

CURRICULUM

Academic Year **2021/2022**
 Major **MANAGEMENT**
 Degree **Bachelor full-time**
 Profile **Practical**



Zachodniopomorska
 Szkoła Biznesu
 w Szczecinie

Specialisation **INTERNATIONAL BUSINESS**

| Semester | Module | Module/Course name | ECTS | Pass/exam | Leader | Contact hours | Student effort | Total hours | |
|--------------------------|--------------------------------|---|---------------------------|-----------|-------------------------|----------------|----------------|-------------|------------|
| Semester I | Module Z1/1 | Business in Practice | 21 | | prof. A. Zelek | 132 | 393 | 525 | |
| | Course 1.1. | Project Business - workshop | 8 | pass | | 30 | 170 | 200 | |
| | Course 1.2. | Business Simulation Game | 1 | pass | | 6 | 19 | 25 | |
| | Course 1.3. | Real Management Problems - workshop | 2 | pass | | 18 | 32 | 50 | |
| | Course 1.4. | Antiplagiatory Policy | 2 | pass | | 18 | 32 | 50 | |
| | Course 1.5. | Law in Business | 4 | exam | | 30 | 70 | 100 | |
| | Course 1.6. | Foreign Language (1) | 4 | exam | | 30 | 70 | 100 | |
| | Module Z1/2 | Organisation and Management | 12 | | dr R. Nowak-Lewandowska | 135 | 165 | 300 | |
| | Course 2.1. | Management and Organisational Behaviour | 4 | exam | | 45 | 55 | 100 | |
| | Course 2.2. | Human Resources Management | 3 | pass | | 30 | 45 | 75 | |
| | Course 2.3. | Process Management | 3 | pass | | 30 | 45 | 75 | |
| | Course 2.4. | Quality Management | 2 | pass | | 30 | 20 | 50 | |
| | | | | | | 6 | | | |
| | | Library training | | pass | | 2 | | | |
| | Occupational Health and Safety | | pass | | 4 | | | | |
| | Total in semester | | 33 | | | 273 | 558 | 825 | |
| Semester II | Module Z1/3 | Key Competences in Business | 13 | | dr M. Stankiewicz | 120 | 205 | 325 | |
| | Course 3.1. | Information and Communication Technologies | 3 | pass | | 30 | 45 | 75 | |
| | Course 3.2. | Spreadsheets and Data Bases in Business | 4 | pass | | 30 | 70 | 100 | |
| | Course 3.3. | Foreign Language (2) | 4 | exam | | 30 | 70 | 100 | |
| | Course 3.4. | Sociology | 2 | pass | | 30 | 20 | 50 | |
| | Module Z1/4 | Quantative Methods in Business | 16 | | dr M. Bzunek | 90 | 310 | 400 | |
| | Course 4.1. | Mathematics in Business | 8 | exam | | 45 | 155 | 200 | |
| | Course 4.2. | Statistics | 8 | exam | | 45 | 155 | 200 | |
| | Total in semester | | 29 | | | 210 | 515 | 725 | |
| Semester III | Module Z1/5 | Personal Development and Interpersonal Skills | 4 | | mgr S. Świergiel | 54 | 46 | 100 | |
| | Course 5.1. | Selfpresentation - workshop | 1 | pass | | 18 | 7 | 25 | |
| | Course 5.2. | Teamwork - workshop | 1 | pass | | 18 | 7 | 25 | |
| | Course 5.3. | Business Ethics - workshop | 2 | pass | | 18 | 32 | 50 | |
| | Module Z1/6 | Applied Economics in Management | 18 | | dr A. Lachowska | 120 | 330 | 450 | |
| | Course 6.1. | Macroeconomics | 7 | exam | | 45 | 130 | 175 | |
| | Course 6.2. | Microeconomics | 7 | exam | | 45 | 130 | 175 | |
| | Course 6.3. | Economic Principles of Managerial Decisions | 4 | pass | | 30 | 70 | 100 | |
| | Module Z1/7 | Marketing Management | 10 | | dr J. Osuch-Mallett | 60 | 190 | 250 | |
| | Course 7.1. | Marketing | 5 | pass | | 30 | 95 | 125 | |
| Course 7.2. | Market Reasearch - workshop | 5 | pass | | 30 | 95 | 125 | | |
| | Total in semester | | 32 | | | 234 | 566 | 800 | |
| Semester IV | Module Z1/8 | Finance and Accounting | 18 | | dr D. Majewska-Bielecka | 150 | 300 | 450 | |
| | Course 8.1. | Accountancy | 6 | exam | | 45 | 105 | 150 | |
| | Course 8.2. | Corporate Finance | 6 | exam | | 45 | 105 | 150 | |
| | Course 8.3. | Financial Analysis - workshop | 4 | pass | | 30 | 70 | 100 | |
| | Course 8.4. | Tax Strategies | 2 | pass | | 30 | 20 | 50 | |
| | Module Z1/9 | Specialisation Module (1) INTERNATIONAL BUSINESS | 8 | | dr A. Lachowska | 90 | 110 | 200 | |
| | Course 9.1. | Globalisation | 3 | pass | | 45 | 30 | 75 | |
| | Course 9.2. | International Financial Reporting Standards | 5 | pass | | 45 | 80 | 125 | |
| | | Total in semester | | 26 | | | 240 | 410 | 650 |
| Semester V | Module Z1/10 | Diploma Module (1) | 7 | | prof. A. Zelek | 60 | 115 | 175 | |
| | Course 10.1. | Methodology of Diploma Thesis - workshop | 2 | pass | | 12 | 38 | 50 | |
| | Course 10.2. | Methods of Economic Research - workshop | 2 | pass | | 24 | 26 | 50 | |
| | Course 10.3. | Diploma Thesis - workshop | 3 | pass | | 24 | 51 | 75 | |
| | Module Z1/11 | Specialisation Module (2) INTERNATIONAL BUSINESS | 14 | | dr A. Lachowska | 110 | 240 | 350 | |
| | Course 11.1. | Project Management | 5 | pass | | 40 | 85 | 125 | |
| | Course 11.2. | Diversity Management | 4 | pass | | 30 | 70 | 100 | |
| | Course 11.3. | International Business | 5 | pass | | 40 | 85 | 125 | |
| | Module Z1/12 | Practical Activities Module (1) | 2 | | dr R. Nowak-Lewandowska | 40 | 10 | 50 | |
| | Course 12.1. | Additional activities | 2 | pass | | 40 | 10 | 50 | |
| | | Total in semester | | 23 | | | 210 | 365 | 575 |
| | Semester VI | Module Z1/13 | Diploma Module (2) | 6 | | prof. A. Zelek | 24 | 126 | 150 |
| Course 13.1. | | Diploma Thesis - workshop | 6 | pass | | 24 | 126 | 150 | |
| Module Z1/14 | | Specialisation Module (3) INTERNATIONAL BUSINESS | 7 | | dr A. Lachowska | 90 | 78 | 150 | |
| Course 14.1. | | Information Management Systems | 2 | pass | | 30 | 20 | 50 | |
| Course 14.2. | | International Law | 2 | pass | | 30 | 20 | 50 | |
| Course 14.3. | | Financial Market | 3 | pass | | 30 | 38 | 50 | |
| Module Z1/15 | | Student Elective Module | 8 | | Dean | 90 | 110 | 200 | |
| Course 15.1. | | Course to choose from available set of courses | 3 | pass | | 30 | 45 | 75 | |
| Course 15.2. | | Course to choose from available set of courses | 3 | pass | | 30 | 45 | 75 | |
| Course 15.3. | | Physical Education | 2 | pass | | 30 | 20 | 50 | |
| Module Z1/16 | | Practical Activities Module (2) | 29 | | dr R. Nowak-Lewandowska | 725 | | 725 | |
| Course 16.1. | Student Intership | 29 | pass | | 725 | | 725 | | |
| | Total in semester | | 50 | | | 929 | 314 | 1225 | |
| TOTAL 6 SEMESTERS | | | 193 | | | 2096 | 2728 | 4800 | |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|----------------------|----------|------|---|----------|---|-----------------------------|------------|----------|----------------|---------------------|-----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/1 | | | | | | | | | | | |
| Module name | Business in Practice | | | | | | ECTS credits | 21 | Leader | prof. A. Zelek | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status <i>(choose list)</i> | OBLIGATORY | Language | English | Total Contact Hours | 132 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The main aim of the module is to make students aware of the key issues related to the realities of creating a new business entity and implementing business ideas and running a business in its subsequent stages of life. The design of the module allows calling experience effect as understood in the Kolb cycle - from experience through the cognitive process taking place in subsequent thematic modules, in subsequent years of study. The main task of the classes within the module is to simulate realistic conditions for setting up and running a business. Students take part in activating, hands-on workshops in which they "create" simulated companies. The element enriching team activities in simulated conditions is a strategy game and meetings with business practitioners. An equally important component of the module is a course on the foundations of economic law, focused on the organizational and legal forms of business entities and business taxation options, as well as a course on the protection of intellectual property rights.

REQUIREMENTS

Needed knowledge and skills before starting the module

no formal and substantive requirements

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE <i>(Student knows and understand on advanced level...)</i> | SKILLS <i>(Student is able to...)</i> | SOCIAL COMPETENCES <i>(Student is ready to...)</i> |
|--|--|--|
| principles of creating and running a business, taking into account the following contexts: strategic, legal, financial, marketing, resource, operational, etc. | initiate and participate in the processes of analyzing and designing new business and running a business in its various stages of life, against the background of endogenous and exogenous diagnosis | to cooperate in creative processes, shows an entrepreneurial attitude and responsible for the decisions made |

MODULE STRUCTURE

| Course no. | Module Z1/1 | Course 1.1. | Module Z1/1 | Course 1.2. | Module Z1/1 | Course 1.3. | Module Z1/1 | Course 1.4. | Module Z1/1 | Course 1.5. | Module Z1/1 | Course 1.6. |
|--------------|-----------------------------|-------------|--------------------------|-------------|-------------------------------------|-------------|-----------------------|-------------|-----------------|-------------|----------------------|-------------|
| Course name | Project Business - workshop | | Business Simulation Game | | Real Management Problems - workshop | | Antiplagiatory Policy | | Law in Business | | Foreign Language (1) | |
| ECTS credits | 8 | | 1 | | 2 | | 2 | | 4 | | 4 | |

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| | | | | | | | | | | | | |
|-------------|------------|-----------------------------|------|---|----------|---|----------------------|------------|----------|----------------|---------------------|----|
| Module Z1/1 | | Business in Practice | | | | | | | | | | |
| Course no. | | Course 1.1. | | | | | | | | | | |
| Course name | | Project Business - workshop | | | | | ECTS credits | 8 | Leader | prof. A. Zelek | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and understands the principles of constructing a business venture plan in the context of choosing a strategy, business model and organizational architecture | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning, Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| | knows and understands the course and stages of the company registration process in the context of formal and legal aspects of establishing companies in various organizational forms and ownership. | Z1_W10 Knows and understands the key elements of law and ethics principles related to Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| | knows and understands the elementary mechanisms of financial analysis, marketing analysis and risk analysis. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex Z1_W9 Knows and understands the nature of economic analysis and controlling in decision- Z1_W14 Knows and understands the possibilities of using selected IT tools supporting |
| SKILLS | identifies and analyzes all endo- and exogenous factors determining the choice of a business model, is able to analyze them and can make optimal choice. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U6 Able to make decisions regarding various functional areas of the organization, Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving |
| | is able to design business ventures in the form of an elementary business plan, taking into account legal, financial and marketing determinants strategic. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their Z1_U6 Able to make decisions regarding various functional areas of the organization, |
| SOCIAL COMPETENCES | shows creativity and openness to new initiatives, while maintaining criticism and rationalism in assessing variants of new ventures economic. | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |
| | jest zdeteminowany i zorientowany na realizację zakładanych celów i wykazuje odpowiedzialność za nie | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | cooperates with the team in the analytical and decision-making process, demonstrating understanding and mindfulness for the opinions and ideas of other team members | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 30 |
| | Including: | 30 |
| | lecture | |
| | practice | 10 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | 16 |
| | study visit | |
| | others.... | |
| | consulting hours | 2 |
| | exams, assignments | 2 |
| Lectureship | | |
| Student Effort | 170 | |
| Total Student Effort | 200 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | multimedia presentation |
| | workshop that uses activating methods |
| | group discussion |
| | team projects |
| | team analysis |
| | practical workshop |
| | Student Work |
| | choice from given list |
| | preparation of the final project |
| | student's own research |
| | e-lectures |

ASSESSMENTS METHODS

| | | | | |
|--------------------|------------------------|------------------|--------------------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | tasks, exercises | 100 | | good + 81% - 90% |
| | | | | good 71% - 80% |
| | | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | |
| | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|---|---|
| Course description | 1 / participation in the design of a new business venture - a business idea (product / service definition and target groups); |
| | 2 / experience and understanding of the complexity of the process of creating a new business venture - macro- and micro-environment analysis; economic viability analysis (cost projection, break-even point, financial assumptions, price policy); |
| | 3 / understanding all the determinants of the business model - decision on the organizational and legal form, organizational structures, financing strategy (available start-up financing instruments); |
| | 4 / Building the company's architecture (organizational structure, procedures, staff, IT systems, etc.); |
| | 5 / Formulating strategy; |
| 6 / Demonstration of a comprehensive company concept. | |
| | Key literature |
| | Storner J.A.F., Freeman R.M., Gilber D.R., (1995), Management (Sixth Edition), Prentice Hall, Inc, USA. Datf R.L., (2012), New Era of Management (Eleventh Edition), Cengage Learning, Florence. Armstrong M., (2009), Armstrong's Handbook of Human Resource Management (Eleventh Edition), Kogan Page, London and Philadelphia. many web links. |
| | Additional literature |
| | Armstrong M., (2008), Strategic Human Resource Management A guide to Action (Forth Edition), Kogan Page, London and Philadelphia. David F.R., (2007) Strategic Management Concepts and Cases, Pearson Prentice Hall, New Jersey. Lee I. Krajewski, Larry P. Ritzman, Manoj K. Malhotra, (2013) Operations Management: Processes and Supply Chains, 10/E Prentice Hall |

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|-------------|--------------------------|----------|------|---|----------|---|----------------------|------------|----------|----------------|---------------------|---|
| Module Z1/I | Business in Practice | | | | | | | | | | | |
| Course no. | Course 1.2. | | | | | | | | | | | |
| Course name | Business Simulation Game | | | | | | ECTS credits | 1 | Leader | prof. A. Zelek | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 6 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows, understands and is able to use in the decision-making process basic economic laws and regularities in the field of demand and supply theory as well as marketing | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| SKILLS | is able to make simple business decisions in the area of supply and price policy, taking into account economic conditions and competitive pressure. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | cooperates in a team and shows the ability to perform the function of a substantive leader in a specific functional area of management. | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in |

STUDENT EFFORT

TEACHING METHODS

| STUDENT EFFORT | | | TEACHING METHODS | | |
|--------------------------|---------------------|--------------|---|--|--|
| Student Effort Structure | Total contact hours | 6 | Teaching methods | choice from given list | |
| | including: | 30 | | simulation, managerial and strategic games | |
| | lecture | | | | |
| | practice | | | | |
| | e-learning | | | | |
| | laboratory | | | | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | 30 | | | |
| | consulting hours | | | | |
| | exams, assignments | | | | |
| Lectureship | | | | | |
| Student Effort | 19 | Student Work | choice from given list | | |
| Total Student Effort | 25 | | own work with the text group work - joint task solving | | |

ASSESSMENTS METHODS

| Final grade | | pass | Percentage of final grade | |
|------------------------|--|------------------|---------------------------|--|
| choice from given list | | % of final grade | very good > 90% | |
| team projects | | 100 | good + 81% - 90% | |
| | | | good 71% - 80% | |
| | | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | |
| | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| Course description |
|--|
| 1 / experience of real conditions for making decisions under competitive pressure; 2 / experience of simulated market competition conditions; 3 / learning about competition mechanisms; 4 / understanding the principles of price competition and off-price; 5 / Introduction to gamification rules; 6 / Application process and correction of gamification decisions. |
| Key literature |
| Rules of the KING SIZE (or similar) strategy game. |
| Additional literature |

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|-------------|-------------------------------------|----------|------|---|----------|--------------|----------------------|------------|----------------|---------|---------------------|----|
| Module Z1/1 | Business in Practice | | | | | | | | | | | |
| Course no. | Course 1.3. | | | | | | | | | | | |
| Course name | Real Management Problems - workshop | | | | | ECTS credits | 2 | Leader | prof. A. Zelek | | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 18 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and understands the essence of entrepreneurship, the principles of running a business and the associated risks. | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| | knows and understands the real problems of company management in the context of both exogenous and endogenous problems. | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning, Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W6 Knows and understands at an advanced level the fundamental concepts of economic |
| SKILLS | is aware of the realities of running a business in given endogenous and exogenous conditions. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| | | |
| SOCIAL COMPETENCES | is open to the process of getting to know and experiencing as well as learning from experience based on real economic and managerial problems. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | | |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 18 |
| | including: | 18 |
| | lecture | |
| | practice | |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | 10 |
| | study visit | 8 |
| | others.... | |
| | consulting hours | |
| | exams, assignments | |
| | Lectureship | |
| Student Effort | 32 | |
| Total Student Effort | 50 | |

TEACHING METHODS

| | |
|------------------|--|
| Teaching methods | choice from given list |
| | study visits case study meeting with a business practitioner practical workshop |
| Student Work | choice from given list |
| | group work - joint task solving |

ASSESSMENTS METHODS

| | | | | |
|--------------------|---------------------------------|------------------|--------------------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | written credit | 90 | | good + 81% - 90% |
| | participation in the discussion | 10 | | good 71% - 80% |
| | | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | |
| | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|---|
| Course description | 1 / Getting to know the real problems of management based on the presentation of business practitioners; 2 / Workshop and seminar sessions with business practitioners and during study visits to companies; 3 / Case studies concerning the areas: a / creating a new business; b / financing systems and structures; c / marketing strategies; d / key success factors. |
| | Key literature |
| | Additional literature |
| | |



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|-------------|-----------------------|----------|------|---|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/1 | Business in Practice | | | | | | | | | | | |
| Course no. | Course 1.4. | | | | | | | | | | | |
| Course name | Antiplagiatory Policy | | | | | | | ECTS credits | 2 | Leader | prof. A. Zelek | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 18 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows, identifies and understands basic categories of legal regulations in the field of intellectual property protection; can explain and illustrate the most important principles governing protection and trade in intangible assets; recognizes the overlapping of different legal regimes; can explain the essence of accumulation of protection rights contained in basic legal acts 750 | Z1_W10 Knows and understands the key elements of law and ethics principles related to Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| SKILLS | is able to identify adequate sources of intellectual property protection law in the context of business and professional activity. can combine his or her own ideas with opinions, concepts and theories taken from literature and expert publications, in accordance with legal and ethical standards. | Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving Z1_U13 Is able to independently prepare and develop a diploma project, taking into account |
| SOCIAL COMPETENCES | Understands and respects the principles and system of protection of intellectual property and copyright in his own professional and business activity. | Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 18 |
| | including: | 18 |
| | lecture | 8 |
| | practice | 8 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others.... | |
| | consulting hours | |
| | exams, assignments | 2 |
| | Lectureship | |
| Student Effort | 32 | |
| Total Student Effort | 750 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | workshop that uses activating methods |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Student Work | choice from given list |
| | own activity on platform |
| | trial tests |
| | own work with the text |
| | |

ASSESSMENTS METHODS

| | | | | |
|--------------------|------------------------|------------------------|-------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | knowledge test | 50 | | good + 81% - 90% |
| | written credit | 50 | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | satisfactory 51% - 60% | | |
| | | unsatisfactory < 51% | | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | 1/ Copyright and related rights as a basis for intellectual property. 2/ Intellectual property in the light of the Law on Copyright and Related Rights and Industrial Property Law 3/ Trademark as a work and an object of industrial property. 4/ Law of the internet. |
| | Key literature |
| | 1. Copyrights and Related Rights – Act of 4th February 1994 2. Industrial Property Law – Act of 17th November 2013 3. Barta J., Markiewicz R., (red.) Prawo autorskie i prawa pokrewne. Komentarz, Lex a Wolters Kluwer, Warszawa 2011 4. Lewandowski, Prawo autorskie a prawo konkurencji, Wyższa Szkoła Umiejętności Społecznych w Poznaniu, Poznań 2009. 5. Nowińska R., (red.), Prawo własności przemysłowej, LexisNexis, Warszawa 2008. 6. Podrecki P., (red.) Prawo Internetu, LexisNexis, Warszawa 2004. Załucki M., (red.) Prawo własności intelektualnej. Repetytorium, DIFIN, Warszawa 2008 |
| | Additional literature |
| | 1. Beręć M., Własność przemysłowa i dobra niematerialne w obrocie gospodarczym, TNOiK, Bydgoszcz 1998. 2. Stęć P., (red.) Ochrona własności intelektualnej, Oficyna wydawnicza Branta, Bydgoszcz-Opole-Gliwice 2011. |



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|-------------|----------------------|----------|------|---|----------|---|----------------------|------------|----------|----------------|---------------------|----|
| Module Z1/I | Business in Practice | | | | | | | | | | | |
| Course no. | Course 1.5. | | | | | | | | | | | |
| Course name | Law in Business | | | | | | ECTS credits | 4 | Leader | prof. A. Zelek | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course Student... | Reference to MAJOR learning outcomes → CHECK THE KEY |
|--------------------|--|---|
| KNOWLEDGE | knows and understands the course and stages of the process of registering a business in the context of formal and legal aspects of creating enterprises in various organizational and ownership forms. | Z1_W10 Knows and understands the key elements of law and ethics principles related to Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| | knows and understands the main aspects of economic and tax law that determine the form and shape of business | Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| | recognizes the relevant aspects of commercial law, labour law, tax law and civil law in the context of the functioning of the company | Z1_W10 Knows and understands the key elements of law and ethics principles related to Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| SKILLS | is able to choose the optimal legal form and methods of taxation of a new business venture and conduct the company registration process | Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | | |
| SOCIAL COMPETENCES | is ready to take up the challenge of registering a new business entity in an appropriate form and procedure. | Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |
| | | |

STUDENT EFFORT

TEACHING METHODS

| STUDENT EFFORT | | | TEACHING METHODS | | | |
|--------------------------|---------------------|--------------------------|------------------|---------------------------------------|-------------------------------|--|
| Student Effort Structure | Total contact hours | 30 | Teaching methods | choice from given list | | |
| | including: | 30 | | lecture | | |
| | lecture | 10 | | workshop that uses activating methods | | |
| | practice | 18 | | activity on e-learning platform | | |
| | e-learning | | | task solving | | |
| | laboratory | | | | | |
| | seminar | | | | | |
| | practical workshop | | | | | |
| | study visit | | | | | |
| | others.... | | | | | |
| | consulting hours | | | Student Work | choice from given list | |
| | exams, assignments | 2 | | | preparation to an exam/credit | |
| | lectureship | | | review of the literature | | |
| Student Effort | 70 | own activity on platform | | | | |
| Total Student Effort | 100 | trial tests | | | | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | exam | Grade scale | Percentage of final grade |
|--------------------|------------------------|------------------|-------------|---------------------------|
| | choice from given list | % of final grade | | very good > 90% |
| | knowledge test | 100 | | good + 81% - 90% |
| | | | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | | | satisfactory 51% - 60% |
| | | | | unsatisfactory < 51% |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | | |
|--|--|--|
| Course description | 1/ The concept of commercial law (public commercial law and private commercial law). | |
| | 2/ Sources of commercial law; | |
| | 3/ Concepts of economic activity, entrepreneurs and enterprises; | |
| | 4/ The legal forms of conducting business activity; | |
| | 5/ Business registration and registration systems; | |
| | 6/ Free, regulated, licensed, concessional business activity; | |
| | 7/ Companies. Normative division of partnerships (partnerships and companies; general partnership; professional partnership; limited partnership; limited joint-stock partnership) | |
| | 8/ Business reporting obligations; | |
| | 9/ Elements of labour law; | |
| | 10/ Control of the establishment and performance of business activity; | |
| 11/ Elements of tax law. | | |
| Key literature | | |
| 1. Commercial Companies Code – Act of 15th November 2000 | | |
| 2. Entrepreneurs law – Act of 6th March 2018 | | |
| 3. Civil Code – Act of 23rd April 1964 | | |
| 4. Cichórz R. Prawo dla studentów kierunków nieprawniczych, Zachodniopomorska Szkoła Biznesu, 2012 | | |
| 5. Siuda W., Zarys prawa gospodarczego dla ekonomistów, Wydawnictwo CONTACT, 2010. | | |
| Additional literature | | |
| 1. Nowak Maciej J., Podstawy prawa w Polsce : prawo dla nieprawników, CeDeWu, 2009 | | |
| 2. (red.) Olszewski J., Prawo gospodarcze. Kompedium, C.H. Beck, 2012 | | |
| 3. Gniewa B., Prawo handlowe dla ekonomistów , LEXMISJA, 2014 | | |
| 4. Malecki J. , Gomułowicz A. , Podatki i prawo podatkowe, Wydawnictwo Prawnicze LexisNexis, 2008. | | |

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|-------------|------------|----------------------|------|---|----------|---|----------------------|------------|----------|----------------|---------------------|----|
| Module Z1/1 | | Business in Practice | | | | | | | | | | |
| Course no. | | Course 1.6. | | | | | | | | | | |
| Course name | | Foreign Language (1) | | | | | ECTS credits | 4 | Leader | prof. A. Zelek | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | Polish/English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | has the knowledge in business English | Z1_W15 Knows a foreign language at the communication level (level B2 ESI/OK). |
| | | |
| | | |
| | | |
| SKILLS | uses the language in simulated situations | Z1_U8 Is able to use a specialized language and communicate in a precise and consistent manner, |
| | | |
| | | |
| | | |
| SOCIAL COMPETENCES | speaks Business English in various business situations | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using Z1_K3 Is able to engage in social interactions, cooperation with other entities of the environment |
| | | |
| | | |
| | | |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|-----------------------------|------------|------------------|---------------------------------------|--|
| | Total contact hours | 30 | | choice from given list | |
| | Including: | 30 | | workshop that uses activating methods | |
| | lecture | | | group discussion | |
| | practice | | | individual projects | |
| | e-learning | | | team projects | |
| | laboratory | | | video movie | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others... | | | | |
| | consulting hours | | | | |
| | exams, assignments | 2 | | | |
| | Lectureship | 28 | | | |
| | Student Effort | 70 | | | |
| | Total Student Effort | 100 | | | |
| | | | Student Work | choice from given list | |
| | | | | preparation to an exam/credit | |
| | | | | own work with the text | |
| | | | | group work - joint task solving | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|---------------------------------|------------------|-------------|---------------------------|--|
| | exam | % of final grade | | | |
| | choice from given list | | | very good > 90% | |
| | written exam | 50 | | good + 81% - 90% | |
| | tasks, exercises | 40 | | good 71% - 80% | |
| | participation in the discussion | 10 | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|---|
| Course description | Communication skills Negotiation and persuasion skills Financial and numeracy skills Technological skills Organisational skills Selling skills Leadership and team skills Problem-solving and decision-making skills |
| | Key literature |
| | New International Business English, Leo Jones & Richard Alexander, Cambridge |
| | Additional literature |



| | | | | | | | | | | | | |
|-------------|-----------------------------|----------|------|---|----------|---|----------------------|--------------|----------|---------|-------------------------|-----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/2 | | | | | | | | | | | |
| Module name | Organisation and Management | | | | | | | ECTS credits | 12 | Leader | dr R. Nowak-Lewandowska | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 135 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The module covers the issues that are the basis for educating managers. The aim of the module is to familiarize students with the main areas of organization management, in particular the enterprise; conditions for establishing an organization, its structure, stages of development, resources, taking into account internal dependencies and relations with the environment. In this context, students learn the principles, levels of business management, the course and functions of the management process, its main disruptions, and especially the role of management in achieving organizational efficiency and effectiveness. The aim of the module is also to familiarize students with the concepts and tools of process management, quality management and human resources. During the courses included in this module, the student acquires skills in the field of obtaining and using information to analyze the strategic potential of the organization, designing and improving HR activities, assessing and analyzing the organization's situation in terms of processes, implementing quality management standards, as well as adopting and fulfilling various managerial roles in the process of managing the organization.

REQUIREMENTS

Needed knowledge and skills before starting the module

Before starting the module, the student should have knowledge, skills and competences from the Module: Business in Action. Additionally, the Module: Applied Economics is useful, including Courses: Macroeconomics and Microeconomics

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advanced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|---|---|---|
| the essence, principles and functions of management, identifies and characterizes individual processes management; HRM models, types of HR strategies and the role of HR departments; knows modern tools for planning, selecting, evaluating, motivating, developing and managing employees' career; the essence of process management; methods of analyzing and evaluating processes, including decision support tools; methods of management and quality improvement in the organization. | acquire and use information for analyzing strategic potential organization and its environment; can play various roles of a manager; find adequate solutions to problems related to the organization of the personnel process in the company, identifying and skillfully using both opportunities / threats and strengths / weaknesses of the organization; compare, analyze and evaluate organizational processes in terms of the possibility of their improvement and reorganization; use quality management standards to evaluate business processes; select and apply specific tools for building a quality system in the organization. | adopt an entrepreneurial attitude, have managerial predispositions, are ready to cooperate with the team and to lead the team; function in a team, performing various functions (also as a group leader) - participates or manages the process of team decision-making, in an ethical manner and in accordance with social norms; for continuous learning due to the dynamics of market processes, including the creation of process organizations; express critical opinions on topics related to the possibility of introducing modern quality solutions in the area of quality management in the enterprise. |

MODULE STRUCTURE

| Course no. | Module Z1/2 | Course 2.1. | Module Z1/2 | Course 2.2. | Module Z1/2 | Course 2.3. | Module Z1/2 | Course 2.4. | | |
|--------------|---|----------------------------|-------------|--------------------|-------------|--------------------|-------------|-------------|--|--|
| Course name | Management and Organisational Behaviour | Human Resources Management | | Process Management | | Quality Management | | | | |
| ECTS credits | 4 | 3 | | 3 | | 2 | | | | |

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| | | | | | | | | | | | | |
|-------------|---|----------|------|---|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/2 | Organisation and Management | | | | | | | | | | | |
| Course no. | Course 2.1. | | | | | | | | | | | |
| Course name | Management and Organisational Behaviour | | | | | | | ECTS credits | 4 | Leader | prof. A. Zelek | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | has advanced knowledge about the essence, principles and functions of management, identifies and characterizes individual management processes. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W4 knows and recognizes at the advanced level theories and concepts regarding planning. |
| | recognizes and describes types of organizations, in particular enterprises and their resources, knows the regularities of their functioning, as well as internal and external conditions for their development. | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / |
| SKILLS | is able to obtain and use information to analyze the strategic potential of the organization and its environment, as well as interpret data and analysis results. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human |
| | can identify problems associated with the organization management process, proposes solutions based on the collected data | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | can play various managerial roles. | Z1_U6 Able to make decisions regarding various functional areas of the organization. |
| SOCIAL COMPETENCES | has an entrepreneurial attitude, has managerial predispositions, is ready to start cooperation with the team and to lead the team. | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K3 Is able to engage in social interactions, cooperation with other entities of the Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in |

STUDENT EFFORT

| | | |
|-----------------------------|----------------------------|-----------|
| Student Effort Structure | Total contact hours | 45 |
| | including: | 45 |
| | lecture | 12 |
| | practice | 12 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | 17 |
| | study visit | |
| | others.... | |
| | consulting hours | 2 |
| | exams, assignments | 2 |
| | Lectureship | |
| Student Effort | 55 | |
| Total Student Effort | 100 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | <i>choice from given list</i> |
| | lecture |
| | multimedia presentation |
| | workshop that uses activating methods |
| | group discussion |
| | meeting with a business practitioner |
| | practical workshop |
| | |
| | |
| | |
| | |
| Student Work | <i>choice from given list</i> |
| | preparation to an exam/credit |
| | own activity on platform |
| | review of the literature |
| | preparation of the final project |

ASSESSMENTS METHODS

| Assessment methods | Final grade | exam | Grade scale | Percentage of final grade |
|--------------------|---|------------------|-------------|---------------------------|
| | <i>choice from given list</i> | % of final grade | | |
| | written exam | 50 | | very good > 90% |
| | presentation of an individual or group task | 30 | | good + 81% - 90% |
| | participation in the discussion | 10 | | good 71% - 80% |
| | tasks, exercises | 10 | | satisfactory + 61% - 70% |
| | | | | satisfactory 51% - 60% |
| | | | | unsatisfactory < 51% |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | 1 / Organization management process - the essence and functions of management. 2 / Definitions and types of organizations. Organization resources. 3 / Manager in the organization - manager's features, roles and skills. Manager types. 4 / Leading in the organization, motivating and management styles. 5 / Organizational environment. Types of surroundings. Ethical and cultural context of the organization's environment. 6 / Planning and decision making process. Types of goals and plans. Functions and levels of goals. Stages of the planning process. Stages of the decision making process. 7 / The organization process. Types of organizational structures. 8 / Elements of strategic management. Essence, concept and levels of strategy. SWOT analysis. 9 / Contemporary methods and techniques of organization management (reengineering, outsourcing, benchmarking, TQM, learning organization, Lean management and others). |
| | Key literature |
| | Storner J.A.F., Freeman R.M., Gilber D R., (1995), Management (Sixth Edition), Prentice Hall, Inc,USA. |
| | Additional literature |
| | Datf R.L., (2012), New Era of Management (Eleventh Edition), Cengage Learning, Florence. |

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| | | | | | | | | | | | | |
|-------------|-----------------------------|----------|------|---|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/2 | Organisation and Management | | | | | | | | | | | |
| Course no. | Course 2.2. | | | | | | | | | | | |
| Course name | Human Resources Management | | | | | | | ECTS credits | 3 | Leader | prof. A. Zelek | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | understands the essence of the strategic approach to the HRM process, knows the internal and external factors affecting the shape of modern human resource management | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| | understands HR models, types of personnel strategies and the role of HR departments and entities responsible for managing people; knows what challenges they face in the process of effectively building company value | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning, Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| | knows modern tools for planning, selecting, assessing, motivating, developing and managing employees' careers, and identifies activities that improve human resource management | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| SKILLS | is able to create from scratch and constantly improve HR activities that meet the challenges of modern organizations | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U4 Can see the need to improve the organization and its own competences through the Z1_U8 Is able to use a specialized language and communicate in a precise and consistent |
| | is able to identify key determinants affecting the shape of modern HRM, constructs and selects optimal human resource management concepts, in particular in the areas of planning, selection, assessment, motivation, development and management of employees' careers | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U4 Can see the need to improve the organization and its own competences through the Z1_U6 Able to make decisions regarding various functional areas of the organization, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | can find adequate solutions to problems related to the organization of the personnel process in the company, identifying and skillfully using both the opportunities / threats and the assets / weaknesses of the organization | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U8 Is able to use a specialized language and communicate in a precise and consistent Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | is ready to assess the processes occurring in the organization and the labor market and critically refer to this assessment, maintaining reliability, diligence, objectivity and rationality in proposing appropriate solutions in the field of HRM | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K5 Is ready to independently identify and diagnose management and economic problems as |
| | is ready to function in a team, performing various functions (also a group leader) – is able to participate or manage the process of team decision making by doing it in an ethical manner and in accordance with social norms | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |
| | is open to diversity among other people and overcomes schematic thinking, prejudices and stereotypes - is tolerant and open | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 30 |
| | including: | 30 |
| | lecture | 12 |
| | practice | 8 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | 6 |
| | study visit | |
| | others.... | |
| | consulting hours | 2 |
| | exams, assignments | 2 |
| Lectureship | 45 | |
| Total Student Effort | 75 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | workshop that uses activating methods |
| | group discussion |
| | case study |
| | team analysis |
| | practical workshop |
| | choice from given list |
| | preparation to an exam/credit |
| | review of the literature |
| | group work - joint task solving |

ASSESSMENTS METHODS

| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
|--------------------|---------------------------------|------------------|-------------|---------------------------|
| | choice from given list | % of final grade | | very good > 90% |
| | written exam | 40 | | good + 81% - 90% |
| | tasks, exercises | 50 | | good 71% - 80% |
| | participation in the discussion | 10 | | satisfactory + 61% - 70% |
| | | | | satisfactory 51% - 60% |
| | | | | unsatisfactory < 51% |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--|--|
| Course description | 1. Human resources and their strategic importance in the organization |
| | 2. External and internal determinants of human resource management |
| | 3. HRM models |
| | 4. The concept and types of personnel strategies |
| | 5. Elements and organization of the personnel process in the company |
| | 6. Modern tools for planning, selecting, assessing, motivating, developing and managing employees' careers |
| | 7. Improving human resource management. |
| | Key literature |
| | 1. A. Poczowski, Zarządzanie zasobami ludzkimi. Koncepcje – praktyki – wyzwania, PWE, Warszawa 2018. |
| | 2. HR Business Partner. Rola – funkcje – Perspektywy, (red.) K. Popieluch, PWN, Warszawa 2018. |
| | 3. Praktyki HRM2 Najlepsze studia przypadku z polskiego rynku, Infor, Warszawa 2018. |
| | 4. G. Filipowicz, HR Toolbox czyli narzędziownik menedżera HR, Infor, Warszawa 2018. |
| 5. G. Filipowicz, HR Business Partner, koncepcja i praktyka, Wolters Kluwer, Warszawa 2018. | |
| 6. Gomez-Mejia L. R., Balkin D. B., Cardy R. L., Managing Human Resources, Pearson, Prentice Hall, New Jersey. 10. Mathis R. L., Jackson J. H., Human Resource Management, Thomson South-Western, USA 2008 | |
| Additional literature | |
| 1. T. Oleksyn, Zarządzanie zasobami ludzkimi. Wyd. Wolters Kluwer Polska, Warszawa 2016. | |
| 2. Z. Pawlak, Zarządzanie zasobami ludzkimi w przedsiębiorstwie. Wyd. Poltext, Warszawa 2011. | |
| 3. M. Armstrong, S. Taylor, Zarządzanie zasobami ludzkimi. Wyd. 6 Wolters Kluwer Polska, Warszawa 2016. | |
| 4. Snell S., Bohlander G., Managing Human Resources, South-Western, Cengage Learning, USA. | |
| 5. Itika J. S., Fundamentals of human resource management, University of Groningen / Mzumbe University, 2011 | |

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|-------------|-----------------------------|----------|------|---|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/2 | Organisation and Management | | | | | | | | | | | |
| Course no. | Course 2.3. | | | | | | | | | | | |
| Course name | Process Management | | | | | | | ECTS credits | 3 | Leader | prof. A. Zelek | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | The student defines the concept of process and process management, recognizes the differences between process organizations and classical organizations, in terms of their development, structure and management. | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| | characterizes the essence of the process approach - typical and specific elements, methods, techniques and management concepts. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools |
| | identifies process management issues that allow for practical analysis and finding ways to eliminate them, on a scale of organisation, national economy as well as globally. | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools |
| | describes ways of analysing and evaluating process management, including decision support tools. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools |
| SKILLS | is able to compare, analyse and evaluate organisational processes in terms of their improvements potential and reorganization | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| | is able to diagnose the situation of the organization and design possible variants of its strategy in a process perspective | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U6 Able to make decisions regarding various functional areas of the organization, |
| SOCIAL COMPETENCES | is open to the need for continuous learning, due to the dynamics of market processes, including the creation of process organisations. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K5 Is ready to independently identify and diagnose management and economic problems as |
| | is ready to work in a team, takes an active approach to process evaluation taking place in contemporary organizations | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |
| | is willing to discuss and present its position on process management | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|----|------------------|---------------------------------------|--|
| | | | | | |
| | Total contact hours | 30 | | choice from given list | |
| | including: | 30 | | lecture | |
| | lecture | 12 | | workshop that uses activating methods | |
| | practice | 16 | | case study | |
| | e-learning | | | individual projects | |
| | laboratory | | | group discussion | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | | | choice from given list | |
| | consulting hours | | | review of the literature | |
| | exams, assignments | 2 | | | |
| | Lectureship | | | | |
| | Student Effort | 45 | | | |
| | Total Student Effort | 75 | | | |

ASSESSMENTS METHODS

| Assessment methods | ASSESSMENTS METHODS | | Grade scale | Percentage of final grade | |
|--------------------|------------------------|------------------|-------------|---------------------------|--|
| | Final grade | pass | | | |
| | choice from given list | % of final grade | | very good > 90% | |
| | individual project | 60 | | good + 81% - 90% | |
| | tasks, exercises | 20 | | good 71% - 80% | |
| | written exam | 20 | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| Course description | COURSE DESCRIPTION | |
|--------------------|--|--|
| | | |
| | The process approach in modern management concepts. The essence of process management. Main and auxiliary processes Process maturity criteria and a model for adaptation and maturity assessment as an element of organization improvement Control and measurement of process performance. Process benchmarking. IT support in process management Value in creating and verifying processes. Value stream mapping Process Management Systems (BPMN 2.0) Process modelling - theoretical approach Modelling of resources and process documents - classes using computer programs (laboratory e.g. Adonis). Model simulation Visualization and process time analysis tools | |
| | Key literature | |
| | Dumas, M., La Rosa, M., Mendling, J., & Reijers, H. A. (2013). Fundamentals of business process management (Vol. 1, p. 2). Heidelberg: Springer. Allweyer, T. (2016). BPMN 2.0: introduction to the standard for business process modeling. BoD-Books on Demand; Jeston, J., & Nelis, J. (2014). Business process management. Routledge. | |
| | Additional literature | |
| | Dormer, A. (2018, July). Business Rule Optimisation: Problem Definition, Proof-of-Concept and Application Areas. In International Conference on Business Information Systems (pp. 51-62). Springer, Cham. | |

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| | | | | | | | | | | | | |
|-------------|-----------------------------|----------|------|---|----------|--------------|----------------------|------------|----------------|---------|---------------------|----|
| Module Z1/2 | Organisation and Management | | | | | | | | | | | |
| Course no. | Course 2.4. | | | | | | | | | | | |
| Course name | Quality Management | | | | | ECTS credits | 2 | Leader | prof. A. Zelek | | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 1 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows the basic concepts of quality and quality management | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of |
| | knows and understands methods of management and quality improvement in the organisation | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| | characterizes problems related to the implementation, evaluation of the QMS | Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| | knows the importance of quality management process in the supply chain | Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| SKILLS | is able to analyse and determine conditions for the implementation of the QMS | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| | is able to apply ISO standards as a part of analyses | Z1_U4 Can see the need to improve the organization and its own competences through the |
| | uses quality management standards to assess business processes, including the assessment of the organization's management system | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U2 Is able to correctly interpret typical problems in the field of management, human |
| | is able to select and apply specific tools for constructing a quality system in an organisation | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| SOCIAL COMPETENCES | is ready to express critical opinions on issues related to the possibilities of introducing modern quality solutions in the area of quality management in the company | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need |
| | is ready to make a conclusions on the definition of problems in the concept of quality management systems application | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a critical |
| | is ready to strive to optimize decisions by accepting team solutions | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 30 |
| | Including: | 30 |
| | lecture | 10 |
| | practice | 18 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others... | |
| | consulting hours | |
| exams, assignments | 2 | |
| Lectureship | | |
| Student Effort | 20 | |
| Total Student Effort | 50 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | multimedia presentation |
| | workshop that uses activating methods |
| | group discussion |
| | case study |
| | |
| Student Work | choice from given list |
| | preparation to an exam/credit |
| | review of the literature |
| | others |

ASSESSMENTS METHODS

| | | | |
|--------------------|------------------------|--------------------------|---------------------------|
| Assessment methods | Final grade | pass | Percentage of final grade |
| | choice from given list | % of final grade | very good > 90% |
| | | | good + 81% - 90% |
| | | | good 71% - 80% |
| | | satisfactory + 61% - 70% | |
| | | satisfactory 51% - 60% | |
| | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | 1/ Evolution of the quality management system - QMS. 2/ Pioneers and their views on quality. 3/ History of standardization. Elements of ISO standards. 4/ Quality documentation. 5/ QMS certification. 6/ Quality methods and tools. 7/ Integrated systems: quality, environment, safety. 8/ Total quality management - TQM. 9/ The essence of quality management method. 10/ Selected techniques and tools for quality management (histograms, control cards, Ishikawa diagram, Pareto analysis). 11/ Practical approach to quality improvement ,ethods (Kaizen, 5S, JIT, Six Sigma). 12/ Quality system in the company,creation and procedures. 13/ The role of quality in customer service. |
| | Key literature |
| | 1/ G.Dale Barrie, "Managing Quality 4th Edition", Blackwell Publishing Ltd, 1999, 2003. 2/ Knowles Graeme, "Quality Management", bookboon.com 2011., 3/ S. Thomas Foster, "Managing Quality: Integrating the Supply Chain, 6th Edition", Brigham Young University, Pearson, 2017. |
| | Additional literature |
| | 1/ Donna C. S. Summers, "Lean Six Sigma", University of Dayton, Pearson 2011. 2/ David L. Goetsch Stanley B. Davis, "Quality Management for Organizational Excellence Eighth Edition", Pearson Education 2016. |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|-----------------------------|----------|------|---|----------|---|----------------------|--------------|----------|---------|---------------------|-----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/3 | | | | | | | | | | | |
| Module name | Key Competences in Business | | | | | | | ECTS credits | 13 | Leader | dr M. Stankiewicz | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 2 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 120 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The main goals of education are:

- 1) the Student's acquisition of knowledge and skills in the use of IT solutions in the practice of economics - after completing the course, the student should understand the tasks of computer science and communication in the organization, acquire practical skills in the field of obtaining and processing information, and also use of selected information and communication tools.
- 2) introducing the authentic business vocabulary to the Student's language in the context of issues typical for business - familiarizing the Student with the methods of communication (formal and informal) in various, typical business situations; to sensitize the student to the issues of cultural differences in communication.
- 3) introducing students to the basic terms, definitions and theories describing social life, understanding the functioning of modern societies, enabling the setting of economic life in a wider social context (the sociology course will allow them to see and understand them as a social phenomenon).

REQUIREMENTS

Needed knowledge and skills before starting the module

Before starting this module, the student should know the basics of computer skills, know the basics of information technology and complete the courses assigned to the module E1 / 2 (Organization and Management), have passed the basic matura exam in a foreign language at the B1 level, and should have general knowledge of social. The student should be able to think analytically and logically.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advanced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|--|---|---|
| possibilities of using information and communication technologies in the practice of economics; issues related to the functioning of man as a social entity within various social structures and society as a conglomerate of communities and institutions (along with the processes taking place within them); a foreign language in a business context (level B2). | acquire information and process it using selected IT and communication tools; prepare written studies and presentations; use a professional foreign language; interpret social phenomena and processes, observe and interpret economic phenomena in relation to other phenomena of social life. | work independently and achieve set goals as well as work in a team, playing roles from leader to executor of entrusted tasks. |

MODULE STRUCTURE

| Course no. | Module Z1/3 | Course 3.1. | Module Z1/3 | Course 3.2. | Module Z1/3 | Course 3.3. | Module Z1/3 | Course 3.4. | | |
|--------------|--|-------------|---|-------------|----------------------|-------------|-------------|-------------|--|--|
| Course name | Information and Communication Technologies | | Spreadsheets and Data Bases in Business | | Foreign Language (2) | | Sociology | | | |
| ECTS credits | 3 | | 4 | | 4 | | 2 | | | |

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| | | | | | | | | | | | | |
|-------------|------------|---|------|---|----------|---|----------------------|------------|----------|-------------------|---------------------|----|
| Module Z1/3 | | Key Competences in Business | | | | | | | | | | |
| Course no. | | Course 3.2. | | | | | | | | | | |
| Course name | | Spreadsheets and Data Bases in Business | | | | | ECTS credits | 4 | Leader | dr M. Stankiewicz | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 2 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

| LEARNING OUTCOMES | | |
|--------------------|---|--|
| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows the practical applications of spreadsheets and databases in managerial sciences. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's Z1_W14 Knows and understands the possibilities of using selected IT tools supporting management |
| | knows ICT tools which are used for the purpose of reporting and presentation of results. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including Z1_W17 Knows and understands the substantive, methodological and formal requirements for the |
| | knows ICT tools which are necessary to analyze entities, processes, and events in sectorial, microeconomic, and macroeconomic perspective. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's |
| | knows the possibilities of data base management systems. | Z1_W14 Knows and understands the possibilities of using selected IT tools supporting management |
| SKILLS | is able to analyze various issues related to business management, as well as choose proper ICT tools to solve them. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| | can assess their own competency and formulate questions which will lead them to deepen their understanding, and fill the lack of knowledge. | Z1_U8 Is able to use a specialized language and communicate in a precise and consistent manner, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | can use ICT tools in order to solve various business management issues,. | Z1_U9 Is able to use information and communication technologies (IT) in his professional work Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work (reporting, |
| SOCIAL COMPETENCES | works in target-oriented teams, taking in various roles, e.g., the role of leader or the role of team member. | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K3 Is able to engage in social interactions, cooperation with other entities of the environment Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in |
| | works independently and takes personal responsibility for completing tasks. | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using |
| | listens carefully to all advices and comments from team members and adopts a critical attitude toward the results of their work. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |

| STUDENT EFFORT | | | TEACHING METHODS | | |
|--------------------------|---------------------|--------------|---------------------------------|---------------------------------|--|
| Student Effort Structure | Total contact hours | 30 | Teaching methods | choice from given list | |
| | including: | 30 | | lecture | |
| | lecture | 8 | | multimedia presentation | |
| | practice | | | activity on e-learning platform | |
| | e-learning | | | practical workshop | |
| | laboratory | 20 | | | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | | | | |
| consulting hours | | Student Work | choice from given list | | |
| exams, assignments | 2 | | preparation to an exam/credit | | |
| Lectureship | | | own activity on platform | | |
| | | | task solving | | |
| | | | group work - joint task solving | | |
| Student Effort | 70 | | | | |
| Total Student Effort | 100 | | | | |

| ASSESSMENTS METHODS | | | | | |
|---------------------|---|------------------|------------------------|---------------------------|--|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade | |
| | choice from given list | % of final grade | | very good > 90% | |
| | written credit | 30 | | good + 81% - 90% | |
| | tasks, exercises | 40 | | good 71% - 80% | |
| | presentation of an individual or group task | 30 | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | | |
| | | | unsatisfactory < 51% | | |

| COURSE DESCRIPTION | |
|---|--|
| Course description | Please describe main topics and areas of the course |
| | 1. SPREADSHEETS: |
| | 1.1. Introduction to spreadsheets – entering and editing data. |
| | 1.2. Performing basic spreadsheet operations. |
| | 1.3. Formatting cells, defining styles, managing worksheet data, inserting and editing simple objects, and using keyboard shortcuts in spreadsheets. |
| | 1.4. Adding and editing comments. |
| | 1.5. Formulas and functions: basic formulas, financial formulas, date and time formulas, logical formulas, error trapping, and other functions. |
| | 1.6. Absolute and relative cell references |
| | 1.7. Conditional formatting, reordering and summarizing data. |
| | 1.8. Charts and graphing. |
| 1.9. Using pivot tables and pivot charts. | |
| 1.10. Worksheet design – editing, managing and printing. | |
| 2. DATABASES: | |
| 2.1. Introduction to databases - concepts of: data types, relation types, relationships types, DBMS keys, and data redundancy. | |
| 2.2. Database Management System (DBMS) – MS Access. | |
| 2.3. Creating empty database, creating database from a template, compacting database files, database performance analysis, compiling database, tables and operations on tables, queries, and reports. | |
| Key literature | |
| 1) M. Alexander, "Excel 2019 Bible", Wiley, 2018. | |
| 2) Ch. Frye, "Microsoft Excel 2019 Step by Step", Microsoft Press, 2018. | |
| 3) W. Winston, "Microsoft Excel Data Analysis and Business Modeling", Microsoft Press, 2016. | |
| 4) P. McFedries, "Microsoft Excel 2019 Formulas and Functions", Microsoft Press, 2019. | |
| 5) M. Alexander, R. Kusleika, "Access 2019 Bible", Wiley, 2018. | |
| Additional literature | |
| 1) B. Jelen, M. Alexander, "Microsoft Excel 2019 Pivot Table Data Crunching", Microsoft Press, 2019. | |
| 2) B. Jelen, T. Syrstad, "Microsoft Excel 2019 VBA and Macros", Microsoft Press, 2019. | |



| | | | | | | | | | | | | |
|-------------|-----------------------------|----------|------|---|----------|--------------|----------------------|------------|-------------------|----------------|---------------------|----|
| Module Z1/3 | Key Competences in Business | | | | | | | | | | | |
| Course no. | Course 3.3. | | | | | | | | | | | |
| Course name | Foreign Language (2) | | | | | ECTS credits | 4 | Leader | dr M. Stankiewicz | | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 2 | Status (choice list) | OBLIGATORY | Language | Polish/English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | identifies phrases, idioms, collocations and grammatical structures at the B2 level that allow for understanding the language in a business context. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex Z1_W15 Knows a foreign language at the communication level (level B2 ESIQK). |
| SKILLS | is able to conduct a business conversation in both spoken and written form, is able to independently solve specific situational tasks that require the use of business language. | Z1_U11 Is able to communicate in a foreign language at B2 CEFR level and is able to use it in |
| SOCIAL COMPETENCES | is able to work in a group while performing tasks and solving problems, taking on different roles | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K3 Is able to engage in social interactions, cooperation with other entities of the |

STUDENT EFFORT

| | | |
|-----------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 30 |
| | including: | 30 |
| | lecture | |
| | practice | |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others.... | |
| | consulting hours | |
| | exams, assignments | 2 |
| | Lectureship | 28 |
| Student Effort | 45 | |
| Total Student Effort | 75 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | workshop that uses activating methods |
| | group discussion |
| | |
| | |
| | |
| | |
| | |
| Student Work | choice from given list |
| | preparation to an exam/credit |
| | own work with the text |
| | group work - joint task solving |

ASSESSMENTS METHODS

| | | | |
|--------------------|---------------------------------|------------------|---------------------------|
| Assessment methods | Final grade | pass | Percentage of final grade |
| | choice from given list | % of final grade | very good > 90% |
| | written exam | 50 | good + 81% - 90% |
| | tasks, exercises | 40 | good 71% - 80% |
| | participation in the discussion | 10 | satisfactory + 61% - 70% |
| | | | satisfactory 51% - 60% |
| | | | unsatisfactory < 51% |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | 1. Brand 2. Cultural differences 3. Travel in business 4. Human resources 5. Changes in the work environment 6. International markets 7. Organization of work 8. Ethics 9. Advertising 10. Leadership 11. Money 12. Competition |
| | Key literature Market Leader Intermediate |
| | Additional literature Publications included in the Manual as additional literature for each unit. |

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| | | | | | | | | | | | | |
|-------------|------------|-----------------------------|------|---|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/3 | | Key Competences in Business | | | | | | | | | | |
| Course no. | | Course 3.4. | | | | | | | | | | |
| Course name | | Sociology | | | | | | ECTS credits | 2 | Leader | dr M. Stankiewicz | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 2 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | has knowledge and uses terminology in the field of sociology, understands the relationship between economics and sociology, identifies and is able to analyze contemporary economic phenomena as a manifestation of social life. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / |
| | knows sociological terms and theories. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws |
| | distinguishes between demographic processes. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws |
| | has an orientation regarding current social processes and phenomena | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| SKILLS | has the ability to understand and interpret social phenomena and processes, is able to observe and interpret economic phenomena in relation to other phenomena of social life. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human |
| | is able to analyze events and processes in society. | Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | represents an entrepreneurial and creative attitude, is ready to take up professional challenges in the field of supporting economic processes and phenomena by using IT and communication tools, being aware of the processes characteristic of modern society. is able to formulate and express opinions on social life based on facts and critically interpret current events with respect for views other. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K3 Is able to engage in social interactions, cooperation with other entities of the Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K3 Is able to engage in social interactions, cooperation with other entities of the |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|----|------------------|---------------------------------------|--|
| | Total contact hours | 30 | | choice from given list | |
| | including: | 30 | | lecture | |
| | lecture | 18 | | multimedia presentation | |
| | practice | 10 | | group discussion | |
| | e-learning | | | video movie | |
| | laboratory | | | workshop that uses activating methods | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others... | | | | |
| | consulting hours | | | choice from given list | |
| | exams, assignments | 2 | | preparation to an exam/credit | |
| | Lectureship | | | group work - joint task solving | |
| | Student Effort | 20 | | task solving | |
| | Total Student Effort | 50 | | | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|---------------------------------|------|-------------|---------------------------|--|
| | choice from given list | pass | | | |
| | written credit | 90 | | very good > 90% | |
| | participation in the discussion | 10 | | good + 81% - 90% | |
| | | | | good 71% - 80% | |
| | | | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | 1. Sociology as a science. The rise of sociology as a science. Precursors and classics of sociology. The place of sociology among other sciences. Basic concepts, methods and areas of research. |
| | 2. Man as a social being. The process of socialization (primary and secondary socialization). The role of society in shaping man. |
| | 3. Personality. The concept of personality. Social role. |
| | 4. Culture. The concept of culture. Elements of material and non-material culture. The multiplicity of cultures and cultural relativism. Subcultures and counter cultures. Socio-cultural change. |
| | 5. Family as the basic social unit. Family and its role in the process of socialization. The role and functions of the modern family. Family models. Characteristics of the contemporary Polish family. |
| | 6. Social structure. The concept of social structure. Different types of stratification. Closed and open social structures. Social mobility. Contemporary labor market. |
| | 7. Social change and progress. Theories of social change. The process of globalization and its consequences. |
| | 8. Nation - state - society. Ethnic community. The concept of the nation. Two ways of shaping nations in Europe. From state to nation - from nation to state. Multinational states and multiethnic nations |
| | Key literature |
| | 1/ Giddens A. Socjologia. PWN, Warszawa 2008. 2/ Goodman N., Wstęp do socjologii Szacka B. Wydawnictwo Zysk i Spółka, Warszawa 2010. 3/ Szacka B., Wprowadzenie do socjologii, Oficyna Naukowa, Warszawa 2008. 4/ Sztompka P., Socjologia. Analiza społeczeństwa, Społeczny Instytut Wydawniczy Znak, Kraków 2012. |
| | Additional literature |
| | Barney D., Społeczeństwo sieci, Warszawa 2007; Budyta-Budzyńska M., Socjologia narodu i konfliktów etnicznych, PWN, Warszawa 2010; Dobek-Ostrowska B., Media masowe i aktorzy polityczni w świetle studiów nad komunikowaniem politycznym, Wrocław 2004; Golka M., Socjologia kultury, Wyd. Nauk. „Scholar”, Warszawa 2008; Jacyno M., Jawłowska A., Kempny M. (red.), Kultura w czasach globalizacji, Warszawa 2004; Kłosowska A., Socjologia kultury, PWN, Warszawa 2007; Majer A., Socjologia i przestrzeń miejska, PWN, Warszawa 2010. |



| | | | | | | | | | | | | |
|-------------|--------------------------------|----------|------|---|----------|---|----------------------|------------|----------|--------------|---------------------|----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/4 | | | | | | | | | | | |
| Module name | Quantative Methods in Business | | | | | | ECTS credits | 16 | Leader | dr M. Bzunek | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 2 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 90 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The main goal of the classes within the module is to provide students with knowledge of the application of quantitative methods in the area of business practice. The scope of the information provided applies to both mathematics and statistics. In the first case, the classes include selected elements of differential and integral calculus, as well as of linear algebra. Classes devoted to statistics relate to issues related to: structure (distribution) analysis, dynamics measures, as well as methods of describing the interdependence of statistical features. During the classes, students work independently and in groups, and their activities concern solving practical problems with the use of quantitative methods. The module is critical to the further development of the student's analytical skills. Its implementation allows to provide the audience with the knowledge that is necessary to become familiar with the essence of advanced research methods.

REQUIREMENTS

Needed knowledge and skills before starting the module

Before starting the course, students should repeat mathematics issues included in the secondary school curriculum. It should be noted that the courses offered within the module are of a complementary nature. Therefore, the implementation of the statistics course will be based in part on the use of knowledge provided in the subject of "mathematics in business".

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|--|---|--|
| the essence of fundamental issues in the field of mathematics, and also accurately formulates conclusions, which are the result of his work; understands the importance of quantitative methods when identifying relations between various phenomena and economic processes, as well as processes related to management issues; knows the substantive scope of mathematics and statistics, and understands the importance and importance of these fields in the overall economic sciences. | use tools from the field of mathematics and statistics to describe and solve problems related to the course of economic phenomena and processes as well as processes related to management issues; select the correct phrases when interpreting the results, and also distinguish the substantive scope of mathematics from statistics. | to use the ability of logical and analytical thinking when formulating conclusions from the conducted analyzes; work independently or in a group in an objective and reliable manner; make a critical assessment of own skills and work done |

MODULE STRUCTURE

| Course no. | Module Z1/4 | Course 4.1. | Module Z1/4 | Course 4.2. | | | | | |
|--------------|-------------------------|-------------|-------------|-------------|--|--|--|--|--|
| Course name | Mathematics in Business | | Statistics | | | | | | |
| ECTS credits | 8 | | 8 | | | | | | |

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| | | | | | | | | | | | | |
|-------------|------------|--------------------------------|------|---|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/4 | | Quantative Methods in Business | | | | | | | | | | |
| Course no. | | Course 4.1. | | | | | | | | | | |
| Course name | | Mathematics in Business | | | | | | ECTS credits | 8 | Leader | dr M. Bzunek | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 2 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and understands the role of mathematics in order to describe and solve problems related to the course of economic phenomena and processes related to management issues. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's |
| | knows the basic problems of linear algebra, i.e. elements: systems of linear equations, vectors, matrices, matrix calculus and determinants, etc. Knows basics of differential and integral calculus. Understands the process of studying the course of function variability. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools |
| SKILLS | is able to use the methods of mathematics in order to solve problems arising from economic practice | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U8 Is able to use a specialized language and communicate in a precise and consistent Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | can use the most important elements of linear algebra, as well as elements of differential and integral calculus of functions of one and several variables. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | develops logical and analytical thinking skills. After studying the material, the student is aware of the usefulness of mathematics and is therefore able to independently solve selected economic problems with the use of tools offered by mathematics. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | throughout the course of the course, he / she is aware of the level of his / her knowledge and thus is able to carry out ongoing self-assessment of his / her competences. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 45 |
| | including: | 45 |
| | lecture | 13 |
| | practice | 20 |
| | e-learning | |
| | laboratory | 10 |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others.... | |
| | consulting hours | |
| | exams, assignments | 2 |
| | Lectureship | |
| Student Effort | 155 | |
| Total Student Effort | 200 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | group discussion |
| | workshop that uses activating methods |
| | task solving |
| | Student Work |
| | choice from given list |
| | preparation to an exam/credit |
| | review of the literature |
| | task solving |
| | |
| | |

ASSESSMENTS METHODS

| | | | | |
|--------------------|------------------------|------------------|--------------------------|---------------------------|
| Assessment methods | Final grade | exam | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | written exam | 100 | | good + 81% - 90% |
| | | | | good 71% - 80% |
| | | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | |
| | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--|---|
| Course description | MATERIALS AND INDICATORS |
| | In this section, it is necessary to discuss the main principles of performing operations on matrices and determinants, as well as present numerous examples on how to calculate matrices and determinants. In particular, in this part you should: • explain the concept of matrix and transposed matrix; • present the most important rules for performing operations on matrices, including matrix addition and subtraction, matrix multiplication by matrix and matrix multiplication by number; • define the concept of a square, diagonal, unit, zero and symmetric matrix; • divide square matrices into singular and non-singular; • give the definition of the determinant, present the properties of the determinants and present methods of their calculation; • explain the essence of Laplace's theorem and show when and how to apply it; • discuss the meaning of the inverse matrix and present the method of its determination; • explain the concept of a minor and demonstrate its usefulness. |
| | SYSTEM OF LINEAR EQUATIONS |
| | In this part, the method of writing systems of linear equations in matrix form should be explained in detail and the tasks related to solving systems of linear equations using the Cramer method should be presented. In particular, this part requires: • define the concept of solving a system of equations; • give the meaning of the zero and non-zero solution of a system of linear equations; • divide systems of equations into compatible and contradictory • explain when a system can be called a system of equations dependent, and when a system with independent equations; • present a definition of a marked, indefinite and contradictory system; • explain the structure of the Cramer system and give Cramer's formulas; • show how a system of linear equations can be written in matrix notation, present examples of systems of linear equations consisting of two, three and four equations. |
| | FUNCTION TEST |
| | In this part it is necessary to: • define the concept of a function and the argument, value and domain of the function; • dividing the variables into dependent and independent; • an explanation when the function is continuous at the point and continuous over the interval; • performance the most important formulas for calculating limits, derivatives and integrals; • explanation of the essence of the derivative and demonstration of its usefulness in studying the course of function variability; • giving the definition of indefinite and definite integral, primary function, the integer function and the integer expression. In this part, it is necessary to present tasks related to: • determining the domain of functions, • determining the limits of functions at the ends of the domain; • functional continuity tests; • differential calculus of one function variable; • monotonicity studies and determination of function extremes; • studies of convexities, concavities and determination of inflection points; • use of the basic rules of integration; • determination of indefinite integrals and marked; • calculating partial derivatives. |
| | ADDITIONAL ISSUES THAT MAY BE DISCUSSED IN THE CLASSES AND WHICH DO NOT APPLY IN THE EXAM (OPTIONAL): • basics of mathematical logic and elements of propositional calculus; • set theory and operation on numerical sets; • determining the order of a matrix; • series and number sequences; • types of asymptotes in graphs of functions; • determining the extremes of functions of several variables; • calculation of improper integrals and areas of their use in economics; • calculation of double integrals and triples, • ordinary differential equations and areas of their application in economics. |
| | Key literature |
| | • Antoniewicz R., Misztal A., Matematyka dla studentów ekonomii. Wykłady z ćwiczeniami. Wydawnictwo Naukowe PWN, Warszawa 2003. • Dorosiewicz S., Michalski T., Twardowska K., Matematyka. Podręcznik dla studentów kierunków ekonomicznych. Wydawnictwo C.H. Beck, Warszawa 2008. • Sokolowska D., Dębkowska K., Matematyka dla studiujących nauki ekonomiczne. Wydawnictwo Wyższej Szkoły Finansów i Zarządzania w Białymostku, Białymostek 2008. |
| | Additional literature |
| • Banaś J., Podstawy matematyki dla ekonomistów. Wydawnictwa Naukowo-Techniczne, Warszawa 2007. • Gewert M., Skoczylas Z., Analiza matematyczna. Część 1. Definicje, twierdzenia, wzory. Oficyna Wydawnicza GIS, Wrocław 2009. • Gewert M., Skoczylas Z., Analiza matematyczna. Część 2. Przykłady i zadania. Oficyna Wydawnicza GIS, Wrocław 2008. • Małłoka M., Matematyka dla ekonomistów. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2011. • Ostoja-Ostaszewski A., Matematyka w ekonomii. Modele i metody. Część 1. Algebra elementarna. Wydawnictwo Naukowe PWN, Warszawa 2006. • Ostoja-Ostaszewski A., Matematyka w ekonomii. Modele i metody. Część 2. Elementarny rachunek różniczkowy. Wydawnictwo Naukowe PWN, Warszawa 2006. • Smoluk A., Podstawy analizy matematycznej. Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, Wrocław 2007. | |

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| | | | | | | | | | | | | |
|-------------|--------------------------------|----------|------|---|--------------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/4 | Quantative Methods in Business | | | | ECTS credits | 8 | Leader | dr M. Bzunek | | | | |
| Course no. | Course 4.2. | | | | | | | | | | | |
| Course name | Statistics | | | | | | | | | | | |
| Major | MANAGEMENT | Bachelor | Year | I | Semester | 2 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows the key concepts of statistics, and also knows the area of interest in this field, understands its importance and rank in all economic sciences and sciences about management. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including |
| | knows the basic data sources (of an economic nature, or regarding processes related to organization management) that can be used in statistical processing. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including |
| | knows the most important methods of descriptive statistics, which include structure analysis, interdependence analysis and dynamics analysis. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's |
| | knows methods of data presentation and research results, which are carried out using descriptive statistics methods. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's |
| SKILLS | is able to use concepts in the field of statistics and correctly choose words in formulating conclusions resulting from statistical analyzes. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U8 Is able to use a specialized language and communicate in a precise and consistent manner, Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work (reporting, |
| | can find and obtain relevant quantitative data using various sources. In addition, it processes them and prepares them for testing using descriptive statistics tools. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work (reporting, |
| | has the ability to independently build and calculate synthetic measures that facilitate making accurate managerial decisions. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work (reporting, |
| | can choose and apply appropriate statistical methods that will be used to describe a specific community | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work (reporting, |
| SOCIAL COMPETENCES | understands the need to constantly develop his statistical workshop and improve his own skills in working with statistical data | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need |
| | can critically refer to the results of his own work, as well as compare and evaluate the results of completed statistical surveys obtained by himself and others | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a critical |
| | is able to perform data analysis in an objective and reliable manner, undertaking the implementation of specific tasks by working alone, as well as in teams. | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K3 Is able to engage in social interactions, cooperation with other entities of the environment Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a critical |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|-----|------------------|-------------------------------|--|
| | Total contact hours | 45 | | choice from given list | |
| | Including: | 45 | | lecture | |
| | lecture | 12 | | multimedia presentation | |
| | practice | 17 | | team analysis | |
| | e-learning | | | task solving | |
| | laboratory | 14 | | case study | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | | | | |
| | consulting hours | | | | |
| | exams, assignments | 2 | | choice from given list | |
| | Lectureship | | | preparation to an exam/credit | |
| | Student Effort | 155 | | review of the literature | |
| | Total Student Effort | 200 | | trial tests | |
| | | | | others | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|------------------------|------|-------------|---------------------------|--|
| | choice from given list | exam | | | |
| | knowledge test | 50 | | very good > 90% | |
| | individual project | 50 | | good + 81% - 90% | |
| | | | | good 71% - 80% | |
| | | | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | <ol style="list-style-type: none"> Basic concepts, the essence of statistics and statistical research and the classification of statistical features. The most important areas of applying statistical surveys in business practice. Forms of data presentation in the form of statistical series and statistical charts. Construction of a detailed series and point and interval distribution series. Measures of central tendency (in other words, location, value level of the examined feature). Measures of variation (in other words differentiation, dispersion, dispersion, dispersion). Asymmetry (or skew) measures. Central tendency measures (arithmetic mean; positional: dominant, median, lower quartile, upper quartile). Dispersion measures (standard deviation, classic coefficient of variation; positional: range, quarter deviation, positional coefficient of variation). Skewness measures (classic asymmetry factor, positional asymmetry factor, classical-positional asymmetry factor). Dynamics measures (increments and indexes). Interpretation of individual measures used in the analysis of structure and dynamics. Methods for describing the interdependence of statistical features. |
| | <p>Key literature</p> <p>Berenson, Levine, Stabat., (2015), Basic Business Statistics Concepts and Applications. (Thirteen Edition), Pearson Education Limited, Essex, England</p> |
| | <p>Additional literature</p> <p>Cortinhas C., Black K., (2012), Statistics for Business and Economics. (First European Edition), John Wiley & Sons, West Sussex, UK.</p> |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|---|----------|------|----|----------|---|-----------------------------|--------------|----------|---------|---------------------|----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/5 | | | | | | | | | | | |
| Module name | Personal Development and Interpersonal Skills | | | | | | | ECTS credits | 4 | Leader | mgr S. Świergiel | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status <i>(choise list)</i> | OBLIGATORY | Language | English | Total Contact Hours | 54 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

Caring for the development of interpersonal competences is nowadays a sine qua non condition for efficient functioning in the socio-economic environment. Courses carried out as part of this module will allow the student to acquire universal skills related to effective communication and self-presentation, cooperation with others, division of duties during work, leadership of work in a group, or out-of-the-box thinking and creative problem solving. The expected result of the courses conducted is the production of or strengthening of proactive attitudes in students based on the principles of ethics and emphasizing the importance and positive consequences of constant involvement in self-development.

REQUIREMENTS

Needed knowledge and skills before starting the module

No prerequisites at the practical and substantive level.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advanced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|---|--|---|
| principles of effective interpersonal communication at the verbal and non-verbal level; strategies and ways of creative problem solving and conditions for undertaking decisions; basic assumptions of CSR. Identifies unethical behavior of participants in economic life; distinguishes between the principles of conducting negotiations and conflict resolution strategies; rules for effective teamwork. | consciously shape your image in various social situations; analyze and interpret the behavior of other entities of economic life in terms of compliance with the principles of ethics; apply communication and conflict resolution techniques appropriately to the situation; consciously use different learning techniques; apply social and psychological techniques and mechanisms in individual and team work. | create a friendly and mutually respectful work environment; to dialogue and sensitive to the needs of others; consciously apply ethical principles in practice; assume different roles in a group and solve collective tasks effectively. |

MODULE STRUCTURE

| Course no. | Module Z1/5 | Course 5.1. | Module Z1/5 | Course 5.2. | Module Z1/5 | Course 5.3. | | | | |
|--------------|-----------------------------|-------------|---------------------|-------------|----------------------------|-------------|--|--|--|--|
| Course name | Selfpresentation - workshop | | Teamwork - workshop | | Business Ethics - workshop | | | | | |
| ECTS credits | 1 | | 1 | | 2 | | | | | |



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| | | | | | | | | | | | | |
|-------------|------------|---|------|----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/5 | | Personal Development and Interpersonal Skills | | | | | | | | | | |
| Course no. | | Course 5.1. | | | | | | | | | | |
| Course name | | Selfpresentation - workshop | | | | | | ECTS credits | 1 | Leader | mgr S. Świergiel | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 18 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows the principles of interpersonal communication on a verbal and non-verbal level | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | knows the techniques of influence. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws |
| | distinguishes effective communication techniques tailored to different audiences | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws |
| SKILLS | knows how to consciously shape his image in various situations of social exposure. | Z1_U8 Is able to use a specialized language and communicate in a precise and consistent |
| | can actively and assertively communicate with others | Z1_U8 Is able to use a specialized language and communicate in a precise and consistent |
| | can present his person in an orderly and thoughtful way. | Z1_U8 Is able to use a specialized language and communicate in a precise and consistent |
| SOCIAL COMPETENCES | knows how to consciously shape his image in various situations of social exposure | Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | can actively and assertively communicate with others. | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the |
| | can present his person in an orderly and thoughtful way | Z1_K3 Is able to engage in social interactions, cooperation with other entities of the |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|---------------------|----|----------------------------------|--------------------------|---------------------------------------|
| | Total contact hours | 18 | | choice from given list | workshop that uses activating methods |
| including: | 18 | | lecture | | |
| lecture | 4 | | group discussion | | |
| practice | | | | | |
| e-learning | | | | | |
| laboratory | | | | | |
| seminar | | | | | |
| practical workshop | 14 | | | | |
| study visit | | | | | |
| others.... | | | | | |
| consulting hours | | | | | |
| exams, assignments | | | | | |
| Lectureship | | | | | |
| Student Effort | 7 | | choice from given list | review of the literature | |
| Total Student Effort | 25 | | preparation of the final project | | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|------------------------|------|--------------------------|---------------------------|-----------------|
| | choice from given list | pass | | % of final grade | very good > 90% |
| individual project | 50 | | good + 81% - 90% | | |
| tasks, exercises | 50 | | good 71% - 80% | | |
| | | | satisfactory + 61% - 70% | | |
| | | | satisfactory 51% - 60% | | |
| | | | unsatisfactory < 51% | | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| Course description | Please describe main topics and areas of the course | |
|--|---|--|
| | 1. Self-presentation as a way to get people to act as we want. 2. Self-presentation tactics 3. Values of self-presentation recipients 4. Social self-presentation: norms and self-presentation goals 5. Basic techniques of contact with people Self-presentation as a way to convince people to act as we want. 2. Self-presentation tactics 3. Values of self-presentation recipients 4. Social self-presentation: norms and self-presentation goals 5. Basic techniques of contact with people | |
| | Key literature | |
| | M. Leary, Self-presentation, Impression management and interpersonal behavior, westview press, 1996; M. Leary, Handbook of self and identity 2003, Carnegie D, How to win and influence people, Faber A., Mazlish E., How to talk so kids will listen and listen so kids will talk, any publication . R. Cialdini, Wywieranie wpływu na innych, Wydawnictwo GWP, 2013. A. Filiks, I Kucharewicz, M. Leśnikowska. Prezentacje publiczne i prowadzenie spotkań (e-book), Wolters Kluwer 2013. B. Bein, Sztuka prezentacji i wystąpień publicznych Wydawnictwo RM, Warszawa 2010 3. A. Szmajke, Autoprezentacja, Wyd | |
| Additional literature | | |
| 1. M. Kuziak, Jak mówić, rozmawiać, przemawiać, Wydawnictwo Szkolne PWN, 2008. | | |

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| | | | | | | | | | | | | |
|-------------|---|----------|------|----|----------|---|----------------------|------------|----------|------------------|---------------------|----|
| Module Z1/5 | Personal Development and Interpersonal Skills | | | | | | | | | | | |
| Course no. | Course 5.2. | | | | | | | | | | | |
| Course name | Teamwork - workshop | | | | | | ECTS credits | 1 | Leader | mgr S. Świergiel | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 18 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows the rules for group dynamics. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws |
| | distinguishes between conflict resolution and negotiation techniques. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws |
| | knows the conditions for effective interpersonal communication. | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| SKILLS | can organize his work and coordinate tasks with other team members | Z1_U6 Able to make decisions regarding various functional areas of the organization, |
| | can present their arguments and effectively listen to the arguments of team members. | Z1_U6 Able to make decisions regarding various functional areas of the organization, |
| | can take various roles in the team. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| | knows how to solve conflict problems and situations | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| SOCIAL COMPETENCES | shows openness and empathy towards other team members | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the |
| | shows activity in the direction of obtaining information, expanding knowledge and self-improvement | Z1_K3 Is able to engage in social interactions, cooperation with other entities of the |
| | is oriented on achieving common goals, is able to identify team goals and distinguish them from individual goals | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | Total contact hours | 18 | Teaching methods | choice from given list |
|--------------------------|---------------------|----|------------------|-------------------------|
| | Including: | 18 | | lecture |
| | lecture | 4 | | multimedia presentation |
| | practice | | | group discussion |
| | e-learning | | | team projects |
| | laboratory | | | |
| | seminar | | | |
| | practical workshop | 14 | | |
| | study visit | | | |
| | others... | | | |
| consulting hours | | | | |
| exams, assignments | | | | |
| Lectureship | 7 | | | |
| Student Effort | 7 | | | |
| Total Student Effort | 25 | | | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
|--------------------|------------------------|------------------------|-------------|---------------------------|
| | choice from given list | % of final grade | | very good > 90% |
| | tasks, exercises | 100 | | good + 81% - 90% |
| | | | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | satisfactory 51% - 60% | | |
| | | unsatisfactory < 51% | | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|---|
| Course description | 1. Team work and its conditions. 2. Group dynamics. 3. Team building process. 4. Making team decisions. 5. Conflict resolution and negotiation techniques. 6. Team and crisis situations and implementing change |
| | Key literature Mears P., Voehl F., Team building, CRC Press, 1994; Bellman G., Ryan K, Extraordinary groups. How ordinary teams achieve amazing results, 2017; Lencioni P., The five dysfunctions of a team; Edmondson A., Teaming: How organizations learn, innovate, and compete in the knowledge economy, Harvard Business School |
| | Additional literature Katzenbach J., Smith D., The wisdom of teams, McGraw Hill |
| | |



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| | | | | | | | | | | | | |
|-------------|---|----------|------|----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/5 | Personal Development and Interpersonal Skills | | | | | | | | | | | |
| Course no. | Course 5.3. | | | | | | | | | | | |
| Course name | Business Ethics - workshop | | | | | | | ECTS credits | 2 | Leader | mgr S. Świergiel | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 18 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and understands the assumptions of Corporate Social Responsibility (CSR). Knows the CSR stakeholders | Z1_W10 Knows and understands the key elements of law and ethics principles related to |
| | knows and understands, recognizes and identifies unethical behavior of stakeholders, both internal and external | Z1_W10 Knows and understands the key elements of law and ethics principles related to Z1_W16 Knows key concepts, principles and processes in the field of social sciences (sociology, |
| SKILLS | is able to analyze and interpret the attitudes and behaviors of individuals in the organization in relations with other stakeholders (inside and around the organization) in the light of ethical and social principles. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human |
| | is able to identify unethical phenomena in the functioning of the organization and economy (corruption, bribery, protectionism, nepotism, "shadow economy" and others). | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving |
| SOCIAL COMPETENCES | jest świadomy występowania zasad etycznych w procesie gospodarowania i opowiada się za ich stosowaniem w praktyce. | Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |
| | | |

STUDENT EFFORT

| STUDENT EFFORT | |
|----------------------|----|
| Total contact hours | 18 |
| including: | 18 |
| lecture | 4 |
| practice | |
| e-learning | |
| laboratory | |
| seminar | |
| practical workshop | 12 |
| study visit | |
| others.... | |
| consulting hours | |
| exams, assignments | 2 |
| Lectureship | |
| Student Effort | 32 |
| Total Student Effort | 50 |

TEACHING METHODS

| TEACHING METHODS | |
|------------------|----------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | group discussion |
| | role playing |
| | practical workshop |
| Student Work | choice from given list |
| | preparation to an exam/credit |
| | preparation of the final project |
| | review of the literature |
| | own activity on platform |

ASSESSMENTS METHODS

| ASSESSMENTS METHODS | | | |
|---------------------|---|------------------|---------------------------|
| Assessment methods | Final grade | pass | Percentage of final grade |
| | choice from given list | % of final grade | very good > 90% |
| | tasks, exercises | 20 | good + 81% - 90% |
| | team projects | 30 | good 71% - 80% |
| | presentation of an individual or group task | 30 | satisfactory + 61% - 70% |
| | participation in the discussion | 20 | satisfactory 51% - 60% |
| | | | unsatisfactory < 51% |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| COURSE DESCRIPTION | |
|--------------------|---|
| Course description | 1 / The essence, concept and areas of business ethics and professional ethics. 2 / Idea and main assumptions of Corporate Social Responsibility. Evolution of ethics as a practice. 3 / Ethics in relations within the organization (relations between an employer and a candidate for an employee, ethical aspects of hiring, evaluating, firing). 4 / Ethics in the organization's relations with the environment (relations with the organisation's customers). 5 / CSR in practice (case study) |
| | Key literature |
| | 1. Buglewicz K., Społeczna odpowiedzialność biznesu. Nowa wartość konkurencyjna, PWE, Warszawa 2017 2. Gasparski W., Biznes, etyka, odpowiedzialność, PWN, Warszawa 2019 3. Wolak-Tuzimek A., Społeczna odpowiedzialność przedsiębiorstwa a konkurencyjność przedsiębiorstw, CeDeWu Sp. z o.o., 2019 |
| | Additional literature |
| | 1. Grabowski D., Etyka pracy. Przekonania wartościujące pracę a zaangażowanie, Wyd. Uniwersytetu Śląskiego, Katowice 2015 2. Rybak M., Etyka menedżera - społeczna odpowiedzialność przedsiębiorstwa, PWN, Warszawa 2011 |



| | | | | | | | | | | | | |
|-------------|---------------------------------|----------|------|----|----------|---|----------------------|--------------|----------|---------|---------------------|-----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/6 | | | | | | | | | | | |
| Module name | Applied Economics in Management | | | | | | | ECTS credits | 18 | Leader | dr A. Lachowska | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 120 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The Applied Economics module is a basic economics course with an emphasis on macroeconomics and microeconomics. The module is supplemented with the Contemporary economic policy course. The main goal of the module is to equip the student with basic knowledge of economics, management problems both at the microeconomic and macroeconomic level, taking into account the economic and social policy of the state. An important element of the Applied Economics module is its orientation towards practical aspects, thanks to which the listener gains the opportunity to understand the essence of the described phenomena in the economic reality. The content for the Applied Economics module has been selected in such a way as to present a complete model of the functioning of the economy at the domestic level, in the international environment, as a result of independent decisions of individual economic entities at the microeconomic level.

REQUIREMENTS

Needed knowledge and skills before starting the module

No special prerequisites. Basic knowledge of the world, basics of mathematics. Business in Action module completed

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|--|--|--|
| entities participating in economic processes and their role in the economy, economic processes and phenomena in both macro and microeconomic scale; economic concepts related to the subject of macro- and microeconomics; dependencies between such categories as costs, revenues, profits, break-even point; the essence and role of the state's social and economic policy; what role does the state play in the economic process; areas, entities, goals and tools of the economic and social policy of the state. | correctly identify and explain the basic macroeconomic categories; analyze the causes and effects of the tools used in state policy; provide possible scenarios, arising from current events in different markets, and evaluate the company's situation in specific market structures, depending on development of costs, revenues, etc. ; use theoretical concepts to describing and explaining the relationship between the state and the market and its participants in modern economy; analyze the course of processes and propose possible solutions to specific economic problems, which are also components economic policy of the state. | actively participate in classes and discuss the issues raised; think and act entrepreneurial; actively participate in classes and discuss the issues raised; supplement and improve acquired knowledge and skills in the field social and economic policy. |

MODULE STRUCTURE

| Course no. | Module Z1/6 | Course 6.1. | Module Z1/6 | Course 6.2. | Module Z1/6 | Course 6.3. | | | | |
|--------------|----------------|-------------|----------------|-------------|---|-------------|--|--|--|--|
| Course name | Macroeconomics | | Microeconomics | | Economic Principles of Managerial Decisions | | | | | |
| ECTS credits | 7 | | 7 | | 4 | | | | | |

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| | | | | | | | | | | | | |
|-------------|------------|---------------------------------|------|----|----------|---|----------------------|------------|--------------|---------|---------------------|-----------------|
| Module Z1/6 | | Applied Economics in Management | | | | | | | | | | |
| Course no. | | Course 6.1. | | | | | | | | | | |
| Course name | | Macroeconomics | | | | | | | ECTS credits | 7 | Leader | dr A. Lachowska |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | Has knowledge about entities participating in management processes and knows their role in the economy, knows the basic processes and phenomena of the economy on a macroeconomic scale. Knows the context of these phenomena with the dilemmas of modern management. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / |
| | Knows and understands the system of functioning of economic entities, describes their key functions and relationships between them. | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W6 Knows and understands at an advanced level the fundamental concepts of economic |
| | Knows and is able to use research tools to describe economic reality, in particular the analysis and description of the functioning of selected economic entities, economic authorities and economic phenomena. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's |
| SKILLS | Can correctly identify and translate macroeconomic categories; can analyze the causes and effects of the tools used in state policy. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U8 Is able to use a specialized language and communicate in a precise and consistent |
| | Is able to skillfully and efficiently describe the economic reality and processes occurring in the economy as a whole. He correctly expresses and communicates his observations. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U8 Is able to use a specialized language and communicate in a precise and consistent |
| | Is able to analyze and evaluate the behavior of individual business entities, including human units, participating in decision-making processes at the macroeconomic level | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work |
| | Can innovatively solve or propose solutions to economic problems and entities operating at the macroeconomic level. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | Is ready to take on professional challenges with a sense of responsibility towards business ventures and economic decisions, taking into account the resulting legal, economic and political consequences. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |
| | Is ready for responsible and reliable risk assessment in initiating and implementing decisions and projects in the sphere of management. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | Is ready to make business decisions based on formal knowledge, objective and rational premises, as well as is ready to initiate and participate in the processes of creative, entrepreneurial design of ventures related to his professional activity. | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|-----|------------------|---------------------------------------|--|
| | Total contact hours | 45 | | choice from given list | |
| | Including: | 45 | | | |
| | lecture | 12 | | lecture | |
| | practice | 17 | | multimedia presentation | |
| | e-learning | 10 | | group discussion | |
| | laboratory | | | case study | |
| | seminar | | | workshop that uses activating methods | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | | | | |
| | consulting hours | 4 | Student Work | choice from given list | |
| | exams, assignments | 2 | | preparation to an exam/credit | |
| | Lectureship | | | review of the literature | |
| | Student Effort | 130 | | own activity on platform | |
| | Total Student Effort | 175 | | e-lectures | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | exam | Grade scale | Percentage of final grade |
|--------------------|---------------------------------|------------------|-------------|---------------------------|
| | choice from given list | % of final grade | | |
| | written exam | 80 | | very good > 90% |
| | participation in the discussion | 20 | | good + 81% - 90% |
| | | | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | | | satisfactory 51% - 60% |
| | | | | unsatisfactory < 51% |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | 1) Basics of the economics, introduction to economics (the concept of economics, scarcity of resources); 2) Choice, opportunity cost, production possibilities frontier; 3) National accounts, circular model, balance in the economy; 4) The theory of global demand (the concept of global demand, consumption function, global demand function, multiplier); 5) Money and the banking system (money functions, money supply, money creation multiplier, role of the central bank); 6) Inflation (definition, types, effects); 7) Labor market and unemployment (definition, entities, imbalances); 8) Operation of the economy in the international environment. |
| | Key literature |
| | 1) Lachowska A., Basics of Macroeconomics, ZPSB, Szczecin 2012. 2) BadeR., Parkin M. Essential Foundation of Economics, Pearson Education Limited, Ontario, 2007. 3) Rush M. Study guide for Essential Foundation of Economics, Pearson Education Limited, Ontario, 2007 |
| | Additional literature |
| | 1) Parkin M., Macroeconomics, Pearson Education Limited, Ontario, 2012. 2) Rush M., Study guide for Macroeconomics, Pearson Addison - Wesley, Florida, 2012 |

| | | | | | | | | | | | | |
|-------------|------------|---------------------------------|------|----|----------|---|----------------------|------------|----------|-----------------|---------------------|----|
| Module Z1/6 | | Applied Economics in Management | | | | | | | | | | |
| Course no. | | Course 6.2. | | | | | | | | | | |
| Course name | | Microeconomics | | | | | ECTS credits | 7 | Leader | dr A. Lachowska | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | Knows the concept of economy, related to the subject interests of microeconomics, knows the relationships between categories such as costs, revenues, profits, break even point. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | Knows and understands the system of functioning of economic entities, describes their key functions and relationships between them. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W6 Knows and understands at an advanced level the fundamental concepts of economic Z1_W16 Knows key concepts, principles and processes in the field of social sciences (sociology, Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's |
| | Knows and is able to use research tools to describe economic reality, in particular analysis and description of the functioning of selected entities on the microeconomic level. | Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | Knows and understands the concepts and principles in the field of cost analysis necessary to conduct business on the scale of SME entities. | |
| SKILLS | Knows how to predict possible scenarios resulting from current events in various markets and assess the company's situation in specific market structures, depending on the development of costs, revenues, etc. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U6 Able to make decisions regarding various functional areas of the organization, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | Is able to skillfully and efficiently describe the economic reality and processes occurring in the microenvironment of the enterprise. Student correctly expresses and communicates his observations. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U6 Able to make decisions regarding various functional areas of the organization, Z1_U8 Is able to use a specialized language and communicate in a precise and consistent manner, Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work (reporting, |
| | Is able to analyze and evaluate the behavior of individual business entities, including human units, participating in decision-making processes at the microeconomic level. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U4 Can see the need to improve the organization and its own competences through the Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | Can innovatively solve or propose solutions to economic problems and entities at the microeconomic level. Is able to apply creative thinking and an entrepreneurial attitude in professional activities | Z1_U6 Able to make decisions regarding various functional areas of the organization, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | Can think and act in an entrepreneurial manner. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using |
| | Is ready to take on professional challenges with a sense of responsibility towards business ventures and economic decisions, taking into account the resulting legal, economic and political consequences. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a critical Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |
| | Is ready for responsible and reliable risk assessment in initiating and implementing decisions and projects in the sphere of management. Student is ready to make economic decisions based on his formal knowledge, objective and rational premises, as well as he is ready to initiate and participate in the processes of creative, entrepreneurial design of ventures related to his professional activity. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a critical Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 45 |
| | Including: | 45 |
| | lecture | 12 |
| | practice | 17 |
| | e-learning | 10 |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others... | |
| | consulting hours | 4 |
| | exams, assignments | 2 |
| | Lectureship | |
| Student Effort | 130 | |
| Total Student Effort | 175 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | workshop that uses activating methods |
| | group discussion |
| | case study |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Student Work | choice from given list |
| | preparation to an exam/credit |
| | review of the literature |
| | own activity on platform |
| | e-lectures |
| | |

ASSESSMENTS METHODS

| | | | |
|--------------------|------------------------|------------------------|---------------------------|
| Assessment methods | Final grade | exam | Percentage of final grade |
| | choice from given list | % of final grade | very good > 90% |
| | written exam | 80 | good + 81% - 90% |
| | knowledge test | 20 | good 71% - 80% |
| | | | satisfactory + 61% - 70% |
| | | satisfactory 51% - 60% | |
| | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|---|
| Course description | 1) Market mechanism (market definition, demand, supply, price, market equilibrium); 2) Price, income and cross demand elasticity; 3) Theory of household selection (utilitarian theory, theory of indifferent curves, Engel's laws); 4) Productivity of the company in the short and long term (law of decreasing revenues, optimisation decisions); 5) Cost theory (the concept of economic costs, classification of costs); 6) Profitability of the enterprise (concept of profit, optimum production); 7) Market structures (pure monopoly, polypol, oligopoly, monopolistic competition). |
| | Key literature |
| | 1) A. Lachowska, Microeconomics part I. Wydaw. Zachodniopomorskiej Szkoły Biznesu, Szczecin, 2012. 2) A. Lachowska, Microeconomics part II. Wydaw. Zachodniopomorskiej Szkoły Biznesu, Szczecin, 2013. 3) BadeR., Parkin M. Essential Foundation of Economics, Pearson Education Limited, Ontario, 2007. 4) Rush M. Study guide for Essential Foundation of Economics, Pearson Education Limited, Ontario, 2007 |
| | Additional literature |
| | 1) Parkin M., Microeconomics, Pearson Education Limited, Ontario, 2012. 2) Rush M., Study guide for Microeconomics, Pearson Addison - Wesley, Florida, 2012 |

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| | | | | | | | | | | | | |
|-------------|------------|---|------|----|----------|---|----------------------|------------|----------|-----------------|---------------------|----|
| Module Z1/6 | | Applied Economics in Management | | | | | | | | | | |
| Course no. | | Course 6.3. | | | | | | | | | | |
| Course name | | Economic Principles of Managerial Decisions | | | | | ECTS credits | 4 | Leader | dr A. Lachowska | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | has knowledge that enables the correct assessment of economic phenomena and connections between economic entities, understands the regularities that govern them. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning, Z1_W6 Knows and understands at an advanced level the fundamental concepts of economic Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W6 Knows and understands at an advanced level the fundamental concepts of economic |
| | understands the relationship of the organization in the macro- and micro-environment. | |
| | knows the methods and tools used in economic and financial analysis to make managerial decisions | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's |
| SKILLS | can analyze economic phenomena, including investment ones, can make a theoretically in-depth assessment of these phenomena with the use of methods research, applied in economic sciences. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their |
| | has an extensive ability to formulate practical conclusions necessary to make managerial decisions, can present his own ideas, articulate doubts and critical assessments | Z1_U6 Able to make decisions regarding various functional areas of the organization, Z1_U8 Is able to use a specialized language and communicate in a precise and consistent Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |
| SOCIAL COMPETENCES | is aware of his knowledge and skills, can complement and improve them, understands the need for continuous learning and improving his qualifications. | |
| | | |

STUDENT EFFORT

| Student Effort Structure | Total contact hours | 30 |
|-----------------------------|---------------------|----|
| | including: | 30 |
| | lecture | 16 |
| | practice | 12 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others.... | |
| | consulting hours | |
| | exams, assignments | 2 |
| | Lectureship | |
| Student Effort | 70 | |
| Total Student Effort | 100 | |

TEACHING METHODS

| Teaching methods | choice from given list | |
|------------------|------------------------|---------------------------------------|
| | | lecture |
| | | multimedia presentation |
| | | group discussion |
| | | task solving |
| | | case study |
| | | workshop that uses activating methods |
| | | |
| | | |
| | | |
| | | |
| | | |
| | Student Work | choice from given list |
| | | preparation to an exam/credit |
| | | review of the literature |
| | | task solving |
| | | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | pass | Percentage of final grade |
|--------------------|------------------------|--------------------------|---------------------------|
| | choice from given list | % of final grade | |
| | written exam | 80 | very good > 90% |
| | tasks, exercises | 20 | good + 81% - 90% |
| | | | good 71% - 80% |
| | | satisfactory + 61% - 70% | |
| | | satisfactory 51% - 60% | |
| | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| Course description | 1) The operation of the market and the market mechanism in the context of the behavior of companies on the market and the necessary managerial decisions, 2) The concept of demand elasticity in the context of decisions made by companies on the market, 3) The concept of managerial behavior in the context of the opportunity cost of decisions made, 4) Analysis of the company's profitability in the context of optimization decisions, 5) Behavior of companies in the context of various market structures. |
|-----------------------|---|
| | Key literature |
| | 1) Samuelson W.F., Marks S.G., Ekonomia menedżerska, PWE, Warszawa 2009, 2) Froeb L.M., McCann B.T., Ekonomia menedżerska, PWE, Warszawa 2012; 3) Piocha S., Gabryszak R., Ekonomia menedżerska dla MSP, W teorii i praktyce, Difin, Warszawa 2008. |
| Additional literature | 1) Zelek A., Strategie biznesu, Od klasyki do postmodernizmu w zarządzaniu, Wydawnictwo Zachodniopomorskiej Szkoły Biznesu, Szczecin 2008 ; 2) Kopycińska D. (red.), Mikroekonomia, Wyd. Kreos, Szczecin 2011; 3) Milewski R. (red.), Elementarne zagadnienia ekonomii, PWN, Warszawa 2003. |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|----------------------|----------|------|----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/7 | | | | | | | | | | | |
| Module name | Marketing Management | | | | | | | ECTS credits | 10 | Leader | dr J. Osuch-Mallett | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 60 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The main aim of the module is to present and understand by students the fundamental principles of the concept of marketing, allowing them to develop the ability to design and conduct market activities adapted to the needs of the target group. An important goal is to indicate the practical implications of marketing activities and developing the ability to use marketing tools and techniques in practice.

Classes are conducted in a dynamic way, with the use of activating methods, based on practical examples, market situations for which students look for solutions, e.g. designing questionnaires for marketing research, recommending methods creating a brand, choosing promotion instruments, learning how to evaluate the effectiveness of distribution channels, preparing an action plan, etc. The program of the module allows you to understand the importance of marketing activities in contemporary organizations of various types, including non-profit ones, operating in the conditions of a rapidly changing environment.

REQUIREMENTS

Needed knowledge and skills before starting the module

"Organization management and behavior" course, "Microeconomics" course, "Statistics" course.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|---|---|---|
| marketing instruments, understands the behavior of buyers and the principles of designing marketing strategies; rules for conducting market and marketing research and for creating research tools; the specificity of marketing activities in various industries, various types of organizations and in various situations of the market environment | shape marketing mix instruments and design marketing activities, adequately to the situation; use the main methods and tools for acquiring market data in order to diagnose market processes, can independently carry out basic research work and recommend marketing decisions; analyze the marketing situation and propose alternative solutions marketing problems, rationally select marketing instruments. | to work in a group, assuming different roles in it; independently identify, diagnose and resolve problems and apply various variants of solutions in business practice; think in an entrepreneurial and creative way, taking into account the specificity of the market and organization. |

MODULE STRUCTURE

| Course no. | Module Z1/7 | Course 7.1. | Module Z1/7 | Course 7.2. | | | | | |
|--------------|-------------|-------------|-----------------------------|-------------|--|--|--|--|--|
| Course name | Marketing | | Market Reasearch - workshop | | | | | | |
| ECTS credits | 5 | | 5 | | | | | | |

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| | | | | | | | | | | | | |
|-------------|------------|----------------------|------|----|----------|---|----------------------|------------|----------|---------------------|---------------------|----|
| Module Z1/7 | | Marketing Management | | | | | | | | | | |
| Course no. | | Course 7.1. | | | | | | | | | | |
| Course name | | Marketing | | | | | ECTS credits | 5 | Leader | dr J. Osuch-Mallett | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows marketing instruments, understands buyer behavior and principles of marketing strategy design. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W14 Knows and understands the possibilities of using selected IT tools supporting |
| | has knowledge about the specifics of marketing activities in various industries, different types of organizations and in various market environment situations. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| | knows trends in marketing activities and understands the principles of their use in various industries, types of organizations and in various market situations | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| | understands the importance of adapting product policy, price, distribution and promotion to target groups, market situations and product maturity. | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| SKILLS | can shape marketing-mix instruments and design marketing activities appropriate to the situation. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U2 Is able to correctly interpret typical problems in the field of management, human |
| | is able to analyze the marketing situation and propose alternative solutions to marketing problems, select marketing instruments rationally. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U6 Able to make decisions regarding various functional areas of the organization, |
| | can analyze and plan the target group of his communication. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U8 Is able to use a specialized language and communicate in a precise and consistent manner, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | can use marketing trends to design marketing activities for his own industry, business or organization. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U6 Able to make decisions regarding various functional areas of the organization, Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving specific |
| SOCIAL COMPETENCES | is focused on group work, taking on various roles in it | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K3 Is able to engage in social interactions, cooperation with other entities of the environment |
| | is ready to think in an entrepreneurial and creative way, taking into account the specificities of the market and organization. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | is aware of development and lifelong learning. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|-----|------------------|---------------------------------------|--|
| | Total contact hours | 30 | | choice from given list | |
| | including: | 30 | | | |
| | lecture | 8 | | lecture | |
| | practice | 10 | | multimedia presentation | |
| | e-learning | 2 | | workshop that uses activating methods | |
| | laboratory | | | case study | |
| | seminar | | | team projects | |
| | practical workshop | 8 | | activity on e-learning platform | |
| | study visit | | | practical workshop | |
| | others.... | | | | |
| | consulting hours | | | | |
| | exams, assignments | 2 | | | |
| | Lectureship | | | | |
| | Student Effort | 95 | | choice from given list | |
| | Total Student Effort | 125 | | preparation to an exam/credit | |
| | | | | preparation of the final project | |
| | | | | own activity on platform | |
| | | | | group work - joint task solving | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|------------------------|------|-------------|---------------------------|--|
| | choice from given list | pass | | | |
| | knowledge test | 40 | | very good > 90% | |
| | tasks, exercises | 20 | | good + 81% - 90% | |
| | team projects | 40 | | good 71% - 80% | |
| | | | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|---|
| Course description | 1/ The essence of marketing. Market orientations of enterprises. 2/ Market environment of the enterprise and its impact on marketing activities. 3/ Buyers' behavior. 4/ Segmentation and positioning. 5/ Persona and its importance in marketing strategy. 6/ Marketing mix instruments. Product. Promotion. Price. Distribution. 7/ Brand and brand management. 8/ New media marketing. 9/ Analysis of the effectiveness of marketing activities. |
| | Key literature Kotler Philip, Keller Kevin Lane "Marketing", 2019; Burnett J., Introducing marketing, Creative Commons, 2010 |
| | Additional literature Fahy J., Jobber D., Foundations of marketing, McGraw, 2019 |

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| | | | | | | | | | | | | |
|-------------|----------------------------|----------|------|----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/7 | Marketing Management | | | | | | | | | | | |
| Course no. | Course 7.2. | | | | | | | | | | | |
| Course name | Market Research - workshop | | | | | | | ECTS credits | 5 | Leader | dr J. Osuch-Mallett | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 3 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows the rules of conducting market and marketing research and the principles of creating research tools. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools |
| | understands the purpose of market and marketing research to design the marketing and business strategy of an organization | Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning, Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| | knows the tools and methods of marketing research. | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex Z1_W14 Knows and understands the possibilities of using selected IT tools supporting |
| SKILLS | is able to use the main methods and tools of obtaining market data to diagnose market processes. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human |
| | is able to independently carry out basic research. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | is able to analyze the results of market and marketing research and recommend marketing decisions based on them. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U6 Able to make decisions regarding various functional areas of the organization, |
| SOCIAL COMPETENCES | independently identifies, diagnoses and resolves problems | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |
| | applies various variants of solutions in business practice | Z1_K3 Is able to engage in social interactions, cooperation with other entities of the Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |
| | jest gotów krytycznie podejść do problemów z praktyki gospodarczej i poprzez analizę zaproponować warianty rozwiązań. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 30 |
| | including: | 30 |
| | lecture | 8 |
| | practice | 12 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | 10 |
| | study visit | |
| | others.... | |
| | consulting hours | |
| | exams, assignments | |
| Lectureship | | |
| Student Effort | 95 | |
| Total Student Effort | 125 | |

TEACHING METHODS

| | | |
|------------------|---------------------------------------|----------------------------------|
| Teaching methods | choice from given list | |
| | lecture | |
| | multimedia presentation | |
| | workshop that uses activating methods | |
| | individual projects | |
| | team analysis | |
| | practical workshop | |
| | Student Work | choice from given list |
| | | preparation of the final project |
| | | review of the literature |
| | | student's own research |
| | | task solving |
| | | |

ASSESSMENTS METHODS

| | | | | |
|--------------------|------------------------|------------------------|-------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | individual project | 50 | | good + 81% - 90% |
| | tasks, exercises | 50 | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | satisfactory 51% - 60% | | |
| | | unsatisfactory < 51% | | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | 1/ Sources of information, concept, purpose and subject of market and marketing research, research procedure. 2/ Research methods - surveys. 3/ Research methods - interview, group interview. 4/ Research methods - observation and experiment. 5/ Research methods - projection methods. 6/ Designing research and tools using quantitative and qualitative methods, including designing a survey questionnaire. 7/ Research of marketing mix instruments - solving specific examples (exercises, tasks). 8/ Buyer behavior research - solving specific examples (case study - as a team). 9/ Rules for selecting a research sample. 10/ Survey questionnaire - preparation of a questionnaire (as an individual assignment to pass). |
| | Key literature |
| | Paul N Hague, Nicholas Hague, Carol-Ann Morgan, Market research in practice, Kogan Page Publishers 2004; Saastred. M., Mooi E., A concise guide to market research, Springer 2011 |
| | Additional literature |
| | Sierra J., Hyman M., Market Research for dummies, Wiley 2010 |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|------------------------|----------|------|----|----------|---|-----------------------------|--------------|----------|---------|-------------------------|-----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/8 | | | | | | | | | | | |
| Module name | Finance and Accounting | | | | | | | ECTS credits | 18 | Leader | dr D. Majewska-Bielecka | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 4 | Status <i>(choise list)</i> | OBLIGATORY | Language | English | Total Contact Hours | 150 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The essence of the module is to learn and understand the concepts of accounting, tax law and corporate finance, as well as to understand the relationship between them and skilful data processing in order to conduct economic analysis. The purpose of the module is therefore understanding the principles of economic records in the enterprise, understanding the complexity of economic processes taking place in the enterprise, with particular emphasis on financial phenomena, awareness of various possibilities of tax settlements and their impact on enterprises' finances, as well as awareness of risk factors in financing the host activity. The module has been built in such a way that, after its completion, the student is equipped with a variety of tools that can be used by taking a position in the financial and accounting department in the company.

REQUIREMENTS

Needed knowledge and skills before starting the module

Business in Action; Applied Economics.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advanced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|--|---|---|
| concepts in the field of accounting, the essence of accounting, its functions, principles, subjective and objective scope, as well as legal regulations shaping the accounting system; concepts from the scope of the finances of enterprises, financial situations and processes in the enterprise, economic phenomena occurring in it; the essence and importance of economic analysis, methods, techniques and research tools used in the assessment of the economic situation of the enterprise; principles of presentation and interpretation of the results of economic analysis; concepts in the field of tax law, subjective and objective scope, as well as legal regulations shaping the tax system. | classify economic assets and their sources of origin, use accounting tools and record balance sheet and result operations, determine the financial result and draw up a simplified final balance sheet; make observations and interpret phenomena financial, economic and social issues and assess their impact on the financing of the enterprise, as well as prepare synthetic data sets necessary to make decisions on financing enterprises; identify, select and organize data to analyze specific economic processes and phenomena occurring in the enterprise, process them, analyze, evaluate and interpret, using standard methods, techniques and analytical tools; read with understanding and interpreting tax law, as well as adjusting the form of tax settlements to the needs of a given company. | maintain due diligence, responsibility and honesty by carrying out tasks consisting in independent or group solving of moral dilemmas related to the performance of the accounting profession; respond to changes in the company by taking appropriate actions; supplement and improve their knowledge, understanding the need for continuous professional training; think logically and analytically while assessing economic phenomena occurring both in the company and its environment. |

MODULE STRUCTURE

| Course no. | Module Z1/8 | Course 8.1. | Module Z1/8 | Course 8.2. | Module Z1/8 | Course 8.3. | Module Z1/8 | Course 8.4. | | |
|--------------|-------------|-------------|-------------------|-------------|-------------------------------|-------------|----------------|-------------|--|--|
| Course name | Accountancy | | Corporate Finance | | Financial Analysis - workshop | | Tax Strategies | | | |
| ECTS credits | 6 | | 6 | | 4 | | 2 | | | |



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| | | | | | | | | | | | | |
|-------------|------------------------|----------|------|----|----------|---|----------------------|------------|----------|-------------------------|---------------------|----|
| Module Z1/8 | Finance and Accounting | | | | | | | | | | | |
| Course no. | Course 8.1. | | | | | | | | | | | |
| Course name | Accountancy | | | | | | ECTS credits | 6 | Leader | dr D. Majewska-Bielecka | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 4 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | defines and understands the concepts of accounting, knows the essence of accounting, its functions, principles, subject and object scope, as well as legal regulations shaping the accounting system. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W8 knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | knows the scope and general structure of the obligatory financial statements. | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| SKILLS | can classify assets and liabilities and distinguishes between elements that shape the financial result. In addition, it determines the financial result and distributes it using basic economic operations. | Z1_US Is able to identify phenomena in the field of accounting and finance, forecast their |
| | evaluates and records business transactions on balance sheet and result accounts, while noticing their impact on individual elements of the financial statements. | Z1_US Is able to identify phenomena in the field of accounting and finance, forecast their |
| SOCIAL COMPETENCES | maintains due diligence, responsibility and integrity in performing tasks consisting in solving individual or group solving moral dilemmas related to the exercise of the accounting profession. | Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |
| | | |

STUDENT EFFORT

| STUDENT EFFORT | |
|----------------------|-----|
| Total contact hours | 45 |
| including: | 45 |
| lecture | 21 |
| practice | 22 |
| e-learning | |
| laboratory | |
| seminar | |
| practical workshop | |
| study visit | |
| others.... | |
| consulting hours | |
| exams, assignments | 2 |
| Lectureship | |
| Student Effort | 105 |
| Total Student Effort | 150 |

TEACHING METHODS

| TEACHING METHODS | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | workshop that uses activating methods |
| | group discussion |
| | task solving |
| Student Work | choice from given list |
| | preparation to an exam/credit |
| | review of the literature |
| | task solving |
| | |

ASSESSMENTS METHODS

| ASSESSMENTS METHODS | | | | |
|---------------------|---------------------------------|------------------|--------------------------|---------------------------|
| Assessment methods | Final grade | exam | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | written exam | 90 | | good + 81% - 90% |
| | participation in the discussion | 10 | | good 71% - 80% |
| | | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | |
| | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| COURSE DESCRIPTION | |
|--------------------|---|
| Course description | 1. Accounting as an information system - the essence, features, superior principles and functions of accounting, the scope and subject scope of accounting. 2. Assets resources and sources of their financing. 3. Accounting books and accounting documents in business transactions. 4. Characteristics of accounting events. 5. Valuation and records of accounting events on balance sheet and result accounts. 6. Determination and distribution of the financial result. 7. Elements of financial reporting - preparation of a simplified form of the balance sheet and income statement. |
| | Key literature |
| | 1. Moston G. Basic Accounting Concepts, Principles, and Procedures, Vol. 1, Building the Conceptual Foundation, Worthy & James Pub., 2017; 2. Moston G. Basic Accounting Concepts, Principles, and Procedures, Vol. 2, Applying Principles and Procedures, Worthy & James Pub., 2017. 3. Pfaff J., Rachunkowość - podstawy, Wydawnictwo Stowarzyszenie Księgowych w Polsce, Warszawa 2019; 4. Pfaff J., Rachunkowość - podstawy zbiór zadań, Wydawnictwo Stowarzyszenie Księgowych w Polsce, Warszawa 2019; |
| | Additional literature |
| | 1. Podstawy rachunkowości od teorii do praktyki, red. P. Szczypa, Wydawnictwo Cedewu, Warszawa 2018; |

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| | | | | | | | | | | | | |
|-------------|------------|------------------------|------|----|----------|--------------|----------------------|------------|-------------------------|---------|---------------------|----|
| Module Z1/8 | | Finance and Accounting | | | | | | | | | | |
| Course no. | | Course 8.2. | | | | | | | | | | |
| Course name | | Corporate Finance | | | | ECTS credits | 6 | Leader | dr D. Majewska-Bielecka | | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 4 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and understands the concepts of corporate finance | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws |
| | knows and understands the meaning of information coming from individual elements of the company's financial situation | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| | knows the sources and possibilities of raising capital (equity capital and external capital) | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including |
| | knows and understands the impact of exchange rate fluctuations on the business | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W3 Knows and understands at an advanced level the relations between the enterprise / |
| SKILLS | can analyse the financial situation of the company | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | is able to estimate the optimal form of financing the company | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | is able to estimate the impact of exchange rate fluctuations on the business | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | is able to analyse selected financial indicators of the company (profitability and liquidity) | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | is determined and oriented towards achieving its objectives and shows responsibility for them | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using |
| | is open to experience and learn based on real economic and management problems | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using |

STUDENT EFFORT

| STUDENT EFFORT | |
|-----------------------------|------------|
| Total contact hours | 45 |
| including: | 45 |
| lecture | 21 |
| practice | 22 |
| e-learning | |
| laboratory | |
| seminar | |
| practical workshop | |
| study visit | |
| others:... | |
| consulting hours | |
| exams, assignments | 2 |
| Lectureship | |
| Student Effort | 105 |
| Total Student Effort | 150 |

TEACHING METHODS

| TEACHING METHODS | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | multimedia presentation |
| | case study |
| | group discussion |
| Student Work | workshop that uses activating methods |
| | choice from given list |
| | preparation to an exam/credit |
| | e-lectures |
| | review of the literature |
| | preparation of the final project |

ASSESSMENTS METHODS

| ASSESSMENTS METHODS | | | | |
|---------------------|---------------------------------|------------------|--------------------------|----------------------------------|
| Assessment methods | Final grade | exam | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | written exam | 90 | | good + 81% - 90% |
| | participation in the discussion | 10 | good 71% - 80% | |
| | | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | |
| | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| COURSE DESCRIPTION | |
|--------------------|---|
| Course description | 1/ Principles of corporate finance, 2/ Legal forms of conducting the business activity, 3/ Equity and external capital in financing enterprise assets, 4/ Sources of enterprise financing, 5/ Liquidity management, 6/ Mergers and acquisitions, 7/ Exchange rate fluctuations and their impact on businesses, 8/ Sources of information on financial situation of the enterprise. |
| | Key literature |
| | 1/ J. Berk, P. DeMarzo, "Corporate Finance", Addison Wesley Higher Education, 2007, 2/ J.C. Van Horne, M. Wachowicz "Fundamentals of Financial Management 12/E", Prentice Hall, 2005. |
| | Additional literature |
| | 1/ M. H. Moffett, A. L. Stonehill, D. K. Eiteman, "Fundamentals of Multinational Finance 6/E", Addison Wesley Publishing, 2017. |

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| | | | | | | | | | | | | |
|-------------|-------------------------------|----------|------|----|--------------|---|----------------------|-------------------------|----------|---------|---------------------|----|
| Module Z1/8 | Finance and Accounting | | | | ECTS credits | 4 | Leader | dr D. Majewska-Bielecka | | | | |
| Course no. | Course 8.3. | | | | | | | | | | | |
| Course name | Financial Analysis - workshop | | | | | | | | | | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 4 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows fundamental concepts related to areas of corporate finance, accounting, and financial reporting. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | has knowledge about the purpose, layout and creation of financial statements; moreover, knows and understands the meaning of their fundamental elements. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | understands the meaning of each element of a financial statement and knows how the information, embodied in reports, is used for a financial statement analysis. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex Z1_W9 Knows and understands the nature of economic analysis and controlling in decision-making |
| | knows the fundamental methods of financial ratio analysis. | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's |
| SKILLS | is able to find a financial statement of a public company, and other entities, which reports are available in KRS. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving specific |
| | acquires and prepares data from financial statements for financial ratio analysis. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving specific |
| | while working individually, or in a team, is able to prepare a financial statement ratio analysis. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U8 Is able to use a specialized language and communicate in a precise and consistent manner, |
| | can interpret results of financial statement ratio analysis, as well as present them accurately, and coherently in an objective report. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U8 Is able to use a specialized language and communicate in a precise and consistent manner, |
| SOCIAL COMPETENCES | is aware of the state of one's knowledge related to methods of financial statement analysis and takes a critical look on it. Moreover, they think critically about their knowledge and are aware of the fact that it needs a constant development. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need |
| | is able to work in a team, while preparing financial analyses. | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the Z1_K3 Is able to engage in social interactions, cooperation with other entities of the environment |
| | can work alone while preparing analysis. Is rational, logical and adopts a critical attitude toward results of their analyses. | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | Teaching methods |
|---------------------------------|----------------------------------|
| Total contact hours 30 | <i>choice from given list</i> |
| Including: 30 | lecture |
| lecture 12 | multimedia presentation |
| practice 16 | case study |
| e-learning | task solving |
| laboratory | team projects |
| seminar | |
| practical workshop | |
| study visit | |
| others... | |
| consulting hours | <i>choice from given list</i> |
| exams, assignments | preparation to an exam/credit |
| Lectureship | preparation of the final project |
| Student Effort 70 | review of the literature |
| Total Student Effort 100 | task solving |
| | own work with the text |

ASSESSMENTS METHODS

| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
|--------------------|-------------------------------|------------------|-------------|---------------------------|
| | <i>choice from given list</i> | % of final grade | | very good > 90% |
| knowledge test | | 40 | | good + 81% - 90% |
| team projects | | 60 | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | | | satisfactory 51% - 60% |
| | | | | unsatisfactory < 51% |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | <ol style="list-style-type: none"> Introduction to financial reporting. The concept of a financial statement – definition, purpose, elements, methods, and structure. Introduction to corporate financial policy. Financial analysis – definition, purpose, and typology. Presentation of data and results of a financial analysis. The concept of financial ratio analysis – definition, purpose, elements, methods, and structure. The initial analysis of balance sheet and income statement. Analysis of relationship between company's assets, and their sources of financing, with financial ratios. The concept of financial liquidity and liquidity ratios. The notion of financial leverage. Capital structure, and debt ratios. Performance (activity) ratios. Profitability ratios. The most important valuation and capital market ratios. |
| | Key literature |
| | <ol style="list-style-type: none"> M.S. Fridson, F. Alvarez, "Financial Statement Analysis: A Practitioner's Guide", Wiley, 4 edition, 2011. M. Rist, A.J. Pizzica, "Financial Ratios for Executives: How to Assess Company Strength, Fix Problems, and Make Better Decisions", Apress, 1st ed. Edition, 2014. A. Tracy, "Ratio Analysis Fundamentals: How 17 Financial Ratios Can Allow You to Analyse Any Business on the Planet", Bidi Capital Pty Ltd, 2 edition, 2012. P.D. Easton, M.L. McAnally, G.A. Sommers, X.J. Zhang "Financial Statement Analysis & Valuation", Cambridge Business Publishers, 2018. R. Bull, "Financial Ratios: How to use financial ratios to maximise value and success for your business", CIMA Publishing, 2007. |
| | Additional literature |
| | <ol style="list-style-type: none"> M. Buffet, D. Clark, "Warren Buffett and the Interpretation of Financial Statements: The Search for the Company with a Durable Competitive Advantage", Scribner, 2008. S.H. Penman, "Financial Statement Analysis and Security Valuation", McGraw-Hill Education, 5 edition, 2012. S. Costales, "The Guide to Understanding Financial Statements", McGraw-Hill Education; 2 edition, 1993. |



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| | | | | | | | | | | | | |
|-------------|------------------------|----------|------|----|----------|---|----------------------|--------------|----------|---------|-------------------------|----|
| Module Z1/8 | Finance and Accounting | | | | | | | | | | | |
| Course no. | Course 8.4. | | | | | | | | | | | |
| Course name | Tax Strategies | | | | | | | ECTS credits | 2 | Leader | dr D. Majewska-Bielecka | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 4 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and understands the concepts of corporate tax. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W10 Knows and understands the key elements of law and ethics principles related to |
| | knows and understands the rules of selecting the forms of taxation to support the development of the enterprise. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W10 Knows and understands the key elements of law and ethics principles related to |
| SKILLS | is able to assess and select the correct type of tax for a given entity so as to optimize costs. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving |
| | is able to properly assess the consequences of choosing a tax strategy and taxation of the enterprise | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving |
| SOCIAL COMPETENCES | jest gotów odpowiedzialnie dobierać opodatkowania dla danego przedsiębiorstwa. | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |
| | is ready to make tax cost management decisions so that it can be optimized. | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |
| | can correctly identify entities from the external environment with whom cooperation in the field of tax proceedings is necessary | Z1_K3 Is able to engage in social interactions, cooperation with other entities of the Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |

STUDENT EFFORT

| STUDENT EFFORT | |
|-----------------------------|-----------|
| Total contact hours | 30 |
| including: | 30 |
| lecture | 20 |
| practice | 8 |
| e-learning | |
| laboratory | |
| seminar | |
| practical workshop | |
| study visit | |
| others.... | |
| consulting hours | |
| exams, assignments | 2 |
| Lectureship | |
| Student Effort | 20 |
| Total Student Effort | 50 |

TEACHING METHODS

| TEACHING METHODS | |
|------------------|----------------------------------|
| Teaching methods | <i>choice from given list</i> |
| | lecture |
| | multimedia presentation |
| | group discussion |
| | case study |
| Student Work | <i>choice from given list</i> |
| | preparation of the final project |
| | review of the literature |

ASSESSMENTS METHODS

| ASSESSMENTS METHODS | |
|------------------------|----------------------------------|
| Assessment methods | Final grade |
| | <i>choice from given list</i> |
| | knowledge test |
| | participation in the discussion |
| Grade scale | pass |
| | <i>% of final grade</i> |
| | 90 |
| | 10 |
| Grade scale | Percentage of final grade |
| | very good > 90% |
| | good + 81% - 90% |
| | good 71% - 80% |
| | satisfactory + 61% - 70% |
| satisfactory 51% - 60% | |
| unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| COURSE DESCRIPTION | |
|--------------------|--|
| Course description | 1. Structural elements of taxes. 2. Tax classification. 3. Tax proceedings. 4. Characteristics of basic taxes and their choice depending on the conducted activity: income taxes and simplified forms of taxes. 5. Other tax expenses of the entrepreneur. 6. Tax risk management and the possibility of its optimization |
| | Key literature |
| | 1. Paweł Smoleń (red), Prawo podatkowe, C.H.Beck, 2019. 2. Podatki 2019 z komentarzem „Crido”, Wolters Kluwer Polska, 2019. 3. Bożena Ciupek, Teresa Famulska, Strategie podatkowe przedsiębiorstw, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, 2013. |
| | Additional literature |
| | 1. M.Poszwa, Zarządzanie podatkami w małej i średniej firmie, Warszawa, C.H. Beck, 2007, 2. Aktualne teksty ustaw podatkowych. |



| | | | | | | | | | | | | |
|-------------|--|----------|------|----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/9 | | | | | | | | | | | |
| Module name | Specialisation Module (1) INTERNATIONAL BUSINESS | | | | | | | ECTS credits | 8 | Leader | dr A. Lachowska | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 4 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 90 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

Contemporary business environments are subjected to very rapid changes. For example, globalization processes, tend to intensify the exchange of cultural, political and economic relations across various countries. Therefore, students, need to be able to examine reasons for the integration across different markets and understand its consequences. It is important to notice, that also different systems are being integrated on international level. For instance, investors need to understand the financial standing of different companies, which operate on different markets. For this reason, they are in need of unified methods of financial data presentation. Therefore, the module also includes a course during which students will be exposed to various international standards of financial reporting.

REQUIREMENTS

Needed knowledge and skills before starting the module

Students should have prior exposure to basic concepts of financial and managerial accounting, as well as to introduction to microeconomics and macroeconomics.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|---|---|--|
| Knows and understands the reasons for the changes associated with globalization. Moreover, students will understand the differences between economic, ideological and political aspects of globalization. Furthermore, student knows most important international standards of financial reporting as well as and understand the reasons for which they were introduced. Student is also aware about the possible uses of the information which is presented in financial statements. | Student is able to present ideas and reflections on globalization related topics in a formal way during oral presentation and in writing. Moreover, one is able to interpret the economic, political and social impact of globalization processes. In addition to that, a student will be able to understand the information embodied in financial statements which are prepared in accordance with international standards of financial reporting. | Student is able to critically assess the level of one's knowledge and skills and understands why the changes related with globalization processes create a need to develop them on constant basis. Moreover, student thinks critically and independently and is able to diagnose, identify and solve various economic and management issues. |

MODULE STRUCTURE

| Course no. | Module Z1/9 | Course 9.1. | Module Z1/9 | Course 9.2. | | | | | | |
|--------------|---------------|-------------|---|-------------|--|--|--|--|--|--|
| Course name | Globalisation | | International Financial Reporting Standards | | | | | | | |
| ECTS credits | 3 | | 5 | | | | | | | |

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| | | | | | | | | | | | | |
|-------------|--|----------|------|----|----------|---|----------------------|------------|----------|-----------------|---------------------|----|
| Module Z1/9 | Specialisation Module (1) INTERNATIONAL BUSINESS | | | | | | | | | | | |
| Course no. | Course 9.1. | | | | | | | | | | | |
| Course name | Globalisation | | | | | | ECTS credits | 3 | Leader | dr A. Lachowska | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 4 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | The student understands the relations taking place in the global economy and their reference to social life. | Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | The student recognizes the elements of the global environment as determinants of the operation of a national / local company. | Z1_W16 Knows key concepts, principles and processes in the field of social sciences (sociology) Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| SKILLS | The student has the ability to interpret global phenomena in economy and is able to formulate own opinions and recommendations | Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U4 Can see the need to improve the organization and its own competences through the |
| | | |
| SOCIAL COMPETENCES | The student is aware of the complexity of the processes taking place in the modern global economy, is able to verify and evaluate them | Z1_K3 Is able to engage in social interactions, cooperation with other entities of the Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |
| | | |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 45 |
| | including: | 45 |
| | lecture | 22 |
| | practice | 20 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others.... | |
| | consulting hours | 1 |
| | exams, assignments | 2 |
| | Lectureship | |
| | Student Effort | 30 |
| Total Student Effort | 75 | |

TEACHING METHODS

| | |
|--------------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | workshop that uses activating methods |
| | group discussion |
| | individual projects |
| | team projects |
| | video movie |
| | practical workshop |
| | Student Work |
| | choice from given list |
| | task solving |
| | group work - joint task solving |
| | preparation of the final project |
| review of the literature | |

ASSESSMENTS METHODS

| | | | | |
|--------------------|------------------------|------------------------|-------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | tasks, exercises | 50 | | good + 81% - 90% |
| | individual project | 50 | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | satisfactory 51% - 60% | | |
| | | unsatisfactory < 51% | | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|---|--|
| Course description | 1 / Introduction to globalization: different definitions of globalization, globalization yesterday, today and tomorrow. |
| | 2 / Globalization from a scientific perspective: how do economists perceive globalization and its problems. |
| | 3 / Man and globalization: social and cultural problems, ethical, linguistic. Is there one global culture? |
| | 4 / Globalization and economic development: the division of the world into countries rich North and poor South. |
| 5 / Globalization and consumer awareness: products fair trade, genetically food modified. | |
| 6 / Globalization and democracy: will democracy resolve terrorism problem? | |
| 7 / Globalization and corporations: how corporations perceive global market? | |
| 8 / Globalization and the environment. | |
| | Key literature |
| | 1. Stiglitz J., Globalization and its discontents, WW Norton & Company, 2002, Stiglitz J., Making globalization work, W. W. Norton Company, 2006 2. Globalizacja i regionalizacja w gospodarce światowej, red. Stiglitz J. Measuring what counts, The global movement for well-being, The New Press, 2020, Stiglitz J., The price of inequality, Penguin Books, 2015, |
| | Additional literature |
| | Pickett K., Why equality is better for everyone, The spirit level, Penguin Books, 2010, Ferguson N., Why nations fail, the origins of power, prosperity and poverty, Profile Books, Ltd, 2013, |

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| | | | | | | | | | | | | |
|-------------|--|----------|------|----|----------|--------------|----------------------|------------|-----------------|---------|---------------------|----|
| Module Z1/9 | Specialisation Module (1) INTERNATIONAL BUSINESS | | | | | | | | | | | |
| Course no. | Course 9.2. | | | | | | | | | | | |
| Course name | International Financial Reporting Standards | | | | | ECTS credits | 5 | Leader | dr A. Lachowska | | | |
| Major | MANAGEMENT | Bachelor | Year | II | Semester | 4 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 45 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | has specialized, advanced knowledge of international accounting standards (IFRS and US GAAP). | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | knows and understands the principles and issues related to international financial reporting standards. | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | knows the recommendations in IFRS that relate to the presentation, measurement and recognition of selected elements of the financial statements. | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | has established, deep knowledge of the differences between different accounting standards | Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| SKILLS | can relate national financial accounting rules and regulations to international standards in the context of the interpretation and assessment of selected economic phenomena. | Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their |
| | is able to recognize balance sheet and income statement items in line with IFRS. | Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their |
| SOCIAL COMPETENCES | is able to work independently and in a team, taking up challenges that require honesty and reliability, which prepare them to work in finance and accounting departments. | Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |
| | | |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|-----|------------------|----------------------------------|--|
| | Total contact hours | 45 | | choice from given list | |
| | including: | 45 | | lecture | |
| | lecture | 22 | | multimedia presentation | |
| | practice | 20 | | task solving | |
| | e-learning | | | | |
| | laboratory | | | | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others... | | | | |
| | consulting hours | 1 | Student Work | choice from given list | |
| | exams, assignments | 2 | | preparation of the final project | |
| | Lectureship | | | review of the literature | |
| | Student Effort | 80 | | own work with the text | |
| | Total Student Effort | 125 | | task solving | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|------------------------|------|-------------|---------------------------|--|
| | choice from given list | pass | | | |
| | knowledge test | 90 | | very good > 90% | |
| | tasks, exercises | 10 | | good + 81% - 90% | |
| | | | | good 71% - 80% | |
| | | | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| Course description | COURSE DESCRIPTION | |
|--|--|--|
| | Please describe main topics and areas of the course | |
| | <p>1. Introduction to the problems of harmonization and standardization of accounting. 2. Conceptual framework, assumptions and key principles of international standards. 3. International Financial Reporting Standards - presentation of financial statements, basic principles, layout and elements of financial statements. 4. Recognition of balance sheet items and the income statement in accordance with IFRS. 5. Characteristics of selected international financial reporting standards. 6. The role of EU directives in the field of accounting as well as similarities and differences in accounting principles between National Accounting Standards, the Accounting Act and IFRS.</p> | |
| Key literature | | |
| <p>1. Joanne M. Flood, GAAP 2020: Interpretation and Application of Generally Accepted Accounting Principles, Wiley 2020; 2. Steven M. Bragg, IFRS Guidebook: 2020 Edition, 2019; 3. Interpretation and Application of IFRS Standards, PKF International Ltd., 2019.</p> | | |
| Additional literature | | |
| <p>1. Katarzyna Trzpiola, Księgowania 2019 wg znowelizowanych regulacji UoR, MSSF/MSR oraz podatkowych - praktyczne wskazówki, Wiedza i Praktyka, Sulejówkę, 2019.</p> | | |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|--------------------|----------|------|-----|----------|---|-----------------------------|--------------|----------|---------|---------------------|----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/10 | | | | | | | | | | | |
| Module name | Diploma Module (1) | | | | | | | ECTS credits | 7 | Leader | prof. A. Zelek | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status <i>(choise list)</i> | OBLIGATORY | Language | English | Total Contact Hours | 60 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The aim of the module is the methodical and substantive preparation of the student to carry out an independent intellectual effort, as a result of which the diploma thesis will be created. In the first stage (Diploma Module I), the student will develop his / her skills in creating the concept and structure of work, indicating the purpose, research area, research methods, and will recognize the main principles and techniques of conducting applied research in the field of economics and management sciences.

REQUIREMENTS

Needed knowledge and skills before starting the module

The student should have basic knowledge of economics and finance and management (knowledge of basic concepts in scientific disciplines: management and quality science, and economics and finance).

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE <i>(Student knows and understand on advenced level...)</i> | SKILLS <i>(Student is able to...)</i> | SOCIAL COMPETENCES <i>(Student is ready to...)</i> |
|---|--|--|
| the essence, purpose and components of the research process / procedure constituting the basis of the work a thesis with a practical profile and a spectrum of analytical / diagnostic methods and techniques used in such proceedings. | independently carry out a complete research procedure (including literature studies and empirical research) in the utilitarian area for real business. | undertaking an independent intellectual effort, the aim of which is to carry out a complete research process, including the stage of original conclusions and recommendations. |

MODULE STRUCTURE

| Course no. | Module Z1/10 | Course 10.1. | Module Z1/10 | Course 10.2. | Module Z1/10 | Course 10.3. | | | | |
|--------------|--|--------------|---|--------------|---------------------------|--------------|--|--|--|--|
| Course name | Methodology of Diploma Thesis - workshop | | Methods of Economic Research - workshop | | Diploma Thesis - workshop | | | | | |
| ECTS credits | 2 | | 2 | | 3 | | | | | |



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| | | | | | | | | | | | | |
|--------------|--|----------|------|-----|----------|---|----------------------|------------|----------|----------------|---------------------|----|
| Module Z1/10 | Diploma Module (1) | | | | | | | | | | | |
| Course no. | Course 10.1. | | | | | | | | | | | |
| Course name | Methodology of Diploma Thesis - workshop | | | | | | ECTS credits | 2 | Leader | prof. A. Zelek | | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 12 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | has knowledge of the methodology of writing a thesis, taking into account the challenges of empirical, design and implementation work with taking into account its usefulness / utilitarianism. | Z1_W17 Knows and understands the substantive, methodological and formal requirements for |
| | has knowledge of the principles of independent research processes, including primary and secondary research for the purposes of the thesis | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W17 Knows and understands the substantive, methodological and formal requirements for |
| | has knowledge of research methods used in economic and management sciences, both in the group of primary and secondary analysis methods | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W14 Knows and understands the possibilities of using selected IT tools supporting Z1_W17 Knows and understands the substantive, methodological and formal requirements for |
| SKILLS | develops the ability to independently prepare a diploma thesis project, including the ability to define utilitarian research goals and the selection of adequate research methods. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U13 Is able to independently prepare and develop a diploma project, taking into account |
| | develops the ability to independently conduct research and prepare a report on the research process (thesis). | Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work Z1_U13 Is able to independently prepare and develop a diploma project, taking into account |
| SOCIAL COMPETENCES | is aware of the complexity of processes taking place in the organization and is able to research them - analyze, evaluate and report. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | thinks logically and analytically, is capable of independent research work, presenting its assumptions and effects | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K5 Is ready to independently identify and diagnose management and economic problems as |

STUDENT EFFORT

| STUDENT EFFORT | |
|-----------------------------|-----------|
| Total contact hours | 12 |
| including: | 12 |
| lecture | 6 |
| practice | |
| e-learning | |
| laboratory | |
| seminar | |
| practical workshop | 6 |
| study visit | |
| others.... | |
| consulting hours | |
| exams, assignments | |
| Lectureship | |
| Student Effort | 38 |
| Total Student Effort | 50 |

TEACHING METHODS

| TEACHING METHODS | |
|------------------|----------------------------------|
| Teaching methods | choice from given list |
| | multimedia presentation |
| | individual projects |
| Student Work | choice from given list |
| | preparation of the final project |
| | review of the literature |
| | student's own research |
| | |

ASSESSMENTS METHODS

| ASSESSMENTS METHODS | |
|----------------------|----------------------------------|
| Assessment methods | Final grade |
| | choice from given list |
| | team projects |
| Grade scale | pass |
| | % of final grade |
| | 100 |
| Grade scale | Percentage of final grade |
| | very good > 90% |
| | good + 81% - 90% |
| | good 71% - 80% |
| | satisfactory + 61% - 70% |
| | satisfactory 51% - 60% |
| unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| COURSE DESCRIPTION | |
|--------------------|---|
| Course description | <p>1. The diploma procedure in the field of Management, first-cycle studies with a practical profile.</p> <p>2. Basic issues related to the thesis creation process: topic selection; formulating the aim of the work and the research problem; selection of research methods; layout, content and volume of chapters; selection and use of literature sources; collecting and processing empirical data; presentation and interpretation of research results; inference.</p> <p>3. Rules for using book collections and magazines, electronic databases and Internet resources.</p> <p>4. Technique of writing scientific papers: form, style and language, requirements for editing text and graphic elements (tables, figures, charts).</p> <p>5. Overview of the principles of preparing and carrying out a multimedia presentation of your own final project.</p> <p>6. Ethical rules for writing a thesis.</p> <p>7. The diploma and anti-plagiarism procedure at ZPSB.</p> |
| | <p>Key literature</p> <p>1. G. Maniak, E. Świergiel, A. Zelek, Twoja praca promocyjna – od dylematów do perfekcji. Poradnik dla studentów ZPSB, Wyd. Naukowe ZPSB, Szczecin 2010 (także w wersji elearningowej).</p> <p>2. J. Lichtarski, Praktyczny wymiar nauk o zarządzaniu, PWE, Warszawa 2015.</p> |
| | <p>Additional literature</p> <p>1. Zenderowski R., Technika pisania prac magisterskich i licencjackich, CeDeWu, Warszawa 2014.</p> <p>2. M. Blaug, Metodologia ekonomii, PWN, Warszawa, 1995.</p> <p>3. Kwaśniewski K., Jak pisać prace dyplomowe? Wskazówki praktyczne, Wyd. KPSW, 2010.</p> |

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|--------------|---|----------|------|-----|----------|--------------|----------------------|------------|----------------|---------|---------------------|----|
| Module Z1/10 | Diploma Module (1) | | | | | | | | | | | |
| Course no. | Course 10.2. | | | | | | | | | | | |
| Course name | Methods of Economic Research - workshop | | | | | ECTS credits | 2 | Leader | prof. A. Zelek | | | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 24 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and differentiates methods, techniques and tools used in primary research in the area of management sciences. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W14 Knows and understands the possibilities of using selected IT tools supporting |
| | Knows and understands rationales for the choice of research techniques, tools and methods, that are crucial for the research process. | Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W14 Knows and understands the possibilities of using selected IT tools supporting Z1_W17 Knows and understands the substantive, methodological and formal requirements for |
| SKILLS | without the assistance of others, is able to design a set of research tools that is necessary to conduct empirical research for a thesis. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work Z1_U13 Is able to independently prepare and develop a diploma project, taking into account |
| | is able to select and use appropriate research tools in order to conduct an analysis on acquired data. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work Z1_U13 Is able to independently prepare and develop a diploma project, taking into account |
| SOCIAL COMPETENCES | is both aware of, and capable to develop, their analytical capabilities, and knowledge related to research tools and techniques. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | | |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 24 |
| | including: | 24 |
| | lecture | 12 |
| | practice | 12 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others.... | |
| | consulting hours | |
| | exams, assignments | |
| | Lectureship | |
| Student Effort | 26 | |
| Total Student Effort | 50 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | workshop that uses activating methods |
| | case study |
| | Student Work |
| | choice from given list |
| | preparation of the final project |
| | review of the literature |
| | student's own research |
| | |
| | |
| | |

ASSESSMENTS METHODS

| | | | | |
|--------------------|------------------------|------------------|-------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | individual project | 100 | | good + 81% - 90% |
| | | | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | | | satisfactory 51% - 60% |
| | | | | unsatisfactory < 51% |
| | | | | |
| | | | | |
| | | | | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--|--|
| Course description | 1. Fundamental types of research problems in managerial sciences. |
| | 2. Scientific methods of solving research problems. |
| | 3. Examples of contemporary micro and macroeconomic research problems. |
| | 4. Fundamental approaches to research. |
| | 5. Types of inference. |
| | 6. Typology of causal models. |
| | 7. Causality and counterfactualuality. |
| | 8. Causal and correlational research. |
| | 10. Experimental research projects. |
| | 11. Qualitative research methods. |
| 12. Quantitative research methods. | |
| 13. Case study as a research method. | |
| 14. Principles of creating research tools. | |
| 15. Principles of creating analytical tools. | |
| 16. Reporting research findings. | |
| | Key literature |
| | 1) G. Maniak, E. Świergiel, A. Zelek, Twoja, "Your Degree Dissertation - From Dilemmas to perfection (Handbook) Your Degree Dissertation - From Dilemmas to perfection (Handbook)", ZPSB, Szczecin 2010. |
| | 2) M. Blaug "The Methodology of Economics or How Economists Explain", Press Syndicate of the University of Cambridge, 1992. |
| | 3) J. Collins, R. Hussey, Business Research: A Practical Guide for Undergraduate and Postgraduate Students", Palgrave Macmillan, 2009. |
| | Additional literature |
| | 1) M. Saunders, A. Thornhill, P. Lewis, "Research Methods for Business Students", Pearson Education, 5th edition, 2009. |
| | 2) M. Odoh And I.E. Chinedum, "Research Designs, Survey and Case Study", IOSR Journal of VLSI and Signal Processing (IOSR-JVSP), Volume 4, Issue 6, Ver. 1, pp 16-22. |
| | 3) A. Bryman, "Social Research Methods", OUP Oxford, 5 edition, 2015. |

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| | | | | | | | | | | | | |
|--------------|---------------------------|----------|------|-----|----------|---|----------------------|------------|----------|----------------|---------------------|----|
| Module Z1/10 | Diploma Module (1) | | | | | | | | | | | |
| Course no. | Course 10.3. | | | | | | | | | | | |
| Course name | Diploma Thesis - workshop | | | | | | ECTS credits | 3 | Leader | prof. A. Zelek | | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 24 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | has the knowledge to identify research problems and is the basis for independent research processes, including primary and secondary research for thesis. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's Z1_W17 Knows and understands the substantive, methodological and formal requirements for |
| SKILLS | develops the ability to independently define / identify research problems as well as conduct research and prepare a report on the process research (thesis). | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work Z1_U13 Is able to independently prepare and develop a diploma project, taking into account |
| SOCIAL COMPETENCES | is aware of the complexity of the processes taking place in the organization and is able to analyze, evaluate, report and solve them. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|----|------------------|----------------------------------|--|
| | Total contact hours | 24 | | choice from given list | |
| | including: | 24 | | group discussion | |
| | lecture | | | other activating methods | |
| | practice | | | | |
| | e-learning | | | | |
| | laboratory | | | | |
| | seminar | 24 | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | | | | |
| | consulting hours | | | | |
| | exams, assignments | | | | |
| | Lectureship | | | | |
| | Student Effort | 51 | Student Work | choice from given list | |
| | Total Student Effort | 75 | | preparation of the final project | |
| | | | | review of the literature | |
| | | | | student's own research | |
| | | | | own work with the text | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|------------------------|------------------|-------------|---------------------------|--|
| | choice from given list | % of final grade | | | |
| | individual project | 100 | | very good > 90% | |
| | | | | good + 81% - 90% | |
| | | | | good 71% - 80% | |
| | | | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| Course description | COURSE DESCRIPTION | |
|-----------------------|--|--|
| | Preparing the student for an independent, scientifically based problem analysis and for presenting the results of own research as part of the diploma thesis. The diploma seminar (semester 1) includes: <ol style="list-style-type: none"> 1. Choosing the topic of work. 2. Defining the main elements of the research model, including research goals, hypotheses, methods of hypothesis verification. 3. Defining the framework structure of the work. 4. Establishing the phases and schedule of preparing and writing thesis. 5. Preliminary selection of literature. | |
| | Key literature | |
| Additional literature | | |



| | | | | | | | | | | | | | | |
|-------------|------------|--|----------|------|-----|----------|---|----------------------|------------|----|----------|---------|---------------------|-----|
| 2021/2022 | | | | | | | | | | | | | | |
| Module no. | | Module Z1/11 | | | | | | | | | | | | |
| Module name | | Specialisation Module (2) INTERNATIONAL BUSINESS | | | | | | ECTS credits | | 14 | Leader | | dr A. Lachowska | |
| Major | MANAGEMENT | | Bachelor | Year | III | Semester | 5 | Status (choise list) | OBLIGATORY | | Language | English | Total Contact Hours | 110 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

International business environment provides its participants with many opportunities. In order to seize them, however, they will have to use many tools and practices which are necessary to be properly identify and interpret every opportunity which comes their way. Therefore, the module consists of courses which will introduce the students to courses strongly related to the notion of international business. Namely, students will be introduced to the international business theory, as well as to related concepts, such as of diversity management - contemporary organizations need to take advantage of skills represented by every employee in order to enhance their full potential. Moreover, students will learn how to enhance the quality of project's execution, through utilizing various skills which will allow them to manage risks, schedules and resources.

REQUIREMENTS

Needed knowledge and skills before starting the module

tudents should have prior exposure to the introductory concepts and basics of management. Moreover, experience working in a company (or nonprofit organisation) may be beneficial.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|---|---|--|
| Knows and understands the concepts, principles and methods of organization and management. Moreover, understands management processes in the areas of operational management, and personnel management. Furthermore, knows key concepts, principles and processes in the field of social sciences (e.g., social communication), and understands the correctness of behavior, attitudes and ways of action of people and entities in the area of market and business operations. | Is able to correctly identify and interpret opportunities available in the international business environment. Has the skills which are necessary to utilize skills represented by employees in a way which benefits the organization. Therefore, is able to use knowledge of the discipline of management and quality science observe and interpret management and socio-economic problems at both macro- and microeconomic level. | Is aware of various social and economic traits of international business environments. Can present reflections and ideas issues related to international business. Critically assesses the level of their knowledge (as well as skills) and understands the need for continuous learning. Is able to act ethically, and with emotional sensitivity in various international business environments. |

MODULE STRUCTURE

| Course no. | Module Z1/11 | Course 11.1. | Module Z1/11 | Course 11.2. | Module Z1/11 | Course 11.3. | | | | |
|--------------|--------------------|--------------|----------------------|--------------|------------------------|--------------|--|--|--|--|
| Course name | Project Management | | Diversity Management | | International Business | | | | | |
| ECTS credits | 5 | | 4 | | 5 | | | | | |

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| | | | | | | | | | | | | |
|--------------|--|----------|------|-----|----------|--------------|----------------------|------------|-----------------|---------|---------------------|----|
| Module Z1/11 | Specialisation Module (2) INTERNATIONAL BUSINESS | | | | | | | | | | | |
| Course no. | Course 11.1. | | | | | | | | | | | |
| Course name | Project Management | | | | | ECTS credits | 5 | Leader | dr A. Lachowska | | | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 40 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and understands the role of projects in the functioning of modern organizations. | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including |
| | knows and uses advanced terminology in design. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws |
| | knows and is able to apply the tools and techniques of planning project activities at an advanced level. | Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning. |
| SKILLS | is able to prepare documentation initiating the project using appropriate tools and techniques. | Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving specific Z1_U11 Is able to communicate in a foreign language at B2 CEFR level and is able to use it in |
| | is able to see the needs of the organization and identify sources of problems that are a catalyst for design activities. | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| | is able to use knowledge, methods and tools in the field of organization and management, finance to solve typical problems associated with the implementation of projects | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, |
| SOCIAL COMPETENCES | is prepared to cooperate with other members of project teams. | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using |
| | is able to think creatively in seeking solutions to identified problems at the planning and project implementation stages. | Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |
| | is aware of the variability of the environment and the conditions in which the project is carried out. | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in |

STUDENT EFFORT

| | | |
|-----------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 40 |
| | including: | 40 |
| | lecture | 12 |
| | practice | |
| | e-learning | 6 |
| | laboratory | |
| | seminar | |
| | practical workshop | 18 |
| | study visit | |
| | others.... | |
| | consulting hours | 2 |
| | exams, assignments | 2 |
| | Lectureship | |
| Student Effort | 85 | |
| Total Student Effort | 125 | |

TEACHING METHODS

| | |
|------------------|--|
| Teaching methods | choice from given list |
| | workshop that uses activating methods |
| | simulation, managerial and strategic games |
| | practical workshop |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Student Work | choice from given list |
| | group work - joint task solving |
| | others |

ASSESSMENTS METHODS

| | | | | |
|--------------------|---|------------------------|-------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | presentation of an individual or group task | 50 | | good + 81% - 90% |
| | other activities | 50 | | good 71% - 80% |
| | | | | satisfactory + 61% - 70% |
| | | satisfactory 51% - 60% | | |
| | | unsatisfactory < 51% | | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|---|
| Course description | 1. Basic concepts related to project management. 2 / Place and role of projects in contemporary organizations. 3 / Project life cycle. 4 / Planning the scope, time, costs and non-financial resources of the project. 5 / Selected areas of project management - team management, communication, risk, changes, quality. |
| | Key literature |
| | S. E. Portny, Project Management for Dummies, Stanley and Sons, 2017 A guide to the Project Management Body of Knowledge, Project Management Institute, 2018 |
| | Additional literature |
| | Just Enough Project Management: The Indispensable Four-step Process for Managing Any Project, Better, Faster, Cheaper, Mc GrawHill 2004 |

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| | | | | | | | | | | | | |
|--------------|------------|--|------|-----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/11 | | Specialisation Module (2) INTERNATIONAL BUSINESS | | | | | | | | | | |
| Course no. | | Course 11.2. | | | | | | | | | | |
| Course name | | Diversity Management | | | | | | ECTS credits | 4 | Leader | dr A. Lachowska | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | Understand what constitutes diversity. Explain the benefits of managing diversity. Describe challenges of managing a workforce with diverse demographics. | Z1_W16 Knows key concepts, principles and processes in the field of social sciences (sociology, ...) |
| | Describe the challenges of managing a multicultural workforce. Understand diversity and ethics. Understand cross-cultural issues regarding diversity. | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / ... |
| | Understand how diverse organizational cultures are created. Learn how to maintain a diverse organizational culture. Recognize diverse organizational culture signs. | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / ... |
| SKILLS | Gain the ability to work in a multicultural environment professionally. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the ...) |
| | Avoid Xenophobia as a professional business decisionmaker. | Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional ... |
| | Create healthy, harmonious, and productive professional relationships with people. | Z1_U4 Can see the need to improve the organization and its own competences through the ... |
| SOCIAL COMPETENCES | Cultivate professional values, ethics towards humanity. Prohibits Discrimination and Harassment of Any Kind based on race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV Status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations. | Z1_K3 Is able to engage in social interactions, cooperation with other entities of the ... |
| | | |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|-----|------------------|---------------------------------|--|
| | Total contact hours | 30 | | choice from given list | |
| | including: | 30 | | lecture | |
| | lecture | 16 | | group discussion | |
| | practice | 12 | | team projects | |
| | e-learning | | | video movie | |
| | laboratory | | | multimedia presentation | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others... | | | | |
| | consulting hours | | | | |
| | exams, assignments | 2 | | choice from given list | |
| | Lectureship | | | group work - joint task solving | |
| | Student Effort | 70 | | | |
| | Total Student Effort | 100 | | | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|---|------|-------------|---------------------------|--|
| | choice from given list | pass | | | |
| | presentation of an individual or group task | 100 | | very good > 90% | |
| | | | | good + 81% - 90% | |
| | | | | good 71% - 80% | |
| | | | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| Course description | COURSE DESCRIPTION | |
|--------------------|---|--|
| | Please describe main topics and areas of the course | |
| | Introduction to Diversity Management Type of Diversity Management Characteristics of Diversity Management Best Practices of Diversity Management Specific Diversity Issues Diversity and Ethics Diversity around the Globe Dimensions of Organizational Culture and Diversity Impact | |
| | Key literature | |
| | Datf R.L., (2012), New Era of Management (Eleventh Edition), Cengage Learning, Florence. Luthans F., (2011), Organizational Behavior An Evidence-Based Approach (Twelfth Edition) McGraw-Hill/Irwin, New York. Storner J.A.F., Freeman R.M., Gilber D R., (1995), Management (Sixth Edition), Prentice Hall, Inc,USA. | |
| | Additional literature | |

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| | | | | | | | | | | | | |
|--------------|--|----------|------|-----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/11 | Specialisation Module (2) INTERNATIONAL BUSINESS | | | | | | | | | | | |
| Course no. | Course 11.3. | | | | | | | | | | | |
| Course name | International Business | | | | | | | ECTS credits | 5 | Leader | dr A. Lachowska | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 40 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows the basic concepts, phenomena and dependencies that take place in the global economy, he knows the rules of intrnational trade | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W10 Knows and understands the key elements of law and ethics principles related to |
| SKILLS | understands and is able to analyze the causes, course and effects of processes occuring in international trade | Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the |
| SOCIAL COMPETENCES | is able to supplement and improve the acquired knowledge and skills | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 40 |
| | including: | 40 |
| | lecture | 20 |
| | practice | 16 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others.... | |
| | consulting hours | 2 |
| | exams, assignments | 2 |
| | Lectureship | |
| Student Effort | 85 | |
| Total Student Effort | 125 | |

TEACHING METHODS

| | |
|------------------|---------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | case study |
| | |
| | |
| | |
| | |
| | |
| | |
| Student Work | choice from given list |
| | preparation to an exam/credit |
| | task solving |
| | group work - joint task solving |
| | |

ASSESSMENTS METHODS

| | | | | |
|--------------------|---------------------------------|------------------|--------------------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | written credit | 90 | | good + 81% - 90% |
| | participation in the discussion | 10 | | good 71% - 80% |
| | | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | |
| | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

| | | |
|--------------------|--|--|
| Course description | Please describe main topics and areas of the course | |
| | 1/ Globalisation and international economic integration, 2/ Clsical and neoclassical theories of international trade, 3/ International capital movement, 4/ International movement of labour, services and technology, 5/ Exchange rate and FOREX, 6/ BOP and its problems, 7/ Modern financial crises and their impact on national economies. | |
| | Key literature | |
| | 1/ K. Osinski, "International Business", West Pomeranian Business School, 2010, 2/ Cavusgil S.T., Knight G., Riesenberger J.R. "International Business Strategy, Management, a the New Realities, Pearson Prentice Hall, 2008, 3/ Griffin R.W., Pustay M.W., "International Business 4/ E", Pearson Education Limited, 2005. | |
| | Additional literature | |
| | 1/ Hodgets R.M, Rugman A.M., "International Business 3/ E", Pearson Education, 2003. | |

MODULE DESCRIPTION



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| | | | | | | | | | | | | | |
|-------------|---------------------------------|----------|------|-----|----------|---|-----------------------------|--------------|----------|---------|-------------------------|----|--|
| Module no. | Module Z1/12 | | | | | | | | | | | | |
| Module name | Practical Activities Module (1) | | | | | | | ECTS credits | 2 | Leader | dr R. Nowak-Lewandowska | | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status <i>(choise list)</i> | OBLIGATORY | Language | English | Total Contact Hours | 40 | |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The main goal of this module is to create an active student attitude, in particular, social, scientific and professional activation of students, supporting students' initiatives and activities (volunteering, activities in associations, activities for the local environment, universities, etc.). Detailed information on supplementary activities is specified in the Additional Activities Catalogue and Students' Traineeships Regulations.

REQUIREMENTS

Needed knowledge and skills before starting the module

Before starting this module, the student should have the skills and competences in the field of the Module: Key competences for business; course: Sociology and from the Module: Personal development and personal competences, courses: Team work, Ethics in business.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|---|---|---|
| the importance of civil society created by individuals and local communities, non-governmental organizations (formal and informal), social movements, trade unions, entrepreneurs of social economy entities, cooperatives, etc., as well as know the relations between them. | identify social, professional and scientific goals and needs of various types organizations, including enterprises; join or build networks of social relations in the local environment, supporting the implementation of tasks and projects carried out in that environment. | to actively participate in building and implementing various types of projects and social initiatives; for continuous self-development and for shaping an active and ethical attitude on a professional and social basis. |

MODULE STRUCTURE

| | | | | | | | | | |
|--------------|-----------------------|--------------|--|--|--|--|--|--|--|
| Course no. | Module Z1/12 | Course 12.1. | | | | | | | |
| Course name | Additional activities | | | | | | | | |
| ECTS credits | 2 | | | | | | | | |

2021/2022

| | | | | | | | | | | | | |
|--------------|---------------------------------|----------|------|-----|----------|---|----------------------|------------|----------|-------------------------|---------------------|----|
| Module Z1/12 | Practical Activities Module (1) | | | | | | | | | | | |
| Course no. | Course 12.1. | | | | | | | | | | | |
| Course name | Additional activities | | | | | | ECTS credits | 2 | Leader | dr R. Nowak-Lewandowska | | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 5 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 40 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|--|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | has advanced knowledge of the functioning of the economy and society, also in the local dimension, taking into account structures and processes in economic and social organizations | Z1_W16 Knows key concepts, principles and processes in the field of social sciences (sociology, Z1_W3 Knows and understands at an advanced level the relations between the enterprise / |
| | understands the importance of civil society that is made up of individuals, local communities, non-governmental organizations (formal and informal), social movements, trade unions, entrepreneurs of social economy entities, cooperatives, etc., as well as know the relations between them. | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W13 Knows and understands at an advanced level the mechanisms of organizational-market |
| SKILLS | is able to identify social, professional and scientific goals and needs in various types of organizations, including enterprises. | Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| | can create individual and team action plans in social economy entities, non-governmental organizations. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U6 Able to make decisions regarding various functional areas of the organization, |
| | is able to join or builds networks of social relations in the local environment, supporting the implementation of tasks and projects carried out in that environment. | Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | is ready to actively participate in building and implementing various projects and social initiatives. | Z1_K3 Is able to engage in social interactions, cooperation with other entities of the Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, |
| | is aware of the constant self-development and is ready to shape an active and ethical attitude on a professional and social basis | Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|----|------------------|---------------------------------|--|
| | Total contact hours | 40 | | choice from given list | |
| | including: | 40 | | | |
| | lecture | | | multimedia presentation | |
| | practice | | | activity on e-learning platform | |
| | e-learning | | | group discussion | |
| | laboratory | | | other activating methods | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | 40 | | | |
| | consulting hours | | | choice from given list | |
| | exams, assignments | | | others | |
| | Lectureship | | | | |
| | Student Effort | 10 | | | |
| | Total Student Effort | 50 | | | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|---------------------------------|------------------|-------------|---------------------------|--|
| | pass | % of final grade | | | |
| | choice from given list | | | very good > 90% | |
| | participation in the discussion | 10 | | good + 81% - 90% | |
| | other activities | 90 | | good 71% - 80% | |
| | | | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|--------------------|--|
| Course description | <p>1. Discussion on the WPBS Rules and Regulations in Szczecin, in particular in the field of complementary activities in the form of:</p> <p>a) activities, organized by the University and for the University, allowing to achieve the assumed learning effects, in line with the field of study and the specialization studied,</p> <p>b) individual - pro-social activity, allowing to achieve the assumed learning effects, in line with the field of study and specialization studied,</p> <p>c) activities for personal development, in line with the field of study and the field of study</p> <p>d) other activities not listed in the catalog, which mean an active attitude of the student in his professional and / or social environment.</p> <p>2. Presentation of the catalog of additional activities.</p> <p>3. Discussion on traineeshipship documentation, in particular in the field of complementary activities.</p> <p>4. Acquainting with framework and detailed traineeship programs for particular specializations.</p> <p>5. Implementation of additional activities listed in the catalog of activities and outside the catalog by the student.</p> |
| | Key literature |
| | The Traineeship Regulations and traineeship documentation are available at www.zpsb.pl and www.zpsb.pl/en |
| | Additional literature |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|--------------------|----------|------|-----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/13 | | | | | | | | | | | |
| Module name | Diploma Module (2) | | | | | | | ECTS credits | 6 | Leader | prof. A. Zelek | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 6 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 24 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The aim of the module - work with the supervisor is to prepare the student for the process of developing a diploma thesis, which is a solution to the actual, real problem related to various management functions, against the background of literature studies and the scientific and research process.

REQUIREMENTS

Needed knowledge and skills before starting the module

The student must complete two courses: 1 / Methodology of writing diploma theses; 2 / Methods of conducting economic research.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|--|---|---|
| all exo- and endogenous conditions of management processes, constituting the basis for solving real managerial problems. | demonstrate practical skills in identifying, diagnosing and solving real management problems in various functions and areas of management, including those consistent with the chosen specialization. | to conduct an independent research process and demonstrate a critical and selective attitude towards the collected sources of information and to formulate consistent, logical recommendations / recommendations for changes. |

MODULE STRUCTURE

| Course no. | Module Z1/13 | Course 13.1. | | | | | | | |
|--------------|---------------------------|--------------|--|--|--|--|--|--|--|
| Course name | Diploma Thesis - workshop | | | | | | | | |
| ECTS credits | 6 | | | | | | | | |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|--|----------|------|-----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/14 | | | | | | | | | | | |
| Module name | Specialisation Module (3) INTERNATIONAL BUSINESS | | | | | | | ECTS credits | 7 | Leader | dr A. Lachowska | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 6 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 90 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The processes which shape the dynamics of International business environment often require unconventional and interdisciplinary approach to be understood and interpreted. First of all, it is important to acknowledge that there are international dimensions of law, which determine many market processes. Moreover, in contemporary business environments, access to information is crucial for gaining and maintaining a competitive advantage. They are considered to be a backbone of many organizations' operations. Namely, most of business decision making processes require an aid of multiple systems, which analyze the information and report essential data. It is also very important to notice, that financial markets are also a crucial part of business done internationally. Namely, most companies which operate on the international level, will have a need to grow their cash, decrease risks, by trading for e.g. securities and currencies. The module includes three courses which will familiarize students with key notions and theory related to international law, information management systems and financial market.

REQUIREMENTS

Needed knowledge and skills before starting the module

Students should have prior exposure to basic concepts of law, corporate finance and college-level mathematics.

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|---|--|---|
| Student knows and understands of how Information Management Systems are used in business environments for meeting strategic and operational goals. Moreover, they are aware of international dimensions of law. In addition to that, they understand essential concepts of information management and the importance of information management systems for business decision making process. Furthermore, student knows and understand the significance of financial markets. | Student is able to define and address key issues in the study of the international law. Furthermore, thy can describe how the financial markets operate, who uses them, and their role in international business environment. In addition to that, they can critically assess information and data associated with financial issues in a global context. Moreover, they can demonstrate the beginning skills with communication and information technologies to solve business-related problems. | Student is ready to respect legal and ethical norms in business environments, and professional life. Moreover, is ready to diagnose and solve various economic and management problems in an international context. Furthermore, student is able to work individually and in teams to make rational and professional decisions in business related cases. |

MODULE STRUCTURE

| Course no. | Module Z1/14 | Course 14.1. | Module Z1/14 | Course 14.2. | Module Z1/14 | Course 14.2. | | | | |
|--------------|--------------------------------|--------------|-------------------|--------------|------------------|--------------|--|--|--|--|
| Course name | Information Management Systems | | International Law | | Financial Market | | | | | |
| ECTS credits | 2 | | 2 | | 2 | | | | | |

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| | | | | | | | | | | | | |
|--------------|--|----------|------|-----|----------|---|----------------------|------------|----------|-----------------|---------------------|----|
| Module Z1/14 | Specialisation Module (3) INTERNATIONAL BUSINESS | | | | | | | | | | | |
| Course no. | Course 14.1. | | | | | | | | | | | |
| Course name | Information Management Systems | | | | | | ECTS credits | 2 | Leader | dr A. Lachowska | | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 6 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | Knows and understands issues related to information management in the organization and functional aspects of its use. | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's Z1_W14 Knows and understands the possibilities of using selected IT tools supporting |
| SKILLS | is able to design tools for obtaining information and creating collections of information in the organization and recognizes and analyzes sources of information depending on the type of information available data. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U9 Is able to use information and communication technologies (IT) in his professional work |
| SOCIAL COMPETENCES | Can independently conduct basic research | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |

STUDENT EFFORT

TEACHING METHODS

| Student Effort Structure | STUDENT EFFORT | | Teaching methods | TEACHING METHODS | |
|--------------------------|----------------------|----|------------------|---------------------------------------|--|
| | Total contact hours | 30 | | choice from given list | |
| | including: | 30 | | multimedia presentation | |
| | lecture | 16 | | workshop that uses activating methods | |
| | practice | 12 | | individual projects | |
| | e-learning | | | group discussion | |
| | laboratory | | | team projects | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | | | | |
| | consulting hours | | | choice from given list | |
| | exams, assignments | 2 | | review of the literature | |
| | Lectureship | | | student's own research | |
| | Student Effort | 20 | | task solving | |
| | Total Student Effort | 50 | | | |

ASSESSMENTS METHODS

| Assessment methods | Final grade | | Grade scale | Percentage of final grade | |
|--------------------|------------------------|------------------|-------------|---------------------------|--|
| | choice from given list | % of final grade | | | |
| | knowledge test | 40 | | very good > 90% | |
| | individual project | 30 | | good + 81% - 90% | |
| | team projects | 30 | | good 71% - 80% | |
| | | | | satisfactory + 61% - 70% | |
| | | | | satisfactory 51% - 60% | |
| | | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| Course description | COURSE DESCRIPTION | |
|--------------------|--|--|
| | Please describe main topics and areas of the course | |
| | 1. Classification of management information systems. Introduction to information systems. System typology of management information. 2. Information systems of management and levels of organization. Examples of management information systems at the Workplace level . Examples of management information systems at the operational level. Examples of information systems management at a strategic level. 3. The role of information and information processes in the management process. Types and sources of information. Features and properties of information. Computerization strategy. Information and decision-making process. 4. Integrated management information systems. Integration areas. Integrated management systems - sample solutions. 5. Basics of designing information systems. Identification of business needs. Requirements needed for classification of IT systems supporting management organization. The structure of the implementation project | |
| | Key literature | |
| | Additional literature | |



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| | | | | | | | | | | | | |
|--------------|--|----------|------|-----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/14 | Specialisation Module (3) INTERNATIONAL BUSINESS | | | | | | | | | | | |
| Course no. | Course 14.2. | | | | | | | | | | | |
| Course name | International Law | | | | | | | ECTS credits | 2 | Leader | dr A. Lachowska | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 6 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|--|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | The student knows the sources of law, the basic types of economic entities and the principles of their operation in EU countries and the world. | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| SKILLS | The student has basic skills and competences enabling to function in the realities of the four freedoms UE, knows and understands their conditions and influence on activity The student has the ability to shape the activity business, taking into account the provisions of economic law in the EU and international law | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U8 Is able to use a specialized language and communicate in a precise and consistent Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional Z1_U6 Able to make decisions regarding various functional areas of the organization, |
| SOCIAL COMPETENCES | The student is aware of the level of own legal knowledge in area of EU and international law. | Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, |

STUDENT EFFORT

| STUDENT EFFORT | |
|----------------------|----|
| Total contact hours | 30 |
| including: | 30 |
| lecture | 16 |
| practice | 12 |
| e-learning | |
| laboratory | |
| seminar | |
| practical workshop | |
| study visit | |
| others.... | |
| consulting hours | |
| exams, assignments | 2 |
| Lectureship | |
| Student Effort | 20 |
| Total Student Effort | 50 |

TEACHING METHODS

| TEACHING METHODS | |
|--------------------------|---------------------------------|
| Student Effort Structure | choice from given list |
| | lecture |
| | multimedia presentation |
| | case study |
| | activity on e-learning platform |
| | choice from given list |
| | preparation to an exam/credit |
| | review of the literature |
| | own activity on platform |
| | Student Work |

ASSESSMENTS METHODS

| ASSESSMENTS METHODS | |
|------------------------|---------------------------|
| Final grade | pass |
| choice from given list | % of final grade |
| written exam | 100 |
| Grade scale | Percentage of final grade |
| | very good > 90% |
| | good + 81% - 90% |
| | good 71% - 80% |
| | satisfactory + 61% - 70% |
| | satisfactory 51% - 60% |
| | unsatisfactory < 51% |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| COURSE DESCRIPTION | |
|--------------------|---|
| Course description | 1. The setting of International Law. 2. The making of international law. 3. The law of treaties. 4. The subjects of international law, including Human Rights. 5. The law on responsibility. 6. International Courts and Tribunals. 7. Sanctions, Countermeasures and Collective Security. 8. The law of armed conflict. 9. International Criminal Law. 10. The Sea, the air, the outer space. 11. Domestic Courts and their Relationship with international law. |
| | Key literature |
| | 1. Shaw, M. (2017). Contents. In International Law (pp. ix-xx). Cambridge: Cambridge University Press ; 2. J. Kiełbierski, International Law, 2nd edition, Cambridge University Press 2018 |
| | Additional literature |
| | A. Wróbel (red.), Traktat o funkcjonowaniu Unii Europejskiej. Komentarz, t. I-III, Warszawa 2012. 4. I. C. Kosikowski, Publiczne prawo gospodarcze Polski i Unii Europejskiej, LexisNexis, Warszawa 2010. |

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| | | | | | | | | | | | | |
|--------------|--|----------|------|-----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| Module Z1/14 | Specialisation Module (3) INTERNATIONAL BUSINESS | | | | | | | | | | | |
| Course no. | Course 14.3. | | | | | | | | | | | |
| Course name | Financial Market | | | | | | | ECTS credits | 3 | Leader | dr A. Lachowska | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 6 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 30 |

LEARNING OUTCOMES

| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
|--------------------|---|---|
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | Knows and defines the concept of financial market and understands its importance for the economic system. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | Knows fundamental terminology, and has an extensive knowledge related to the structure of financial market. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | Knows definitions and most important types of financial instruments. | Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex |
| | Knows and understand the rationale for undertaking economic activities in the area of financial markets by both issuers and investors. Furthermore, they define and identify the fundamental types of risk related to these activities. | Z1_W5 Knows and understands at an advanced level management processes in individual areas |
| SKILLS | Is able to describe laws and economic rules which underlay effectively functioning financial markets and financial instruments. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their |
| | Analyses various financial market phenomena, and describes their outcomes, taking into consideration factors which relate to the area of financial policy in both microeconomic and macroeconomic perspectives. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U2 Is able to correctly interpret typical problems in the field of management, human Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their |
| | Is able to suggest financial instruments which may be issued in order to build up the capital, simultaneously providing the information about related costs and benefits. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional |
| SOCIAL COMPETENCES | Is able to solve dilemmas related to acquirement and allocation of capital on a financial market, while being aware of benefits and costs related to activities which are undertaken in the area of financial markets. | Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and |
| | Is aware of the complexity of financial markets, and is able to assess the relationships which occur between real and financial areas of financial system. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a |

STUDENT EFFORT

| | | |
|--------------------------|---------------------|----|
| Student Effort Structure | Total contact hours | 30 |
| | including: | 30 |
| | lecture | 16 |
| | practice | 12 |
| | e-learning | |
| | laboratory | |
| | seminar | |
| | practical workshop | |
| | study visit | |
| | others.... | |
| | consulting hours | |
| | exams, assignments | 2 |
| | Lectureship | |
| Student Effort | 38 | |
| Total Student Effort | 68 | |

TEACHING METHODS

| | |
|------------------|---------------------------------------|
| Teaching methods | choice from given list |
| | lecture |
| | multimedia presentation |
| | workshop that uses activating methods |
| | group discussion |
| | individual projects |
| | choice from given list |
| | preparation to an exam/credit |
| | review of the literature |
| | task solving |
| others | |

ASSESSMENTS METHODS

| | | | | |
|--------------------|------------------------|------------------|--------------------------|---------------------------|
| Assessment methods | Final grade | pass | Grade scale | Percentage of final grade |
| | choice from given list | % of final grade | | very good > 90% |
| | written exam | 75 | | good + 81% - 90% |
| | individual project | 25 | | good 71% - 80% |
| | | | satisfactory + 61% - 70% | |
| | | | satisfactory 51% - 60% | |
| | | | unsatisfactory < 51% | |

COURSE DESCRIPTION

Please describe main topics and areas of the course

| | |
|---|--|
| Course description | 1. Financial market as an element of the financial system. |
| | 2. The notion of the financial market and its functions. |
| | 3. The concept and types of financial instruments. |
| | 4. The structure of financial market. |
| 5. The segments of financial market such as: | |
| - money market, | |
| - capital market, | |
| - commodity market, | |
| - foreign exchange market, | |
| - and derivative market. | |
| 6. Costs, benefits and risk associated with undertaking activities on a financial market. | |
| Key literature | |
| 1) F. S. Mishkin, "Financial Markets and Institutions", Pearson Education, 2018. | |
| 2) F. S. Mishkin, "The Economics of Money, Banking and Financial Markets", Pearson Education, 2018. | |
| 3) Drake, F.J. Fabozzi, "The Basics of Finance. The Introduction to Financial Markets, Business Finance and Portfolio Management", John Wiley & Sons, Inc., New Jersey 2010 | |
| 4) L. Martellini, Ph. Priaulet, S. Priaulet, "Fixed-income Securities. Valuation, Risk Management and Portfolio Strategies", Wiley, 2003 | |
| Additional literature | |
| 1) K. Pilbeam, "Finance and Financial Markets", Palgrave Macmillan, 2010. | |
| 2) D. Hillier, M. Grinblatt, S. Titman, "Financial Markets and Corporate Strategy", McGraw-Hill Europe, 2011. | |
| 3) F.J. Fabozzi (ed.), "The Handbook of Fixed Income Securities", McGraw Hill, ed. 8, 2012. | |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|-------------------------|----------|------|-----|----------|---|----------------------|--------------|----------|---------|---------------------|----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/15 | | | | | | | | | | | |
| Module name | Student Elective Module | | | | | | | ECTS credits | 8 | Leader | Dean | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 6 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 90 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

REQUIREMENTS

Needed knowledge and skills before starting the module

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|--|-----------------------------------|--|
| | | |

MODULE STRUCTURE

| Course no. | Module Z1/15 | Course 15.1. | Module Z1/15 | Course 15.2. | Module Z1/15 | Course 15.3. | | | | |
|--------------|--|--------------|--|--------------|--------------------|--------------|--|--|--|--|
| Course name | Course to choose from available set of courses | | Course to choose from available set of courses | | Physical Education | | | | | |
| ECTS credits | 3 | | 3 | | 2 | | | | | |

MODULE DESCRIPTION



| | | | | | | | | | | | | |
|-------------|---------------------------------|----------|------|-----|----------|---|----------------------|--------------|----------|---------|-------------------------|-----|
| 2021/2022 | | | | | | | | | | | | |
| Module no. | Module Z1/16 | | | | | | | | | | | |
| Module name | Practical Activities Module (2) | | | | | | | ECTS credits | 29 | Leader | dr R. Nowak-Lewandowska | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 6 | Status (choise list) | OBLIGATORY | Language | English | Total Contact Hours | 725 |

PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list (max. 1100 letters)

The main objective of the module is to deepen the skills of the practical application of theoretical knowledge, to integrate the knowledge and skills acquired by students in the course of studying within the chosen specialization, as well as to equip the student with a resource of practical experience necessary for the efficient performance of the profession.
Detailed rules for internships are set out in the Students' Traineeship Regulations.

REQUIREMENTS

Needed knowledge and skills before starting the module

The modules that the student should know before starting the implementation of this Module are: Diploma module (1), (2), Specialization module (1), (2), (3)

LEARNING OUTCOMES

Short descriptions of learning outcomes gain during the course of a module (3-4 key learning outcomes)

| KNOWLEDGE (Student knows and understand on advenced level...) | SKILLS (Student is able to...) | SOCIAL COMPETENCES (Student is ready to...) |
|---|---|---|
| issues related to the functioning of the organization in which one practiced; knows its organizational and legal form, organizational structure, nature and profile of activities and scope of actions; main functional areas of the organization of strategic importance, relations between them and has knowledge about internal and external conditions of its operation; main IT and statistical tools used in the organization where the Traineeship is carried out. | perform commissioned tasks related to the ongoing operations of the company / organization, in which one practices, adequately to the field of study; analyze and solve common problems using the knowledge gained during studies in practice; develop teamwork and communication rules with the principal of the task. | understand the need for continuous improvement and development; respect the applicable ethical and legal principles resulting from external and internal regulations. |

MODULE STRUCTURE

| Course no. | Module Z1/16 | Course 16.1. | | | | | | | |
|--------------|-------------------|--------------|--|--|--|--|--|--|--|
| Course name | Student Intership | | | | | | | | |
| ECTS credits | 29 | | | | | | | | |

2021/2022

| | | | | | | | | | | | | | | | |
|--------------|------------|---------------------------------|------|-----|----------|---|----------------------|--------------|----------|---------|---------------------|--------|--|-------------------------|--|
| Module Z1/16 | | Practical Activities Module (2) | | | | | | | | | | | | | |
| Course no. | | Course 16.1. | | | | | | | | | | | | | |
| Course name | | Student Internship | | | | | | ECTS credits | | 29 | | Leader | | dr R. Nowak-Lewandowska | |
| Major | MANAGEMENT | Bachelor | Year | III | Semester | 6 | Status (choice list) | OBLIGATORY | Language | English | Total Contact Hours | 725 | | | |

| LEARNING OUTCOMES | | |
|--------------------|--|---|
| Outcomes type | Description of SPECIFIC learning outcomes of the course | Reference to MAJOR learning outcomes |
| | Student... | → CHECK THE KEY |
| KNOWLEDGE | knows and understands the issues related to the functioning of the company or other organization in which one has traineeship; knows its mission and main values, organizational and legal form, organizational structure, nature and profile of activities and scope of activities. | Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning. |
| | knows the main functional areas of an organization of strategic importance (e.g. financial, production, marketing, HR, logistics departments, etc.), the relations between them and has knowledge of internal and external conditions of its operation (market, social, legal - e.g. e.g. internal regulations and external legal acts regulating the functioning of the organization, including the provisions of the GDPR, health and safety regulations). | Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of Z1_W3 Knows and understands at an advanced level the relations between the enterprise / Z1_W5 Knows and understands at an advanced level management processes in individual areas Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social |
| | has knowledge of the company / organization management system in the areas of: planning, organizing, leading, and controlling. Knows the main IT and statistical tools used in the organization in which one has traineeship. | Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning. Z1_W9 Knows and understands the nature of economic analysis and controlling in decision-making |
| | knows the principles of accounting, economic and financial analysis. | Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning. Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including |
| SKILLS | is able to perform commissioned tasks related to the current activities of the company / organization in which one has traineeship, adequately to the field of study; analyze and solve typical problems, using in practice the knowledge gained during studies. | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, Z1_U11 Is able to communicate in a foreign language at B2 CEFR level and is able to use it in |
| | is able to work out rules of team work and communication with the task supervisor. | Z1_U6 Able to make decisions regarding various functional areas of the organization, Z1_U13 Is able to independently prepare and develop a diploma project, taking into account |
| | is able to use the knowledge of economics and finance as well as management and quality sciences, legal, ethical and social regulations and principles to carry out the tasks entrusted to the employer. | Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving |
| | can analyze financial results, prepare financial statements and apply IT tools in accounting | Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the Z1_U4 Can see the need to improve the organization and its own competences through the |
| SOCIAL COMPETENCES | is aware of own professional knowledge, understands the need for continuous improvement and development. | Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z1_K5 Is ready to independently identify and diagnose management and economic problems as Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using |
| | is ready to make economic decisions based on the possessed knowledge and professional experience in relation to implemented projects | Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using |
| | In the course of the professional practice, he / she respects the applicable ethical and legal principles resulting from external and internal regulations | Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the |

| STUDENT EFFORT | | | TEACHING METHODS | | |
|--------------------------|---------------------|--------------|------------------------|---------------------------------|--|
| Student Effort Structure | Total contact hours | 725 | Teaching methods | choice from given list | |
| | including: | 725 | | multimedia presentation | |
| | lecture | | | group discussion | |
| | practice | | | activity on e-learning platform | |
| | e-learning | | | other activating methods | |
| | laboratory | | | | |
| | seminar | | | | |
| | practical workshop | | | | |
| | study visit | | | | |
| | others.... | 725 | | | |
| consulting hours | | Student Work | choice from given list | | |
| exams, assignments | | | others | | |
| Lectureship | | | | | |
| Student Effort | | | | | |
| Total Student Effort | 725 | | | | |

| ASSESSMENTS METHODS | | |
|----------------------|---------------------------|------------------|
| Assessment methods | Final grade | pass |
| | choice from given list | % of final grade |
| | other activities | 100 |
| | | |
| Grade scale | Percentage of final grade | |
| | very good > 90% | |
| | good + 81% - 90% | |
| | good 71% - 80% | |
| | satisfactory + 61% - 70% | |
| | satisfactory 51% - 60% | |
| unsatisfactory < 51% | | |

| COURSE DESCRIPTION | |
|---|--|
| Please describe main topics and areas of the course | |
| Course description | <p>Note: In accordance with the Law on Higher Education and Science, Internship in first-cycle studies lasts 6 months, which corresponds to 725 hours included in the study program.</p> <p>1. The rules of WPBS traineeship (goals and forms of traineeship, organization and course of apprenticeship, apprentice duties, duties of apprenticeship tutor, duties of apprenticeship organizer, apprenticeship course, conditions for passing apprenticeship).</p> <p>2. Documentation of the traineeship.</p> <p>3. Framework and detailed program of the traineeship for individual specialties.</p> <p>4. Forms of professional traineeship:</p> <p>a) traineeship organized by the University in a traditional or virtual form. The student uses the traineeship offer prepared by the University, on the basis of agreements concluded between the University and the host organization for internships,</p> <p>b) Individual traineeship in a traditional or virtual form. The student independently organizes the traineeship, initiates an agreement with the host organization for the traineeship. The university supervises the course of the traineeship,</p> <p>c) Employment in an organization in a position with the scope of activities corresponding to the field of study and specialization under study, on the basis of an employment contract, service relationship, civil law contract or running your own business.</p> <p>5. Implementation of the traineeship at the place of traineeship in contact with the traineeship organizer, traineeship tutor on behalf of the traineeship organizer and traineeship tutor on behalf of the University.</p> |
| | Key literature |
| | Additional literature |
| | |
| | |