>		Academic semester: <b>VI</b>		Education profile: <b>practical</b>	
Language: English			Course's category: specialization			Course's status: selectable	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	30						
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	14						
<b>Course's goal</b>	The aim of the subject of is to develop student's practical skills of competitiveness of enterprises analysis with special focus on the international context.						
<b>Prerequisites</b>	Student should know basics of micro and macroeconomics.						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	1. Student is familiar with the terminology used in elementary economics, understands the sources and applications within the social sciences.					KE1_W01	
	2. Student knows the ideas and views of the main representatives of selected historical economics' schools of thought and it's critical reappraisal					KE1_W03	
	3. Student knows and understands the prerequisites of firm's development, knows processes occurring within enterprises.					KE1_W05	
<b>Skills</b>	4. Student is able to use the basic theoretical knowledge of economics and related disciplines to analyze and interpret a					KE1_U02	

	<p>variety of competitiveness issues.</p> <p>5. Student can accurately and consistently reveal its attitudes in speech as well writing towards selected topics concerning international competitiveness of enterprises, using different theoretical approaches from both the achievements of economics and related disciplines.</p> <p>6. Student possess the ability to use economic vocabulary in a foreign language.</p>	KE1_U05
		KE1_U10
<b>Social skills</b>	<p>7. Student is aware of the level of possessed knowledge, asses own self-competence, acquired knowledge and skills , can understand the need for continuous training of professional and personal development.</p> <p>8. Student can operate and interact in a group, is open to cooperation and build relationships.</p>	KE1_K01
		KE1_K05
<b>Course's description (curriculum content)</b>		Number of contact hours
		Full-time      Part-time
Lectures:		30      14
<ul style="list-style-type: none"> <li><b>Enterprise and its competitiveness</b> (Characteristic of enterprise and its goals, defining competitiveness and it's levels, domestic competitive strategies, using strategic management methods in process of measuring domestic competitiveness)</li> </ul>		10      5
<ul style="list-style-type: none"> <li><b>Enterprise's International Strategies</b> (Country selection, export and import strategies, direct investment and collaborative strategies, organization of international enterprises)</li> </ul>		8      3
<ul style="list-style-type: none"> <li><b>International Enterprise's Environments</b> (Cultural environments, political and legal environments, economic environments, financial environments, globalization)</li> </ul>		8      3
<ul style="list-style-type: none"> <li><b>Contemporary issues of international business</b> (Internet and development of e – commerce, social responsibility and corruption in international business, international entrepreneurship.</li> </ul>		4      3
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>lecture with multimedia presentation</li> <li>on – line discussion</li> </ul>	
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>written examination at the end of semester</li> </ul>	
<b>Verification methods of learning effects</b>		Nr of the course's learning effect
written examination		1,2,3,4,5,6,7

group presentations		8	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		30	14
Preparing for classes		20	34
Preparing presentations		5	12
Studying literature, tracking news and economic statistics		15	20
Participation in the consultation (including on-line)		10	10
Preparing for the written exam		20	10
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. O. Shenkar, Y. Luo, International Business (2nd edition), Sage Publications, 2007.</li> <li>2. J. Daniels, L. Radebaugh, D. Sullivan, <a href="#">International Business (13th Edition)</a>, Prentice Hall, 2012.</li> <li>3. <a href="#">M A. Hitt</a>; <a href="#">R. E. Hoskisson</a>; <a href="#">R. D. Ireland</a> Strategic Management: Concepts and Cases Competitiveness And Globalization, South-Western Pub, 2008.</li> </ol>		
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. D. A. Ball, Wendell H. McCulloch. International business : the challenge of global competition, McGraw-Hill, Boston, 1999.</li> <li>2. Charles W.L. Hil, International business : competing in the global marketplace. /. - McGraw-Hill : Irwin, Boston, 2003.</li> </ol>		
<b>Course's coordinator</b>	Anna Lachowska		
Course's coordinator email address	<a href="mailto:alachowska@zpsb.szczecin.pl">alachowska@zpsb.szczecin.pl</a>		

## FUNCTIONING OF INTERNATIONAL ENTERPRISES

Subject's name: <b>FUNCTIONING OF INTERNATIONAL CORPORATIONS</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester: <b>IV</b>		Education profile: <b>practical</b>	
Language: English			Subject's category: <b>Specialization</b>			Subject's status: Obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	15	15					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	7	7					
<b>Course's goal</b>	<p>Nowadays International Corporation are the motive force of modern global economy. Analyzing of functioning of international corporations is the primary issue in understanding socio-economical processes taking recently place in the world. The course should allow students to possess knowledge concerning:</p> <ul style="list-style-type: none"> <li>- conditionings and processes leading to creation of international corporations,</li> <li>- structure of international corporations,</li> <li>- management of an international corporation,</li> <li>- global competition issues with reference to international corporations.</li> </ul>						
<b>Prerequisites</b>	Student should have the basic knowledge of socio-economical processes in the global markets and company management' operations.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to	

		the field of study effects
<b>Knowledge</b>	1. Students know and understand the basics of international corporations' operation, development, creation and process management within the international enterprises;	KE1_W05
<b>Skills</b>	2. Students are able to use the basic theoretical knowledge of economics and related disciplines to analyze and interpret a variety of economic problems;	KE1_U02
	3. Students have a basic research and prognostic skills to indicate the causes and effects taken by the investors and operators of economic decisions in the global market;	KE1_U04
	4. Students are able to work in a team to solve specific tasks in the economic field and perform various roles; while holding the organizational skills to allow for the goals' achievements of the designing and making professional activities	KE1_U09
<b>Social skills</b>	5. Students are aware of the complexity of the today's global economy processes, is capable of the self-assessment of the socio-economic phenomena, of the formulation of own conclusions about them, of discussion, of the presentation of own views and argumentation defense;	KE1_K03
	6. represents the entrepreneurial and creative attitude, is ready to take professional challenges in the areas of economic processes and phenomena.	KE1_K06
<b>Course's description</b> (curriculum content)		Number of contact hours
		Full-time      Part-time
<b>Lectures</b>		<b>15</b> <b>7</b>
1. Conditionings of the global market		2      1
2. Relations of international corporations with their external environment		2      1
3. Stages and processes of international corporation' creation		2      1
4. Significant operation activity of international corporations		4      1
5. Legal and economical issues of competition between international corporations		2      1
6. Foreign investments		2      1
7. International Human Resource Management		1      1
<b>Classes</b>		<b>15</b> <b>7</b>
1. Analysis of corporations creation' stages		2      1
2. Analysis of significant international corporations in the global market and their operational activity		4      1
3. Foreign direct investments based on an enterprise example		3      2
4. Real problems of International Human resource management		3      1

5. Analysis of legal and economical issues of cartels based on the current examples		3	2
<b>Teaching methods</b>	Lectures and classes based on multimedia presentations, case studies, brainstorming, group's discussions, students' presentations.		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>- exam in a form of a final test with 5 questions (20% each) concerning knowledge from lectures and classes;</li> <li>- passing classes contains of: <ul style="list-style-type: none"> <li>d) passing midterm test (70% of note)</li> <li>e) high performance during classes (20%)</li> <li>f) attendance during 80% of all classes (10% of note)</li> </ul> </li> </ul> The midterm test contains 20 short questions (60%) and 1 exercise (40%)		
<b>Verification methods of learning effects</b>		Nr of the subject's learning effect	
Midterm test		1,2,3,4	
Final test		1,5,6	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Lectures and classes		30	14
Preparing to lectures		10	22
Preparing to classes		20	22
Students presentations		20	22
Studying subject's literature		10	10
Studying for midterm and final tests		10	10
TOTAL of the student's workload hours		<b>100</b>	<b>100</b>
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. Wild J.J., Wild K.L., J., Han C.Y., <i>International business. An integrated approach</i>, Prentice-Hall, New Jersey 2000.</li> <li>2. Hill Ch., <i>International Business: Competing in the Global Marketplace</i>, Eighth Edition, New York: McGraw-Hill International 2009.</li> <li>3. Zorska A., <i>Korporacje transnarodowe</i>, PWE, Warszawa 2006.</li> </ol>		
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. Rymarczyk J., <i>Internacjonalizacja i globalizacja przedsiębiorstwa</i>, PWE, Warszawa 2004.</li> </ol>		
<b>Subject's coordinator</b>	mgr Kamila Jażdzejewska		
Subject's coordinator email address	kamila.jazdzejewska@wp.pl		



## PROTECTION OF INTELLECTUAL PROPERTY

Subject's name: <b>PROTECTION OF INTELLECTUAL PROPERTY</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>III</b>		Academic semester: <b>VI</b>		Education profile: <b>practical</b>	
Language: English			Subject's category: <b>general</b>			Subject's status: <b>obligatory</b>	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	30						
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	14						
<b>Subject's goal</b>	<p>The goals of the course are:</p> <ul style="list-style-type: none"> <li>• To provide the student with knowledge on the nature and kinds of intellectual property rights (copyright and industrial property) as well as the methods of their protection.</li> <li>• To equip the student with skills needed in order to make a decision about the necessity and ways of protection of different types of intellectual property rights.</li> <li>• To make the student sensible to the importance of intellectual property rights and their importance in different situations of everyday life and in business activities; to make the student sensible to the issue of intellectual property protection.</li> </ul>						
<b>Prerequisites</b>	The student is expected to have taken the course "law" as set forth in the teaching program for bachelor studies in economics or management.						
						Subject's learning effects reference to	

<b>Learning goals (effects)</b>		the field of study effects	
<b>Knowledge</b>	1. The student has basic knowledge of other social sciences (sociology, management, law) and their relations with economics.	KE1_W02	
	2. The student has knowledge of ethical and legal foundations of the functioning of economic processes and of the protection of intellectual property.	KE1_W09	
<b>Skills</b>	3. The student is able to make observations and interpretations of economic, social and financial phenomena as well as to analyze their links to different fields of economic activity.	KE1_U02	
	4. The student is able to avail himself of basic theoretical knowledge of economics and its fellow disciplines in order to analyze and to explain different economic issues.	KE1_U03	
	5. The student is able, in a precise and coherent manner, to elaborate orally or in writing on topics concerning selected economic issues, taking advantage of different theoretical approaches used in economics and its fellow disciplines.		
<b>Social skills</b>	6. The student is aware of the level of his knowledge, self-assesses his competences, is able to supplement and to improve the acquired knowledge, is aware of the need of permanent professional and personal improvement.	KE1_K03	
	7. The student is aware of the complexity of processes taking place in the modern global economy, is able to assess on his own socio-economic phenomena (also from a historical perspective), to formulate own conclusions to this respect, to conduct a substantiated discussion, to present his own views and to argue in favor of them.	KE1_K06	
	8. The student acquires the ability to think logically and analytically, is able to conduct own research work completed in a reliable and objective manner, is critical of his own achievements.		
<b>Subject's description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
<b>1. The nature and kinds of intellectual property rights.</b> The nature of intellectual property rights: immaterial character, ubiquity. Copyright as distinguished from industrial property. Industrial property rights: inventions, utility models, industrial designs, trademarks, geographical indications. Protection of intellectual property rights vs. management of intellectual property rights.		4	1
<b>2. Sources of intellectual property law.</b> Sources of Polish, international and European Union intellectual property law. The Copyright Act (1994) and the Industrial Property Act (2000). EU copyright directives. International agreements on the protection of intellectual property.		2	1
<b>3. Protection of the copyright.</b> The nature and the object of the copyright. Property and moral rights derived from the copyright. The subject of copyright. Transfer of		2	1

copyright. Duration of the copyright. Protection of the copyright and claims arising in case of infringement.			
<b>4. Licenses under copyright law.</b> The subject of license agreements in copyright law. How to formulate a copyright agreement. Public licenses: Creative Commons, Free Documentation License. Open Source. Copyleft.		2	1
<b>5. Allowed use, public domain.</b> Allowed use of works protected by the copyright under Polish law – examples and characteristics. The notion of “public domain” and the conditions under which works from the public domain can be used.		2	1
<b>6. Protection of inventions.</b> Invention and patent. Registration. Constitutive features of a an invention: technical character, novelty and inventive step. Reservations. Examples of patentable inventions. Delimitation with utility models. Licenses. Duration of patent protection.		4	1
<b>7. Protection of utility models.</b> Utility models and protection rights for utility models. Constitutive features of a utility model as contrasted with inventions. Registration. Examples of utility models. Protection as a utility model instead of patent protection. Duration of protection of utility models.		2	1
<b>8. Protection of industrial designs.</b> The constituent features of an industrial design. Industrial design and the copyright. Examples of industrial designs. Registration an protection of industrial designs. Duration of protection of industrial designs.		2	1
<b>9. Protection of trademarks.</b> The definition of trademark. Different forms of trademarks. Concurrence of trademark protection with other intellectual property rights. Registration and protection of trademarks. Claims arising in case of infringement.		2	1
<b>10. Geographical indications.</b> Geographical indications in Polish and EU law. Protected Geographical Status in EU law: protected designation of origin (PDO), protected geographical indication (PGI), traditional specialty (TSG).		2	1
<b>11. Alternative methods of protection of different intellectual property rights. Trade secrets.</b> Trade secrets and competition law. Trade secrets as an alternative way of protection of some intellectual property rights. Alternative protection of some intellectual property rights – patent – utility design – industrial design.		2	1
<b>12. International protection of intellectual property rights.</b> International implications of intellectual property rights protection. Berne Convention for the Protection of Literary and Artistic Works. Paris Convention for the Protection of Industrial Property. Patent Cooperation Treaty (PCT). The European Patent Convention (EPC). The Eurasian Patent Authority. Community Trade Mark (CTM). Community industrial designs. Proposed European Union Patent legislation.		2	1
<b>13. Examination.</b>		2	2
<b>Teaching methods</b>	Lecture including discussion with students, including discussion based on exemplary multiple choice tests and case studies.		

<b>Methods and conditions of assessment</b>	Multiple choice test with a short essay and a case study.		
<b>Verification methods of learning effects</b>		Nr of the subject's learning effect	
Multiple choice test.		1, 2	
Essay.		3, 4, 5, 6, 7, 8	
Case study		3, 4, 6, 7, 8	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Lecture		30	14
Preparation for classes.		15	10
Preparation for tests/case studies discussed in class.		15	10
Studying literature.		40	46
Preparation for the examination.		20	20
Examination.		2	2
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	1. D. E. Bouchoux: <i>Protecting your Company's Intellectual Property. A Practical Guide to Trademarks, Copyright, Patents and Trade Secrets</i> , 2001. 2. J. A. Lewis: <i>Intellectual Property Protection</i> , Centre for Strategic and International Studies, 2008. 3. D. Bainbridge, L. Howell: <i>Intellectual Property Law</i> , Pearson Educations Limited 2009.		
<b>Additional literature</b>	1. D. Mitchel B. Wallerstein, Mary Ellen Moguee, Roberta A. Schoen: <i>Global Dimensions of Intellectual Property Rights in Science and Technology</i> , Washington 1993.  2. O. Lippert (ed.): <i>Competitive Strategies for the Protection of Intellectual Property</i> , Vancouver 1999.		
<b>Subject's coordinator</b>	Robert Cichórz		
<b>Subject's coordinator email address</b>	<a href="mailto:rcichorz@zpsb.szczecin.pl">rcichorz@zpsb.szczecin.pl</a>		

## INTERNATIONAL ECONOMIC RELATIONS

Subject's name: <b>INTERNATIONAL ECONOMIC RELATIONS</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>III</b>		Academic semester: <b>V</b>		Education profile: <b>practical</b>	
Language: English			Subject's category: Main			Subject's status: mandatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>60</b>	60						
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	28						
<b>Subject's goal</b>	To help the student to understand the phenomenon of the market in the context of globalization, trade and money						
<b>Prerequisites</b>	Student should have macroeconomics and microeconomics knowledge						
<b>Learning goals (effects)</b>							Subject's learning effects reference to the field of study effects
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>1. Student defines the international interdependence and nations' relationships in the context of international economics, international relations and the international flow of money.</li> <li>2. Student describes and distinguishes between the basic tools of trade protection (tariffs and non-tariff). Able explain the validity / groundlessness use of such a tool.</li> <li>3. Student defines trade barriers between developed and developing countries.</li> <li>4. Student recognizes international trade institutions, knows their functions, is able to assess their work in an</li> </ol>					KE1_W01 KE1_W02 KE1_W03  KE1_W08 KE1_W05  KE1_W05 KE1_W07 KE1_W08 KE1_W01	

	<p>international context, knows why countries trade with each other.</p> <p>5. Student has the knowledge in the field of international flow of money, knows basic definitions, presents the principles money circulation, and knows the ways of setting up the exchange rate and balance of payments.</p>	<p>KE1_W02</p> <p>KE1_W01 KE1_W02 KE1_W05 KE1_W06 KE1_W07 KE1_W08 KE1_W09</p>	
<b>Skills</b>	<p>6. Student evaluates the methods used to protect the industry, selects the best trade market solution.</p> <p>7. The student analyzes and evaluates the functioning of the selected economy by using the knowledge gained in the field of international economic relations and international cash flow (source of competitive advantage, tariffs, non-tariff barriers, trade agreements, the flow of goods, people, services, money, international business, balance of payments and its impact on the functioning of the economy, the exchange rate, macroeconomic policy).</p> <p>8. Student compares the economies of developed and developing countries using the knowledge gained.</p> <p>9. The student uses a basic knowledge of economics in order to understand the processes taking place in a globalizing world.</p>	<p>KE1_U01 KE1_U02 KE1_U03 KE1_U04 KE1_U01 KE1_U02 KE1_U03 KE1_U04 KE1_U08 KE1_U09</p> <p>KE1_U07</p> <p>KE1_U05 KE1_U06</p>	
<b>Social skills</b>	<p>10. Student uses the knowledge and skills through projects, group work and analysis of scientific sources.</p> <p>11. Student is sensitive to social problems in the surrounding globalizing world.</p>	<p>KE1_K01 KE1_K05</p> <p>KE1_K07</p>	
<b>Subject's description</b> (curriculum content)		Number of contact hours	
		Full-time	Part-time
1. International Economics and Globalization: stages of globalization, Poland as an open economy.		5	2
2. The history of the economic thought. Relative competitive advantage.		5	2
3. Sources of competitive advantage of nations: Heckscher-Ohlin theory, factors price equalization, Stolper-Samuelson'a theory, economies of scale, specialization, product life cycle, intra-industry trade.		4	2
4. Tariffs: definition, types of duties, the effective rate of protection, consumer and producer surplus. Economic implications for the big and small country.		4	2
5. Non-tariff barriers: quantitative restrictions, quotas, subsidies, dumping.		4	2
6. Developing countries and international trade: characteristics of developing countries and their problems in international trade and how to solve them.		4	2

7. Multinational corporations and the flow of international factors: direct investment, joint ventures	5	2
8. Balance of payments: the structure, the deficit and economic growth.	5	2
9. Foreign exchange market: types of foreign exchange transactions, interbank market, forward and futures transactions, currency options. Rates: determination, supply and demand equilibrium.	6	2
10. The determination of the exchange rate: what creates the exchange rate, inflation and the exchange rate, foreign exchange forecasts.	6	2
11. Currency crises: fixed and floating exchange rate.	4	3
12. Macroeconomic policy in an open economy: the objectives of the state, aggregate demand and supply, fiscal and monetary policy (closed and open economy), macroeconomic stability, inflation and unemployment, internal coordination of international economic policy.	4	3
13. International banking: reserves, demand, risk, international debt.	6	2
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>• Lecture with multimedia presentation,</li> <li>• Conversation: group work, discussion and analysis of the literature, case study</li> </ul>	
<b>Methods and conditions of assessment</b>	<p>Students in the academic semester is required to collect points (total 100 points) for each task:</p> <ul style="list-style-type: none"> <li>- Teamwork No. 1 (max 3-4 people) to analyze the forms of trade protection in his country and describ the following issues: the main forms of protection used in the country, which tends to be more restrictive, and why that may cause the damage to the economy, or find better solutions (4000 characters without spaces): 20 points</li> <li>- Teamwork # 2 (max 3-4 persons): analyze literature of Joseph Stiglitz and propose a project to withdraw developing countries from the trade crisis. (10 minute presentation): 20 points</li> <li>- Individual work 1: answer the question whether the current account deficit has an impact on the Polish economy. (page A4 typescript) 10 points</li> <li>- Individual work 2: how to fool the increasing / decreasing value of money? (page A4 typescript) 10 points</li> <li>• Two tests of 20 questions each test. 20 points for test</li> </ul>	
<b>Verification methods of learning effects</b>		Nr of the subject's learning efect
Team project 1	1, 2, 3, 4, 6, 8, 9, 10, 11	
Team Project 2	1, 2, 3, 4, 6, 7, 8, 9, 10, 11	

Individual Project 1		1, 4, 5, 7, 9, 11	
Individual Project 2		1, 5, 7, 9, 11	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
classes		60	28
Preparing for team and individual work (reading literature, preparing presentations, preparing homework assignments - individual and team work)		15	40
Preparing for tests		10	30
Preparing for classes		30	22
Participation in consultation		5	5
TOTAL of the student's workload hours		65	97
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	1. Carbaugh R., <i>International Economics</i> , Southwestern, 11th Edition, 2008. 2. Latuszek J., <i>International Economic Relations</i> , WPBS 2012.		
<b>Additional literature</b>			
<b>Subject's coordinator</b>	Joanna Latuszek		
Subject's coordinator email address	jlatuszek@zpsb.szczecin.pl		



## INTERNATIONAL HUMAN RESOURCES

Course name: <b>INTERNATIONAL HUMAN RESOURCES MANAGEMENT (IHRM)</b>						Course code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: I		Academic year: III		Academic semester: VI		Education profile: practical	
Language: English			Course category: specialisation			Course status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>		30					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>		14					
<b>Course goal</b>	<p>This course introduces to the important role of human capital in development of national and international organizations and building their competitive advantage. The main theories and concepts of HCM will be presented. In the form of cases and discussions students will recognize the main challenges of people management in international organizations and how to solve problems and develop effectiveness by application of modern systems, methods, techniques and tools.</p> <p>Studying all subjects of the course will enable students to:</p> <ul style="list-style-type: none"> <li>▪ know the idea of human capital management (HCM) in the international context</li> <li>▪ know the concepts and application methods of strategic HCM.</li> <li>▪ identify the methods, techniques and tools of strategic HCM</li> <li>▪ be able to apply the concepts and methodology for managerial decision-making process</li> <li>▪ understand and evaluate the importance of human capital potential</li> <li>▪ recognize the challenges of human capital management and its role in building organizational effectiveness</li> </ul>						
<b>Prerequisites</b>	Basic knowledge of economics and management						

<b>Learning goals (effects)</b>		Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	1. Student knows the most important contemporary economic trends, the basic theorems and methods of analysis of actual economic phenomena through their prism	KE1_W04	
	2. Student knows and understands the basics of enterprises' operation, development, creation and process management within the enterprises	KE1_W05	
<b>Skills</b>	3. Student is able to use the basic theoretical knowledge of economics and related disciplines to analyze and interpret a variety of economic problems	KE1_U02	
	4 Student is able to accurately and coherent express in speech and in writing on the selected topics concerning economic issues, using different theoretical approaches from both, the achievements of economics and related disciplines	KE1_U05	
<b>Social skills</b>	5. Student is aware of the level of own knowledge, makes an own self-evaluation, is able to complement and improve acquired knowledge and skills, understands the need for continuous training of professional and personal development	KE1_K01	
	6. Student is aware of the complexity of the today's global economy processes, is capable of the self-assessment of the socio-economic phenomena (also in historical perspective), of the formulation of own conclusions about them, of discussion, of the presentation of own views and argumentation defense	KE1_K03	
<b>Course description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
1. Fundamentals of human capital theory: ➤ Human nature idea and role ➤ Economical view (T.W.Schulz and others)		5	4 L
2. Organizational culture: ➤ Typology ➤ Functions ➤ HRM process effectivity in different cultures		5	2 L
3. HRM system: ➤ concepts and application methods of strategic HCM. ➤ International HRM approaches and policies and best practices ➤ Methods, techniques, tools and best practices ➤ challenges of human resources management		10	4 L
4. Evaluating human capital effectiveness: ➤ Objectives of the evaluation		8	2L

	<ul style="list-style-type: none"> <li>➤ Measurement methods</li> <li>➤ Key factors</li> <li>➤ HRM audit</li> </ul>		
	5. Final Test	2	2
<b>Teaching methods</b>	Class content will be delivered through lectures with Power Point Presentations, group discussion, learning activities, articles reviews, and case studies analysis		
<b>Methods and conditions of assessment</b>	<p>Students are expected to attend each class. Full participation is required.</p> <p>Students will be evaluated based on their performance in the following areas:</p> <p>Case studies , articles review .....20%</p> <p>Project – PP Presentation.....30%</p> <p>Final Test.....30%</p> <p>Class Participation.....10%</p> <p>Activity.....10%</p>		
<b>Verification methods of learning effects</b>		Nr of the course learning effect	
Case studies, article reviews		KE1_U02	
Final written test: test with open questions		KE1_W04 KE1_W05	
Project - PP Presentation		KE1_U02	
Class participation and activity assessment		KE1_K03	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes – contact hours with the teacher		30	14
Preparation for the classes		10	0
Preparation of reports/presentations/case studies		30	30
Readings		10	30
Participation in the consultations		5	5
Preparation for the final test		10	16
Others		5	5
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	<p>1.Armstrong M.: Armstrong's Handbook of Human Resource Management Practice , Prentice Hall, 2002</p> <p>2.Dessler G.: Human Resource Management, Pearson Education Ltd., 2005,</p>		

<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. Daft L.R.: Management, 2005, Thomson Learning, Mason –Ohio, USA</li> <li>2. Raymond A. Noe, John R. Hollenbeck: Human Resource Management: Gaining A Competitive Advantage, Irwin/McGraw-Hill, 2010</li> <li>3. Evans, P., Pucik, V. &amp; Björkman, I. (2010): The global challenge: International human resource management. Boston: McGraw-Hill, 2010</li> </ol>
<b>Course coordinator</b>	Barbara Głowacz
Subject's coordinator email address	bglowacz@zpsb.szczecin.pl

## INTERNATIONAL LAW

Subject's name: <b>INTERNATIONAL LAW</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>III</b>		Academic semester: <b>VI</b>		Education profile: <b>practical</b>	
Language: English			Subject's category: <b>specialization</b>			Subject's status: <b>obligatory</b>	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	30						
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	14						
<b>Subject's goal</b>	<p>The goals of the course are:</p> <ul style="list-style-type: none"> <li>• to make the student familiar with the nature, principles and fields of application of international law.</li> <li>• to equip the student with skills needed to assess legal issues and risks connected to transnational operation of businesses.</li> <li>• to equip the student with skills and competences required in situations involving an international component.</li> </ul>						
<b>Prerequisites</b>	The student is expected to have taken the course "law" as set forth in the teaching program for bachelor studies in economics or management.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	<p>1. The student has basic knowledge of other social sciences (sociology, management, law) and their relations with economics.</p> <p>2. The student has knowledge allowing him to assess economic,</p>					KE1_W02	

	including financial phenomena, from a national, international and intercultural perspective.	KE1_W08	
<b>Skills</b>	3. The student is able to make observations and interpretations of economic, social and financial phenomena as well as to analyze their links to different fields of economic activity.	KE1_U01	
	4. The student is able to avail himself of basic theoretical knowledge of economics and its fellow disciplines in order to analyze and to explain different economic issues.	KE1_U02	
	5. The student is able, in a precise and coherent manner, to elaborate orally or in writing on topics concerning selected economic issues, taking advantage of different theoretical approaches used in economics and its fellow disciplines.	KE1_U05	
<b>Social skills</b>	6. The student is aware of the level of his knowledge, self-assesses his competences, is able to supplement and to improve the acquired knowledge, is aware of the need of permanent professional and personal improvement.	KE1_K01	
	7. The student acquires the ability to think logically and analytically, is able to conduct own research work completed in a reliable and objective manner, is critical of his own achievements.	KE1_K04	
<b>Subject's description</b> (curriculum content)		Number of contact hours	
		Full-time	Part-time
<b>1. The notion, nature and sources of international law.</b> The notion, nature and sources of international law. International agreements, international custom, general principles of law. Subjects of international law relations. International courts. Theoretical concepts governing the relation between domestic law and international law – the monistic and dualistic theory. The application of international law in the light of the Polish Constitution of 1997.		4	1
<b>2. Legal fields covered by international law and different types of international organizations.</b> Legal fields covered by international law: treaty law, law of sea, international criminal law, laws of war, international law of environment protection, international humanitarian law, international human rights law. International organizations: general and specialized, world-wide and regional international organizations – examples and characteristics. International and supranational organizations – examples and characteristics.		2	1
<b>3. International public law and international private law.</b> Relations under private law involving a foreign element. Conflict of laws. Sources of international private law. The Act of February 4 2011 on International Private Law. Conflict of laws in international agreements. Choice of law applicable to contractual relationships.		2	1
<b>4. International sale of goods law.</b> Uniform international sales law – the UN Convention on Contracts for the		2	1

International Sale of Goods (CISG). Sphere of application of the Convention and its general provisions. Formation of the contract under CISG. Uniform CISG rules applicable to sale of goods. Convention on Agency in the International Sale of Goods (Geneva Convention). Incoterms.		
<b>5. International commercial arbitration.</b> The notion of arbitration and its constituent features. Characteristics of arbitration as a means of resolving disputes. International commercial arbitration as means of resolving commercial disputes. Advantages of arbitration in international commerce. Renown commercial arbitration centers throughout the world. Arbitration agreements. Recognition of arbitral awards. New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards.	2	1
<b>6. The United Nations.</b> Aims of the United Nations: international law, international security, economic development, social progress. Organization of the United Nations: General Assembly, International Court of Justice, International Criminal Court. Specialized institutions of the United Nations: International Labor Organization, United Nations International Development Organization (UNIDO), International Monetary Fund, World Intellectual Property Organization, United Nations Conference on Trade and Development (UNCTAD), United Nations Commission on International Trade Law (UNCITRAL).	2	1
<b>7. World Trade Organization.</b> Organizational structure, decision-making, dispute settlement. WTO framework for trade policies, principles of the trading system: non-discrimination, reciprocity, binding and enforceable commitments, transparency, safety valves. WTO agreements: - the General Agreement on Tariffs and Trade (GATT), - the General Agreement on Trade in Services (GATS), - Agreement on Trade-Related Aspects of Intellectual Property Rights.	2	1
<b>8. The Council of Europe.</b> The Council of Europe as an international organization of European integration. Organizational structure: Secretary General, Committee of Ministers, Parliamentary Assembly, Congress of the Council of Europe, European Court of Human Rights, the INGOs Conference of the Council of Europe. Fields of activity of the Council of Europe and basic legal documents. The European Court of Human Rights in Strasbourg as an organ of the Council of Europe adopting decisions on the basis of the European Convention on Human Rights.	2	1
<b>9. The European Union.</b> The supranational character of the European Union. Treaty on the European Union and Treaty on the functioning of the European Union. Sources of secondary EU law. The organizational structure: organs and institutions of the European Union. The internal market of the European Union and its freedoms: the free movement of goods, capital and payments, the freedom of movement of workers, the freedom of settlement. The European Union as a customs union and the EFTA as a free trade area. The European Economic Area (EEA). Competition law of	4	1

the EU. State aids to enterprises.			
<b>10. Economic organizations in Africa.</b> The Arab League and the Council of Arab Economic Unity, the Greater Arab Free Trade Area (GAFTA). The African Economic Community and its pillars (Regional Economic Communities): Community of Sahel-Saharan States (CEN-SAD), Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC), Economic Community of West African States (ECOWAS), Economic Community of Central African States (ECCAS), Intergovernmental Authority on Development (IGAD), Southern African Development Community (SADC) – organizational structure, legal character and goals.		2	1
<b>11. Economic organizations in the Americas.</b> The North American Free Trade Agreement (NAFTA) – organizational structure, legal character and goals. MERCOSUR/MERCOSUL – organizational structure, legal character and goals, the common market. The Andean Community – organizational structure and goals. Central American Common Market – organizational structure and goals.		2	1
<b>12. Economic organizations in Eurasia and Asia.</b> The Eurasian Union, Eurasian Economic Community, Customs Union of Belarus, Kazakhstan and Russia.  Association of Southeast Asian Nations – organizational structure, aims and legal characteristics. The South Asian Free Trade Area as a component part of the South Asian Association for Regional Cooperation – organizational structure, aims and legal characteristics.		2	1
<b>13. Examination.</b>		2	2
<b>Teaching methods</b>	Lecture including discussion with students, including discussion based on exemplary multiple choice tests and case studies.		
<b>Methods and conditions of assessment</b>	Multiple choice test with a short essay and a case study.		
<b>Verification methods of learning effects</b>			Nr of the subject's learning effect
Multiple choice test.			1, 2
Essay.			2, 3, 5, 6, 7
Case study.			3, 4, 6, 7
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies



Lecture	30	14
Preparation for classes.	15	10
Preparation for tests/case studies discussed in class.	15	10
Studying literature.	40	46
Preparation for the examination.	20	20
Examination.	2	2
TOTAL of the student's workload hours	100	100
<b>ECTS points</b>	<b>4</b>	<b>4</b>
<b>Primary literature</b>	<p>1. A. Aust: <i>Handbook of International Law</i>, Cambridge University Press, 2005.</p> <p>2. I. Carr, P. Stone: <i>International Trade Law</i>, Routledge-Cavendish, 4<sup>th</sup> ed. 2010.</p> <p>3. P. Sarnecki, A. Szmyt, Z. Witkowski: <i>The Principles of Basic Institutions of the System of Government in Poland</i>, Sejm Publishing Office, Warsaw 1999.</p>	
<b>Additional literature</b>	<p>1. P. Buckley, R. Weixing Hu, D. W. Arner: <i>East Asian Economic Intergration: Law, Trade and Finance</i>, Edward Elgar Publishing Limited, 2011.</p> <p>2. R. Frimpong Oppong: <i>Legal Aspects of Economic Integration in Africa</i>, Cambridge University Press 2011.</p> <p>3. J.H.H. Weiler, S. Cho: <i>The Law of Regional Economic Integration in the American Hemisphere</i>  (<a href="http://centers.law.nyu.edu/jeanmonnet/courses/nafta/materials.html">http://centers.law.nyu.edu/jeanmonnet/courses/nafta/materials.html</a>)</p>	
<b>Subject's coordinator</b>	Robert Cichórz	
<b>Subject's coordinator email address</b>	<a href="mailto:rcichorz@zpsb.szczecin.pl">rcichorz@zpsb.szczecin.pl</a>	

# INTERNATIONAL NEGOTIATIONS

Course's name: <b>INTERNATIONAL NEGOTIATIONS</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and International Business</b>							
Study level: <b>I</b>		Academic year: <b>III</b>		Academic semester: <b>V</b>		Education profile: <b>practical</b>	
Language: <b>English</b>			Course's category: <b>basic</b>		Course's status: <b>obligatory</b>		
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	15	15					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	7	7					
<b>Course's goal</b>	<ol style="list-style-type: none"> <li>The aim of the course is to acquaint students with different approaches toward international negotiations.</li> <li>Strengthen ability to international negotiations in business context.</li> </ol>						
<b>Prerequisites</b>	Student should have accomplished basic business course.						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>Student is familiar with the terminology used in international negotiations.</li> <li>Student has basic knowledge and background of international negotiations.</li> <li>Student knows and understands the basics of negotiations within the business context</li> </ol>					KE1_W01 KE1_W02 KE1_W05	
<b>Skills</b>	<ol style="list-style-type: none"> <li>Student is able to make observations and interpretation of international negotiation and analyze its relationship with the various lines of business.</li> <li>Student is able to use the basic theoretical shots in order to analyze, interpret and predict a variety of international negotiation processes and phenomena thanks to using the standard methods and tools especially in win-win situations.</li> </ol>					KE1_U01 KE1_U03	
<b>Social skills</b>	8. Student is aware of the level of own knowledge, makes an own					KE1_K01	

	<p>self-evaluation, is able to complement and improve acquired knowledge and skills, understands the need for continuous training of professional and personal development.</p> <p>9. Student is able to work in a team to solve specific tasks connected with international negotiations and perform various roles using efficiently newly acquired international negotiation skills being supported by the team.</p>	KE1_U09	
Course's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Classes		30	14
Global dimensions of international negotiations.		1	1
Cross-cultural perceptions of negotiations		1	1
Communicating across borders and cultures in negotiations.		2	1
Introduction to culture in international business negotiations.		1	1
Theories about culture influence on people involved in negotiations.		3	1
Cultural classifications (Hofstede, Bond, Trompenaars, Ronen and Shenkar, Gannon, Hall) in the context of negotiations.		3	1
The meanings and dimensions of culture influencing international negotiations.		2	1
Comparing cultures as overlapping normal distribution.		1	1
Value similarities and differences across cultures and their impact on negotiations.		2	1
International negotiation perspective of cultures.		1	1
The impact of culture on performance of negotiation.		1	1
Managing cultural differences during negotiations.		1	1
The dangers of stereotyping and sociotyping during international negotiations.		2	1
Decision-making during negotiation across borders and cultures.		4	1
Negotiation techniques and method-developing activities laid on for negotiators in order to apply the most effective problem-solving strategies.		5	0
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>• Lectures with multimedia presentations.</li> <li>• Individual and group works / case studies / discussions / problem solving activities.</li> <li>• Workshops, exercises and roles playing.</li> </ul>		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Pass from written test at the end of semester.</li> <li>• Evaluations of presentations and projects.</li> <li>• Evaluated participations workshops, exercises and roles playing</li> </ul>		
Verification methods of learning effects			Nr of the course's learning effect
Written pass.			1-9
Individual presentations and projects.			1-9
Group presentations and projects.			1-9
Student's workload		Number of the student's workload hours	

	Full-time studies	Part-time studies
Classes	30	14
Preparing for classes	25	30
Preparing presentations and project	25	33
Studying literature of the subject	20	23
TOTAL of the student's workload hours	70	100
<b>ECTS points</b>		
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. Victor A. Kremenyuk, <i>International negotiation: analysis, approach, issues</i>, 2nd Edition, San Francisco: Jossey Bass, 2002).</li> <li>2. Ronald M. Shapiro and Mark A Jankowski with James Dale, <i>The Power of Nice: How to Negotiate So Everyone Win – Especially You!</i> Revised Edition, John Wiley &amp; Sons 2001.</li> </ol>	
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>3. Roger Fisher and Scot Brown, <i>Getting Together: Building Relationships As We Negotiate</i>, Penguin Books 1989.</li> <li>4. Roy J. Lewicki, David M. Sauders, Bruce Barry, John W. Minton, <i>Essentials of Negotiation</i>, 3rd Edition, McGraw-Hill 2003.</li> <li>5. Michael Watkins, <i>Breakthrough Business Negotiation: A toolbox for Managers</i>, Jossey-Bass 2002.</li> </ol>	
<b>Course's coordinator</b>	doc. dr Leszek Bursiak	
Course's coordinator email address	<a href="mailto:lbursiaka@zpsb.szczecin.pl">lbursiaka@zpsb.szczecin.pl</a>	

## INTERNATIONAL PROJECT MANAGEMENT

Subject's name: <b>INTERNATIONAL PROJECT MANAGEMENT</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>III</b>		Academic semester: <b>V</b>		Education profile: <b>practical</b>	
Language: english			Subject's category: specialization			Subject's status: choosen	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	15	15					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	7	7					
<b>Subject's goal</b>	<ul style="list-style-type: none"> <li>• to present basic and actual knowledge of planning, managing and financing international project, including project co financing from EU funds</li> <li>• to identify practical factors of applying for external project funds</li> <li>• to develop ability to use methods and techniques of applying for EU funds</li> </ul>						
<b>Prerequisites</b>	Student is familiar with Principles of Management.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	1. student is familiar with basic knowledge of distribution of international funds					KE1_W07	
	2. student is able to under stand mechanisms of applying and					KE1_W08	

	assessing international projects	
<b>Skills</b>	<p>3. student is able to use basic documents in applying for international funds</p> <p>4. student is able to analysis of possibilities of external sources of co-financing</p> <p>5. student is able to prepare application form</p>	<p>KE1_U06</p> <p>KE1_U08</p> <p>KE1_U07</p>
<b>Social skills</b>	<p>4. student is aware of complexity of applying for international funds, is able to asses the possibility of applying success and is capable to present self-asesment and discuss about it freely</p> <p>5. gains the skill of the logical and analytical thinking, is capable of the independent research, conducted in a fair and objective manner, is critical of the results of own work</p> <p>6. student is able to operate and interact in a group, actively participates in groups, is open to cooperation and building relationships</p>	<p>KE1_K03</p> <p>KE1_K04</p> <p>KE1_K05</p>
<b>Subject's description</b> (curriculum content)		Number of contact hours
		Full-time      Part-time
Lectures:		15      7
Introduction to international Project management		7      2
Applying for international funds		8      5
Works:		15      7
Analysis of possibilities of international co-financing		8      2
Preparation of application form		7      5
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>• mini-lectures with multimedia presentations</li> <li>• works: group work / case studies/ discussion</li> </ul>	
<b>Methods and conditions of assessment</b>	<p>1. exam</p> <p>2. Works assesment</p> <p><b>Formy:</b></p> <ul style="list-style-type: none"> <li>• Written exam: multiply choice test (50%) and mini case study (50%); to take an exam students is obliged to have positive grade from works.</li> <li>• Works assesment – execution of specified practical tasks (50%) / active participation in discussion and group work during works (50%).</li> </ul>	
<b>Verification methods of learning effects</b>		Nr of the subject's learning efect
Works assesment		2,3,7,8
Written exam		2,3,7,8

Group presentations		2,3,5,7	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		30	14
Classes preparation		10	20
Task/case studies/discussion preparation		10	10
Literature analysis		20	30
Consultation hours participation		5	5
Exam preparation		25	22
Others		0	1
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	A Guide to the Project Management Body of Knowledge, Project Management Institute, 2009		
<b>Additional literature</b>	<a href="http://ec.europa.eu/index_pl.htm">http://ec.europa.eu/index_pl.htm</a>		
<b>Subject's coordinator</b>	Justyna Osuch, Ph. D.		
Subject's coordinator email address	<a href="mailto:josuch@zpsb.szczecin.pl">josuch@zpsb.szczecin.pl</a>		

## INFORMATION TECHNOLOGY

Course's name: <b>INFORMATION TECHNOLOGY</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>I, II</b>		Education profile: <b>practical</b>	
Language: English			Course's category: General			Course's status: Obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>90</b>		90					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>		28					
<b>Course's goal</b>	Mastering basic knowledge and skills in utilization of IT tools in economical analysis and research.						
<b>Prerequisites</b>	Computer operation ability.						
<b>Learning goals (effects)</b>							Course's learning effects reference to the field of study effects
<b>Knowledge</b>	1. Knows and understands basics of business processes management with the utilization of business process modelling.						KE1_W05
	2. Knows ethical and legal fundamentals of business processes and protection of intellectual rights in terms of used IT technologies.						KE1_W09
	3. Knows basic IT tools used in economic research and for solving decision, strategic and operational problems.						KE1_W10
<b>Skills</b>	4. Can prepare reports, analysis and summaries supporting taking proper economic decisions.						KE1_U07
	5. Can work as a part of a team solving specific economic						



	problems, in a variety of roles.	KE1_U09	
<b>Social skills</b>	6. Gains ability of logical and analytical thinking, is capable of own research work.	KE1_K04	
	7. Presents creative approach, is able to take professional challenges connected with supporting economic processes with IT tools.	KE1_K06	
	8. Respects copyrights.	KE1_K07	
<b>Course's description</b> (curriculum content)		Number of contact hours	
		Full-time	Part-time
Fundamentals of computers construction and operation		4	1
Numerical systems used in IT		4	1
Fundamentals of communication networks		6	1
Netiquette		4	1
Utilization of office to ols		22	10
Searching information on the Web		4	1
Fundamentals of business web site creation		6	1
Fundamentals of business processes description		16	7
Introduction to conversion of business processes into algorithms		10	3
Fundamentals of data structures description		14	2
<b>Teaching methods</b>	Auditory exercises: group work, case study, discussion, task solving		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Preparing project or presentation 50%</li> <li>• Partial notes gathered during the semester 40%</li> <li>• Activity during exercises and discussions on classes 10%</li> </ul>		
<b>Verification methods of learning effects</b>			Nr of the course's learning effect
Written project and public presentation			1, 3, 4, 5, 6, 7, 8
Test			2
Individual tasks and exercises			3, 4, 8
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studiem	Part-time studies
Performing tasks during classes (including preparing final project during classes)		90	28
Preparing for final assessment (including preparing final project after classes)		10	72
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary</b>	S. Sagman – Microsoft Office 2003 for Windows, 2003		

<b>literature</b>	M. A. Miller – Internetworking
<b>Additional literature</b>	
<b>Course's coordinator</b>	Tomasz Klasa
Course's coordinator email address	<a href="mailto:tklasa@zpsb.szczecin.pl">tklasa@zpsb.szczecin.pl</a>

## LAW

Subject's name: <b>LAW</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>I</b>		Education profile: <b>practical</b>	
Language: English			Subject's category: Basic			Subject's status: Obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>60</b>	60						
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	14						
<b>Subject's goal</b>	<p>The goals of the course are:</p> <ul style="list-style-type: none"> <li>to acquaint the student with the basic concepts of law, its nature and application, the basic institutions and concepts of the basic branches of law: constitutional, administrative, criminal, civil, commercial and employment law, as well as the basic issues of litigation.</li> <li>to equip the student with the skill to search for the relevant sources of law and to interpret them.</li> <li>to equip the student with ability to identify and understand the legal context and legal provisions underlying situations of everyday life, also with respect to economic activity.</li> <li>to enable the student to combine his life experience and knowledge of economics with legal issues in everyday life.</li> </ul>						
<b>Prerequisites</b>	The student is required to have knowledge on the functioning of society in general.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of	

		study effects	
<b>Knowledge</b>	1. The student has basic knowledge of other social sciences (sociology, management, law) and their relations with economics.  2. The student has basic knowledge allowing him a conscious shaping of the institutional framework of a functioning economy.	KE1_W02	KE1_W07
<b>Skills</b>	3. The student is able to make observations and interpretations of economic, social and financial phenomena as well as to analyze their links to different fields of economic activity.  4. The student is able to avail himself of basic theoretical knowledge of economics and its fellow disciplines in order to analyze and to explain different economic issues.  5. The student is able, in a precise and coherent manner, to elaborate orally or in writing on topics concerning selected economic issues, taking advantage of different theoretical approaches used in economics and its fellow disciplines.	KE1_U01	KE1_U02  KE1_U05
<b>Social skills</b>	6. The student is aware of the level of his knowledge, self-assesses his competences, is able to supplement and to improve the acquired knowledge, is aware of the need of permanent professional and personal improvement.  7. The student acquires the ability to think logically and analytically, is able to conduct own research work completed in a reliable and objective manner, is critical of his own achievements.  8. The student complies to the rules of professional ethics, the protection of copyright, adequately identifies and resolves moral dilemmas attached to his profession, is aware of the necessity to act in a professional manner, is sensible to social, economic and financial problems.	KE1_K01	KE1_K04  KE1_K07
<b>Subject's description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
<b>Basic issues of law.</b> The concept of law. Divisions of law (public and private law, substantive and adjective law, domestic, international and supranational law). Systematics of law. Law and other normative systems. Legal norm and legal provision. Kinds of legal norms (provisions). Editorial units of legal texts.		4 Lecture	1 Lecture
<b>Sources of generally binding law.</b> The meaning of the notion "sources of law". The treatment of sources of law in the Polish Constitution of 1997. Generally binding law and administrative fiat. The Constitution as a source of law. Acts of Parliament as sources of law. Executive regulations as sources of law. Municipal by-laws as sources of law. International law as a source of law in Poland. International public and international private law. European Union law and its relation to domestic law. Sources of		6 Lecture	1 Lecture

European Union law. Preliminary rulings of the EU Court of Justice.		
<b>The binding force and the implementation of law.</b> The notions of „binding force” and „implementation” of law. Announcing of legal normative acts as the prerequisite of their binding effect. Journals of laws. Collision rules. Stages of law application. Legal presumptions. Statutory interpretation and its kinds (literary, purposive and systematic interpretation; confirming, restrictive and intensive interpretation; binding and non-binding interpretation; authentic, legal, operational and doctrinal interpretation). Loopholes in law. Inference rules.	6 Lecture	1 Lecture
<b>Constitutional law.</b> The Constitution – the subject matter and sources of constitutional law, the supreme force and the importance of the Constitution in relationships of everyday life. Judicial implementation of the Constitution. Constitutional human rights and liberties. The guiding principles of the Polish Constitution – the rule of law, unitary state, rule by the People (direct and indirect democracy), the social market economy, division of powers. State organs of power in the Republic of Poland. The political system of Poland. The President of Poland and his competences. Countersignature. The Council of Ministers, its composition, competences and activities. The legislature: the Parliament (the Sejm and the Senate). The legislative process. Administration of justice in Poland – the judicial system.	6 Lecture	1 Lecture
<b>Commercial law.</b> The subject matter and sources of commercial law. The meaning of the principle of the freedom of economic activity. The basic rules governing the commencement and the exercise of economic activity. Economic activities requiring a permit, “regulated” economic activities and concessions in Polish law. Competition law.	4 Lecture	1 Lecture
<b>Administrative and criminal law.</b> The notion and sources of administrative law. Substantive and adjective administrative law. Organs of administration. Legal forms of activities undertaken by public administration. The principles and the stages of administrative procedure. Procedure before administrative courts. The notion and sources of criminal law. The rules of criminal responsibility. Criminal procedure.	6 Lecture	1 Lecture
<b>General part of civil law.</b> The notion, sources and divisions of civil law. The subjective and objective scope of civil law application. Application of civil law in commercial and non-commercial relations. General principles of civil law. Legal entities. Legal capacity and capacity to perform acts in law. Legal objects: the notion and the different kinds of things (movable and immovable property), other legal objects. Acts in law. Defects of declarations of will. Representation (agency). Form of acts in law. Contract formation. Limitation of claims. Civil law and its relation to intellectual property law.	6 Lecture	1 Lecture
<b>Property law.</b> The notion and sources of property law. Divisions of property rights. Property. Perpetual usufruct. Limited property rights (mortgage, pledge on movable property, easement, etc.). Land registers. Possession and holding.	4 Lecture	1 Lecture
<b>Law of obligations.</b> The nature of obligation. Debt and claim. Civil liability. The principles of	6 Lecture	1 Lecture

performance of civil obligations. The sources of obligations: acts in law, unjustified enrichment, torts. Contracts. Examples of contracts commonly encountered in commercial and non-commercial relations: contract of sale, contract for performing a specified work, contract of lease, contract of commodate, contract of mandate, contract of agency. Torts: the principles and grounds for liability. Natural obligations.			
<b>Inheritance law.</b> The subject matter and sources of inheritance law. The notion of inheritance. Testamentary and statutory succession. Dispositions of the testator. Legitim. Acceptance and rejection of inheritance. Conformation of the acquisition of an estate. Division of the estate. Contracts concerning the inheritance.		4 Lecture	1 Lecture
<b>Employment law.</b> Parties to an employment agreement (employee and employer). Subject matter of an employment relationship. Kinds of employment relationships (based on nomination, appointment, election, employment agreement, co-operative employment agreement). Employment relationship based on an employment agreement: form, <i>essentiaia negotii</i> , kinds of employment agreements. Termination of an employment agreement. Employee rights in the case of an unsubstantiated or unlawful termination of an employment agreement by the employer.		4 Lecture	1 Lecture
<b>Civil procedure.</b> Litigation and voluntary jurisdiction. Commencement of proceedings. Court competence <i>ratione materiae</i> and <i>ratione loci</i> . Means of appeal, remedies at law. Alternative methods of dispute resolution. Compulsory execution.			
Examination		2	2
<b>Teaching methods</b>	Lecture including discussion with students including discussion based on exemplary multiple choice tests and case studies.		
<b>Methods and conditions of assessment</b>	Multiple choice test with a short essay and a case study.		
<b>Verification methods of learning effects</b>			Nr of the subject's learning effect
Multiple choice test.			1, 4, 8
Essay.			2, 4, 5, 6, 7, 8
Case study.			3, 7, 8
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studiem	Part-time studies
Lecture.		60	14
Preparation for classes.		15	20

Preparation for tests/case studies discussed in class.	15	15
Studying literature.	8	45
Examination.	2	2
TOTAL of the student's workload hours	100	100
<b>ECTS points</b>	<b>4</b>	<b>4</b>
<b>Primary literature</b>	<p>1. R. Cichórz: <i>Prawo. Skrypt dla studentów kierunków nieprawniczych</i>, ZPSB, Szczecin 2012.</p> <p>2. W. Siuda: <i>Elementy prawa dla ekonomistów</i>, wyd. 19, Poznań 2006.</p>	
<b>Additional literature</b>	<p>1. L. Florek/T. Zieliński: <i>Prawo pracy</i>, Warszawa 2005.</p> <p>2. L. Garlicki: <i>Polskie prawo konstytucyjne</i>, wyd. 11, Warszawa 2007.</p> <p>3. J. Ignatowicz: <i>Prawo rzeczowe</i>, Warszawa 2006.</p> <p>4. A. Kidyba: <i>Prawo handlowe</i>, Warszawa 2005.</p> <p>5. A. Marek: <i>Prwo karne. Zagadnienia teorii i praktyki</i>, wyd. 7, Warszawa 2006.</p> <p>6. J. Nowacki/Z. Tobor: <i>Wstęp do prawoznawstwa</i>, Warszawa – Kraków 2007.</p> <p>7. Z. Radwański: <i>Prawo cywilne – część ogólna</i>, wyd. 8, Warszawa 2005.</p> <p>8. T. Stawecki/P. Winczorek: <i>Wstęp do prawoznawstwa</i>, wyd. 4, Warszawa 2003.</p>	
<b>Subject's coordinator</b>	Robert Cichórz	
Subject's coordinator email address	<a href="mailto:rcichorz@zpsb.szczecin.pl">rcichorz@zpsb.szczecin.pl</a>	

## MANAGEMENT

Subject's name: <b>MANAGEMENT</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>I</b>		Education profile: <b>practical</b>	
Language: english			Subject's category: Basic			Subject's status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>120</b>	60	56				4	
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	8	16				4	
<b>Subject's goal</b>	<p>Upon completion of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> <li>• understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management;</li> <li>• be knowledgeable of historical development, theoretical aspects and practice application of managerial process;</li> <li>• be familiar with interactions between the environment, technology, human resources, and organizations in order to achieve high performance;</li> <li>• be aware of the ethical dilemmas faced by managers and the social responsibilities of businesses.</li> </ul>						
<b>Prerequisites</b>	Basic entrepreneurship knowledge						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	01 familiar with the terminology used in economics, finance and management, understands the sources and applications within the social sciences					KE1_W01	



	02 has basic knowledge of the other social sciences (sociology, management, law) and their relationship to the economy	KE1_W03
	03 knows and understands the basics of enterprises' operation, development, creation and process management within the enterprises	KE1_W05
<b>Skills</b>	04 able to use the basic theoretical shots in order to analyze, interpret and predict a variety of economic processes and phenomena thanks to using the standard methods and tools	KE1_U02
	05 has a basic research and prognostic skills to indicate the causes and effects taken by the investors and operators of economic decisions	KE1_U05
	06 has the ability to formulate the practical conclusions useful to policy makers, and to present their ideas and concerns based on the arguments that refers to the theories of the selected Polish and foreign economists	KE1_U09
	07 able to analyze their own activities on various areas of process management, including investing, and to identify possible areas for modifications in future operations; also able to verify the correctness of reports, analyzes and expert opinions provided by himself and others	KE1_U09
	08 able to work in a team to solve specific tasks in the economic field and perform various roles; while holding the organizational skills to allow for the goals' achievements of the designing and making professional activities	
	09 able to use a foreign language on communicative level, consistent with the requirements for B2 level of the European Framework of Reference for Languages, also is able to use the basic economic vocabulary in a foreign language	
<b>Social skills</b>	10 gains the skill of the logical and analytical thinking, is capable of the independent research, conducted in a fair and objective manner, is critical of the results of own work	KE1_K01
	11 Is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships	KE1_K05
<b>Subject's description (curriculum content)</b>		Number of contact hours
		Full-time      Part-time
1. Introduction		10
• the exceptional manager: What You Do, How You Do It		2

	<ul style="list-style-type: none"> <li>management theory: essential background for the successful manager</li> </ul>		
	2. The environment of management <ul style="list-style-type: none"> <li>the manager's changing work environment &amp; ethical responsibilities</li> <li>global management: managing across borders</li> </ul>	24	2
	3. Planning <ul style="list-style-type: none"> <li>planning: the foundation of successful management</li> <li>strategic management: how star managers realize a grand design</li> <li>individual and group decision making: how managers make things happen</li> </ul>	20	8
	4. Organizing <ul style="list-style-type: none"> <li>organizational culture, structure, &amp; design: building blocks of the organization</li> <li>human resource management: getting the right people for managerial success</li> <li>organizational change and innovation: lifelong challenges for the exceptional manager</li> </ul>	24	8
	5. Leading <ul style="list-style-type: none"> <li>managing individual differences and behavior</li> <li>motivating employees: achieving superior performance in the workplace</li> <li>groups and teams: from conflict to cooperation</li> <li>power, influence, leadership: from becoming a manager to becoming a leader</li> <li>interpersonal and organizational communication</li> </ul>	24	6
	6. Control <ul style="list-style-type: none"> <li>control: techniques for enhancing organizational effectiveness</li> </ul>	18	2
<b>Teaching methods</b>	Lectures and text will examine the framework and some of the many details of management Active participation of the student is expected.		
<b>Methods and conditions of assessment</b>	Written test, opened questions contains: Colloquium -2 (50%) Multimedia presentation (25%) Active participation in exercises, case studies (25%)		
<b>Verification methods of learning effects</b>			Nr of the subject's learning effect
Colloquium			01,02,03
Multimedia presentation			10,11,12
Excercises, case studiem, active participation			04,05,06,07, 08,09
Written test			04,05,06,07, 08,09
			Number of the student's

Student's workload		workload hours	
		Full-time studies	Part-time studiem
Class work		120	28
Preparing for class work		10	50
Preparing multimedia presentation		10	30
Literaccy review		10	42
TOTAL of the student's workload hours		150	150
<b>ECTS points</b>		<b>6</b>	<b>6</b>
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. K.M. BARTEL, D.C. MARTIN, <i>Management</i>, McGraw-Hill Company, 1997.</li> <li>2. Boddy, M., <i>Management : an introduction</i>, Prentice Hall, 2005.</li> <li>3. DAFT RICHARD L., <i>Management</i>, South Western, 2010.</li> <li>4. GRIFFIN RICKY W., <i>Management</i>, Houghton Mifflin Company, 2008</li> </ol>		
<b>Additional literature</b>	Magazines: Management		
<b>Subject's coordinator</b>	Karolina Mądry		
Subject's coordinator email address	<a href="mailto:kmadry@zpsb.szczecin.pl">kmadry@zpsb.szczecin.pl</a>		

## MARKETING

Subject's name: <b>MARKETING</b>						Subject's code:	
Field of study: <b>Economy</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester: <b>III</b>		Education profile: <b>practical</b>	
Language: English			Subject's category: <b>Main</b>			Subject's status: <b>Obligatory</b>	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>60</b>	20	36				4	
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	8	16				4	
<b>Subject's goal</b>	The course introduces students to the basic issues and principles of Marketing and particularly to the matters of planning and implementing marketing instruments into company strategy. Material covered includes the following subjects: Marketing basics, marketing environment, segmentation, marketing plan, marketing instruments – product, price, promotion and place.						
<b>Prerequisites</b>	Students must have a theoretical background of micro and macro economics. They are expected to actively trace the news on current international situation with the usage of the Internet and magazines.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>familiar with the terminology used in economics, finance and management, understands the sources and applications within the social sciences.</li> <li>knows and understands the basics of enterprises' operation, development, creation and process management within the</li> </ol>					KE1_W01  KE1_W05	

	enterprises.		
<b>Skills</b>	3. able to use the basic theoretical shots in order to analyze, interpret and predict a variety of economic processes and phenomena thanks to using the standard methods and tools	KE1_U03	
	4. able to make statements, reports, analysis and expertise to help making correct economic decisions, including investment	KE1_U07	
	5. able to work in a team to solve specific tasks in the economic field and perform various roles; while holding the organizational skills to allow for the goals' achievements of the designing and making professional activities	KE1_U09	
<b>Social skills</b>	6. is aware of the advantages and limitations of the used research methods, is critical to the known research methods and open to the use the new, unconventional ones, is able to search for alternative, optimal solutions of the analyzed problems, cares about the accuracy of the data collected and conducts the analysis reliably	KE1_K02 KE1_K04 KE1_K06	
	7. gains the skill of the logical and analytical thinking, is capable of the independent research, conducted in a fair and objective manner, is critical of the results of own work	KE1_K05	
	8. represents the entrepreneurial and creative attitude, is ready to take professional challenges in the areas of economic processes and phenomena		
	9. Is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships		
<b>Subject's description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
Introduction to marketing		6	4
Marketing environment		5	2
Customer behavior		6	2
Segmentation-targeting-positioning		6	2
Marketing research		5	2
Introduction to product planning Product Life Cycle		7	4
Introduction to price strategy		5	2
Introduction to place strategy		5	2
Introduction to promotion strategy		5	2

Promotion mix		5	2
Marketing planning		5	4
<b>Teaching methods</b>	Lectures, slides, readings, exercises and case studies		
<b>Methods and conditions of assessment</b>	Students are expected to participate actively in this class, by volunteering problems solutions, posing questions, and offering answers to the instructor's questions. The final exam consists of multiple choice test, short case studies and true/false questions. The exam will cover all the topics that were previously discussed in class. The overall final grade is party (30%) based on case study done by students (groups of max 2-3 persons). Remaining 70% of the overall grade is the aforementioned final test.		
<b>Verification methods of learning effects</b>			Nr of the subject's learning effect
Case study			1-9
Exam			1-9
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Readings		20	30
Exam preperation		35	45
Case studies		10	22
TOTAL of the student's workload hours		65	97
<b>ECTS points</b>		<b>5</b>	<b>5</b>
<b>Primary literature</b>	Ph. Kotler, G.Amstrong „Principle of Marketing”, Prentice Hall 2009		
<b>Additional literature</b>	BASIC MARKETING by Jr., William Perreault, Joseph Cannon and E. Jerome McCarthy (Oct 16, 2008) Lexis F. Higgins, Principles of Marketing, e-book, <a href="http://www.principlesofmarketing.com/">http://www.principlesofmarketing.com/</a>		
<b>Subject's coordinator</b>			
Subject's coordinator email address			

## MATHEMATICS

Course's name: <b>MATHEMATICS</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>I</b>		Education profile: <b>practical</b>	
Language: <b>English</b>			Subject's category: <b>Basic</b>			Subject's status: <b>obligatory</b>	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	15	15					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	14	14					
<b>Subject's goal</b>	The target of the subject is that the student possesses the knowledge in mathematics necessary for modeling of basic economical processes and solving the resulting mathematical equations or inequalities, respectively to process the operations.						
<b>Prerequisites</b>	mathematical knowledge of the range of secondary school						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	Basic mathematical definitions, theorems and algorithms needed in economics					KE1_W01 KE1_W06	
<b>Skills</b>	Ability to apply the mathematical knowledge to economical problems					KE1_U02 KE1_U03 KE1_U05	
<b>Social skills</b>	Knowledge of necessity of further studies, skill of logical and analytical thinking					KE1_K01 KE1_K04	
<b>Subject's description (curriculum content)</b>						Number of contact hours	
						Full-time	Part-time

Logarithms	4	2	
Sequences	4	2	
Geometric series	4	1	
Function, basic definitions	4	1	
Limit of a function	8	1	
Asymptots	8	1	
Derivative of a function	8	1	
Monotonicity and extrema of functions	12	1	
Partial derivatives	12	1	
Indefined integral	6	1	
Defined integral and its applications	10	1	
Matrices, basic operations	4	1	
Determinants	6		
Systems of linear equations	8		
Inversion of matrices	8		
Rank of a matrix, eigenvalues	8		
Tests	6		
<b>Teaching methods</b>	Lecture with examples and explanations; exercises: solving of computational and problematical exercises		
<b>Methods and conditions of assessment</b>	Homework, tests, activity during exercises, exam		
<b>Verification methods of learning effects</b>		Nr of the course's learning effect	
Homework		1, 3	
Tests		1	
Activity during exercises		2, 3	
Exam		1	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Lectures and exercises		120	28
Self-study		18	50
Homework		6	50
Preparation to tests		6	22
TOTAL of the student's workload hours		150	150
<b>ECTS points</b>		<b>6</b>	<b>6</b>
<b>Primary</b>	V. Vinogradov, <i>A Cook-book of mathematics</i> , Center for Economic Research and		



<b>literature</b>	Graduate Education and Economics Institute of the Czech Academy of Sciences, Prague 1999
<b>Additional literature</b>	K. Sydsaeter, A. Strom, P. Berck, <i>Economists' mathematical manual</i> , Springer, Berkeley 2005
<b>Subject's coordinator</b>	Dr Ilona Iglewska-Nowak
Subject's coordinator email address	<a href="mailto:ijglewska@zpsb.szczecin.pl">ijglewska@zpsb.szczecin.pl</a>

## MICROECONIMICS

Course's name: <b>MICROECONOMICS</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester: <b>III/IV</b>		Education profile: <b>practical</b>	
Language: English			Course's category: basic			Course's status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>150</b>	60	60				30	
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>56</b>	24	24				8	
<b>Course's goal</b>	<ol style="list-style-type: none"> <li>1. Acquaint students with the basics microeconomic concepts such as market mechanism, elasticity, cost analysis etc.</li> <li>2. Reveal how those concepts can be used in everyday practice.</li> <li>3. Encourage students to use this knowledge in analyzing economic activity.</li> </ol>						
<b>Prerequisites</b>	Student should know basics of macroeconomics.						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>1. Student is familiar with the terminology used in elementary economics, understands the sources and applications within the social sciences.</li> <li>2. Student knows the ideas and views of the main representatives of selected historical economics' schools of thought and it's critical reappraisal</li> <li>3. Student knows and understands the prerequisites of firm's development, knows processes occurring within</li> </ol>					KE1_W01 KE1_W04  KE1_W05	

	enterprises.		
<b>Skills</b>	<p>4. Student is able to use the basic theoretical knowledge of economics and related disciplines to analyze and interpret a variety of microeconomic problems.</p> <p>5. Student can accurately and consistently reveal its attitudes in speech as well writing towards selected topics concerning microeconomic issues, using different theoretical approaches from both the achievements of economics and related disciplines.</p> <p>6. Student possess the ability to use economic vocabulary in a foreign language.</p>	<p>KE1_U01</p> <p>KE1_U02</p> <p>KE1_U05</p>	
<b>Social skills</b>	<p>7. Student is aware of the level of possessed knowledge, asses own self-competence, acquired knowledge and skills , can understand the need for continuous training of professional and personal development.</p> <p>8. Student can operate and interact in a group, is open to cooperation and build relationships.</p>	<p>KE1_K03</p> <p>KE1_K06</p>	
<b>Course's description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
Lectures:		60	24
<p>The economic problem</p> <ul style="list-style-type: none"> <li>• the idea Homo Oeconomicus and homo RS</li> <li>• aims of economic behaviors</li> <li>• the rationality of the decision</li> <li>• scarcity, the economic choice and opportunity costs</li> <li>• Production Possibilities Frontier</li> </ul>		4	2
<p>The market in action</p> <ul style="list-style-type: none"> <li>• market - concept, kinds, role,</li> <li>• demand,</li> <li>• supply,</li> <li>• market equilibrium,</li> <li>• the influence of tools of the economic policy on the state of market (the minimum price, the maximum price)</li> </ul>		8	4
<p>The elasticity of demand and the supply</p> <ul style="list-style-type: none"> <li>• price elasticity</li> <li>• income elasticity</li> <li>• cross elasticity</li> <li>• elasticity of demand price and decision</li> <li>• elasticity of supply</li> </ul>		10	5
Consumer choice		8	4

<ul style="list-style-type: none"> <li>• the notion of the equilibrium of the consumer</li> <li>• the utilitarian theory of the choice</li> <li>• indifference curve</li> <li>• budget line</li> <li>•</li> </ul>		
<p>Output and costs</p> <ul style="list-style-type: none"> <li>• organizing production</li> <li>• the production function</li> <li>• determinants the function of costs</li> <li>• analysis of costs in the short run</li> <li>• cost analysis in the long run</li> <li>• calculating BEP</li> <li>• marginal criteria for production optimization</li> </ul>	10	2
<p>Competitive structures of the market</p> <ul style="list-style-type: none"> <li>• measurement of market power</li> <li>• four models of the competition</li> <li>• price taking</li> <li>• price giving</li> </ul>	4	2
<p>The perfect competition</p> <ul style="list-style-type: none"> <li>• characteristic of the model</li> <li>• short run decisions of the perfect competitor</li> <li>• long-run effects of the perfect competition</li> <li>• the long run supply curve in polipoly</li> <li>• the theory of contestable markets</li> </ul>		
<p>The Monopoly</p> <ul style="list-style-type: none"> <li>• the sources of the monopolistic power</li> <li>• the optimization of output in monopoly</li> <li>• the comparative model: perfect competition and the monopoly</li> <li>• the ineffectiveness of monopoly</li> <li>• economic and social costs of monopoly</li> <li>• the pure monopoly and the natural monopoly</li> <li>• discriminating monopoly</li> </ul>	8	3
<p>The imperfect competition</p> <ul style="list-style-type: none"> <li>• the monopolistic competition</li> <li>• the equilibrium short and long – run in the monopolistic competition</li> <li>• the oligopoly</li> <li>• the equilibrium of oligopoly</li> <li>• oligopolistic collusions</li> </ul>	8	2

<ul style="list-style-type: none"> <li>the game theory in the oligopoly analysis</li> </ul>			
Exercises:		60	14
Understanding economic problem – discussions.		8	2
Analysis of market mechanism in action – case studies, exercises.		10	5
Calculating and interpreting elasticity's of demand and supply. Applying elasticity to firm's practice.		10	3
Analyzing consumer behavior – case studies, exercises, discussions.		10	2
Determining and calculating firms' costs – case studies, exercises.		12	1
Analyzing economic activity within different market structures – case studies, exercises, discussions.		10	1
E – learning		30	8
Alternative theories of the firm <ul style="list-style-type: none"> <li>cost based theories average</li> <li>theories of marginal prices</li> <li>managerial and behavioral theories of the firm</li> <li>modern approach to the firm theory</li> </ul>		15	4
Markets of production factors <ul style="list-style-type: none"> <li>the competitive labour market</li> <li>the classical theory of unemployment</li> <li>the disturbance in the competition on the labour market</li> <li>the market of loan (the financial capital) funds</li> <li>the percentage as the price of capital</li> <li>the influence of the risk and the inflation on the interest rate</li> <li>discounting of the value of the capital</li> </ul>		15	4
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>lecture with multimedia presentation</li> <li>individual and group work / case study / discussion / problem solving</li> <li>on – line discussion</li> </ul>		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>pass from two written tests after semester I</li> <li>pass from two written tests after semester II</li> <li>written examination after semester II</li> </ul>		
<b>Verification methods of learning effects</b>			Nr of the course's learning effect
written pass			1,2,3,4,5,6,7

written examination		1,2,3,4,5,6, 7	
group presentations		8	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studiem	Part-time studies
Classes		150	56
Preparing for classes		50	100
Preparing presentations / exercises / case studies.		30	60
Studying literature, tracking news and economic statistics		20	40
Participation in the consultation (including on-line)		20	20
Preparing for the written tests and exam		30	24
TOTAL of the student's workload hours		300	300
<b>ECTS points</b>		<b>12</b>	<b>12</b>
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. M.Parkin, Microeconomics, Pearson Education Limited, Boston, 2012</li> <li>2. D.Begg, S.Fisher, R.Dorbush, <i>Economics</i> 8<sup>th</sup> edition, McGrawHill Book Company, London, 2005.</li> </ol>		
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>3. D. N. Hyman, Microeconomics, Irwin, Boston, 1992.</li> <li>4. A. Denzau, Microeconomics : problems applications for use with : microeconomic analysis : markets and dynamics, Irwin, 1992.</li> <li>5. R.H. Frank Microeconomics and behavior, McGraw-Hill, New York ,St. Louis, 1991.</li> </ol>		
<b>Course's coordinator</b>	Anna Lachowska		
Course's coordinator email address	<a href="mailto:alachowska@zpsb.szczecin.pl">alachowska@zpsb.szczecin.pl</a>		

## NEGOTIATIONS

Course's name: <b>NEGOTIATIONS</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>	Academic year: <b>III</b>			Academic semester: <b>V</b>		Education profile: <b>practical</b>	
Language: <b>English</b>			Course's category: <b>basic</b>		Course's status: <b>obligatory</b>		
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	15	15					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>		14					
<b>Course's goal</b>	<p>9. The aim of the course is to acquaint students with different approaches toward negotiations</p> <p>10. Strengthen ability to negotiation in business context.</p>						
<b>Prerequisites</b>	Student should have accomplished basic business course.						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>1. Student is familiar with the basic terminology used in negotiations.</li> <li>2. Student has basic knowledge and background of negotiations.</li> <li>3. Student knows and understands the basics of negotiations within the business context</li> </ol>					KE1_W09	
<b>Skills</b>	<ol style="list-style-type: none"> <li>4. Student is able to make observations and interpretation of negotiation and analyze its relationship with the various lines of business.</li> <li>5. student is able to use the basic theoretical shots in order to analyze, interpret and predict a variety of negotiation processes and phenomena thanks to</li> </ol>					KE1_U02  KE1_U05	

	using the standard methods and tools especially in win-win situations.		
<b>Social skills</b>	<p>6. Student is aware of the level of own knowledge, makes an own self-evaluation, is able to complement and improve acquired knowledge and skills, understands the need for continuous training of professional and personal development.</p> <p>7. Student is able to work in a team to solve specific tasks connected with negotiations and perform various roles using efficiently newly acquired negotiation skills being supported by the team.</p>	<p>KE1_K05</p> <p>KE1_K06</p>	
<b>Course's description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
Classes		30	14
The nature and theories of negotiation.		2	2
Negotiation myths.		1	2
Relationships and communication in negotiation.		2	1
Strategy and planning preparations in negotiations		3	1
Negotiation tactics and dirty tricks.		3	1
Strategy and tactics of distributive bargaining versus integrative negotiation.		5	1
Perception, cognition, and emotion in negotiation		2	1
Influence and ethics in negotiation.		1	1
Finding and using negotiation power.		2	1
Managing negotiation difficulties.		4	2
Best practices in negotiations		5	1
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>• Lectures with multimedia presentations.</li> <li>• Individual and group works / case studies / discussions / problem solving activities.</li> <li>• Workshops, exercises and roles playing.</li> </ul>		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Pass from written test at the end of semester.</li> <li>• Evaluations of presentations and projects.</li> <li>• Evaluated participations workshops, exercises and roles playing</li> </ul>		
<b>Verification methods of learning effects</b>			Nr of the course's learning effect
Written pass.			1,2 and3
Individual presentations and projects.			1,2 and3
Group presentations and projects.			1,2,3,4 and 5
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		30	14



Preparing for classes	25	46
Preparing presentations and project	30	20
Studying literature of the subject	15	20
TOTAL of the student's workload hours	100	100
<b>ECTS points</b>	<b>4</b>	<b>4</b>
<b>Primary literature</b>	6. Roger Fisher and Scot Brown, <i>Getting Together: Building Relationships As We Negotiate</i> , Penguin Books 1989. 7. Roy J. Lewicki, David M. Saunders, Bruce Barry, John W. Minton, <i>Essentials of Negotiation</i> , (3 <sup>rd</sup> ed.), McGraw-Hill 2003.	
<b>Additional literature</b>	8. Woolf, Bob. <i>Friendly persuasion: my life as a negotiator</i> , New York, Putnam, 1990.	
<b>Course's coordinator</b>	doc. dr Leszek Bursiak	
Course's coordinator email address	<a href="mailto:lbursiak@zpsb.szczecin.pl">lbursiak@zpsb.szczecin.pl</a>	

## ORGANIZATIONAL BEHAVIOUR

Course's name: <b>ORGANIZATIONAL BEHAVIOUR</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>III</b>		Academic semester: <b>VI</b>		Education profile: <b>practical</b>	
Language: English			Course's category: basic			Course's status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>		26				4	
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>		10				4	
<b>Course's goal</b>	<p>11. The aim of the course is to acquaint students with different approaches toward organizational behaviour</p> <p>12. Strengthen ability of using economic tools, needed to understand organizational behaviour.</p>						
<b>Prerequisites</b>	Student should have accomplished basic business course.						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	<ol style="list-style-type: none"> <li>1. Student is familiar with the developed terminology used in organizational behaviour, understands its sources and applications within the social sciences.</li> <li>2. Student has basic knowledge and background of organizational behaviour.</li> <li>3. Student knows and understands the basics of enterprises' operation, development, creation and process management within the enterprises</li> </ol>					KE1_W02 KE1_W05	

<b>Skills</b>	<p>4. student is able to make observations and interpretation of organizational behaviour and analyze its relationship with the various lines of business.</p> <p>5. Student is able to use the basic theoretical shots in order to analyze, interpret and predict a variety of organizational processes and phenomena thanks to using the standard methods and tools</p>	KE1_U04 KE1_U03
<b>Social skills</b>	6. Student is aware of the level of own knowledge, makes an own self-evaluation, is able to complement and improve acquired knowledge and skills, understands the need for continuous training of professional and personal development.	KE1_K01 KE1_K03
<b>Course's description (curriculum content)</b>		Number of contact hours
		Full-time      Part-time
Classes		30      14
Introduction to the Field of Organizational Behaviour.		8      4
Individuals in Organizations.		7      4
Groups in Organizations		7      2
The Organization System		8      4
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>• Lectures with multimedia presentations.</li> <li>• Individual and group works / case studies / discussions / problem solving activities.</li> </ul>	
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Pass from written test at the end of semester.</li> <li>• Evaluations of presentations and projects.</li> </ul>	
<b>Verification methods of learning effects</b>		Nr of the course's learning effect
Written pass.		1,2 and3
Individual presentations and projects.		1,2 and3
Group presentations and projects.		1,2,3 and 4
<b>Student's workload</b>		Number of the student's workload hours
		Full-time studies      Part-time studies
Classes		30      14
Preparing for classes		15      20
Preparing presentations and project		15      25
Studying literature of the subject		20      31
E-learning		20      10
TOTAL of the student's workload hours		100      100
<b>ECTS points</b>		<b>4      4</b>
<b>Primary</b>	9. S. L. McShane and M. N. Von Glinow, <i>Organizational Behavior: Emerging</i>	

<b>literature</b>	<p><i>Realities for the Workplace Revolution</i>, (2<sup>nd</sup> ed.), McGraw-Hill Higher Education, Boston 2003.</p> <p>10. A. Huczynski and D. A. Buchanan, <i>Organizational behaviour, An introductory text</i>, (6<sup>th</sup> ed.), Prentice Hall, Harlow 2007.</p>
<b>Additional literature</b>	<p>11. R. Kreitner, A. Kinicki and M. Buelens, <i>Organizational Behaviour</i>, (2<sup>nd</sup> ed.), McGraw-Hill Education, London 2002.</p>
<b>Course's coordinator</b>	doc. dr Leszek Bursiak
Course's coordinator email address	<a href="mailto:lbursiaka@zpsb.szczecin.pl">lbursiaka@zpsb.szczecin.pl</a>

## PRINCIPLES OF MACROECONOMICS

Course's name: <b>PRINCIPLES OF MACROECONOMICS</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>I/II</b>		Education profile: <b>practical</b>	
Language: English			Course's category: basic			Course's status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>150</b>	60	60				30	
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>56</b>	24	24				8	
<b>Course's goal</b>	The aim of the course is to acquaint students with the basic macroeconomic concepts. Developing skills to use economic tools, needed to understand the functioning of the national economy.						
<b>Prerequisites</b>	Student should know the basics of mathematics.						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	1.Student is familiar with the terminology used in elementary economics, understands the sources and applications within the social sciences. 2.Student knows the ideas and views of the main representatives of selected historical economics' schools of thought and it's critical reappraisal 3.Student knows the most important contemporary economic trends, it's basic theorems and methods of analysis of actual economic phenomena through it's prism.					KE1_W01 KE1_W03	

<b>Skills</b>	4.Student is able to use the basic theoretical knowledge of economics and related disciplines to analyze and interpret a variety of macroeconomic problems.	KE1_U01
	5.Student can accurately and consistently reveal its attitudes in speech as well writing towards selected topics concerning macroeconomic issues, using different theoretical approaches from both the achievements of economics and related disciplines.	KE1_U02
	6.Student has the ability to formulate practical conclusions useful to policy makers, and present own ideas and concerns based on some theories and views of known Polish and foreign economists	KE1_U05
<b>Social skills</b>	7.Student is aware of the complexity of the processes taking place in today's global economy, is able to make socio-economic phenomena's assessment (also in historical perspective), can formulate own conclusions about them, is able to present their views and arguments of adopted defense.	KE1_K01
	8.Student can operate and interact in a group, is open to cooperation and build relationships.	KE1_K05
<b>Course's description (curriculum content)</b>		Number of contact hours
		Full-time      Part-time
Lectures:		60      24
<ul style="list-style-type: none"> <li>Introduction to Macroeconomics</li> </ul> Basic concepts. Macroeconomics and microeconomics. Production possibilities curve. The opportunity cost. Circular flow. Macroeconomic policy.		8      2
<ul style="list-style-type: none"> <li>National Account</li> </ul> Gross domestic product (GDP) - the essence, the methods of measurement, determinants. GDP and gross national product (GNP), national income, the relationship between personal income and national income. Real gross domestic product. The use of GDP to measure wealth of society.		10      6
<ul style="list-style-type: none"> <li>Unemployment</li> </ul> Definition. Types. Demand and supply of labor. The natural rate of unemployment. Individual and social cost of unemployment. Ways to decrease unemployment.		10      6
<ul style="list-style-type: none"> <li>Inflation</li> </ul> Definition. Types. Cause. Countermeasures. Inflation and unemployment Phillips curve.		8      4
<ul style="list-style-type: none"> <li>Economic Growth</li> </ul> Potential GDP. The measurement of economic growth. Growth factors: productivity, savings and investment in capital, fixed capital, human capital and new technologies. Growth policy.		8      4
<ul style="list-style-type: none"> <li>Business Cycle</li> </ul> Characteristics. The history of business cycles. Global supply and demand and its fluctuations. Theories of the business cycle. Contemporary business cycles.		8      4
<ul style="list-style-type: none"> <li>Fiscal and Monetary Policy</li> </ul> State and the global demand. Types of fiscal policy. State budget. Taxes. Laffer Curve. Public debt and deficit. The objectives of monetary policy. Tools of monetary policy. The effects of monetary policy (changes in		8

exchange rates, availability of credit, changes in global demand and price levels, etc.).			
Exercises		60	24
<ul style="list-style-type: none"> <li>Plot the production possibilities curve of a hypothetical economy. Determining the opportunity cost of production of the country's economy.</li> </ul>		8	2
<ul style="list-style-type: none"> <li>The calculation of a national accounts of hypothetical economy-exercise.</li> </ul>		10	4
<ul style="list-style-type: none"> <li>Analysis of selected economies on the basis of their national accounts using Internet sources such as the Central Statistical Office, Eurostat</li> </ul>		10	4
<ul style="list-style-type: none"> <li>An analysis of Polish unemployment in the period 1989 - 2012, in the context of economic policy, determining cause and effect.</li> </ul>		8	2
<ul style="list-style-type: none"> <li>Assessing the Polish tightening monetary policy after 1990 (the analysis of interest rates and inflation)</li> </ul>		8	2
<ul style="list-style-type: none"> <li>Analysis of the situation of the Polish economy in comparison with other EU countries during the global economic crisis, which began in 2007. Determining the factors that influenced the maintenance of a positive growth rate of the Polish economy during this period.</li> </ul>		4	4
<ul style="list-style-type: none"> <li>Analysis of the factors that influenced the onset and development of the global economic crisis in 2007. Comparison of the crisis-factors of the 2007 and 1929 (Great Depression).</li> </ul>		4	2
<ul style="list-style-type: none"> <li>Analysis of fiscal burden and government budget inflows of selected countries, an attempt to verify the Laffer curve.</li> </ul>		8	4
E – learning		30	8
International trade (benefits, structure, balance of payments, exchange rate)		15	4
Foreign Trade Policy (contemporary international trade, protectionism, restrictions)		15	4
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>lecture with multimedia presentation</li> <li>individual and group work / case study / discussion / problem solving</li> <li>on – line discussion</li> </ul>		
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>pass from two written tests after semester I</li> <li>pass from two written tests after semester II</li> <li>written examination after semester II</li> </ul>		
<b>Verification methods of learning effects</b>			Nr of the course's learning effect
written pass			1,2,3,4,5,6,7

written examination		1,2,3,4,5,6, 7	
group presentations		8	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studiem	Part-time studies
Classes		150	56
Preparing for classes		50	70
Preparing presentations / exercises / case studies.		30	44
Studying literature, tracking news and economic statistics		20	50
Participation in the consultation (including on-line)		20	30
Preparing for the written tests and exam		30	50
TOTAL of the student's workload hours		300	300
<b>ECTS points</b>		<b>12</b>	<b>12</b>
<b>Primary literature</b>	12. M.Parkin, <i>Macroeconomics</i> , Pearson Education Limited, Boston, 2012 13. R.Bade,M.Parkin, <i>Essential Foundations of Economics</i> , Pearson Addison Wesley, Boston, 2007 14. D.Begg, S.Fisher, R.Dorbush, <i>Economics</i> 8 <sup>th</sup> edition, McGrawHill Book Company, London, 2005. 15. O.Blanchard, <i>Macroeconomcis</i> 3 <sup>rd</sup> edition, Prentice Hall,2003.		
<b>Additional literature</b>	16. R. J. Barro, <i>Macroeconomics</i> , Wiley, New York, 1993. 17. B. Felderer, S. Homburg, <i>Macroeconomics and new macroeconomics</i> , Springer-Verlag , Berlin, 1992 18. S. L. Brue, <i>Mcroeconomics : principles, problems and Policie</i> , McGraw-Hill , New York, 1990.		
<b>Course's coordinator</b>	Anna Lachowska		
Course's coordinator email address	<a href="mailto:alachowska@zpsb.szczecin.pl">alachowska@zpsb.szczecin.pl</a>		



## PUBLIC FINANCE AND FINANCIAL MARKETS

Course's name: <b>PUBLIC FINANCE AND FINANCIAL MARKETS</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester: <b>IV</b>		Education profile: <b>practical</b>	
Language: English			Course's category: Basic			Course's status: Obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>90</b>	45	45					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	14	14					
<b>Course's goal</b>	<b>The goal of the course is to</b> familiarize the students with the financial mechanisms, institutions and categories of the public finance in developed economy. It also presents the structure and construction of the financial market and the discussion over the motives of engaging into transactions on monetary, capital and currency market.						
<b>Prerequisites</b>	Formal: basic courses on finance, macroeconomics and economic law. A student knows the structures and regulations within the economy and recognizes the general reasons of economic phenomena.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	01- a student defines and characterizes the notions on public finance; 02- a student explains criteria of financial submarkets' divisions ; 03- a student reaches basic conclusions on available					KE1_W01  KE1_W08	

	information on public finance and financial markets		
<b>Skills</b>	04- a student recognizes the motives of public finance decisions and evaluates their outcomes; 05- a student classifies the financial instruments of public finance and financial market; 06- a student verifies and evaluates information on financial submarkets;	KE1_U01  KE1_U03	
<b>Social skills</b>	07- a student can organize the individual research 08- a student presents critical approach in her/his opinions 09- a student develops her/his knowledge	KE1_K03  KE1_K01	
<b>Course's description (curriculum content)</b>		Number of contact hours	
		Full-time	Part-time
Lectures			
1. Finance as the area of studies			
1.1. The essence of finance		2	0,5
1.2. Kinds of financial floks		3	1
1.3. Financial system: elements and functions		2	0,5
1. Public finance theory			
• Development of public finance ideas		2	0,5
• Contemporary public finance scope		3	1
2.3. Public finance functions		3	1
2. Instruments of public finance			
• Taxation		3	1
• Budget		2	0,5
• Other instruments		3	1
3. Traditional financial market segments			
• Money market		3	1
• Capital market		3	1
• Selected instruments		3	1
4. Modern markets			
• Currency and derivatives' markets		2	0,5
• Currency risk		3	1
• Derivatives' market		3	0,5
• Derivatives		3	1
<i>Exam</i>		2	1
Exercises			
1. Money value in time		8	3
2. Credit and lease		6	2
3. Discounting		4	1

4. Instruments of public finance		5	2
5. Instruments of money market		5	1
6. Instruments of capital market		5	2
7. Evaluation of derivatives		5	1
8. Transactions on currency market		3	1
<i>Test</i>		4	1
<b>Total</b>		<b>90</b>	<b>28</b>
<b>Teaching methods</b>	Exercises: group works, calculations, text analysis with discussion Lectures, which include: presentations, case studies and documents		
<b>Methods and conditions of assessment</b>	Exercises: The final mark consists of: - The mark of a test (in writing) 80% - The student's involvement during classes 20% Lectures: a test in writing consisting of 30 questions. The positive mark is awarded form minimum 70% positive answers (21 questions).		
<b>Verification methods of learning effects</b>			Nr of the subject's learning effect
writing exam			01,02,04,0 5,07,09
writing exercises' test			02,03,05,0 6,07,09
student's involvement			06,08,09
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studiem	Part-time studies
Classes		90	28
Preparation for classes		10	35
Preparation of a case study/a presentation/a raport		5	15
Literature's studies		10	25
Consultations (incl. on-line)		2	3
Preparation for an exam		8	19
Other		0	0
TOTAL of the student's workload hours		125	125
<b>ECTS points</b>		<b>5</b>	<b>5</b>
<b>Primary literature</b>	Auerbach, M. Feldstein: Handbook of Public Economics, North-Holland, vol. 1-4, 1985-2002;  Marc Levinson: Guide To Financial Markets, 2009		

	Frederic S. Mishkin, Stanley Eakins: Financial Markets and Institutions, 2008
<b>Additional literature</b>	S. Baliey: Public Sector Economics, Palgrave, 2002 Peter Howells, Keith Bain: Financial Markets and Institutions, 2007 Roy E. Bailey: The Economics of Financial Markets, 2005
<b>Subject's coordinator</b>	
Subject's coordinator email address	

## SOCIAL POLICY

Course's name: <b>SOCIAL POLICY</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester: <b>III</b>		Education profile: <b>practical</b>	
Language: English			Course's category: Basic			Course's status: Obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>45</b>	45						
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	14						
<b>Course's goal</b>	The goal of the course is to familiarize with the knowledge on social policy and social insurance. The course presents theoretical as well as practical aspects of social welfare systems and it lists the relations between the goals of social welfare and public finance.						
<b>Prerequisites</b>	Formal: sociology, macroeconomics, economic policy. A student should know the structures and regulations within the economy and recognizes general sociological phenomena.						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	01. a student defines and characterizes the notions on social policy and their relationship to the economy; 02. a student identifies elements of an institutional frameworks of social policy system 03. a student reaches basic conclusions on available information on social policy and different areas of					KE1_W01  KE1_W02  KE1_W07	

	economy		
<b>Skills</b>	04. a student recognizes the motives of social policy actors' decisions and evaluates their outcomes; 05. a student classifies the instruments and actors of social policy, including international approach; 06. a student verifies and evaluates information on social policy on different performance level;	KE1_U01 KE1_U02 KE1_U09	
<b>Social skills</b>	07-a student can organize the individual research 08- a student presents critical approach in her/his opinions 09- a student develops her/his knowledge	KE1_K03 KE1_K05	
<b>Course's description</b> (curriculum content)		Number of contact hours	
		Full-time	Part-time
1. Social policy: a. definitions, scope, b. areas of responsibility, c. sources of legislation, d. supervisory bodies		6	1,5
2. Theoretical principles and concepts: a. models, b. historical development, c. social policy vs public finances d. contemporary perspectives, discussion over "welfare state", solidarity and justice		8	3,5
3. Values and evaluation in social policy		2	1
4. Instruments of social policy		6	1
5. Selected areas of social policy a. Poverty, Social benefits and welfare b. Family policy c. Old-age pensions d. Disability pensions e. Health care system		12	2
6. Local social policy, community vs central government, problems of decentralization		3	1
7. Different aspects of social exclusion and inclusion		2	1
8. European social model and social policies in selected countries		2	1
9. Third sector impact on social policy development		2	1
10. Exam		2	1
<b>Total</b>		<b>45</b>	<b>14</b>
<b>Teaching methods</b>	Lectures, which include: presentations, case studies and documents, text analysis with discussion		
<b>Methods and conditions of assessment</b>	The final mark consists of: - The mark of a test (in writing) 80% - The student's involvement during classes 20%. A test consisting of 30 questions. The positive mark is awarded form minimum 70% positive answers (21 questions).		

<b>Verification methods of learning effects</b>		Nr of the subject's learning effect	
writing exam		01,02,03,04,05,07,09	
student's involvement		06,08,09	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studiem	Part-time studies
Classes		45	14
Preparation for classes		15	25
Preparation of a case study/a presentation/a raport		5	10
Literature's studies		20	29
Consultations (incl. on-line)		4	2
Preparation for an exam		13	20
Other		0	0
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	Social Policy: An Introduction By Ken Blakemore And Edwin Griggs, 2007 Understanding Social Policy By Michael Hill And Zoë M. Irving, 2009 Introducing Social Policy By Mr Cliff Alcock, Dr Guy Daly, And Dr Edwin Griggs, 2008		
<b>Additional literature</b>	Getzen T.E: .Health Economics And Financing 4th Edition, Wiley, 2010, Gustavsson S. Oxelheim L. Pehrson L.: How Unified Is The European Union?: European Integration Between, Springer, 2009 EL-AGRAA ALI M.: The European Union : economics and policies, Prentice Hall, 2004		
<b>Subject's coordinator</b>			
Subject's coordinator email address			

## SOCIOLOGY

Subject's name: <b>SOCIOLOGY</b>						Subject's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the subject (Department): <b>Department of Economics and Informatics</b>							
Study level: <b>I</b>		Academic year: <b>I</b>		Academic semester: <b>I</b>		Education profile: <b>practical</b>	
Language: english			Subject's category: general/Basic			Subject's status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>	30						
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>	14						
<b>Subject's goal</b>	<ul style="list-style-type: none"> <li>• Presentation of basic and current sociological knowledge and different scientific approaches to social issues</li> <li>• Showing practical relationship between social and economic life</li> <li>• Development of skills in the correct interpretation of social phenomena and the perception of their complexity</li> </ul>						
<b>Prerequisites</b>	Student should know the basic concepts of social and political life						
<b>Learning goals (effects)</b>						Subject's learning effects reference to the field of study effects	
<b>Knowledge</b>	1.Student has a basic knowledge of sociology, knows the course of basic isocial processes and their relationship to the economy 2.Student is familiar with the terminology used in the social sciences 3.Student knows the most important contemporary sociology trends connected with economic processes					KE1_W02 KE1_W02 KE1_W04 KE1_W08	



<b>Skills</b>	4.Student is able to make observations and interpretation of social phenomena and analyze relationship with the various lines of business	KE1_U01 KE1_U02 KE1_U09
<b>Social skills</b>	5.Student is aware of the complexity of the today's global social and economic processes, is capable of the self-assessment of the socio-economic phenomena (also in historical perspective), of the formulation of own conclusions about them, of discussion, of the presentation of own views and argumentation defense 6.Is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships	KE1_K01  KE1_K03  KE1_K05
<b>Subject's description</b> (curriculum content)		Number of contact hours
		Full-time      Part-time
<b>Lectures</b>		<b>30</b> <b>14</b>
	Sociology as a science. Basic theoretical perspectives in sociology.	3      1
	Cultur and cultural diversity. Elements of culture, social values and norms, types ok culture.	4      2
	Proces of socialization. Agendas of socialization. Stages of socialization in modern societies.	2      2
	Social Stratification and Social Mobility. Class theories in sociology – different aproaches, ways of social mobility	4      1
	Dimensions of social stratification and social inequality	2      1
	Social change and modernization, different aproaches, process of globalization in sociological perspective	4      2
	Mass media and production of culture, global advertising, mass society	4      2
	The Future and Limitations of Bureaucracy	2      1
	Types of Groups and Organizations, the group dynamics	3      1
	Sources of Prejudice and Discrimination	2      1
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>• Lecture and multimedia presentation</li> <li>• Exercises with the use of teamwork, discussion, problem solving</li> </ul>	
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Exam</li> <li>• Colloquium</li> </ul> Forms: Written exam - multiple choice questions (100%) Pass classes through: execution of the presentation (40%), practical work done in the group (40%), active participation in class (discussion, problem solving)	
		No of the

<b>Verification methods of learning effects</b>		subject's learning effect	
Written exam		1,2,3,4,5	
Execution of the presentation		1,2,3,4,5	
Practical team work (problem solving)		1,2,3,4,5,6	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		30	14
Preparation for classes		15	26
Literature studys		15	20
Participation in consultation		10	10
Preparation for exam		10	10
Preparation for presentation and teamwork		10	5
Others		10	15
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	R. Schafer, Sociology, New York 2011 S. Keller (red.), Sociology, Alfred Knopf New York 1999 J. Henslin, Essentials of Sociology, A Down-to-Earth Approach, Pearson 2010		
<b>Additional literature</b>	A. So, Social Change and Development: Modernization, Dependency and World-System Theories, Sage Library of Social Reaserch 178 /1990 M.Steger, Globalization: A Very Short Introduction, Oxford 2010 T. Mindham (red.), The New Social Learning: A Guide to Transforming Organizations Through Social Media, The American Society of Trainin and Development 2010.		
<b>Subject's coordinator</b>	Sylwia Ewelina Świergiel		
Subject's coordinator email address	<a href="mailto:eswiergiel@zpsb.szczecin.pl">eswiergiel@zpsb.szczecin.pl</a>		

## DESCRIPTIVE STATISTICS

Course's name: <b>DESCRIPTIVE STATISTICS</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course(Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester: <b>III</b>		Education profile: <b>practical</b>	
Language: English			Course's category: Basic			Course's status: obligatory	
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>120</b>	58	58				4	
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>28</b>	12	12				4	
<b>Course's goal</b>	<p>In many fields, knowledge is advanced by the collection and analysis of statistical data. Statistics also provides us with a set of procedures for making more rational decisions in the face of uncertainty. The main goal is to introduce students a working knowledge of the ideas and terms of statistics. The course should allow students to possess knowledge in the fields of:</p> <ul style="list-style-type: none"> <li>- analysis of structure,</li> <li>- analysis of correlation and regression,</li> <li>- analysis of time series</li> </ul>						
<b>Prerequisites</b>	Student should have basic knowledge of mathematics and economics						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	<p>1.student is familiar with the terminology used in statistics, understands the sources and applications within the social sciences</p> <p>2.student knows statistical tools and is able to use them in researches.</p>					KE1_W05 KE1_W10	

<b>Skills</b>	3.student is able to make observations and interpretation of economic data and analyze their structure, relationships and tendencies 4.student is able to make statistic research from collecting data, through analysis up to conclusions to help making correct economic decisions	KE1_U03 KE1_U07 KE1_U08
<b>Social skills</b>	5.Student is aware of the advantages and limitations of the used methods, is critical to the known research methods and open to the use the new, unconventional ones, is able to search for alternative, optimal solutions of the analyzed problems, cares about the accuracy of the data collected and conducts the analysis reliably  6.gains the skill of the logical and analytical thinking, is capable of the independent research, conducted in a fair and objective manner, is critical of the results of own work	KE1_K01 KE1_K02 KE1_K04
<b>Course's description (curriculum content)</b>		Number of contact hours
		Full-time      Part-time
<b>Lectures</b>		<b>58</b> <b>12</b>
1. introduction to descriptive statistics		12      3
2. structure analysis of economic data		15      3
3. decomposition of time series		15      3
4. analysis of correlation and regression		16      3
<b>Classes</b>		<b>58</b> <b>12</b>
1. Measures of structure analysis and empirical examples of usage		12      3
2. Comparative analysis		8      2
3. Measures of correlation		12      3
4. Function of regression		12      2
5. Time series analysis: - model of tendency - seasonal decomposition		14      2
<b>e-learning</b>		<b>4</b> <b>4</b>
1. Set of data and frequency distributions		1      1
2. Use of correlation measures		2      2
3. Understanding of trends		1      1
<b>Teaching methods</b>	Lecture with multimedia presentations, case studies, solving problems	
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>- exam</li> <li>conditions: passing midterm test, 60% from final test</li> <li>form: final test with 3 exercises 33% each including knowledge from lectures and classes</li> <li>- midterm test</li> <li>conditions: attendance at classes 20%, activity at classes 10%, passing midterm test 70%</li> <li>form: midterm test contains 3 exercises(33% each) including knowledge from classes</li> </ul>	

<b>Verification methods of learning effects</b>		Nr of the course's learning effect	
Midterm test		2,3,4	
Final test		1,5,6,	
<b>Student's workload</b>		Number of the student's workload hours	
		Full-time studies	Part-time studies
Lectures, classes and e-learning		120	28
Preparing to lectures and classes		5	97
TOTAL of the student's workload hours		125	125
<b>ECTS points</b>		<b>5</b>	<b>5</b>
<b>Primary literature</b>	<ol style="list-style-type: none"> <li>1. M. Hundert i inni, Wybrane zagadnienia ze statystyki, Economicus, Szczecin 2006</li> <li>2. M.F. Triola, Elementary Statistics, Pearson International Edition, Tenth Edition</li> <li>3. Johnson R., Siskin B., Elementary Statistics for Business, Duxbury Press, Boston, Second Edition.</li> </ol>		
<b>Additional literature</b>	1. Rumsey D., Statistics for Dummies, Wiley Publishing Inc. 2003		
<b>Subject's coordinator</b>	dr Marcin Hundert		
Course's coordinator email address	<a href="mailto:marcin.hundert@wzieu.pl">marcin.hundert@wzieu.pl</a>		

## SIMULATIVE COMPANY

Course's name: <b>SIMULATIVE COMPANY</b>						Course's code:	
Field of study: <b>Economics</b>							
Field of specialization: <b>International Business</b>							
Unit administrating the course (Department): <b>Department of Economics and Information Technology</b>							
Study level: <b>I</b>		Academic year: <b>II</b>		Academic semester:		Education profile: <b>practical</b>	
Language: English			Course's category: to choose		Course's status: to choose		
<b>Number of full-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>30</b>		30					
<b>Number of part-time teaching hours</b>							
<b>Total</b>	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
<b>14</b>		14					
<b>Course's goal</b>	<p>13. The aim of the course is to acquaint students with different approaches toward running a business.</p> <p>14. Strengthen ability to do a successful business on own responsibility and at own risk.</p>						
<b>Prerequisites</b>	Student should have accomplished basic business course.						
<b>Learning goals (effects)</b>						Course's learning effects reference to the field of study effects	
<b>Knowledge</b>	<p>1.Student is familiar with the basic procedures connected with set up a business requirements</p> <p>2.Student has basic knowledge and background of business running activities.</p> <p>3.Student knows and understands the basics of rules about effective operations within the business environment.</p>					KE1_W01	
						KE1_W02	
						KE1_W05	
<b>Skills</b>	<p>4.Student is able to make observations and interpretation of the core business and analyze its relationship with the situations connected with the situation in business environment.</p> <p>5.Student is able to use the basic theoretical shots in order to</p>					KE1_U01	

	analyze, interpret and predict a variety of business processes and phenomena thanks to using the standard and uncommonness methods.	KE1_U03
<b>Social skills</b>	6.Student is aware of the level of own knowledge, makes an own self-evaluation in business context, is able to complement and improve acquired knowledge and practical skills, understands the need for continuous training of professional and personal development. 7.Student is able to work not only on her or his own but also in a team to solve specific tasks connected with business activities and perform various roles using efficiently newly acquired organizational skills being supported by the team und business partners.	KE1_K01  KE1_U09
<b>Course's description (curriculum content)</b>		Number of contact hours
		Full-time      Part-time
Workshops		30      1
The introduction to practical business.		2      1
Understanding the business environment.		1      1
Set up business procedures.		2      1
Vision, mission and strategy of the business.		3      1
Preparation to the business plan.		3      1
Implementation of the business plan		5      2
Registrations of the business.		2      1
Staffing the company.		1      1
Starting the business.		2      1
Building the power of the business.		4      1
Running the business efficiently.		5      2
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>• Workshops.</li> <li>• Individual and group works participation in business problem solving procedures.</li> <li>• Running simulative company in realistic background taking into consideration actual market conditions.</li> </ul>	
<b>Methods and conditions of assessment</b>	<ul style="list-style-type: none"> <li>• Own business invention.</li> <li>• Business effectiveness.</li> <li>• Evaluated participation in the workshops, and exercises core business activities.</li> </ul>	
<b>Verification methods of learning effects</b>		Nr of the course's learning efect
Written projections.		1,2 and3
Individual presentations and projects.		1,2 and3
Group presentations and projects.		1,2,3,4 and 5
<b>Student's workload</b>		Number of the student's workload hours
		Full-time studiem      Part-time studies

Classes		30	14
Preparing for classes		30	44
Preparing presentations and project		30	32
Studying literature of the subject		10	10
TOTAL of the student's workload hours		100	100
<b>ECTS points</b>		<b>4</b>	<b>4</b>
<b>Primary literature</b>	19. The Commercial Code Act. 20. The Civil Code Act 21. The Accounting Act. 22. The Personal Income Tax Act. (PIT) 23. The Corporate Income Tax Act. CIT) 24. The Value Added Tax Act. (VAT)		
<b>Additional literature</b>	Iwona Kienzler, Pisma i umowy w firmie; Wzory pism, umów i dokumentów w języku polskim, angielskim i niemieckim, C.H. Beck, Warszawa 2009.		
<b>Course's coordinator</b>	doc. dr Leszek Bursiak		
Course's coordinator email address	<a href="mailto:lbursiak@zpsb.szczecin.pl">lbursiak@zpsb.szczecin.pl</a>		







