



KATALOG PRZEDMIOTÓW
KIERUNEK: EKONOMIA
STUDIA
DRUGIEGO STOPNIA
SPECJALNOŚĆ:
INTERNATIONAL BUSINESS

Studia stacjonarne i niestacjonarne

Wydział Ekonomii i Informatyki

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1. Kierunkowe efekty kształcenia

Ekonomia, II stopień

Wydział Ekonomii i Informatyki

<p>Efekty kształcenia dla kierunku studiów EKONOMIA. Po ukończeniu studiów drugiego stopnia na kierunku studiów EKONOMIA absolwent:</p>
<p>WIEDZA KNOWLEDGE</p>
<p>has an extensive knowledge of the economic , financial and management terminology, understands its sources and uses within the social sciences</p> <p>posiada rozbudowaną wiedzę w zakresie terminologii ekonomicznej, finansowej i zarządczej, rozumie jej źródła oraz zastosowania w obrębie nauk społecznych</p>
<p>has in-depth knowledge of the other social sciences (sociology, management, law) and their relationship to the economy</p> <p>posiada pogłębioną wiedzę z zakresu innych nauk społecznych (socjologii, zarządzania, prawa) i ich relacji do ekonomii</p>
<p>has a thorough knowledge of the historical economics schools' representatives ideas and views, the historical evolution of these views, is able to make critical appraisal and practical applications of these ideas in modern economics</p> <p>posiada pogłębioną wiedzę o ideach i poglądach przedstawicieli historycznych szkół ekonomicznych, historycznej ewolucji tych poglądów, potrafi dokonać ich krytycznej oceny oraz praktycznych zastosowań tych poglądów we współczesnej ekonomii</p>
<p>knows the most important contemporary economic trends, its theorems, the views of the trends' representatives and analysis methods of actual economic phenomena through its prism</p> <p>zna najważniejsze współczesne nurty ekonomiczne, ich twierdzenia, poglądy przedstawicieli tych nurtów oraz sposoby analizy rzeczywistych zjawisk ekonomicznych przez ich pryzmat</p>
<p>knows the rules of creation and development of the forms of individual entrepreneurship, understands the basic functioning, development and business creation, while using the knowledge of economics, finance and management</p>

<p>zna zasady tworzenia i rozwoju form indywidualnej przedsiębiorczości, rozumie podstawy funkcjonowania, rozwoju i tworzenia przedsiębiorstw, wykorzystując wiedzę z zakresu ekonomii, finansów i zarządzania</p>
<p>posiada pogłębioną wiedzę o normach prawnych, organizacyjnych, społecznych i etycznych funkcjonowania przedsiębiorstw i procesów gospodarczych</p>
<p>has an extensive knowledge to the conscious shaping of the institutional framework of the economy</p> <p>posiada rozbudowaną wiedzę pozwalającą na świadome kształtowanie ram instytucjonalnych funkcjonowania gospodarki</p>
<p>has an extensive knowledge to the assessment of economic phenomena, including financial one, in national, international and intercultural perspective</p> <p>posiada rozbudowaną wiedzę umożliwiającą ocenę zjawisk ekonomicznych, w tym finansowych, w perspektywie krajowej, międzynarodowej i międzykulturowej</p>
<p>Has the knowledge of industrial property protection and intellectual property protection and the need for intellectual property management</p> <p>posiada wiedzę z zakresu ochrony własności przemysłowej i ochrony własności intelektualnej oraz konieczność zarządzania zasobami własności intelektualnej</p>
<p>has in-depth knowledge of the quantitative tools used in economic research and to solve decision-making, strategic and operational problems</p> <p>Posiada pogłębioną wiedzę z zakresu narzędzi ilościowych wykorzystywanych w badaniach ekonomicznych oraz do rozwiązywania problemów decyzyjnych, strategicznych i operacyjnych</p>
<p>UMIĘTNOŚCI</p> <p>SKILLS</p>
<p>Is able to make observations and interpretation of economic, social and financial phenomena and has the ability to their in-depth assessment and their link to the various lines of business</p> <p>potrafi dokonać obserwacji i interpretacji zjawisk ekonomicznych, społecznych i finansowych oraz posiada umiejętność pogłębionej oceny tych zjawisk i ich powiązań z różnymi obszarami działalności gospodarczej</p>
<p>Is able to use economic theoretical knowledge and of related disciplines to analyze and interpret a variety of economic problems through selecting appropriate data and analysis methods and on this background to formulate own opinions</p> <p>potrafi wykorzystywać wiedzę teoretyczną z zakresu ekonomii oraz powiązanych z nią dyscyplin w celu analizowania i interpretowania różnorodnych problemów ekonomicznych, dobierając odpowiednie dane i metody tej analizy oraz na tym tle formułować własne opinie</p>

Is able to predict and model complex business processes and their practical implications, including the phenomenon from different areas of economic and social life with the use of the advanced economic methods and tools

potrafi prognozować i modelować złożone procesy gospodarcze oraz ich praktyczne skutki obejmujące zjawiska z różnych obszarów życia gospodarczego i społecznego z wykorzystaniem zaawansowanych metod i narzędzi ekonomicznych

has advanced research and prognostic skills that allow to indicate the causes and effects taken by investors and operators of economic decisions

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

Is able to speak in speech and in writing accurately and on selected 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 an extensive ability to formulate practical conclusions useful to policy makers and to present own ideas and concerns based on the arguments that refers to some theories and views known to Polish and foreign economists

posiada rozbudowaną 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

Is able to make statements, reports, analysis and expertise independently to help make correct economic decisions, including investment, and has the ability to propose concrete solutions to economic problems independently

potrafi samodzielnie sporządzać zestawienia, raporty, analizy i ekspertyzy ułatwiające podejmowanie poprawnych decyzji ekonomicznych, w tym inwestycyjnych, oraz posiada umiejętność samodzielnego proponowania rozwiązań konkretnego problemu gospodarczego

has the ability to understand and to analyze economic phenomena, including investment, expanded by the ability to in-depth evaluate of these through the research method, is also able to verify the correctness of reports, analyzes and expert opinions provided by himself and others

posiada umiejętność rozumienia i analizowania zjawisk gospodarczych, w tym inwestycyjnych, rozszerzoną o umiejętność pogłębionej teoretycznej oceny tych z zastosowaniem metody badawczej; ponadto potrafi weryfikować poprawność raportów, analiz i ekspertyz wykonanych przez siebie oraz innych

Is able to work in a team to solve specific tasks in the field of economics, performing various roles, including managerial ones, while having the organizational skills to carry out the purposes of

designing and taking professional activities

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

Is able to use a foreign language at least at the intermediate level, consistent with the requirements for Level B2 + European Framework of Reference for Languages, has also the ability to use economic vocabulary in a foreign language

potrafi posługiwać się językiem obcym, na poziomie co najmniej średniozaawansowanym, zgodnie z wymaganiami określonymi dla poziomu B2+ Europejskiego Systemu Opisu Kształcenia Językowego, w tym także posiada umiejętność posługiwania się słownictwem ekonomicznym w języku obcym

KOMPETENCJE SPOŁECZNE

SOCIAL SKILLS

is aware of the level of own knowledge, makes self-evaluation of own competences, is able to complement and improve acquired knowledge and skills by himself, 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 samodzielnie 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 of the known methods and open to the use of new, unconventional methods, is capable of independent 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 samodzielnego poszukiwania alternatywnych, optymalnych rozwiązań analizowanych problemów, dba o precyzję gromadzonych danych i rzetelnie prowadzi analizę

is aware of the complexity of today's global economy processes, is capable of self-assessment of the socio-economic phenomena (also in historical perspective), of the formulation of own conclusions about these, of the leading of the germane discussion, of the presentation of own views and arguments of defense adopted

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 logical and analytical thinking, is capable of independent research, conducted in a fair and

unbiased 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, is able to adopt different roles in a team, including managerial

potrafi pracować i współdziałać w grupie, aktywnie uczestniczy w grupach, organizacjach, czy instytucjach, jest otwarty na współpracę i budowę relacji, potrafi przyjmować w grupie różne role, w tym kierownicze

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

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

Complies with the rules of professional conduct, respects copyrights, identifies and correctly resolves professional moral dilemmas, is convinced of the importance of the behavior in a professional manner, is sensitive to social, economic and financial problems

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

responsibly prepares to an own work, determine priorities for the realization of the specific tasks properly, those self-defined and ordered by others

odpowiedzialnie przygotowuje się do swojej pracy, odpowiednio określa priorytety służące realizacji określonych zadań, tak samodzielnie zdefiniowanych jak i zleconych przez innych

2. Struktura programu wraz z liczbą punktów ECTS

**Ekonomia, I stopień, studia stacjonarne i niestacjonarne, specjalność
International Business**

Wydział Ekonomii i Informatyki

Lp.	Przedmiot	Sposób zalicz.	Punkty ECTS
	Ogółem		74
I.	Przedmioty ogólnouczelniane		2
1	Business English	Z	2
II.	Przedmioty podstawowe		72
2	Statistical inference	Z/E	6
3	Econometrics and economic processes prediction	Z/E	8
4	Managerial economics	E	6
5	Macroeconomy	Z/E	6
6	Commercial law	E	6
7	History of economic thought	E	4
8	Mathematical economics	Z/E	6
9	International economics	Z/E	4
10	Human capital management	E	6
11	Capital and money markets	Z/E	6
12	Economics of consumption	Z	4
13	Strategic management	Z	6
14	Globalization	Z	2
15	Economic determinants of innovations	Z	2
III.	Przedmioty specjalnościowe		42
1	International finances	Z/E	4
2	International standards of financial analysis	Z	4
3	International Business	Z/E	4
4	EU project management	Z	4
5	Financial markets risk management	Z/E	4
6	International negotiations	Z	4
7	Seminarium	Z	18

3. Opis poszczególnych przedmiotów

Kierunek Ekonomia, studia drugiego stopnia

Wydział Ekonomii i Informatyki

BUSINESS ENGLISH

Course name: BUSINESS ENGLISH						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: I, II		Education profile: practical	
Language: English			Subject's category: Main			Subject's status: Obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
45				45			
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28				28			
Subject's goal	Extension of students' language by authentic Business English in the context of typical business activities						
Prerequisites	A-level –core(B1)						
Learning goals (effects)							Subject's learning effects reference to the field of study effects
Knowledge	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
Skills	4)Demonstrates communicative skills In business tasks based on reading, writing, listening, speaking.						KE1_U01

	5)Puts into practice the material acquired earlier during classes	KE1_U02	
Social skills	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	
Subject's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
1.Impressions		2	2
2.Improvement		4	2
3.Energy		4	2
4.Marketing		4	2
5.employment		4	2
6.Ethics		4	2
7.Finance		4	4
8.Consulting		4	2
9.Business in the Web		4	2
10.Strategies		4	2
11.Start-ups		4	2
12.Projects management		3	4
Teaching methods	Communicative method with emphasis on lexical approach		
Methods and conditions of assessment	Two mid-semester quizzes and a test: oral and written. Threshold: 60%		
Verification methods of learning effects			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
		Number of the student's workload hours	
		Full-time studies	Part-time studies
Participation in classes		45	28
Revision of lexis			
Preparation for classes		5	22
Analysis of texts from supplementary literature			

TOTAL of the student's workload hours		50	50
ECTS points		2	2
Primary literature	Market Leader Advanced		
Additional literature	Publications in the textbook as a supplementary material		
Subject's coordinator	Zbigniew Kulik		
Subject's coordinator email address	zbigniewkulik@hotmail.com		

CAPITAL AND MONEY MARKETS

Course's name: CAPITAL AND MONEY MARKETS						Course's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the course (Department): Department of Economics and Information Technology							
Study level: II		Academic year: II		Academic semester: IV		Education profile: practical	
Language: English			Course's category: Basic			Course's status: Obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
120	60	60					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28	28						
Course's goal	Presentation of the structure and construction of the financial market. Discussion over the motives of engaging into transactions on monetary, capital and currency market. Presentation of information on the construction of financial instruments and their features. Presentation of the role of institutions on contemporary financial markets.						
Prerequisites	Formal: courses on finance, banking and economic law. A student knows the structures and regulations within the economy and recognizes the general reasons of economic phenomena.						
Learning goals (effects)						Course's learning effects reference to the field of study effects	
Knowledge	01- a student defines elements and participants the financial markets;					KE2_W01	
	02- a student distinguishes financial instruments of the different submarkets;					KE2_W08	
Skills	03- a student analysis the reasons of different phenomena on the exchange markets;					KE2_U01	
	04- a student verifies and evaluates information on					KE2_U02	

	financial submarkets; 05- a student compares sources of risks on financial market;	KE2_U04	
Social skills	06- a student can organize the individual advanced research 07- a student presents critical approach in her/his opinions	KE2_K03 KE2_K01	
Course's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Lectures			
1. Financial market as the element of financial system 1.1. The structure and functions of financial system 1.2. Segments of financial market 1.3. Kinds of financial flows		12	6
2. Money and capital markets 2.1. The role and structure of traditional markets 2.2. Rates of money market 2.3. Stock market indices 2.4. Instrument of money market - bill of exchange 2.5. Instruments of capital market 2.6. Cost of capital		16	7
3. Stock exchange 3.1. Stock exchanges as an element of financial market 3.2. Warsaw Stock Exchange 3.3. Trading system at WSE 3.4. Kinds of orders at WSE 3.5. Mechanism of quotation		16	7
4. Currency and derivatives' markets 4.1. Currency and derivatives' markets – introduction 4.2. Currency - quotation rules and risk 4.3. Modern markets' strategies- arbitrage and hedge 4.4. Derivatives market 4.5. Selected instruments		14	7
5. Exam		2	1
		60	28
Exercises			
1. Rates of money market – comparative analysis		6	0
2. Stock market indices - comparative analysis		6	0
3. Bill of exchange – calculations		5	0
4. Instruments of capital market - comparative analysis		6	0
5. Cost of capital- calculations		6	0
6. Mechanism of quotation- calculations		6	0
7. Currency - quotation rules and risk		6	0
8. Forward and futures- calculations		6	0
9. Options- calculations		6	0
10. Swaps- calculations		5	0
Test		2	0
Total		120	28
Teaching	Exercises: group works, calculations, text analysis with discussion		

methods	Lectures, which include: presentations, case studies and documents	
Methods and conditions of assessment	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).	
Verification methods of learning effects		Nr of the subject's learning efect
writing exam		01,02,03,05,06
writing exercises' test		04,05,06
student's involvement		04,07
Student's workload		Number of the student's workload hours
		Full-time studiem Part-time studies
Classes		120 28
Preparation for classes		5 30
Preparation of a case study/a presentation/a raport		5 0
Literature's studies		10 30
Consultations (incl. on-line)		1 2
Preparation for an exam		9 10
Other		0 0
TOTAL of the student's workload hours		150 100
ECTS points		6 6
Primary literature	Peter Howells, Keith Bain: Financial Markets and Institutions, 2007 Frederic S. Mishkin, Stanley Eakins: Financial Markets and Institutions, 2008 Roy E. Bailey: The Economics of Financial Markets, 2005	
Additional literature	Marc Levinson: Guide To Financial Markets, 2009 David Hillier, Mark Grinblatt, Sheridan Titman: Financial Markets and Corporate Strategy: European edition,2008	
Subject's coordinator		
Subject's coordinator email address		

COMMERCIAL LAW

Subject's name: COMMERCIAL LAW						Subject's code:	
Field of study: Economics							
Field of specialization: International Business Studies							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: II		Education profile: practical	
Language: English			Subject's category: Basic			Subject's status: Obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
90	74					16	
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28	12					16	
Subject's goal	<p>The goals of the course are:</p> <ul style="list-style-type: none"> to make the student familiar with the basic principles, regulations and legal normative acts governing the process of establishment and exercise of economic activity as well as resolving commercial disputes. to make the student familiar with and sensitive to legal relationships taking place in the process of establishment and exercise of economic activity. To equip the student with necessary skills and competences to perform economic activity and to justify decisions taken in the process thereof from the legal point of view. 						
Prerequisites	The student is expected to have taken the course "law" as set forth in the teaching program for bachelor studies in economics or management.						
Learning goals (effects)						Subject's learning effects reference to the field of study effects	
Knowledge	1. The student has advanced knowledge in law and its relation to economics.					KE2_W02	

	2. The student has deepened knowledge of legal, organizational, social and ethical norms applicable in the functioning of enterprises and in economic processes.	KE2_W06	
Skills	3. The student is capable of making observations and interpretations of economic, social and financial phenomena and has the ability of a deepened assessment of these phenomena and their links to different fields of economic activity.	KE2_U05	
	4. The student is capable of using theoretical knowledge of economics and its fellow disciplines in order to analyze and to interpret various economic problems, choosing the appropriate data and analytical methods, and to formulate against this background his own opinions.	KE2_U01	
Social skills	5. 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.	KE2_K01	
	6. 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.	KE2_K04	
Subject's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
1. The notion and sources of commercial law. Public and private commercial law. Sources of Polish commercial law. The relevance of European Union law for Polish commercial law. The importance of trade customs.		8: 6 Lecture/ 2 EL	3: 1 Lecture/2 EL
2. Public commercial law. Public administration and the economy. The economic system of the Republic of Poland. The freedom of economic activity in the Polish Constitution on 1997 and the prerequisites of its infringement. The notion of "entrepreneur" in Polish law. The notion of "economic activity" in Polish law. The freedom to choose the kind of business and the appropriate legal form. Advantages and disadvantages of different legal forms of enterprises.		9: 8 Lecture /1 EL	2: 1 Lecture /1 EL
3. Performing economic activity pursuant to provisions of the Act of July 2 2004 on the freedom of economic activity. Registration of sole entrepreneurs. Concessions. Permits. Regulated economic activity. Controls of businesses. SMEs.		9: 8 Lecture /1 EL	2: 1 Lecture /1 EL
4. Competition and consumer protection. Prohibition of association of enterprises restricting free competition. Prohibition of misuse of a dominant position. Control of concentration of enterprises. Infringements of group interests of consumers. Competition law of the European Union. State aids to enterprises.		7: 6 Lecture /1 EL	2: 1 Lecture /1 EL
5. Business name and commercial representation. The notion of "entrepreneur" in the Civil Code. Business name – notion		7: 6 Lecture	1,5: 0,5 Lecture

and composition. Authorization to the use business name granted to another entrepreneur. Business representation – notion and comparison to civil law representation. Statutory restrictions on commercial representation.		/1 EL	/1 EL
6. Contract formation and fulfilling commercial contracts. Sources of law pertaining to commercial contracts. Contract formation. E-commerce. Fulfilling contractual obligations. Different kinds of commercial contracts: contracts establishing new businesses, contracts in relation to the enterprise, contracts for exchange of goods, transportation contracts, construction contracts, contracts in banking and insurance.		11: 8 Lecture /3 EL	4: 1 Lecture /3 EL
7. Intellectual property law. Copyright law. Copyright protection. Property rights derived from copyright and their transfer to other persons. Licenses under copyright law. Duration of copyright. Industrial property – inventions and utility models. Contracts with respect to industrial property.		7: 6 Lecture /1 EL	2: 1 Lecture /1 EL
8. Company law, law of commercial partnerships. Typology of commercial partnerships and companies according to Polish law. Civil partnership and commercial partnerships. Establishment of partnerships and companies. Rights and obligations of partners/shareholders. Liability of partners/shareholders. Internal and external relationships in partnerships and companies. Company organs.		10: 8 Lecture /2 EL	3: 1 Lecture /2 EL
9. Registration of entrepreneurs. Registration in the Central Register and Information on Economic Activity and in the State Court Register. Principles of operation of the registers. The principle of publicity. The character of register entries.		5: 4 Lecture /1 EL	1,5: 0,5 Lecture /1 EL
10. Resolving commercial disputes. Commercial litigation in state courts. Court procedure. Commercial arbitration. Commercial mediation.		7: 6 Lecture /1 EL	2: 1 Lecture /1 EL
11. Bankruptcy and reconstruction proceedings. Bankruptcy law – capacity of the creditor to be declared bankrupt and legal prerequisites of bankruptcy. Proceedings in order to declare the creditor bankrupt. Consequences of declaring a creditor bankrupt. Liquidation of assets. Reconstruction proceedings.		7: 6 Lecture /1 EL	2: 1 Lecture /1 EL
12. Examination		2	2
Teaching methods	Lecture including discussion with students including discussion based on exemplary multiple choice tests and case studies.		
Methods and conditions of assessment	Multiple choice test with a short essay and a case study.		
Verification methods of learning effects			Nr of the subject's learning effect
Multiple choice test.			1, 2
Essay.			1, 5
Case study.			1, 3, 4, 6

Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Lecture.		74	28
E-learning.		16	16
Preparation for classes.		15	15
Preparation for tests/case studies discussed in class.		15	15
Studying literature.		15	23
Preparation for the examination.		25	25
TOTAL of the student's workload hours		150	150
ECTS points		6	6
Primary literature	<p>1. R. Cichórz: <i>Prawo gospodarcze</i>, ZPSB 2012.</p> <p>2. W. Siuda: <i>Zarys prawa gospodarczego dla ekonomistów</i>, wyd. CONTACT, 2010.</p>		
Additional literature	<p>1. J. Ciechanowicz-McLean/A. Powałowski: <i>Prawo gospodarcze publiczne. Zarys wykładu</i>, wyd. 2, Warszawa 2003.</p> <p>2. A. Kidyba: <i>Prawo handlowe</i>, wyd. 11, Warszawa 2009.</p> <p>3. C. Kosikowski, C.: <i>Ustawa o swobodzie działalności gospodarczej. Komentarz</i>, Warszawa 2009.</p> <p>4. C. Kosikowski: <i>Publiczne prawo gospodarcze Polski i Unii Europejskiej</i>, Warszawa 2006.</p> <p>5. K. Kruczalak: <i>Prawo handlowe. Zarys wykładu</i>, Warszawa 2006.</p> <p>6. S. Piątek, I. Postuła (red.): <i>Prawo gospodarcze publiczne</i>, Warszawa 2009.</p> <p>7. K. Strzyczkowski: <i>Prawo gospodarcze publiczne</i>, wyd. 6, Warszawa 2011.</p>		
Subject's coordinator	Robert Cichórz		
Subject's coordinator email address	rcichorz@zpsb.szczecin.pl		

ECONOMETRICS AND ECONOMICAL PROCESS PREDICTIONS

Course's name: ECONOMETRICS AND ECONOMICAL PROCESS PREDICTIONS						Course's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the course(Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: II		Education profile: practical	
Language: English			Course's category: Basic			Course's status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
90	45	45					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28	14	14					
Course's goal	Forecasting is the application of statistical and econometrical 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 as base of prediction.						
Prerequisites	Student should have basic knowledge of mathematics, statistics, statistical inference and econometrics						
Learning goals (effects)						Course's learning effects reference to the field of study effects	
Knowledge	<ol style="list-style-type: none"> 1. student has an extensive knowledge of the econometric terminology, understands its sources and uses to predict the socio-economic phenomenon 2. student has in-depth knowledge of the quantitative tools used in economic research to solve decision-making, 					KE2_W08 KE2_W10	

	strategic and operational problems	
Skills	<p>3. student is able to predict and model complex business processes and their practical implications, including the phenomenon from different areas of economic and social life with the use of the advanced economic methods and tools</p> <p>4. student has advanced research and prognostic skills that allow to indicate the causes and effects taken by investors and operators of economic decisions</p>	KE2_U03 KE2_U04 KE2_U07 KE2_U08
Social skills	<p>5. student is aware of the advantages and limitations of the used research methods, is critical of the known methods and open to the use of new, unconventional methods, is capable of independent search for alternative, optimal solutions of the analyzed problems, cares about the accuracy of the data collected and conducts the analysis reliably</p> <p>6. student gains logical and analytical thinking, is capable of independent research, conducted in a fair and unbiased manner, is critical of the results of own work</p>	KE2_K01 KE2_K02 KE2_K04
Course's description (curriculum content)		Number of contact hours
		Full-time Part-time
Lectures		45 14
1. introduction to econometrics		5 3
2. simple linear regression models		10 3
3. introduction to predictions		5 2
4. testing predictions accuracy		10 2
5. predictions based on dynamic models		15 4
Classes		45 14
1. Methods of selecting variables to the model		5 2
2. estimation of structural parameters of the model: Ordinary least squares method		10 3
3. verifying of the econometric model		5 4
4. Forecasting rules		5 2
5. ex ante errors		10 2
6. ex post errors		10 1
Teaching methods	Lecture with multimedia presentations, case studies, solving problems, individual term paper	
Methods and conditions of assessment	<p>- exam</p> <p>conditions: passing the 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) do individual term paper (40% of note)</p> <p>b) pass midterm test (60% of note)</p> <p>conditions: gets 60% from midterm test</p>	

	form: midterm test contains 3 exercises (33% each) including knowledge from classes	
Verification methods of learning effects		Nr of the course's learning effect
Term paper		1,2,3,4,5,6
Midterm test		3,4,6
Final test		1,2,6
Student's workload		Number of the student's workload hours
		Full-time studies Part-time studies
Lectures and classes		90 28
Preparation to the lectures and classes		20 100
Writing a term paper		40 30
Studying the literature		20 20
Preparation to midterm test/ final test		30 22
TOTAL of the student's workload hours		200 200
ECTS points		8 8
Primary literature e	<ol style="list-style-type: none"> 1. M. Hundert i inni, Wybrane zagadnienia z Ekonometrii, Economicus, Szczecin 2006 2. Zeliaś A.: Teoria prognozy. PWE, Warszawa 1997 3. Econometrics By Lawrence J. Lau, Dale Weldeau Jorgenson 4. A Concise Introduction to Econometrics: An Intuitive Guide By Philip Hans Franses, Cambridge 2000 	
Additional literature	<ol style="list-style-type: none"> 1. Hozer J., Zawadzki J.: Zmienna czasowa i jej rola w badaniach ekonometrycznych. PWN, Warszawa 1990 	
Subject's coordinator	dr Marcin Hundert	
Course's coordinator email address	marcin.hundert@wzieu.pl	

ECONOMIC DETERMINANTS OF INNOVATIONS

Course name: ECONOMIC DETERMINANTS OF INNOVATIONS						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: II		Education profile: practical	
Language: English			Subject's category: Basic			Subject's status: mandatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
45		45					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14		14					
Subject's goal	The goal of the Economic determinants of innovations is to teach the students the knowledge about the innovations and their determinants. Students will know the influence of innovations on competitiveness and business operations.						
Prerequisites	The student should have basic knowledge about management and corporate finance.						
Learning goals (effects)						Subject's learning effects reference to the field of study effects	
Knowledge	<ol style="list-style-type: none"> Has an extensive knowledge of the economic , financial and management terminology in relation to innovations. Understands its sources and uses within the social sciences. Has an extensive knowledge to the assessment of economic events in relation to innovations, in national, international and intercultural perspective. 					KE2_W01 KE2_W05 KE2_W08	

	3. Knows the rules of creation and development of individual entrepreneurship, using the knowledge about innovations.		
Skills	<p>4. Is able to make interpretation of economic, social and financial phenomena in relation to the theories of innovation.</p> <p>5. Has an extensive ability to formulate practical conclusions useful to policy makers and to present own ideas and concerns based on the theory of innovations.</p>	KE2_U01 KE2_U06	
Social skills	<p>6. Is aware of the level of own knowledge, makes self-evaluation of own competences, is able to complement and improve acquired knowledge and skills by himself, understands the need for continuous training of professional and personal development.</p> <p>7. Is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships, is able to adopt different roles in a team, including managerial.</p> <p>8. Represents entrepreneurial and creative attitude, is ready to take the professional challenges in the area of innovative enterprises.</p>	KE2_K01 KE2_K05 KE2_K06	
Subject's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Exercise		45	14
• Innovations – theory/definitions		8	2
• Sources of innovations		8	2
• Innovation process		6	2
• Identification of the innovation determinants		6	2
• Financing for innovative enterprises		8	2
• EU funds and innovative enterprises		8	2
• Credit with mark		2	2
Teaching methods	The classes are provided with support of multimedia presentations. The exercises 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.		
Methods and	• Credit with mark		

conditions of assessment	Forms: <ul style="list-style-type: none"> • The credit is granted with: <ul style="list-style-type: none"> ○ finalizing group project which is based on the existing corporate data (40%), ○ writing the test (40%) ○ class activity – case studies (20%). 		
Verification methods of learning effects		Nr of the subject's learning effect	
Test (Credit with mark)		1,2,3,4	
Group Project		4,5,6,8	
Case studies (class activity)		4,5,7,8	
Student's workload		Number of the student's workload hours	
		Full-time studiem	Part-time studies
Classes		45	14
Preparation before class		1	8
Preparation of group project		1	8
Preparation for case studies		1	6
Preparation for the test (Credit with mark)		1	12
Other		1	2
TOTAL of the student's workload hours		50	50
ECTS points		2	2
Primary literature	<ol style="list-style-type: none"> 1. G.M. P. Swann, The Economics of Innovation: An Introduction, Edward Elgar Publishing Ltd, 2009 2. K. Koziół, W. Janasz: Determinanty działalności innowacyjnej przedsiębiorstw, PWE, Warszawa 2007 3. K. Koziół: Innowacyjność polskich przedsiębiorstw przemysłowych na tle doświadczeń Unii Europejskiej, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin 2007 4. P. F. Drucker, Innovation and Entrepreneurship, Harper & Row, Publishers, Inc, 1985 		
Additional literature	<ol style="list-style-type: none"> 5. Innowacje w strategii rozwoju organizacji w Unii Europejskiej, red. naukowa W.Janasz, Warszawa, Difin 2009 6. K. Kourtit , P. Nijkamp, R. R., Stough Drivers of Innovation, Entrepreneurship and Regional Dynamics, 1st Edition, Springer, 2011 		
Subject's coordinator	mgr Michał Bzunek		
Subject's coordinator email address	mbzunek@zpsb.szczecin.pl		

ECONOMICS OF CONSUMPTION

Course's name: ECONOMICS OF CONSUMPTION						Course's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the course (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: I		Education profile: practical	
Language: English			Course's category: basic			Course's status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
30		30					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14		14					
Course's goal	<ol style="list-style-type: none"> The aim of the course is to acquaint students with different approaches toward consumption. Strengthen ability of using economic tools, needed to understand consumer behaviour. 						
Prerequisites	Student should have accomplished microeconomics course.						
Learning goals (effects)						Course's learning effects reference to the field of study effects	
Knowledge	<ol style="list-style-type: none"> Student is familiar with the developed terminology used in economics of consumption, understands the sources and applications within the social sciences. Student is well acquainted with the ideas and views of representatives of the historical schools of economics of consumption, the historical evolution of these views, student can make a critical appraisal and practical applications of these ideas in modern economics. 					KE2_W01 KE2_W03	

Skills	3. Student can accurately and consistently reveal its attitudes in speech as well writing towards selected topics concerning consumption, using different theoretical approaches from both the achievements of economics and related disciplines.	KE2_U02 KE2_U05
Social skills	4. Student can operate and interact in a group, is open to cooperation and build relationships.	KE2_K01 KE2_K03
Course's description (curriculum content)		Number of contact hours
		Full-time Part-time
Exercises		30 14
<ul style="list-style-type: none"> The introduction to economics of consumption– some basic concepts (need, want, hierarchy of needs, consumption and its determinants) 		4 2
<ul style="list-style-type: none"> Marshal's demand law and elasticity (demand, supply, price elasticity, income elasticity, cross elasticity) 		4 2
<ul style="list-style-type: none"> Consumer choice. Utilitarianist approach. (consumer equilibrium, utility, diminishing marginal utility, budget line, indifference curve) 		4 1
<ul style="list-style-type: none"> Absolute income Hypothesis by J.M.Keynes. (Consumption function, disposable income, marginal propensity to consumer and save) 		4 2
<ul style="list-style-type: none"> Other views: (life-cycle hypothesis A. Ando and F. Modigliani, permanent income hypothesis M.Friedman, relative income hypothesis J.S. Duesenberry , Engel Law) 		6 1
<ul style="list-style-type: none"> Paradoxes (Giffen's paradox, Veblen's paradox, Snobb effect, Imitation effect, Speculative effect, Jevons paradox, Paradox of savings, paradox of toil) 		4 4
<ul style="list-style-type: none"> Private and public goods (types of goods, public choice, providing public goods) 		4 2
Teaching methods	<ul style="list-style-type: none"> lecture with multimedia presentation individual and group work / case study / discussion / problem solving on – line discussion 	
Methods and conditions of assessment	<ul style="list-style-type: none"> pass from two written tests at the end of semester 	
Verification methods of learning effects		Nr of the course's learning effect
written pass		1,2,3,

group presentations		4	
Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		30	14
Preparing for classes		20	34
Preparing presentations / exercises / case studies.		10	12
Studying literature, tracking news and economic statistics		15	20
Participation in the consultation (including on-line)		10	10
Preparing for the written tests		15	10
TOTAL of the student's workload hours		100	100
ECTS points		4	4
Primary literature	1. M.Parkin, <i>Microeconomics</i> , Pearson Education Limited, 2012 2. R.Bade, M.Parkin, <i>Essential Foundations of Economics</i> , Pearson Addison Wesley, Boston, 2007		
Additional literature	3. D.Begg, S.Fisher, R.Dorbush, <i>Economics</i> 8 th edition, McGrawHill Book Company, London, 2005.		
Course's coordinator	Anna Lachowska		
Course's coordinator email address	alachowska@zpsb.szczecin.pl		

ECONOMIC DETERMINANTS OF INNOVATIONS

Course name: ECONOMIC DETERMINANTS OF INNOVATIONS						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: II		Education profile: practical	
Language: English			Subject's category: Basic			Subject's status: Obligatoryjny	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
45		45					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14		14					
Subject's goal	The goal of the Economic determinants of innovations is to teach the students the knowledge about the innovations and their determinants. Students will know the influence of innovations on competitiveness and business operations.						
Prerequisites	The student should have basic knowledge about management and corporate finance.						
Learning goals (effects)							Subject's learning effects reference to the field of study effects
Knowledge	<ol style="list-style-type: none"> Has an extensive knowledge of the economic , financial and management terminology in relation to innovations. Understands its sources and uses within the social sciences. Has an extensive knowledge to the assessment of economic events in relation to innovations, in national, international and intercultural perspective. 					KE2_W01 KE2_W05 KE2_W08	

	3. Knows the rules of creation and development of individual entrepreneurship, using the knowledge about innovations.	
Skills	<p>4. Is able to make interpretation of economic, social and financial phenomena in relation to the theories of innovation.</p> <p>5. Has an extensive ability to formulate practical conclusions useful to policy makers and to present own ideas and concerns based on the theory of innovations.</p>	KE2_U01 KE2_U06
Social skills	<p>6. is aware of the level of own knowledge, makes self-evaluation of own competences, is able to complement and improve acquired knowledge and skills by himself, understands the need for continuous training of professional and personal development.</p> <p>7. Is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships, is able to adopt different roles in a team, including managerial.</p> <p>8. Represents entrepreneurial and creative attitude, is ready to take the professional challenges in the area of innovative enterprises.</p>	KE2_K01 KE2_K05 KE2_K06
Subject's description (curriculum content)		Number of contact hours
		Full-time Part-time
Exercise		45 14
• Innovations – theory/definitions		8 2
• Sources of innovations		8 2
• Innovation process		6 2
• Identification of the innovation determinants		6 2
• Financing for innovative enterprises		8 2
• EU funds and innovative enterprises		8 2
• Credit with mark		2 2
Teaching methods	The classes are provided with support of multimedia presentations. The exercises 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.	
Methods and	• Credit with mark	

conditions of assessment	Forms: <ul style="list-style-type: none"> The credit is granted with: <ul style="list-style-type: none"> finalizing group project which is based on the existing corporate data (40%), writing the test (40%) class activity – case studies (20%). 		
Verification methods of learning effects		Nr of the subject's learning effect	
Test (Credit with mark)		1,2,3,4	
Group Project		4,5,6,8	
Case studies (class activity)		4,5,7,8	
Student's workload		Number of the student's workload hours	
		Full-time studiem	Part-time studies
Classes		45	14
Preparation before class		1	8
Preparation of group project		1	8
Preparation for case studies		1	6
Preparation for the test (Credit with mark)		1	12
Other		1	2
TOTAL of the student's workload hours		50	50
ECTS points		2	2
Primary literature	7. K. Koziół, W. Janasz: Determinanty działalności innowacyjnej przedsiębiorstw, PWE, Warszawa 2007 8. K. Koziół: Innowacyjność polskich przedsiębiorstw przemysłowych na tle doświadczeń Unii Europejskiej, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin 2007		
Additional literature	9. Innowacje w strategii rozwoju organizacji w Unii Europejskiej, red. naukowa W.Janasz, Warszawa, Difin 2009		
Subject's coordinator	Dr Anna Kępińska Jakubiec Michał Bzunek		
Subject's coordinator email address	mbzunek@zpsb.szczecin.pl		

GLOBALIZATION

Course name: GLOBALIZATION						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: I		Education profile: practical	
Language: English			Subject's category: main			Subject's status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
30		30					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14		14					
Subject's goal	<ul style="list-style-type: none"> • Presentation of the basic and current knowledge concerning the world around them in the context of globalization. • To show the differences between developed and developing countries. • The appearance of globalization wielorodności and to show its positive and negative aspects. • Understanding and knowledge of trends in history, geography, politics, culture, technology, which influenced the development of globalization 						
Prerequisites	Students should have basic knowledge of macroeconomics.						
Learning goals (effects)						Subject's learning effects reference to the field of study effects	
Knowledge	<ol style="list-style-type: none"> 1. Student defines the concept of globalization. 2. Student describes globalization in the context of the North and the South. 3. Student shows different faces of globalization within the context of: defining globalization, religion, culture, 					KE2_W01 KE2_W04 KE2_W08 KE2_W08 KE2_W01	

	moral values, language, economic development, liberalization of trade, terrorism, immigration, democracy, corporate environment, the future of globalization.	KE2_W02	
Skills	4. Student analyzes the world in the context of the division into rich and poor countries in terms of the economic development. The student explains why such situation and proposes alternative solutions.	KE2_U01 KE2_U02	
	5. Student uses a basic knowledge of economics to understand the processes of globalization.	KE2_U08	
	6. Student illustrates the globalization yesterday, today and tomorrow, and subject it to critical analysis.	KE2_U03 KE2_U04	
Social skills	7. Student uses knowledge and skills through team projects and analysis of scientific sources.	KE2_K05	
	8. Student is able to assess the scientific sources in the context of the problems discussed in the class.	KE2_K03 KE2_K01	
	9. Student is sensitive to social problems in the surrounding globalized world.	KE2_K07	
Subject's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Introduction to globalization: the various definitions of globalization, globalization yesterday, today and tomorrow.		4	3
Globalization and the awareness of consumers' fair trade products, genetically modified foods. <ul style="list-style-type: none"> • Globalization and Democracy: is democracy solves the problem of terrorism? • Globalization and the corporations: how corporations perceive the global market? • Globalization and the Environment • Summary of activities: presentations of students 		20	5
Globalization of scientific perspectives: how economists view the globalization and its problems.		2	2
Human kind and globalization: social, cultural, ethical, linguistic problems. Is there a global culture?		2	2
Globalization and economic development: the division of the world into the countries of the rich North and poor South, the United States as an empire, whether communism is dead, emerging powers, international cooperation.		2	2
Teaching methods	lecture and multimedia presentation, <ul style="list-style-type: none"> • Conversation: group work, discussion and analysis of the literature • "Live Global culture": a trip to the supermarket in search of fair trade products, talking with managers of international corporations. 		
Methods and conditions of	1. One must accumulate 100 points for the entire semester: <ul style="list-style-type: none"> • <u>Individual work 1</u>: find a newspaper article in which the word 		

assessment	<p>"globalization" is used. Answer the question (one A4 page): what was the author thinking when using "globalization". Is it used in the negative or positive context? 10 points.</p> <ul style="list-style-type: none"> • Teamwork (3-4 people) No 1: find a book in the library that describes globalizations' problems. Collect the problems and describe them in the form of the multimedia presentation. 30 points. • Individual work 2: find a photograph that shows globalization in a social context. Explain (page A4) why. 10 points. • Teamwork (3-4 people) No. 2: search the Internet resources of the World Trade Organization, World Bank, International Monetary Fund. Describe in one paragraph one success and one failure of the chosen organization. 10 points. • Teamwork (3-4 people) No. 3: print a world map, select chosen trade agreement, describe the agreement in terms of success or failure (page A4). 10 points. • Teamwork (3-4 people) No. 4: visit your local store (any industry). Select 5 goods, see where they come from. Why shop / company imports or manufactures the goods in this place? Is it good or bad idea. 10 points. • Individual work No 3: Provide a summary of the lectures. Any method of presentation allowed. Estimated time up to 10 minutes. 20 points. 		
Verification methods of learning effects		Nr of the subject's learning effect	
Team Project no 1		1, 2, 3, 4, 6, 7, 8, 9	
Team Project no 2		3, 4, 5, 7, 9	
Team Project no 3		2, 3, 7, 8	
Team Project no 4		3, 4, 5, 7, 9	
Individual work no 1		1, 2, 3, 5	
Individual work no 2		1, 3	
Individual work no 3		1, 3, 4, 5, 7, 9	
Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Lectures		30	14
Team Projects, individual Project, Reading etc.		19	35
Consultations		1	1
TOTAL of the student's workload hours		50	50
ECTS points		2	2
Primary			

literature	<ol style="list-style-type: none"> 1. Scholte J., <i>Globalizacja</i>, Sosnowiec, Humanitas, 2006. 2. Stiglitz J., <i>Globalizacja</i>, Warszawa, PWN, 2005, <p>The literature is available in English</p>
Additional literature	<ol style="list-style-type: none"> 1. Grefe Ch., Greffrath M., <i>Czego chcą krytycy Globalizacji</i>, Kraków, WAM, 2004. 2. Porter M.E., <i>Strategia Konkurencji</i>, PWE, Warszawa, 1994. 3. Porter M.E., <i>Porter o Konkurencji</i>, PWE, Warszawa, 2001 3. Carbaugh R., <i>International Economics</i>, Southwestern, 11th Edition, 2008. 4. Brux J., <i>Economic Issues & Policy</i>, Suthwestern, 4th Edition, 2006.
Subject's coordinator	Joanna Latuszek
Subject's coordinator email address	jlatuszek@zpsb.szczecin.pl

HISTORY OF ECONOMIC THOUGHT

Course name: HISTORY OF ECONOMIC THOUGHT						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: II		Academic semester: IV		Education profile: practical	
Language: English			Subject's category: Basic			Subject's status: Obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
60	44					16	
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28	12					16	
Subject's goal	The goal of this course is to teach the student the history of economic thought from ancient to modern times. The emphasis will be put on developments since Adam Smith published "The Wealth of Nations". The course will describe the interactions between scholars in creation of a discipline of an "economics". The classes will show the influence of technological breakthroughs, political environments, and social changes on the economics as well as the impact of the economists on the society and the lifestyle. The students will be able to compare their own theories with those accepted in the economic profession.						
Prerequisites	This course does not require specific knowledge; however, most topics of macroeconomics and microeconomics may be very useful.						
Learning goals (effects)						Subject's learning effects reference to the field of study effects	
Knowledge	1. Has in-depth knowledge of the other social sciences (sociology, management, law), various historical events and their relationship to the economy.					KE1_W03 KE1_W04	

	<p>2. Has a thorough knowledge of the historical economics schools' representatives ideas and views, the historical evolution of these views, is able to make critical appraisal and practical applications of these ideas in modern economics</p> <p>3. Knows the most important contemporary economic trends, its theorems, the views of the trends' representatives and analysis methods of actual economic phenomena through its prism. The student understands the genesis of the economic thought.</p>	KE1_W02
Skills	<p>4. Is able to make observations and interpretation of economic, social and financial phenomena and has the ability compare them to events that emerged in the past.</p> <p>5. Has an extensive ability to formulate practical conclusions useful to policy makers and to present own ideas and concerns based on the arguments that refers to various economic theories.</p> <p>6. Has the ability to understand and to analyze economic phenomena, including investment using the knowledge about various historical events that emerged in the past.</p>	KE1_U01 KE1_U02
Social skills	<p>7. Is aware of the level of own knowledge, makes self-evaluation of own competences, is able to complement and improve acquired knowledge and skills by himself, understands the need for continuous training of professional and personal development</p> <p>8. Responsibly prepares to an own work, determine priorities for the realization of the specific tasks properly, those self-defined and ordered by others</p>	KE1_KO1

Subject's description (curriculum content)	Number of contact hours	
	Full-time	Part-time
Lecture		
- Economics in Ancient Times	4	1
- Greek and Roman Times, Dark Ages	2	1
- Economics in Medieval Times	2	1
- Mercantilism and Physiocracy	6	1
- Adam Smith and the Wealth of Nations	6	2
- Other Classical Economists (Mill, Say, Ricardo, Malthus)	4	1
- Karl Marx	4	1
- Neoclassical Economy	4	1
- J. M. Keynes	4	1
- Monetarism	4	1

- Alternative Schools	4	1	
E-Learning			
- Discussion Economic Thought Before Adam Smith	4	4	
- Discussion: Marxist Economics	4	4	
- Discussion Keynes and Friedman	4	4	
- The Economic Growth Theories	4	4	
Teaching methods	The class activities include lectures, group discussions, case studies and homework. The classes are provided with support of multimedia presentations.		
Methods and conditions of assessment	<ul style="list-style-type: none"> Written exam + essay Forms: <ul style="list-style-type: none"> The Economic Analysis course ends with written exam. It will check both the theory and practical knowledge with test (40%) and open questions/case study (30%). The exam may be taken only by students who will provide essay (30%). 		
Verification methods of learning effects		Nr of the subject's learning effect	
Written Exam		1,2,3,4	
Essay		5,6,7,8	
Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		60	28
Preparation before class		10	30
Preparation of the essay		20	20
Preparation for the written exam		10	22
TOTAL of the student's workload hours		100	100
ECTS points		4	4
Primary literature	<ol style="list-style-type: none"> A. Roncaglia, <i>The Wealth of Ideas: A History Of Economic Thought</i> (Cambridge University Press, 2005). J. Szpak, <i>Historia Gospodarcza Powszechna</i> (Warszawa: Polskie Wydawnictwo Ekonomiczne, 2003). M. Skousen, <i>The Making of Modern Economics: The Lives and Ideas of the Great Thinkers</i> (M.E. Sharpe, 2001). M. Blaug, <i>Economic Theory In Retrospect</i> (Cambridge University Press, 1985). 		

Additional literature	<ol style="list-style-type: none"> 1. R. Frantz, <i>Two Minds: Intuition and Analysis in the History of Economic Thought</i> (Springer, 2005). 2. S. Boehm, Ch. Gehrke, , H. D. Kurz, R. Storn, <i>Is There Progress in Economics? Knowledge, Truth and the History of Economic Thought</i> (Edward Elgar Publishing Limited, 2002). 3. W. A. Scott, <i>The Development of Economics</i> (The Century Company, 1933). 4. W. J. Samuels, J. E. Biddle, J. B. Davis, <i>A Companion to the History of Economic Thought</i> (Blackwell Publishing Ltd, 2003).
Subject's coordinator	Michał Bzunek
Subject's coordinator email address	mbzunek@zpsb.szczecin.pl

HUMAN CAPITAL MANAGEMENT

Course name: HUMAN CAPITAL MANAGEMENT						Course code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: I semester		Education profile: practical	
Language: English			Course category: basic			Course status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
90	45	45					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28	28						
Course goal	After the course the student should: <ul style="list-style-type: none"> ▪ know economical concepts of human capital and methods of measurement ▪ identify the tools and techniques of HCM, ▪ show, using readings and discussion, how these concepts and techniques can be applied in everyday managerial decision-making. ▪ discuss in the context of real world cases and examples 						
Prerequisites	Basic knowledge of economics and management						
Learning goals (effects)						Subject's learning effects reference to the field of study effects	
Knowledge	1. Student knows the most important contemporary economic trends, the basic theorems and methods of analysis of actual economic phenomena through their prism 2. Student knows and understands the basics of enterprises' operation, development, creation and process management within the enterprises					KE1_W04	
						KE1_W05	

Skills	<p>3. Student is able to use the basic theoretical knowledge of economics and related disciplines to analyze and interpret a variety of economic problems</p> <p>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</p>	<p>KE2_U02</p> <p>KE2_U04</p> <p>KE2_U09</p>
Social skills	<p>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</p> <p>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</p>	<p>KE2_K01</p> <p>KE2_K05</p>
Course description (curriculum content)		Number of contact hours
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">Full-time</td> <td style="width: 50%; text-align: center;">Part-time</td> </tr> </table>
Full-time	Part-time	
<p>1. Fundamentals of international Human Capital Management:</p> <ul style="list-style-type: none"> ➤ Major Human Capital theories ➤ Factors influencing the HR Policy ➤ Strategic HRM 	5Lecture/5 Workshop	2L
<p>2. Global aspects of HR:</p> <ul style="list-style-type: none"> ➤ Internationalization process ➤ Role of HRM professionals ➤ International assignment issues ➤ Ethics in international HCM 	5 L/5 W	2L
<p>3. Recruiting and Selection</p> <ul style="list-style-type: none"> ➤ Process planning ➤ Sources and methods ➤ Job interview 	7 L/7 W	2L
<p>4. Socializing, Orienting and Developing Employees</p> <ul style="list-style-type: none"> ➤ Adaptation of new employees ➤ Training needs assessment ➤ How to train people? ➤ Evaluation of training program 	4 L/4 W	2L
<p>5. Evaluating Employee Performance</p> <ul style="list-style-type: none"> ➤ Goals of performance management system ➤ Appraisal process methods ➤ Effectivity factors 	7L/9 W	2L
<p>6. Employee Compensation & Benefits</p> <ul style="list-style-type: none"> ➤ Goals of compensation administration ➤ Job evaluation ➤ Base for payment system ➤ Benefits and Bonuses 	7 L/9 W	2L

7. Other aspects of International HRM		6 L/6 W	2L
<ul style="list-style-type: none"> ➤ Safety and Health Program ➤ Labor relations ➤ Avoiding discrimination ➤ Evaluating the HRM process 			
8. Final Test		2	2
Teaching methods	Class content will be delivered through lectures with Power Point Presentations, group discussion, learning activities, articles reviews, and case studies		
Methods and conditions of assessment	<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 review20%</p> <p>Project – PP Presentation.....30%</p> <p>Final Test.....30%</p> <p>Class Participation.....10%</p> <p>Activity.....10%</p>		
Verification methods of learning effects			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
Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes – contact hours with the teacher		90	6
Preparation for the classes		15	14
Preparation of reports/presentations/case studies		20	25
Readings		10	40
Participation in the consultations		5	5
Preparation for the final test		10	10
Others		0	22
TOTAL of the student's workload hours		150	122
ECTS points		6	6
Primary	1. Dessler G.: Human Resource Management, Pearson Education Ltd., 2012		

literature	<ol style="list-style-type: none"> 2. DeCenzo, David A. and Robbins, Stephen P.: Fundamentals of Human Resource Management, Eighth Edition. New York: John Wiley and Sons, Inc. 2007 3. Armstrong M.: Armstrong's Handbook of Human Resource Management Practice , Prentice Hall, 2002 4. Daft L.R.: Management, 2005, Thomson Learning, Mason –Ohio, USA
Additional literature	<ol style="list-style-type: none"> 5. Raymond A. Noe, John R. Hollenbeck: Human Resource Management: Gaining A Competitive Advantage, : Irwin/McGraw-Hill, 2010 6. Evans, P., Pucik, V. & Björkman, I. (2010): The global challenge: International human resource management. Boston: McGraw-Hill, 2010.
Course coordinator	Barbara Głowacz
Subject's coordinator email address	bglowacz@zpsb.szczecin.pl

INTERNATIONAL BUSINESS

Course name: INTERNATIONAL BUSINESS						Course code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the Course (Department): Department of Economics and Information Technology							
Study level: II		Academic year: II		Academic semester: III		Education profile: practical	
Language: English			Course category: specialization			Course status: Eligible	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Rother
30	15	15					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Rother
14	7	7					
Course goal	<ul style="list-style-type: none"> • The course introduces students to the world of International Business, and, more specifically, to the issues related to conducting business activity on a global scale. • Material covered provides a theoretical and practical basis for understanding and explanation of the meaning of contemporary international trade. • In general it examines the role of globalization as the phenomenon which affected the increase of international capital and commodity flows. • Special emphasis will be placed upon the understanding of the role of the MNEs as the largest foreign investors in the world. 						
Prerequisites	Students should have a theoretical background of Micro and Macro economics as well as the basics of International Finance.						
Learning goals (effects)						Course's learning effects reference to the field of study effects	
Knowledge	<ul style="list-style-type: none"> • 1. Student has an extensive knowledge of the international business terminology, understands sources of this 					KE2_W01	

	<p>interdisciplinary science and uses within the modern economies.</p> <ul style="list-style-type: none"> • 2. Student knows the rules of creation and development of the forms of multinational enterprises, understands the basics of their functioning on an international scale, while using the knowledge of economics, finance and management. • 3. Student has an extensive knowledge to the assessment of economic phenomena such as eg globalization, and their impact on the functioning of states and international companies. 	KE2_W05	KE2_W08	
Skills	<ul style="list-style-type: none"> • 4. Student is able to use international business theoretical knowledge to analyze and interpret a variety of economic problems concerning domestic and world economy relationships as well as domestic and foreign enterprises relationships through selecting appropriate data and analysis methods and on this background to formulate own opinions. • 5. Student has an extensive ability to formulate practical conclusions useful to policy makers particularly in the functioning of enterprises on foreign market and to present own ideas and concerns based on the arguments that refers to some theories and views known to Polish and foreign economists. • 6. Student is able to work in a team to solve specific tasks in the field of international business, performing various roles, including managerial ones, while having the organizational skills to carry out the purposes of designing and taking professional activities. 	KE2_U02	KE2_U06	KE2_U09
Social skills	<ul style="list-style-type: none"> • 7. Student is aware of the level of own knowledge, makes self-evaluation of own competences, is able to complement and improve acquired knowledge and skills by himself, understands the need for continuous training of professional and personal development. • 8. Student is aware of the complexity of today's global economy processes, particularly concerning the conditions of functioning of enterprises in an international environment, is capable of the formulation of own conclusions about these, of the leading of the germane discussion, of the presentation of own views and arguments of defense adopted. • 9. Student is able to operate and interact in a group, actively participates in groups, is open to cooperation and building relationships, is able to adopt different roles in a team, including managerial 	KE2_K01	KE2_K03	KE2_K05
Course description (curriculum content)		Number of contact hours		
		Full-time	Part-time	

		15	7
<ul style="list-style-type: none"> • An overview of International Business What is International Business? Contemporary International Trade The importance of the International Trade for individual countries The importance of International Trade for the Polish economy 		3	2
<ul style="list-style-type: none"> • Forms of International Business activity Exporting, Importing, Processing, Reparation services, Franchising, Leasing, Countertrade, Export consortia, FDI, Forms of trade in the formal markets 		3	2
<ul style="list-style-type: none"> • Globalization and the International Integration Globalization and its genesis The phases of globalization Globalization versus International Integration Advantages and disadvantages of globalization 		3	1
<ul style="list-style-type: none"> • International capital flows Foreign Direct Investment (FDI). Types of FDI. FDI in the world. The role of multinational enterprises as the largest investors in the world. The globalization process of the MNE. The advantages of FDI. Portfolio Investment. International loans. FDI in Poland. 		3	1
<ul style="list-style-type: none"> • Types of Participants in International Business The market makers companies. Distribution channel Intermediaries in International Business. Facilitators in International Business. 		3	1
Excercises		13	6
<ul style="list-style-type: none"> • Importance of the International Trade for individual countries. Characteristics of chosen country – real examples. Discussion. 		1	1
<ul style="list-style-type: none"> • Starting the activity in the foreign country – Case Study. 		3	2
<ul style="list-style-type: none"> • Globalization – arguments for and against. Case Study. 		3	1
<ul style="list-style-type: none"> • Foreign Direct Investment, examples of Polish companies running activities on an international scale – Case Study. 		3	1
<ul style="list-style-type: none"> • Types of participants in International Business– real examples – Case Study. 		3	1
Colloquium		2	1
Teaching methods	<ul style="list-style-type: none"> • Lectures, slides, readings, exercises and case studies. Students are expected to participate actively in the class, by volunteering problems solutions, posing questions, and offering answers to the instructor's questions. 		
Methods and conditions of assessment	<ul style="list-style-type: none"> • written exam • pass of exercises • 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. 		
Verification methods of learning effects			Nr of the Course's learning efect
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	
Student's workload		Number of the student's workload hours	
		Full-time studiem	Part-time studiem
Classes		60 godz	28 godz
Preparations to classes		8	20
Preparation of reports/presentations/exercises/case studies		18	18
Studying of literature		8	20
Participation in consultations		2	2
Preparation to egzam/pass		3	10
Other		1	2
TOTAL of the student's workload hours		100	100
ECTS points		4	4
Primary literature	K. Osiński, International Business, ZPSB Publishing House Cavusgil S.T., Knight G., Riesenberger J. R., <i>International Business Strategy, Management, and the New Realities</i> , Pearson Prentice Hall, New Jersey 2008.		
Additional literature	Griffin R.W., Pustay M.W., <i>International Business 4/E</i> , Pearson Education Limited, New Jersey 2005. Hodgets R.M., Rugman A.M., International Business 3/E, Pearson Education Limited, Essex 2002, 2003. Bishop E., <i>Finance of international trade</i> , Elsevier Butterworth-Heinemann, Linacre House, Jordan Hill, Oxford 2004. Osiński K., <i>Biznes międzynarodowy na progu XXI wieku – kompendium</i> , Wydawnictwo ZPSB w Szczecinie, Szczecin 2010.		
Course's coordinator	Ph. D. Krzysztof Osiński		
Course's coordinator email address	kosinski@zpsb.szczecin.pl		

INTERNATIONAL ECONOMY

Subject's name: INTERNATIONAL ECONOMY						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: II		Academic semester: III		Education profile: practical	
Language: English			Subject's category: Maain			Subject's status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
60	30	30					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14	14						
Subject's goal	Main goal is to understand economic mechanisms that govern international economy						
Prerequisites	A student should have passed the international economic relations course						
Learning goals (effects)							Subject's learning effects reference to the field of study effects
Knowledge	<p>1.familiar with the terminology used in economics, finance and management, understands the sources and applications within the social sciences</p> <p>2.knows the most important contemporary economic trends, the basic theorems and methods of analysis of actual economic phenomena through their prism</p> <p>3.has the knowledge to the assessment of economic phenomena, including financial phenomena, in the national, international and intercultural perspective</p>						<p>KE2_W01</p> <p>KE2_W04</p> <p>KE2_W08</p>

Skills	4.able to use the basic theoretical knowledge of economics and related disciplines to analyze and interpret a variety of economic problems	KE2_U02	
	5.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	KE2_U06	
Social skills	6.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	KE2_K01	
	7.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	KE2_K03	
	8.Is able to operate and interact in a group, actively participates in groups, organizations, or institutions, is open to cooperation and building relationships	KE2_K05	
Subject's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Globalization of international trade relations. World Trade Organization. Problems of hunger, fair trade etc.		7	3
Modern trade theory: comparative advantage. Absolute advantage vs. absolute advantage. Sources of comparative advantage.		8	4
International trade policies: tariffs and non-tariff trade barriers.		7	3
Trade policies of the developing nations. Problem of OPEC Cartel.		8	4
Steps of economic integration: European Union as an example of the most developed economic integration		8	4
Multinational enterprises: problems of exporting, foreign direct investment, licensing etc		7	3
International factor movements: free movement of labor, free movement of capital.		7	3
International financial relations: the balance of payments, foreign exchange market, foreign exchange, exchange rate determination, balance of payments adjustments, exchange rate adjustments, currency crises, choosing an exchange rate system		8	4
Teaching methods	Discussion, Power point presentation, case studies.		
Methods and conditions of assessment	A note based on: tests (4tests during semester) and student's active participation in lectures		

Verification methods of learning effects			No of the subject's learning effect
Test			1-8
Active participation in lectures			1-8
Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Preparation to lectures		30	90
Preparation to exam		10	32
TOTAL of the student's workload hours		40	122
ECTS points		4	4
Primary literature	1. Carbaugh R., <i>International Economy</i> , 12 e, Thomson, 2010. 2. Nakonieczna-Kisiel H., Dudziński J., <i>Międzynarodowe Stosunki Ekonomiczne, wybrane problemy</i> , Szczecin 2005.		
Additional literature			
Subject's coordinator	Joanna Latuszek		
Subject's coordinator email address	jlatuszek@zpsb.szczecin.pl		

INTERNATIONAL EU PROJECT MANAGEMENT

Subject's name: INTERNATIONAL EU PROJECT MANAGEMENT						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: II		Academic semester: III		Education profile: practical	
Language: english			Subject's category: specialization			Subject's status: chosen	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
30		30					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14		14					
Subject's goal	<ul style="list-style-type: none"> • to present basic and actual knowledge of planning, managing and financing international project, including project co financing from EU funds • to identify practical factors of applying for external project funds • to develop ability to use methods and techniques of applying for EU funds 						
Prerequisites	Student is familiar with Principles of Management.						
Learning goals (effects)						Subject's learning effects reference to the field of study effects	
Knowledge	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	
Skills	<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>
Social skills	<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>
Subject's description (curriculum content)		Number of contact hours
		<p>Full-time</p> <p>Part-time</p>
Introduction to international Project management		<p>2</p> <p>1</p>
Applying for international funds		<p>5</p> <p>5</p>
Analysis of possibilities of international co-financing		<p>5</p> <p>5</p>
Preparation of application form		<p>18</p> <p>4</p>
Teaching methods	<ul style="list-style-type: none"> • mini-lectures with multimedia presentations • works: group work / case studies/ discussion 	
Methods and conditions of assessment	<p>1. exam</p> <p>2. Works assesment</p> <p>Formy:</p> <ul style="list-style-type: none"> • Written exam: multiply choice test (50%) and mini case study (50%); to take an exam students is obliged to have positive grade from works. • Works assesment – execution of specified practical tasks (50%) / active participation in discussion and group work during works (50%). 	
Verification methods of learning effects		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
Student's workload		Number of the student's workload hours
		<p>Full-time</p> <p>Part-time</p>

	studium	studies
Classes	30	14
Classes preparation	10	10
Task/case studies/discussion preparation	5	10
Literature analysis	20	30
Consultation hours participation	5	5
Exam preparation	30	31
Others	0	0
TOTAL of the student's workload hours	100	100
ECTS points	4	4
Primary literature	A Guide to the Project Management Body of Knowledge, Project Management Institute, 2009	
Additional literature	http://ec.europa.eu/index_pl.htm	
Subject's coordinator	Justyna Osuch, Ph. D.	
Subject's coordinator email address	josuch@zpsb.szczecin.pl	

INTERNATIONAL FINANCE

Course name: INTERNATIONAL FINANCE						Course code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the Course (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: II		Education profile: practical	
Language: English			Course category: specialization			Course status: Eligible	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	other
30	15	15					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	other
14	7	7					
Course goal	<ul style="list-style-type: none"> The course introduces students to the world of global finance, and, more specifically, to the issues related to exchange rates and exchange rate fluctuations using the financial tools in conducting business activity on a global scale. Material covered provides a theoretical and practical basis for understanding and explanation of the meaning of contemporary international finance. In general it examines the role of International Monetary System and International Financial Institutions which affected the increase of international capital flows. Special emphasis will be placed upon the understanding of the role of the business cycles and its relation to the economic crisis. 						
Prerequisites	Students should have a theoretical background of Micro and Macro economics as well as the basics of Finance.						
Learning goals (effects)						Course's learning effects reference to the field of study effects	
Knowledge	1. Student has an extensive knowledge of the international finance terminology, understands sources of this science and uses within the modern economies. 2. Student knows the rules of creation and the functioning of International Monetary System and development of FOREX, understands the basics of mechanism of the foreign exchange rate on an international scale, while using the knowledge of economics, finance and management. 3. Student has an extensive knowledge to the assessment of economic					KE2_W01 KE2_W05	

	phenomena such as eg economic crises, and their impact on the functioning of states and international companies.	KE2_W08	
Skills	4. Student is able to use international finance theoretical knowledge to analyze and interpret a variety of economic problems concerning domestic and world economy relationships as well as domestic and foreign enterprises relationships through selecting appropriate data and analysis methods and on this background to formulate own opinions.	KE2_U02	
	5. Student has an extensive ability to formulate practical conclusions useful to policy makers particularly in the functioning of International Monetary System, BOP and Foreign Exchange Rates on foreign markets and to present own ideas and concerns based on the arguments that refers to some theories and views known to Polish and foreign economists.	KE2_U06	
	6. Student is able to work in a team to solve specific tasks in the field of international finance, performing various roles, including managerial ones, while having the organizational skills to carry out the purposes of designing and taking professional activities.	KE2_U09	
Social skills	7. Student is aware of the level of own knowledge, makes self-evaluation of own competences, is able to complement and improve acquired knowledge and skills by himself, understands the need for continuous training of professional and personal development.	KE2_K01	
	8. Student is aware of the complexity of today's global economy processes, particularly concerning the conditions of functioning of FOREX, Foreign Exchange Rates, BOP in the world, is capable of the formulation of own conclusions about these, of the leading of the germane discussion, of the presentation of own views and arguments of defense adopted.	KE2_K03	
	9. Student is able to operate and interact in a group, actively participates in groups, is open to cooperation and building relationships, is able to adopt different roles in a team, including managerial	KE2_K05	
Course description (curriculum content)		Number of contact hours	
		Full-time 15	Part-time 7
<ul style="list-style-type: none"> International Monetary System International Monetary System, The Genesis of Money, Gold standard, Inter war system 1918-1934, The Bretton Woods system, Multicurrency system 		3	2
<ul style="list-style-type: none"> The Balance of payments (BOP) The system of Balance of payments, Confounding factors in the Balance of payments equilibrium, Methods for restoring balance in the BOP, Polish Balance of payments 		3	2
<ul style="list-style-type: none"> Foreign Exchange Rate The mechanism of the exchange rate on the local foreign exchange market, Factors that affect the foreign exchange rate, Types of foreign exchange rate systems, The theory of purchasing power parity, Purchasing power parity and real foreign exchange rate Big Mac index 		3	1
<ul style="list-style-type: none"> FOREX What is FOREX?, Participants in the foreign exchange market, The Spot market, The Forward market, Interest rate arbitrage, The essence of speculative transactions 		3	1
<ul style="list-style-type: none"> Economic crisis Business cycle, The classical business cycle, The modern business cycle, The financial crisis, The stock market crisis, The banking crisis, The currency crisis 		3	1

Excercises		13	6
• From the Gold standard to Multicurrency system – Case Study.		1	1
• Discussion about the situation of Balance of Payments of the different countries. The Polish Balance of payments – Case Study.		3	2
• Foreign exchange rates, monthly mortgage calculation – Case study.		3	1
• The Foreign Exchange Market, example of speculative transaction – Case Study.		3	1
• The economic crises. The Financial crisis of 2007 – Case study.		3	1
Colloquium		2	1
Teaching methods	<ul style="list-style-type: none"> Lectures, slides, readings, exercises and case studies. Students are expected to participate actively in the class, by volunteering problems solutions, posing questions, and offering answers to the instructor's questions. 		
Methods and conditions of assessment	<ul style="list-style-type: none"> written exam pass of exercises 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. 		
Verification methods of learning effects			Nr of the Course's learning efect
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
Student's workload		Number of the student's workload hours	
		Full-time studiem	Part-time studiem
Classes		60 godz	28 godz
Preparations to classes		8	20
Preparation of reports/presentations/exercises/case studies		18	18
Studying of literature		8	20
Participation in consultations		2	2
Preparation to egzam/pass		3	10
Rother		1	2
TOTAL of the student's workload hours		100	100
ECTS points		4	4
Primary literature	K. Osiński, International Finance, WPBS Publishing House Eiteman K. D., Moffett H. M., Stonehill I. A., <i>Fundamentals of Multinational Finance: International Edition, 3/E</i> , Pearson Higher Education, 2009.		
Additional literature	Brigham F. Eugene, Houston F. Joel, <i>Fundamentals of financial management</i> , Concise Seventh Edition, South-Western Cengage Learning, 2011. Budnikowski A., <i>Międzynarodowe stosunki gospodarcze</i> , PWE, Warszawa 2003. Eiteman K. D., Moffett H. M., Stonehill I. A., <i>Multinational Business Finance</i> , Pearson Education Inc. 2004. Krugman P. R., Obstfeld M., <i>Międzynarodowe stosunki gospodarcze: teoria i</i>		

	<p><i>polityka</i>, Wydawnictwo Naukowe PWN, Warszawa 2001. Osiński K., <i>Biznes międzynarodowy na progu XXI wieku - kompendium</i>, Wydawnictwo Zachodniopomorskiej Szkoły Biznesu, Szczecin 2010. Shapiro C. Alan, <i>Multinational Financial Management, Seventh Edition</i>, University of Southern California, 2003. Zabielski K., <i>Finanse Międzynarodowe</i>, Wydawnictwo Naukowe PWN, Warszawa 2002.</p>
Course's coordinator	Ph. D. Krzysztof Osiński
Course's coordinator email address	kosinski@zpsb.szczecin.pl

INTERNATIONAL NEGOTIATIONS

Course's name: INTERNATIONAL NEGOTIATIONS						Course's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the course (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: I		Education profile: practical	
Language: English			Course's category: basic		Course's status: obligatory		
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
30	15	15					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14	7	7					
Course's goal	3. The aim of the course is to acquaint students with different approaches toward international negotiations. 4. Strengthen ability to international negotiations in business context.						
Prerequisites	Student should have accomplished basic business course.						
Learning goals (effects)						Course's learning effects reference to the field of study effects	
Knowledge	5. Student is familiar with the developed terminology used in international negotiations. 6. Student has developed knowledge and background of international negotiations. 7. Student knows and understands the developed ideas of negotiations within the business context					KE2_W01 KE2_W02 KE2_W05	
Skills	1. Student is able to make observations and interpretation of international negotiation and analyze its relationship with the various lines of business. 2. Student is able to use the developed 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.					KE2_U01 KE2_U03	

Social skills	8. 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. 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.	KE2_K01		
		KE2_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	1/2	
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	1/2	
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	1	
Teaching methods	<ul style="list-style-type: none"> • Lectures with multimedia presentations. • Individual and group works / case studies / discussions / problem solving activities. • Workshops, exercises and roles playing. 			
Methods and conditions of assessment	<ul style="list-style-type: none"> • Pass from written test at the end of semester. • Evaluations of presentations and projects. • Evaluated participations workshops, exercises and roles playing 			
Verification methods of learning effects		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
		Number of the		

Student's workload		student's workload hours	
		Full-time studies	Part-time studies
Classes		30	14
Preparing for classes		30	40
Preparing presentations and project		20	23
Studying literature of the subject		20	23
TOTAL of the student's workload hours		100	100
ECTS points		4	4
Primary literature	9. Victor A. Kremenyuk, <i>International negotiation: analysis, approach, issues</i> , 2nd Edition, San Francisco: Jossey Bass, 2002). 10. 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 & Sons 2001.		
Additional literature	11. Roger Fisher and Scot Brown, <i>Getting Together: Building Relationships As We Negotiate</i> , Penguin Books 1989. 12. Roy J. Lewicki, David M. Sauders, Bruce Barry, John W. Minton, <i>Essentials of Negotiation</i> , 3rd Edition, McGraw-Hill 2003. 13. Michael Watkins, <i>Breakthrough Business Negotiation: A toolbox for Managers</i> , Jossey-Bass 2002.		
Course's coordinator	doc. dr Leszek Bursiak		
Course's coordinator email address	lbursiaka@zpsb.szczecin.pl		

MACROECONOMICS

Course's name: MACROECONOMICS						Course's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the course (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: I		Education profile: practical	
Language: English			Course's category: basic			Course's status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
120	60	60					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28	14	14					
Course's goal	<p>5. The aim of the course is to acquaint students with more advanced macroeconomic concepts.</p> <p>6. Strengthen ability of using economic tools, needed to understand the functioning of the national economy.</p>						
Prerequisites	Student should know the basics of macroeconomics.						
Learning goals (effects)						Course's learning effects reference to the field of study effects	
Knowledge	<p>1. Student is familiar with the developed terminology used in economics, understands the sources and applications within the social sciences.</p> <p>2. Student is well acquainted with the ideas and views of representatives of the historical schools of economics, the historical evolution of these views, student can make a critical appraisal and practical applications of these ideas in modern economics.</p> <p>3. Knows the most important contemporary economic trends, they claim, the views of representatives of</p>					<p>KE2_W01</p> <p>KE2_W04</p>	

	these trends and methods of analysis of actual economic phenomena through it's prism.	KE2_W07	
Skills	<p>4. Student is able to use theoretical knowledge of economics and related disciplines to analyze and interpret a variety of economic problems, selecting appropriate data and methods of analysis and on this background to formulate their own opinions.</p> <p>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.</p> <p>6. Student has the extensive 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</p>	KE2_U01 KE2_U05 KE2_U08	
Social skills	<p>7. Student is aware of the complexity of the processes taking place in today's global economy, is able to make socio-economic phenomenas' assessment (also in historical perspective), can formulate own conclusions about them, is able to present their views and arguments of adopted defense.</p> <p>8. Student can operate and interact in a group, is open to cooperation and build relationships.</p>	KE2_K01 KE2_K05 KE2_K08	
Course's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Lectures:		60	14
<ul style="list-style-type: none"> • Short run Goods market, it's market equilibrium, affecting factors, fiscal policy versus production. Financial markets, interest rate, monetary Policy. IS – LM model. 		12	3
<ul style="list-style-type: none"> • Medium run Labor market, AS – AD model, Philips Curve, inflation, nominal Money growth. 		12	3
<ul style="list-style-type: none"> • Long run Economic growth, savings, capital accumulation and production, technological progress, wages, unemployment. 		12	3
<ul style="list-style-type: none"> • Open economy Open goods and financial markets, production, interest rate and exchange rate, exchange rate regimes. 		12	2
<ul style="list-style-type: none"> • Monetary and Fiscal Policy monetary policy towards desired inflation rate level, budget deficit, the interest rate, growth and production level, fiscal policy issues. 		12	3
Exercises		60	14
Analyzing economy within short run – calculations, exercises, discussions,		12	2

case studies.			
Medium run macroeconomic processes analysis – calculations, exercises, discussions, case studies.		12	2
Understanding economic processes within long run – calculations , exercises, discussions, case studies.		12	2
Analyzing advantages and disadvantages of open economy on the basis of economies of different countries– discussions, case studies		12	4
Judgment of fiscal and monetary policy of given countries - discussions and case studies.		12	4
Teaching methods	<ul style="list-style-type: none"> • lecture with multimedia presentation • individual and group work / case study / discussion / problem solving • on – line discussion 		
Methods and conditions of assessment	<ul style="list-style-type: none"> • pass from two written tests after at the end of semester • written examination 		
Verification methods of learning effects			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
Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		120	28
Preparing for classes		8	40
Preparing presentations / exercises / case studies.		4	50
Studying literature, tracking news and economic statistics		6	26
Participation in the consultation (including on-line)		4	1
Preparing for the written tests and exam		8	5
TOTAL of the student's workload hours		150	150
ECTS points		6	
Primary literature	<ol style="list-style-type: none"> 1. M.Parkin, <i>Macroeconomics</i>, Pearson Education Limited, 2012 2. R.Bade,M.Parkin, <i>Essential Foundations of Economics</i>, Pearson Addison Wesley, Boston, 2007 3. D.Begg, S.Fisher, R.Dorbush, <i>Economics</i> 8th edition, McGrawHill Book Company, London, 2005. 		

	4. O. Blanchard, <i>Macroeconomics</i> 3 rd edition, Prentice Hall, 2003.
Additional literature	<p>5. R. J. Barro, <i>Macroeconomics</i>, Wiley, New York, 1993.</p> <p>6. B. Felderer, S. Homburg, <i>Macroeconomics and new macroeconomics</i>, Springer-Verlag, Berlin, 1992</p> <p>7. S. L. Brue, <i>Macroeconomics : principles, problems and Policies</i>, McGraw-Hill, New York, 1990.</p>
Course's coordinator	Anna Lachowska
Course's coordinator email address	alachowska@zpsb.szczecin.pl

MATHEMATICAL ECONOMICS

Course's name: MATHEMATICAL ECONOMICS						Course's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the course (Department): Department of Economics and Information Technology							
Study level: II		Academic year: II		Academic semester: III		Education profile: practical	
Language: English			Course's category: Basic			Course's status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
90	45	45					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28	14	14					
Course's goal	<p>The main aim of the course of Mathematical Economics is to familiarize the students with the theoretical knowledge of this subject and then train them in applying theory to economical practice. Particularly, the learning objective of the course is to provide students with thorough knowledge about the use of Mathematical Economics, its methods and models. After passing the final examination each student:</p> <ul style="list-style-type: none"> • knows the area of interest of Mathematical Economics and the importance of the scientific discipline in the entire economic education; • understands the difference between Mathematics, Economics and Mathematical Economics; • is familiar with the terminology used in Mathematical Economics and is able to coherently express when presenting conclusions drawn from analyses; • gains an extensive ability to think logically and analytically; • understands the need for continuous improvement and development of his/her capability to work with numbers; • is eager to prepare statements and written opinions helping to solve selected economic problems and to make correct business decisions; • has the capability to thoroughly analyze and evaluate complex economic problems, is able to suggest concrete solutions to these problems; • knows advanced research methods and their usefulness in effective management on the micro- and macroeconomic scale; • has the in-depth knowledge of mathematical tools used in economics and is able to assess them; • is aware of the advantages and limitations of the quantitative tools; • has the ability to select the appropriate research procedure in a given practical 						

	<p>situation;</p> <ul style="list-style-type: none"> • is eager to use the basic theoretical knowledge of micro-, macroeconomics and mathematics in order to understand a variety of economic phenomena and processes, is able to model some complex economic phenomena and processes with the use of available tools; • can compare and judge the results of exercises provided by himself/herself and others; • cares about expressing his/her thoughts in an accurate way; • is willing to interpret results of research and formulate his/her own conclusions; • is capable of conducting data analysis in a fair and unbiased manner; • is aware of the level of his/her knowledge, makes a self-evaluation of own competences, is critical of his/her learning achievements and work performance. 	
Prerequisites	It would be better for students to know mathematics, microeconomics, macroeconomics and some basics of econometrics.	
Learning goals (effects)		Course's learning effects reference to the field of study effects
Knowledge	<p>At the end of the course students will be familiar with:</p> <ol style="list-style-type: none"> 1.a. how to model graphically and algebraically the following basic functions: demand and supply, cost, revenue; 1.b. equilibrium in the goods market and labour market; 1.c. market equilibrium for substitute and complementary goods; 1.d. price controls and government intervention in various markets; 1.e. taxes, subsidies and their distribution; 1.f. break-even analysis; 1.g. the meaning of consumer and producer surplus; 1.h. how to measure customer and producer surplus; 1.i. the national income model; 1.j. the <i>IS-LM</i> model; 2.a. the concept of marginal and average revenue, cost, product, propensity to consume and propensity to save, 2.b. the use of the derivative to calculate the coefficient of point elasticity of demand; 2.c. the constant elasticity demand function; 3. applications of arithmetic and geometric series. 	KE2_W01 KE2_W08 KE2_W10
Skills	<p>After completing this course, students will be able to:</p> <ol style="list-style-type: none"> 4.a. understand the importance of economic models; 4.b. understand the interactions between the various parts of an economy; 4.c. calculate the coefficient of price elasticity of demand at a point on the demand function; 4.d. calculate the coefficient of price elasticity of supply; 4.e. manipulate non-linear functions algebraically, particularly in economic applications such as demand, supply, revenue, cost and profit; 4.f. use quadratic equations in economics (for example total revenue and profit); 4.g. use cubic equations in economics (for example cost and break-even); 4.h. use exponentials and logs in a range of various applications, such as production and consumption; 4.i. define and solve applications which are modelled by hyperbolic functions; 5.a. find the value of output at which total revenue is at a maximum; 5.b. find the value of output at which profit is at a maximum; 5.c. use differentiation to describe and analyse other economic models; 5.d. calculate customer surplus; 	KE2_U02 KE2_U04 KE2_U07 KE2_U08

	<p>5.e. calculate producer surplus;</p> <p>6.a. apply matrix arithmetic (use matrix arithmetic to simplify calculations for large arrays of data);</p> <p>6.b. solve problems related to input/output analysis;</p> <p>7.a. calculate simple interest;</p> <p>7.b. calculate compound interest;</p> <p>7.c. solve for unknown variables using the compound interest formula;</p> <p>7.d. calculate compound interest when compounded several times per year;</p> <p>7.e. calculate compound interest when compounded continuously;</p> <p>7.f. calculate the annual percentage rate;</p> <p>7.g. calculate depreciation;</p> <p>7.h. use the net present value as an investment appraisal technique;</p> <p>7.i. use the internal rate of return as an investment appraisal technique;</p> <p>7.j. compare the two techniques mentioned above.</p>		
Social skills	<p>8.a. By taking tests and getting fast feedback on the correct answers to these tests, the student is aware of the level of his/her knowledge and thus is able to currently make a self-evaluation of own competences. The student can further complement and expend acquired knowledge and skills by himself/herself.</p> <p>8.b. In the case of several exercises a few alternative ways of achieving identical results are possible. The student does not have to learn all the ways of getting the same result – it is enough to make a subjective appraisal of available methods and to choose only the most attractive one.</p> <p>9.a. Thanks to analysis of numerous examples concerning mathematical modelling in economics, the student develops the ability to think logically and analytically. After studying thoroughly the content of the course, the student fully understands the usefulness of Mathematical Economics and knows the variety of its practical applications.</p> <p>9.b. After finishing the course the student is able to independently solve some economic problems using tools offered by Mathematical Economics, can conduct the research reliably and make accurate interpretation of the results.</p>	KE2_K01 KE2_K02 KE2_K04	
Course's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
CONTENT PROVIDED DURING THE LECTURE:		45	14
<p>The straight line and its applications</p> <p>After completing this lecture, students should understand the features of a straight line and applications of the straight line in economics and business. This lecture will be divided into the following sections:</p> <ul style="list-style-type: none"> • mathematical modelling; • economic applications of the straight line: demand, supply, cost, revenue; • elasticity for linear functions. 		3	1
<p>Simultaneous equations</p> <p>Solving methods of simultaneous linear equations will be used to determine equilibrium outcomes in various markets such as the goods, labour and money markets. In addition, national income equilibrium will be analysed and the <i>IS-LM</i> model will be introduced.</p> <p>This lecture will be divided into the following sections:</p> <ul style="list-style-type: none"> • equilibrium and break-even points; • consumer and producer surplus; • national income model and the <i>IS-LM</i> model. 		3	1
<p>Non-linear functions and their applications</p> <p>The lecture introduces the student to several types of non-linear functions which are frequently used in economics, management and business studies.</p>		7	2

<p>This lecture will be divided into the following sections:</p> <ul style="list-style-type: none"> ▪ quadratic, cubic and other polynomial functions; ▪ exponential functions; ▪ logarithmic functions; ▪ hyperbolic functions. 		
<p>Differentiation and its applications</p> <p>After completing this lecture, students should understand the term differentiation and its applications in economics and business.</p> <p>This lecture will be divided into the following sections:</p> <ul style="list-style-type: none"> ▪ applications of differentiation (marginal functions); ▪ optimisation for functions of one variable; ▪ economic applications of maximum and minimum; ▪ second derivative and curvature; ▪ elasticity and the derivative. 	7	2
<p>Functions of several variables</p> <p>After completing this lecture, students should understand the term partial differentiation and its applications in economics and business.</p> <p>Partial differentiation will be applied to:</p> <ul style="list-style-type: none"> ▪ Cobb-Douglas production function; ▪ partial elasticities. 	6	2
<p>Differential equations and integrals</p> <p>After completing this lecture, students should understand the term integration and its applications in economics and business. Within this lecture differential equations will be also introduced.</p> <p>This lecture will be divided into the following sections:</p> <ul style="list-style-type: none"> ▪ consumer and producer surplus; ▪ first-order differential equations and applications. 	6	2
<p>Linear algebra and its applications</p> <p>This lecture will be divided into the following sections:</p> <ul style="list-style-type: none"> ▪ applications of matrix arithmetic; ▪ determinants; ▪ the inverse matrix and input/output analysis. 	7	2
<p>Financial mathematics</p> <p>This lecture will be divided into the following sections:</p> <ul style="list-style-type: none"> ▪ simple interest, compound interest and annual percentage rates; ▪ depreciation; ▪ net present value and internal rate of return; ▪ annuities, debt repayments, sinking funds; ▪ the relationship between interest rates and the price of bonds. 	6	2
CONTENT PROVIDED DURING THE EXERCISE:	45	14
<p>The straight line and its applications</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	4	1
<p>Simultaneous equations</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	4	1
<p>Non-linear functions and their applications</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	4	1
<p>Differentiation and its applications</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	7	2
<p>Functions of several variables</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	6	2
<p>Differential equations and integrals</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	7	2
<p>Linear algebra and its applications</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	7	2

Financial mathematics Additional theory, examples, practical cases and extra exercises for training.		4	1
Final short test as a trial examination		2	2
Teaching methods	<ul style="list-style-type: none"> • the way of giving the lectures: the theoretical issues are presented with the use of multimedia techniques; • didactic methods used: interactive way of running the course; students acquire some knowledge and then analyze many practical cases, solve additional exercises and take some tests prepared especially for them; • technical tools needed: a multimedia projector, a computer with Microsoft Office Professional applications and a blackboard (whiteboard) are required; • students' self-study: students are obliged to solve by themselves some extra exercises based on a variety of similar examples analyzed within lectures. 		
Methods and conditions of assessment	<p>The written final examination lasts for two working hours without any breaks (ninety minutes) and concerns the whole content of the course. The task given to students is to solve a few exercises regarding the entire set of topics explained during the lectures. The total number of points a student can get is 20. To pass the exam at least 11 points are required. The outline of the marking rules is as follows:</p> <p>19 - 20 points – given mark: 5,0;</p> <p>17 - 18 points – given mark: 4,5;</p> <p>15 - 16 points – given mark: 4,0;</p> <p>13 - 14 points – given mark: 3,5;</p> <p>11 - 12 points – given mark: 3,0;</p> <p>10 points or less – given mark: 2,0.</p> <p>All the exercises should be solved on a separate square-ruled sheet of paper. Besides the sheet of paper, the student is allowed to have a pen, a ruler and a calculator.</p> <p>On the piece of paper distributed by the lecturer during the exam there are basic formulas that are useful. Students are not allowed to bring along any additional educational materials.</p> <p>The attendance at lectures is not essential to take the final exam. The final mark concerning the exercises' part is the same as the final mark concerning the lectures' part – both marks depend only on the total number of scores received from the final test.</p>		
Verification methods of learning effects			Nr of the course's learning effect
Student's participation in class discussions, which concern the possibilities and ways of solving problems in economics by using the tools provided by Mathematical Economics (current stimulation of substantive discussion as the lecturer's verification method of the achieved teaching effects).			1, 2, 3, 4, 5, 6, 7, 8, 9
Student's hard work during the practical part of learning meetings involving solving exercises and carrying out other tasks (check of correctness of answers to delivered tests as a lecturer's verification method of the achieved teaching effects).			1, 2, 3, 4, 5, 6, 7, 8, 9
Written examination (assessment made on the basis of the student's answers and the feedback on the final grade given to the student as a lecturer's verification method of the achieved learning effects).			1, 2, 3, 4, 5, 6, 7, 8, 9
			Number of the student's workload hours

Student's workload		Full-time studiem	Part-time studies
Participation in classes		90	28
Self-preparation for the exam (studying the available didactic material regarding the entire content of the course and solving numerous sample exam tests)		60	122
TOTAL of the student's workload hours		150	150
ECTS points		6	6
Primary literature	All files prepared by the lecturer and other obligatory readings needed to pass the final exam are prepared in the electronic form and are accessible to students via Internet on "The Platform of Knowledge" website.		
Additional literature	<p>Studying the additional literature concerning the subject is not compulsory, and therefore should not be assessed by the lecturer. Students particularly interested in broadening their knowledge about Mathematical Economics can familiarize themselves with the following list of advisable titles:</p> <ul style="list-style-type: none"> • Bradley Teresa (Limerick Institute of Technology), Patton Paul (Limerick Senior College), <i>Essential Mathematics for Economics and Business</i>, Second edition, JOHN WILEY & SONS Ltd, 2002. • Cleaves Cheryl (Southwest Tennessee Community College), Hobbs Margie (The University of Mississippi), Noble Jeffrey (Madison Area Technical College), <i>Business Math</i>, Ninth Edition, PRENTICE HALL, 2012. • Clendenen Gary (Siena College), Salzman Stanley A. (American River College), Miller Charles D., <i>Business Mathematics</i>, Twelfth Edition, PRENTICE HALL, 2012. • Haeussler Ernest F. (The Pennsylvania State University), Paul Richard S. (The Pennsylvania State University), Wood Richard J. (Dalhousie University), <i>Introductory Mathematical Analysis for Business, Economics and Life and Social Sciences</i>, Thirteenth Edition, PRENTICE HALL, 2011. • Hands D. Wade (University of Puget Sound), <i>Introductory Mathematical Economics</i>, Second Edition, OXFORD UNIVERSITY PRESS, 2004. • Renshaw Geoff (University of Warwick), <i>Maths for Economics</i>, OXFORD UNIVERSITY PRESS, 2005. • Swift Luise, Piff Sally, <i>Quantitative Methods for Business, Management and Finance</i>, Second Edition, PALGRAVE MACMILLAN, 2005. • Sydsæter Knut (University of Oslo), Hammond Peter J. (Stanford University), <i>Mathematics for Economic Analysis</i>, PRENTICE HALL, 1995. • Werner Frank (University in Magdeburg), Sotskov Yuri N. (National Academy of Science of Belarus), <i>Mathematics of Economics and Business</i>, ROUTLEDGE, 2006. <p>All these books are available in the library of The West Pomeranian Business School.</p>		
Course's coordinator	Anna Turczak, PhD		
Course's coordinator email address	aturczak@zpsb.szczecin.pl		

INTERNATIONAL STANDARDS OF FINANCIAL ANALYSIS

Course name: INTERNATIONAL STANDARDS OF FINANCIAL ANALYSIS						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: II		Education profile: practical	
Language: English			Subject's category: Specialization			Subject's status: Obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
30		30					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14		14					
Subject's goal	The main goal of International Standards of Financial Analysis 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. Financial analysis is prepared to find some specific patterns of business entities behaviour under some particular circumstances. It is also prepared in order to seek and measure different correlations between economic events..						
Prerequisites	The student has to know the basics of economic analysis, accountancy and financial mathematics.						
Learning goals (effects)						Subject's learning effects reference to the field of study effects	
Knowledge	1. Has an extensive knowledge of the economic and financial and terminology, understands its sources and uses within the social sciences. 2. Has an extensive knowledge to the assessment of					KE2_W01 KE2_W08 KE2_W10	

	<p>economic phenomena, including financial one, in national and international perspective.</p> <p>3. Has in-depth knowledge of the quantitative tools used in economic analysis. The student may use the to solve decision-making, strategic and operational problems .</p>		
Skills	<p>4. Is able to make observations and interpretation of economic and financial events and has the ability to their in-depth assessment and their link to the various lines of business.</p> <p>5. Is able to predict and model complex business processes and their practical implications, including the phenomenon from different areas of economic and social life with the use of the advanced tools of the financial analysis.</p> <p>6. Is able to make statements, reports, analysis and expertise independently to help make correct economic decisions, including investment, and has the ability to propose concrete solutions to economic problems independently</p>	<p>KE2_U01 KE2_U03 KE2_U07</p>	
Social skills	<p>7. Is aware of the level of own knowledge, makes self-evaluation of own competences, is able to complement and improve acquired knowledge and skills by himself, understands the need for continuous training of professional and personal development</p> <p>8. Gains logical and analytical thinking, is capable of independent research, conducted in a fair and unbiased 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, is able to adopt different roles in a team, including managerial.</p>	<p>KE2_K01 KE2_K04 KE2_K05</p>	
Subject's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Exercise		30	14
- Reading of a financial statement.		4	2
- Initial analysis of financial statements of existing international companies from different countries.		4	2
- Financial analysis of existing international companies with the comparison of the results and application of sophisticated analytical methodology.		8	3
- Thoughtful analysis of the structure of capitals and their cost on the basis of real data.		4	2
- Investment analysis with application using software		4	2

- Company valuation with the use of macroeconomic data.	4	2	
- Credit with mark	2	1	
Teaching methods	The classes are provided with support of multimedia presentations. The exercises 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.		
Methods and conditions of assessment	<ul style="list-style-type: none"> • Credit with mark Forms: <ul style="list-style-type: none"> • The credit is granted with: <ul style="list-style-type: none"> ○ finalizing group project which is based on the existing corporate data (40%), ○ writing the test (40%) ○ class activity – case studies (20%). 		
Verification methods of learning effects		Nr of the subject's learning effect	
Test (Credit with mark)		1,2,3,4	
Group Project		4,5,6,7,8,9	
Case studies (class activity)		4,5,7,8,9	
Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		30	14
Preparation before class		25	30
Preparation of individual project		20	20
Preparation for case studies		10	15
Preparation for the written exam and test (Credit with mark)		15	20
other		0	1
TOTAL of the student's workload hours		100	100
ECTS points		4	4
Primary literature	<ol style="list-style-type: none"> 1. M. Bzunek, International standards of Financial Analysis, WPBS Publishing House 2. C. H. Gibson, <i>Financial Reporting and Analysis: Using Financial Accounting Information</i> (Mason, Ohio: South-Western College Pub, 7th edition, 2003). 3. E. A. Helfert, <i>Financial Analysis: Tools and Techniques. A Guide for Managers</i> (McGraw-Hill, 2001). 4. G. T. Friedlob., L. L.F. Schleifer <i>Essentials Of Financial Analysis</i> (John Wiley & Sons, Inc., 2003). 5. M. Fridson, F. Alvarez, <i>Financial Statement Analysis: Practitioner's guide 3rd edition</i> (John Wiley & Sons, Inc., 2002). 6. M. Sierpińska, T. Jachna, <i>Ocena Przedsiębiorstwa Według Standardów Światowych</i> (Warszawa: Wydawnictwo naukowe PWN, 2005). 		

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

STATISTICAL INFERENCE

Course's name: STATISTICAL INFERENCE						Course's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the course (Department): Department of Economics and Information Technology							
Study level: II		Academic year: I		Academic semester: I		Education profile: practical	
Language: English			Course's category: Basic			Course's status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
90	45	45					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
28	14	14					
Course's goal	<p>The main aim of the course of Statistical Inference is to familiarize the students with the theoretical knowledge of this subject and then train them in applying theory to economical practice. Particularly, the learning objective of the course is to provide students with thorough knowledge about the use of Statistical Inference, its methods and models. After passing the final examination each student:</p> <ul style="list-style-type: none"> • knows the area of interest of Statistical Inference and the importance of the scientific discipline in the entire economic education; • understands the difference between Descriptive Statistics and Statistical Inference; • is familiar with the terminology used in Statistical Inference and is able to coherently express when presenting conclusions drawn from statistical analyses; • gains an extensive ability to think logically and analytically; • understands the need for continuous improvement and development of his/her capability to work with statistical data; • is eager to prepare statements and written opinions helping to solve selected economic problems and to make correct business decisions; • knows advanced research methods and their usefulness in effective management on the micro- and macroeconomic scale; • has the in-depth knowledge of the tools used in statistical research and is able to assess them; • is aware of the advantages and limitations of the quantitative tools; • has the ability to select the appropriate research procedure in a given practical situation; • can compare and judge the results of statistical research provided by himself/herself and others; 						

	<ul style="list-style-type: none"> • cares about expressing his/her thoughts in an accurate way; • is willing to interpret results of research and formulate his/her own conclusions; • is capable of conducting data analysis in a fair and unbiased manner; • is aware of the level of his/her knowledge, makes a self-evaluation of own competences, is critical of his/her learning achievements and work performance. 	
Prerequisites	It would be better for students to know some basics of mathematics and descriptive statistics.	
Learning goals (effects)		Course's learning effects reference to the field of study effects
Knowledge	<p>Detailed goals of the lecture are as follows:</p> <ol style="list-style-type: none"> 1.a. understand the meaning of z scores; 1.b. learn about the properties of z distribution; 1.c. become adept with the use of z distribution; 1.d. learn how to find areas under the standard normal curve using a statistical table; 2.a. understand the meaning of the confidence level; 2.b. learn how to construct confidence intervals; 3.a. know how to formulate and write the null and alternative hypotheses; 3.b. learn about the two types of error in a statistical decision problem – type I error and type II error; 3.c. understand the meaning of the significance level; 3.d. be aware of the difference between parametric and nonparametric testing. 	KE2_W08 KE2_W10
Skills	<p>After completing this lecture, students will be able to:</p> <ol style="list-style-type: none"> 4.a. define probability; 4.b. calculate probabilities, applying the rules of addition and multiplication; 4.c. determine the number of possible permutations and combinations; 4.d. understand the meaning of random variables; 4.e. define a probability distribution; 4.f. distinguish between a discrete probability distribution and a continuous probability distribution; 5.a. describe the major properties of binomial, Poisson and other discrete probability distributions; 5.b. determine which discrete probability distribution to use in a given situation; 5.c. discuss the major characteristics of normal, Student's t, chi-square and other continuous probability distributions; 5.d. determine which continuous probability distribution to use in a given situation; 5.e. list the characteristics of a standard normal probability distribution; 5.f. define and calculate z values; 5.g. determine the probability that an observation will lie between two points using the standard normal distribution; 5.h. determine the probability that an observation will be above (or below) a value using the standard normal distribution; 5.i. compare two or more observations that are in different probability distributions; 5.j. use the normal probability distribution to approximate the binomial probability distribution; 6.a. distinguish between a population and a sample; 6.b. explain why in many situations a sample is the only feasible way to learn something about a population; 6.c. name the various ways of selecting a sample; 	KE2_U04 KE2_U06 KE2_U07 KE2_U08

	<p>6.d. calculate a sample mean, variance and standard deviation;</p> <p>6.e. define a sample proportion;</p> <p>6.f. determine how large a sample should be;</p> <p>7.a. conduct confidence intervals for a population mean;</p> <p>7.b. conduct confidence intervals for a population standard deviation;</p> <p>7.c. conduct confidence intervals for a population proportion;</p> <p>7.d. interpret the confidence level;</p> <p>8.a. define what is meant by a hypothesis and hypothesis testing;</p> <p>8.b. understand the logic of hypothesis testing;</p> <p>8.c. describe the steps of hypothesis testing procedure;</p> <p>8.d. determine the appropriate hypothesis test to perform;</p> <p>8.e. distinguish between a one-tailed and a two-tailed test;</p> <p>8.f. test hypotheses about a population mean;</p> <p>8.g. test hypotheses for differences between two population means;</p> <p>8.h. test hypotheses about a population standard deviation;</p> <p>8.i. test hypotheses for differences between two population standard deviations;</p> <p>8.j. test hypotheses about a population proportion;</p> <p>8.k. test hypotheses for differences between two population proportion;</p> <p>8.l. conduct a test involving paired observations;</p> <p>8.m. conduct the <i>t</i> test for Pearson's correlation coefficient;</p> <p>8.n. conduct the <i>t</i> test for Spearman's rank-order correlation coefficient;</p> <p>8.o. conduct the chi-square test of independence;</p> <p>8.p. state conclusions to hypothesis tests.</p>	
Social skills	<p>9.a. By taking tests and getting fast feedback on the correct answers to these tests, the student is aware of the level of his/her knowledge and thus is able to currently make a self-evaluation of own competences. The student can further complement and expend acquired knowledge and skills by himself/herself.</p> <p>9.b. In the case of several exercises a few alternative ways of achieving identical results are possible. The student does not have to learn all the ways of getting the same result – it is enough to make a subjective appraisal of available methods and to choose only the most attractive one.</p> <p>10.a. Thanks to analysis of numerous examples concerning confidence intervals and hypotheses testing, the student develops the ability to think logically and analytically. After studying thoroughly the content of the course, the student fully understands the usefulness of statistical inference and knows the variety of its practical applications.</p> <p>10.b. After finishing the course the student is able to independently solve some economic problems using tools offered by Statistical Inference, can conduct the research reliably and make accurate interpretation of the results.</p>	KE2_K01 KE2_K02 KE2_K04
Course's description (curriculum content)		Number of contact hours
		Full-time Part-time
CONTENT PROVIDED DURING THE LECTURE:		45 14
<p>A survey of probability concepts</p> <p>After completing this lecture, students will be familiar with:</p> <ul style="list-style-type: none"> ▪ assigning probability to events; ▪ joint and conditional probability; ▪ probability trees; ▪ some basics rules of probability. 		6 2
<p>Random variables and discrete probability distributions</p> <p>After completing this lecture, students will be familiar with:</p> <ul style="list-style-type: none"> ▪ random variables; ▪ binomial distribution; 		7 2

<ul style="list-style-type: none"> ▪ Poisson distribution; ▪ describing other discrete probability distributions. 		
<p>Continuous probability distributions</p> <p>After completing this lecture, students will be familiar with:</p> <ul style="list-style-type: none"> ▪ probability density functions; ▪ normal distribution; ▪ exponential distribution; ▪ Student's <i>t</i> distribution; ▪ chi-square distribution; ▪ other continuous probability distributions; ▪ standard scores; ▪ the fundamentals and applications of the standard normal probability distribution. 	9	3
<p>Sampling methods and sampling distributions</p> <p>After completing this lecture, students will be familiar with:</p> <ul style="list-style-type: none"> ▪ variety of sampling methods; ▪ the meaning of a sample statistic; ▪ distributions of some sample statistics; ▪ selecting the sample size. 	6	2
<p>Parameter estimation</p> <p>After completing this lecture, students will be familiar with:</p> <ul style="list-style-type: none"> ▪ concepts of estimation; ▪ estimating the population mean, standard deviation and proportion by creating confidence intervals. 	7	2
<p>Introduction to hypothesis testing</p> <p>After completing this lecture, students will be familiar with:</p> <ul style="list-style-type: none"> ▪ the procedure of hypothesis testing; ▪ the possible outcomes in hypothesis testing; ▪ the difference between significant and nonsignificant statistical findings. 	10	3
CONTENT PROVIDED DURING THE EXERCISE:	45	14
<p>A survey of probability concepts</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	4	1
<p>Random variables and discrete probability distributions</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	7	2
<p>Continuous probability distributions</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	10	3
<p>Sampling methods and sampling distributions</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	4	1
<p>Parameter estimation</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	8	2
<p>Introduction to hypothesis testing</p> <p>Additional theory, examples, practical cases and extra exercises for training.</p>	10	3
Final short test as a trial examination	2	2
<p>Teaching methods</p> <ul style="list-style-type: none"> • the way of giving the lectures: the theoretical issues are presented with the use of multimedia techniques; • didactic methods used: interactive way of running the course; students acquire some knowledge and then analyze many practical cases, solve additional exercises and take some tests prepared especially for them; • technical tools needed: a multimedia projector, a computer with Microsoft Office Professional applications and a blackboard (whiteboard) are required; • students' self-study: students are obliged to solve by themselves some extra exercises based on a variety of similar examples analyzed within lectures. 		
Methods and	The written final examination lasts for two working hours without any breaks (ninety minutes) and concerns the whole content of the course. The task given to students is to	

conditions of assessment	<p>solve a few exercises regarding the entire set of topics explained during the lectures. The total number of points a student can get is 20. To pass the exam at least 11 points are required. The outline of the marking rules is as follows:</p> <p>19 - 20 points – given mark: 5,0;</p> <p>17 - 18 points – given mark: 4,5;</p> <p>15 - 16 points – given mark: 4,0;</p> <p>13 - 14 points – given mark: 3,5;</p> <p>11 - 12 points – given mark: 3,0;</p> <p>10 points or less – given mark: 2,0.</p> <p>All the exercises should be solved on a separate square-ruled sheet of paper. Besides the sheet of paper, the student is allowed to have a pen, a ruler and a calculator.</p> <p>On the piece of paper distributed by the lecturer during the exam there are basic formulas that are useful. Students are not allowed to bring along any additional educational materials.</p> <p>The attendance at lectures is not essential to take the final exam. The final mark concerning the exercises' part is the same as the final mark concerning the lectures' part – both marks depend only on the total number of scores received from the final test.</p>	
Verification methods of learning effects		Nr of the course's learning effect
Student's participation in class discussions, which concern the possibilities and ways of solving problems in economics by using the tools provided by Statistical Inference (current stimulation of substantive discussion as the lecturer's verification method of the achieved teaching effects).		1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Student's hard work during the practical part of learning meetings involving solving exercises and carrying out other tasks (check of correctness of answers to delivered tests as a lecturer's verification method of the achieved teaching effects).		1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Written examination (assessment made on the basis of the student's answers and the feedback on the final grade given to a student as a lecturer's verification method of the achieved learning effects).		1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Student's workload		Number of the student's workload hours
		Full-time studiem Part-time studies
Participation in classes		90 28
Self-preparation for the exam (studying the available didactic material regarding the entire content of the course and solving numerous sample exam tests)		60 122
TOTAL of the student's workload hours		150 150
ECTS points		6 6
Primary literature	All files prepared by the lecturer and other obligatory readings needed to pass the final exam are prepared in the electronic form and are accessible to students via Internet on "The Platform of Knowledge" website.	
Additional literature	Studying the additional literature concerning the subject is not compulsory, and therefore should not be assessed by the lecturer. Students particularly interested in broadening their knowledge about Statistical inference can familiarize themselves with the following list of	

	<p>advisable titles:</p> <ul style="list-style-type: none"> • Argyrous George, <i>Statistics for Research with a Guide to SPSS</i>, Second Edition, SAGE PUBLICATIONS, 2005. • Bierman Harold (Cornell University), Bonini Charles P. (Stanford University), Hausman Warren H. (Stanford University), <i>Quantitative Analysis for Business Decisions</i>, IRWIN, 1986. • Bolstad William M. (University of Waikato), <i>Introduction to Bayesian Statistics</i>, WILEY-INTERSCIENCE, 2004. • Coolidge Frederick L. (University of Colorado at Colorado Springs), <i>Statistics. A Gentle Introduction</i>, Second Edition, SAGE PUBLICATIONS, 2006. • DeGroot Morris H. (Carnegie Mellon University), Schervish Mark J. (Carnegie Mellon University), <i>Probability and Statistics</i>, Fourth Edition, PEARSON EDUCATION, 2012. • Freund John E. (Arizona State University) and Benjamin M. Perles (Suffolk University), <i>Modern Elementary Statistics</i>, Twelfth Edition, PRENTICE HALL, 2007. • Hogg Robert V., Tanis Elliot A., <i>Probability and Statistical Inference</i>, Eighth Edition, PRENTICE HALL, 2010. • Keller Gerald (Wilfrid Laurier University) and Brian Warrack (Wilfrid Laurier University), <i>Statistics for Management and Economics</i>, Sixth Edition, THOMSON BROOKS/COLE, 2003. • Larsen Richard J. (Vanderbilt University), Marx Morris L. (University of West Florida), <i>Mathematical Statistics and Its Applications</i>, Fifth Edition, PRENTICE HALL, 2012. • Levin Richard (University of North Carolina at Chapel Hill), Rubin David S. (University of North Carolina at Chapel Hill), Stinson Joel P. (Syracuse University), Gardner Everette S. (University of Houston), <i>Quantitative Approaches to Management</i>, Seventh Edition, MCGRAW-HILL, 1989. • Mason Robert D. (University of Toledo) and Douglas A. Lind (University of Toledo), <i>Statistical Techniques in Business and Economics</i>, Seventh Edition, IRWIN, 1990. • Render Barry (Rollins College), Stair Ralph M. (Florida State University), Balakrishnan Nagraj (Clemson University), <i>Managerial Decision Modeling with Spreadsheets</i>, PRENTICE HALL, 2003. • Render Barry (Rollins College), Stair Ralph M. (Florida State University), <i>Quantitative Analysis for Management</i>, Sixth Edition, PRENTICE HALL, 1997. • Salvatore Dominick (Fordham University) and Derrick Reagle (Fordham University), <i>Statistics and Econometrics</i>, Second Edition, MCGRAW-HILL, 2002. • Swift Luise, Piff Sally, <i>Quantitative Methods for Business, Management and Finance</i>, Second Edition, PALGRAVE MACMILLAN, 2005. • Tanis Elliot A. (Hope College), Hogg Robert V. (University of Iowa), <i>A Brief Course in Mathematical Statistics</i>, PRENTICE HALL, 2008. • Triola Mario F., <i>Elementary Statistics</i>, Eleventh Edition, ADDISON-WESLEY, 2012. • Weiss Neil A. (Arizona State University), <i>Elementary Statistics</i>, Eighth Edition, ADDISON-WESLEY, 2012. <p>All these books are available in the library of The West Pomeranian Business School.</p>
Course's coordinator	Anna Turczak, PhD
Course's coordinator email address	aturczak@zpsb.szczecin.pl

STRATEGIC MANAGEMENT

Course name: STRATEGIC MANAGEMENT						Course code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Tehcnology							
Study level: II		Academic year: I		Academic semester: I		Education profile: practical	
Language: English			Course category: Basic			Course status: obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
120	30	30				60	
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14	4					10	
Subject's goal	<p>Strategic management is that area of study in management, which views the organization as a whole. Such a perspective optics allows for a holistic approaching to studies on the nature of business and to plan its activity in the long term. The purpose of this course is therefore to integrate the various disciplines of management. The course considers environmental and internal factors of organizations that promote or interfere the development and constitute the main problems for top- managers in companies. A professional diagnosis of the situation will be the basis for long-term decisions on the successful development organizations in the future.</p> <p>The main teaching objectives of the course is equipping students with adequate knowledge and skills needed to:</p> <ul style="list-style-type: none"> • understanding of the nature of strategic development, thinking and responsibilities of top management in the area; • assessing the effectiveness of strategic decisions; • identify the main problems of the organization and the opportunities and risks inherent in an increasingly complex and sophisticated business environment; • identifying alternative ways of solving strategic problems; • use analytical skills necessary for the diagnosis of strategic competitive position of companies in the so-called microenvironment; 						

	<ul style="list-style-type: none"> recognize different types of development strategies of SMEs and large corporations and individual strategic business units. 		
Prerequisites	Students should represent a solid knowledge of the basics of management, marketing and marketing analysis.		
Learning goals (effects)		Subject's learning effects reference to the field of study effects	
Knowledge	<ol style="list-style-type: none"> The student knows the theoretical concepts of the development of enterprises in retrospective approach The student understands the organization as a holistic system of its attributes The student distinguishes between functional, competitive and corporate strategies The student understands the relationships in contexts of external macro-and microenvironment and the organization The student knows the basic techniques of strategic diagnosis for a survey of the strategic potential of a company and the external environment The student knows the rules and legal, organizational, cultural and structural factors and conditions of implementation of strategic change in organizations 	KE2_W03 KE2_W04 KE2_W05 KE2_W05 KE2_W06 KE2_W10 KE2_W06	
Skills	<ol style="list-style-type: none"> The student gains practical skills for developing a strategy for his/her own business The student has the technical and analytical skills to make the diagnosis of the company's environmental factors, that have a strategic importance for its development The student is able to think strategically and predict the effects of strategic change The student is able to find adequate solutions to different strategic problems The student has the analytical skills and knowledge of analytical tools to diagnose internal problems within the organization The student is able to design and implement the necessary strategic changes The student has the ability for technical and editorial in area of the diagnosis of efficiency and effectiveness, and reporting of results. 	KE2_U01 KE2_U02 KE2_U04 KE2_U08 KE2_U03 KE2_U04 KE2_U06 KE2_U04 KE2_U07	
Social skills	<ol style="list-style-type: none"> The students can work in a team, performing various functions (including the group leader) The student is able to think and act in accordance with criteria of strategic efficiency and entrepreneurship 	KE2_K05 KE2_K04 KE2_K06	
Subject's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Lectures:		30	4
Introduction to strategic management: <ul style="list-style-type: none"> Strategic decisions – characteristics; The levels of business strategy – corporate strategy, SBU strategy, functional 		10	2

strategy; - Strategic management process and content; - Strategic management in the context of multinational corporations, SMEs, non-profit organizations, public sector, etc....		
Strategic goals (development aspiration declarations): - The mission / vision statements and its role; - Strategic goals and objectives; - SMART model In goals defining process.	12	2
Strategy implementation – determining factors, monitoring and control	10	0
Classes:	30	0
Strategic analysis – content and methodology: - Macro- and Microenvironments; - Macroeconomic factors diagnosis – PEST analysis, scenarios; - Sectors’ structure analysis (microeconomic factors); - 5 forces model by Porter; - Competitive position identifying – strategic groups map ping, strategic gap analysing; - Analysing of strategic resources and potentials; - Portfolio analysis – BCG, ADL, GE techniques; - Key success factors; - Integrative analytical techniques - SWOT, SPACE, CCF, i EBEM	10	
SBU level of strategy – classification – traditional and postmodernism approaches	10	
Strategy at the corporate level – classification	10	
e-learning:	60	10
Strategic analysis – content and methodology: - Macro- and Microenvironments; - Macroeconomic factors diagnosis – PEST analysis, scenarios; - Sectors’ structure analysis (microeconomic factors); - 5 forces model by Porter; - Competitive position identifying – strategic groups map ping, strategic gap analysing; - Analysing of strategic resources and potentials; - Portfolio analysis – BCG, ADL, GE techniques; - Key success factors; - Integrative analytical techniques - SWOT, SPACE, CCF, i EBEM	24	5
4/ Competitive advantage and generic strategies: - Experience curve and practical implications; - Price leader strategy; - Differentiation strategy; - Focus strategy. .	16	2
5/ Strategic choice at the corporate level: - Internal and external mode of development; - Diversification and concentration; - Related and unrelated diversification; - Vertical and horizontal integration; - Strategic alliances; - Alianse strategiczne i ich rodzaje; - Consolidation strategies – organizational and legal aspects; - Anticrisis strategies.	16	2
Strategy implementation – determining factors, monitoring and control	4	1
Teaching methods	The course lectures: lecture and multimedia presentation, exercises - activating forms of teaching, solving case studies, presentations, puzzles, etc.	

	The course e-learning: own studies, solving case studies, tests of knowledge, strategic analysis using the worksheets used by diagnostic techniques.	
Methods and conditions of assessment	The exam consists in a series of tasks performed by e-learning, including: <ul style="list-style-type: none"> • 2 knowledge tests of the 5 questions (total 10%) • 3 case studies (60%) • 2 strategic diagnosis (including 30%) • Optional - an essay on the challenges of the modern strategic management 	
Verification methods of learning effects		Nr of the subject's learning effect
Knowledge test 1		1,2,3,4
Knowledge test 2		5,6
Case study x 3		7,9,10,12, 14,15,16
Strategic diagnosis x 2		8,11,13
Essey		1,2
Student's workload		Number of the student's workload hours
		Full-time studiem Part-time studies
Didactical activities In the form of participating in lectures		30 4
Didactical activities In the form of participating in classes		30 0
Didactical activities In the form of participating in e-learning sessions		60 10
Preparing work to knowledge tests (x2)		4 14
Preparing work to solve a case study (x3)		6 60
Preparing work to strategic diagnosis (x2)		6 44
Preparing work for essay		2 14
Additional contact hours		2 4
TOTAL of the student's workload hours		150 150
ECTS points		6 6
Primary literature	1. A. Zelek, Zarządzanie strategiczne. Podręcznik dla studentów, Wyd. ZPSB, Szczecin 2010. 2. A. Zelek, Strategie biznesu. Od klasyki do postmodernizmu w zarządzaniu, Wyd. ZPSB, Szczecin 2008. 3. A. Zelek, Strategie rozwoju biznesu. Podręcznik dla studentów, Wyd. ZPSB, Szczecin 2010. 4. A. Zelek, Zarządzanie strategiczne, Decyzje, diagnozy, strategie, Wyd. ZPSB, Szczecin 2000.	
Additional literature	5. K. Obłój, Strategia organizacji: w poszukiwaniu trwałej przewagi konkurencyjnej, PWE 2010. 6. M. E. Porter, Strategia konkurencji, PWN 1994. 7. G. Johnson, K. Scholes: Exploring Corporate Strategy; Prentice Hall 1993 i 1996. 8. A. A. Thompspon, A. J. Stricland, Strategic Management, Concepts and Cases, 1993. 9. Ch.W. Hill, G.R. Jones, Strategic Management. An Integrated Approach, Houghton	

	<p>Miffin, 1998.</p> <p>10. B. De Wit, R.Meyer, Strategy. Proces, Content, Context. An International Perspective, Thomson Business Press, 2000.</p> <p>11. P. Finlay, Strategic Management. An Introduction to Business and Corporate Strategy, Prentice Hall, 2000.</p> <p>12. G. Giereszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE 1997.</p> <p>13. Strategor, Zarządzanie firmą, Strategie, struktury, decyzje, tożsamość, PWE 1995</p> <p>14. M. Romanowska, Zarządzanie strategiczne firmą, Lektury Menedżera, 1995.</p> <p>15. A. Zelek, Zarządzanie kryzysem w przedsiębiorstwie – perspektywa strategiczna, ORGMASZ, Warszawa 2003.</p>
Subject's coordinator	Prof. dr hab. Aneta Zelek
Subject's coordinator email address	azelek@zpsb.szczecin.pl

FINANCIAL MARKETS RISK MANAGEMENT

Course name: FINANCIAL MARKETS RISK MANAGEMENT						Subject's code:	
Field of study: Economics							
Field of specialization: International Business							
Unit administrating the subject (Department): Department of Economics and Information Technology							
Study level: II		Academic year: II		Academic semester: IV		Education profile: practical	
Language: English			Subject's category: Specialization			Subject's status: Obligatory	
Number of full-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
30	15	15					
Number of part-time teaching hours							
Total	Lecture	Exercise	Laboratory	Lectureship	Seminary	E-learning	Other
14	7	7					
Subject's goal	The main goal of the Financial Markets Risk Management is to teach the student how to determine the risk that exists in an investment and how to handle it in the best way. Risk occurs everywhere in the world of contemporary finance. This course covers the concepts of modelling, measuring and managing risk.						
Prerequisites	The student should know the basics of the financial mathematics, financial/economic analysis and financial markets.						
Learning goals (effects)						Subject's learning effects reference to the field of study effects	
Knowledge	<ol style="list-style-type: none"> Has an extensive knowledge of the financial terminology, understands its sources and uses within the social sciences. Knows the most important contemporary economic trends, its theorems, the views of the trends' representatives and analysis methods of actual 					KE2_W01 KE2_W04 KE2_W10	

	<p>economic phenomena through its prism</p> <p>3. Has in-depth knowledge of the quantitative tools used in economic research and to solve decision-making, strategic and operational problems</p>		
Skills	<p>4. Is able to make observations and interpretation of economic, social and financial phenomena and has the ability to their in-depth assessment and their link to the various lines of business</p> <p>5. Is able to predict and model complex business processes and their practical implications, including the phenomenon from different areas of economic and social life with the use of the advanced economic methods and tools</p> <p>6. has the ability to understand and to analyze various including investments, expanded by the ability to in-depth evaluate of these through the research method, is also able to verify the correctness of reports, analyzes and expert opinions provided by himself and others</p>	<p>KE2_U01</p> <p>KE2_U03</p> <p>KE2_U08</p>	
Social skills	<p>7. is aware of the level of own knowledge, makes self-evaluation of own competences, is able to complement and improve acquired knowledge and skills by himself, understands the need for continuous training of professional and personal development</p> <p>8. Gains logical and analytical thinking, is capable of independent research, conducted in a fair and unbiased 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, is able to adopt different roles in a team, including managerial</p>	<p>KE2_K01</p> <p>KE2_K04</p> <p>KE2_K05</p>	
Subject's description (curriculum content)		Number of contact hours	
		Full-time	Part-time
Lecture		15	7
- Introduction to financial risks theory.		1	1
- Quantitative methods.		2	1
- Financial markets and financial instruments.		2	1
- Risk measurement.		2	1
- Modern portfolio theorem.		6	1
- Capital market models.		1	1
- Introduction to the value at risk.		1	1
Exercise		15	7
- Measuring and comparing risk of different assets.		2	2

- Creation of an effective portfolio with use of real data and spreadsheet.	6	2	
- Portfolio optimization.	4	1	
- Adding risk free financial instruments into the portfolio.	2	1	
- Credit with mark	1	1	
Teaching methods	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.		
Methods and conditions of assessment	<ul style="list-style-type: none"> • Credit with mark • Written Exam Forms: <ul style="list-style-type: none"> • The course ends with written exam. It will check both the theory and practical knowledge with test (50%) and open questions/case study (50%). • The credit is granted with finalizing individual project assignment which is based on the existing data (60%), and class activity (group work with case studies – 40%) 		
Verification methods of learning effects		Nr of the subject's learning effect	
Test (Credit with mark)		1,2,3,4	
Written Exam		1,2,3,4	
Individual project assignment		4,5,6,7,8	
Case studies (class activity)		4,5,6,7,8,9	
Student's workload		Number of the student's workload hours	
		Full-time studies	Part-time studies
Classes		30	14
Preparation before class		25	30
Preparation of individual project		20	20
Preparation for case studies		10	15
Preparation for the written exam and test (Credit with mark)		15	20
Other		0	1
TOTAL of the student's workload hours		100	100
ECTS points		4	4
Primary literature	<ol style="list-style-type: none"> 1. E. J. Elton, M. J. Gruber, S. J. Brown, W. N. Goetzmann, <i>Modern Portfolio Theory and Investment Analysis</i> (John Wiley & Sons, Inc., 2007). 2. K. Dowd, <i>Beyond Value At Risk</i> (John Wiley & Sons, Inc., 1998). 3. K. Jajuga, T.Jajuga, <i>Inwestycje</i> (Warszawa: Wydawnictwo naukowe PWN, 2007). 4. K. Jajuga, <i>Zarządzanie Ryzykiem</i> (Warszawa: Wydawnictwo naukowe PWN, 2008). 		

	5. M. Crouchy, D. Galai, R. Mark, <i>Essentials Of Risk Management</i> (McGraw–Hill, 2006).
Additional literature	<ol style="list-style-type: none"> 1. P. Jorion, <i>Financial Risk Manager: Handbook</i> (John Wiley & Sons, Inc., 2003). 2. P. Jorion, <i>Value At Risk</i> (McGraw–Hill, 2001). 3. S. Ostasiewicz, Z. Rusnak, U. Siedlecka, <i>Statystyka</i> (Wrocław: Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, 2006)
Subject's coordinator	Michał Bzunek
Subject's coordinator email address	mbzunek@zpsb.szczecin.pl

