# CURRICULUM

Academic 2022/2023 Year

Major **MANAGEMENT** Degree Master full-time

**Profile** 

**Specialisation** 

**Practical** 



# **GLOBAL MANAGEMENT**

Semester	Module	Module/Course name	ECTS	Pass/exam	Leader	Contact hours	Student effort	Total hours
	Module Z2/1	Business in Practice	8		dr J. Wiśniewski	84	116	200
	-	Decision Game - workshop	2	pass		30	20	50
		Advanced Business Project	4	pass		30	70	100
		Negotiation in Management	2	pass		24	26	50
		Applied Economics in Management	8	1	dr A. Lachowska	60	140	200
		Managerial Economics	4	exam		30	70	100
		Corporate Finance	4	pass		30	70	100
_		Modern Management	12	·	prof. G. Maniak	120	180	300
Fer		Operational Management	3	pass		30	45	75
Semester I	Course 3.2.	Strategic Management	4	pass		30	70	100
Ē	Course 3.3.	Strategic Human Resource Management	3	pass		30	45	75
Se	Course 3.4.	Project Management	2	pass		30	20	50
	Module Z2/4	Diploma Module (1)	3		prof. A. Zelek	30	45	75
	Course 4.1.	Methodology of Dissertation Thesis	1	pass		15	10	25
	Course 4.2.	Methods of Economic Research - workshop	2	pass		15	35	50
						6		
		Library training		pass		2		
		Occupational Health and Safety		pass		4		
		Total in semester	31			300	481	775
	Module Z2/5	Specialisation Module (1) GLOBAL MANAGEMENT	13		dr D. Majewska- Bielecka	90	235	325
	Course 5.1.	Globalisation	5	pass		30	95	125
	Course 5.2.	Managerial Accountancy	5	exam		30	95	125
	Course 5.3.	Financial Reporting Methods	3	exam		30	45	75
	Module Z2/6	Specialisation Module (2) GLOBAL MANAGEMENT	5		dr I. Rafaląt	60	65	125
<u> </u>		Leadership	3	pass		30	45	75
Semester II	Course 6.2.	Intercultural Communication in Business and Management	2	pass		30	20	50
l e	Module Z2/7	Competences in Management (1)	4		dr M. Bzunek	60	40	100
er		ICT Tools for Business Decisions	2	pass		30	20	50
, ,		Foreign Language	2	pass		30	20	50
	Module Z2/8	Quantative Methods in Management	5		dr M. Bzunek	45	80	125
		Statistical Inference	5	exam		45	80	125
		Diploma Module (2)	3		prof. A. Zelek	18	57	75
	Course 9.1.	Dissertation Thesis Seminar	3	pass		18	57	75
		Total in semester	30			273	477	750
	· ·	Specialisation Module (3) GLOBAL MANAGEMENT	6		dr J. Osuch- Mallett	60	90	150
		Marketing Strategies	3	pass		30	45	75
		Logistic Management	3	pass		30	45	75
		Civic and Commercial Law	6		prof. A. Zelek	60	90	150
=		Corporate Law	3	exam		30	45	75
e L	Course 11.2.		3	exam		30	45	75
ist		Competences in Management (2)	2	pass	prof. A. Zelek	60	40	100
ı ü	Module 22/12 Competences in Management (2)  Course 12.1. Team Management  Course 12.2. Course to choose from available set of courses					30	20	50
Sei	Course 12.2.	Course to choose from available set of courses	2	pass	da D. N	30	20	50
		Practical Activities Module	15		dr R. Nowak- Lewandowska	375		375
		Student Intership	15	pass		375	467	375
		Diploma Module (3)	6		prof. A. Zelek	18	132	150
	Course 14.1.	Dissertation Thesis Seminar	6	pass		18	132	150
		Total in semester	37			573	352	925
		TOTAL 3 SEMESTERS	98			1146	1310	2450



Module no.	Modu	le Z2/1											
Module name		Busine	ess in P	ractic	е			ECTS credits	8	Lec	ıder	dr J. Wiśniev	vski
Major	MANAGEMENT	Master	Year	I	Semester	1	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	84

## **PURPOSE OF THE MODULE AND MODULE OBJECTIVES**

Short description and objective list

Preparation for practical - through exercises in simulated conditions - solving of problems in running a business, shaping conditions for creativity, conflict resolution and creating conditions for employee involvement. In the subjects "Decision games" and "Practical business project", teamwork exercises are improved. In the subject of "Negotiations in management" the aim is to consolidate the rules of communication.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

No prerequisites.

	LEARNING OUTCOMES	
	Short description of learning outcomes gain during the course of a module	
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)
premises, rules and conditions for running a business taking into account the contexts: economic, strategic, legal, financial, marketing, resource, operational, etc.; as well as management tools and methods and negotiation techniques.	initiate and participate in the processes of analyzing and designing a new business and running a business in its various life phases against the background of endogenous and exogenous diagnosis; make business decisions under the pressure of competition, choosing the right methods to solve problems; choose the right negotiation strategies and tactics, indicating the benefits of both parties involved.	to critically analyze his knowledge and skills in the area of creating and running a business, to constantly develop them, to cooperate in creative processes, shows an entrepreneurial and responsible attitude towards decisions made; is ready to conduct effective negotiations.

					MODULE STRUCTU	RE			
Course no.	Module Z2/1	Course 1.1.	Module Z2/1	Course 1.2.	Module Z2/1	Course 1.3.			
Course name	Decision Gam	ne - workshop	Advanced Bu	Management					
ECTS credits	:	2		4	2				



2022/	2023						_				w Szczecinie	
	odule I2/1			in Practio	ce							
	Course no.			rse 1.1.	e - workshop			ECTS credits	0	Leader	dr J. Wiśniew	rski
C	ourse name		Decisio	n Gam	e - worksnop			ECI3 Credits	2	Ledder	di J. Wishley	VSKI
	Major	MANAGEMENT	Master	Year	Semester	1	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30
					LI	ARNIN	G OUTCOMES					
0.4			Description of SI	PECIFIC lear	ning outcomes of the					Reference to MAJOR	R learning outcomes	
Outcomes type			20001171101101101									
				Stud	ient				Z2_W1 Knows and o	→ CHECK THE IS  Ideeply understands the conce	epts, terms, laws and dilemmas of	modern
	acquires and deeply de	evelops knowledge about r	running a business.								economic facts, phenomena, regue economic premises for making ar	
											nce of entrepreneurship and the	
ñ.											economic premises for making a	
WLED	gains in-depth, advanc	ed knowledge about the ir	mpact of the environ	ment, especial	lly the competitive one, or	n the comp	any.				fulness and purposefulness of usi various types of business entitie	
KNOWLEDGE												
											economic facts, phenomena, regu	
	has advanced knowled	ge about restrictions wher	n interacting with oth	er people and	towards entities pursuin	g competiti	ve goals.				economic premises for making a contemporary theories and conce	
											nd specialist knowledge in the fiel complex social, economic and ma	
	is able to make busine	ss decisions under competi	itive pressure, taking	into account e	economic conditions						identify and solve various proble	
Ŋ											complex social, economic and ma identify and solve various proble	
SKILLS	has the ability to make	rational business decision	ns in cooperation with	other people	, using the team's knowle	dge and ski	lls.		Z2_U11 Is able to p	erform various roles and wo	rk in a team solving specific tasks	that allow
									72 111 Is able to as	unly theoretical knowledge as	ed constalict knowledge in the fiel	d of oconomic
									Z2_U11 Is able to p	erform various roles and wo	id specialist knowledge in the fiel rk in a team solving specific tasks	that allow
	can use his own and te	am creativity, act innovati	ive						Z2_U14 Is able to a	pply creative thinking, prese	nt an entrepreneurial attitude an	d has the skills
							Z2_K1 Is ready to o	ritically assess the level of his	s knowledge and skills and unders	stands the need		
	shows openness to cor	gnitive process and learning	g through experience						ks of doing business, including th			
		,										
IEN IIEN											ppearing in various roles in them,	
OMPI		penness to new initiatives,	, while maintaining cr	iticism and rat	tionalism in assessing vari	ants of new	ventures		Z2_K7 Is ready to e	mphatically understand the i	needs of members of diverse tear	ns /
SOCIAL COMPETENCES	economic.											
JOC I											ppearing in various roles in them,	
	by adopting various ro	les in teamwork, he mainta	ains an open and ent	repreneurial a	ttitude.						ks of doing business, including th needs of members of diverse tear	
		STUD	ENT EFFORT						TEACH	ING METHODS		
		Total contact ho	ours		30 30		v			choice from given list		
		including: lecture			30		methods		simulati	on, managerial and strategi	c games	
ucture		practice e-learning					ing me					
Struc		laboratory seminar					Teachin					
Student Effort Str		practical worksh study visit	hop				Je Je					
dent		others			30		¥			choice from given list		
St.		consulting hou exams, assignme	ents				Student Work		g	oup work - joint task solvin	ng	
		Lectureship Student Effort			20		. nder					
		Total Student Ef	ffort		50		ί					
		F' I				SESSMI	NTS METHODS					
ŧ		Final grade			pass % of final grade		<u>.</u>			Percentage of final grade very good > 90%	!	
Assessment methods	presentatio	n of an individual or group	o task		100		Grade scale			good + 81% - 90% good 71% - 80%		
Asse							Grad			satisfactory + 61% - 70% satisfactory 51% - 60%		
										unsatisfactory < 51%		
						COL	IRSE DESCRIPTI	ON				
	1 / Introduction to gan	nification rules				Main to	pics and areas of the c	ourse				
	2 / Gameplay of a strategic game in the field of: sales strategies and pricing policy. 3 / Gameplay of a strategic game in the field of strategic choice (e.g. Colorful Game).											
	4 / Application process and correction of gamification decisions.											
_												
o <u>i</u>												
Course description	Rules of the KING CITE	strategy game and the Col	Inful Game strator	zame			Key literature					
rse d	nuica or trie KING SIZE	saucey game and the CO	.c.rui Gaine strategy (	,uiiic.								
Cou												
						A	dditional literature	<u> </u>				



2022/	2023											Szkoła Biz w Szczecinie	
	odule Z2/1			ess in Practi	ice								
	Course no. ourse name			ourse 1.2. Inced Bu	siness	Project			ECTS credits	4	Leader	dr J. Wiśniew	vski
	Major	MANACEMENT	Master	Year		Semester	1	Status (	OBLIGATORY		English	Total Contact Hours	20
	Major	MANAGEMENT	Master	rear	'	semester	'	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30
						LE	EARNING	OUTCOMES					
Outcomes			Description	of SPECIFIC lea	rning outc	omes of the	course				Reference to MAJO	OR learning outcomes	
type				Stu	ident					72 W1 Knows and s	→ CHECK THE	E KEY ncepts, terms, laws and dilemmas of	modorn
	has in-depth knowledį	ge of the processes that pro	eserve in the org	anization and its	environment	;, is able to ana	alyze and ev	aluate them		Z2_W2 Knows and o	deeply understands selected	d economic facts, phenomena, regu sefulness and purposefulness of usi	larities and
ш										72 W2 Knows and o	deenly understands selecte	d economic facts, phenomena, regu	larities and
KNOWLEDGE	has advanced knowled	dge of tools and methods u	sed in various m	anagement areas	i.					Z2_W3 Knows and o	deeply understands the mic	croeconomic premises for making ar sefulness and purposefulness of usi	nd rationalizing
KNOV		•										d contemporary theories and conce	
												croeconomic premises for making ar ence, context and process of operat	
	knows and understand	ds the principles of doing b	usiness and the o	essence of entrep	reneurship a	nd innovation	1.					ce and importance of accounting an sence of entrepreneurship and the	
												and specialist knowledge in the fiel	
	can identify problems	arising in the organization	(work) and prepa	are a proposal to	solve these p	roblems						n complex social, economic and ma ze and evaluate processes occurring	
										72 112 Is able to ob	ocenie interpret and analys	ze and evaluate processes occurring	in the
SKILLS	can choose the approx	oriate methods and tools to	solve the husin	ess nrohlem						Z2_U5 Is able to us	e the acquired knowledge	to identify and solve various proble x business problem, prepare a resea	ms / threats /
χ				,								work in a team solving specific tasks	
										Z2_U7 Is able to th	oroughly analyze a comple	to identify and solve various proble x business problem, prepare a resea	arch report,
	has practical skills in fo	ormulating applications, cre	eating innovative	solutions and re	commending	, activities with	n implement	tation values.		Z2_U14 Is able to a	apply creative thinking, pres	sent an entrepreneurial attitude an	d has the skills
												his knowledge and skills and unders	
S:	demonstrates an entre	epreneurial attitude, openi	ness to change a	nd searching for a	reas of chan	ge in the envir	ronment and	d in the organization.					
TENCI												his knowledge and skills and unders	
COMPI	is ready to work in a g	roup to prepare solutions t	o business probl	ems.						Z2_K5 Is ready to v	vork and interact in teams,	appearing in various roles in them,	being open to
SOCIAL COMPETENCES										Z2 K2 Is ready to i	ndependently, critically eva	aluate the processes taking place in	the
S	has the ability and rea	diness to independently pr	epare projects a	nd business ventu	ures.							cted in a reliable and objective way,	
			ENT EFFORT							TEACH	ING METHODS		
		Total contact he including:	ours			30 30		spo			choice from given list multimedia presentation hop that uses activating r		
re Fre		lecture practice e-learning				16		g methods		WOIKS	group discussion individual projects	methous	
Struc		laboratory seminar						Teaching					
Student Effort Struct		practical workst study visit	пор			12		ĕ					
tuden		others consulting hou						Nork		pr	choice from given list reparation of the final pro		
<i>S</i>		exams, assignme Lectureship				2		Student Work			review of the literature student's own research		
		Student Effor Total Student Ef				70 100		Stu					
		Final grade			pas		SESSME	NTS METHODS			Percentage of final grad	de	
ent As		choice from given list on of an individual or group	task		% of final	grade		g e			very good > 90% good + 81% - 90%	ue	
Assessment methods		cipation in the discussion individual project	tusk		10			Grade scale			good 71% - 80% satisfactory + 61% - 70	%	
As .		, , , , , , , , , , , , , , , , , , ,						ชั			satisfactory 51% - 60% unsatisfactory < 51%	ξ	
							COU	RSE DESCRIPTI	ON				
	1 / Entrepreneurship:	as a feature and distinguisl	ning feature;			Plea	ase describe	main topics and areas	of the course				
	3 / Areas of searching	of finding solutions, rules a for space for new ventures	(gap and marke										
	5 / Attracting the clien	ess next to competition (the t (what the client likes, how	v to build bonds	;					n);				
	7 / Quality today - ma	stead of cheaper and more nagement methods, using nent - Methods of involving	process manager	ment to improve	quality and p				ct / service;				
	9 / Building long-term	relationships with the com are examples of searching f	pany - image an	d brand, the impo	ortance of en						n. The selected tonic sho	uld have values	
scripti	Implementation (prop		plemented in the	organization). Th	ne project is							problem (project to improve activ	rities in a
Course description													
		Era of Management (Eleve						Key literature					
		Strategic Human Resource egic Management Concept					, London an	d Philadelphia.					
								dditional literation					
		n R.M., Gilber D R., (1995), Armstrong's Handbook of						dditional literature					
		Armstrong's Handbook of P. Ritzman, Manoj K. Malh											



2022/	2023									w Szczecinie					
M	odule I2/1		Business in Practi	CA											
	Course no.		Course 1.3.												
	ourse name		Negotiation in	Management			ECTS credits	2	Leader	dr J. Wiśniev	wski				
CU	orse name		Negonalion in	Munagemeni			LC13 CIEGIIS	2	Leddel	ai J. Wishiev	VONI				
	Major	MANAGEMENT	Master Year	Semester	1 s	itatus (choice list)	OBLIGATORY	Language	English	Total Contact Hours	24				
				IFΑ	RNING	OUTCOMES									
				LLA	IKININO.	COTCOMES									
Outcomes			Description of SPECIFIC lea	rning outcomes of the co	ourse				Reference to MAJOR	R learning outcomes					
type			Stu	dent					→ CHECK THE K	/FV					
			310	derit				Z2_W1 Knows and d		epts, terms, laws and dilemmas of	f modern				
								Z2_W7 Knows and d	eeply understands the essen	ce, context and process of opera	tional and				
Ж	has advanced knowled	ge of the basic principles of	interpersonal communication th	at determine the course and	outcome of	f negotiations.		Z2_W9 Knows and d	eeply understands selected of	contemporary theories and conce	epts in the field				
KNOWLEDGE															
NO.								Z2_W9 Knows and d	eeply understands selected of	contemporary theories and conce	epts in the field				
ž	has does lesseledes s		d understands the legitimacy and	l annulisiana af shair											
	nas deep knowledge o	negotiation techniques and	a understands the legitimacy and	conditions of their use.											
										nd specialist knowledge in the field complex social, economic and ma					
	is able to assess the ne	gotiating situation and choo	ose the appropriate strategies an	d negotiation tactics resulting	g from speci	ific negotiation goals	S.			nvironment using specialized ter					
SKIILLS								72 II2 Is able to ide	antify interpret and explain	complex social, economic and ma	nagement				
∞										identify and solve various proble					
	can present benefits to	parties resulting from the p	proposed business solutions whi	e respecting the interests of t	he partner.			Z2_U16 Is able to c	ommunicate with a diverse e	nvironment using specialized ter	minology,				
										ks of doing business, including th					
SOCIAL COMPETENCES										needs of members of diverse tea					
E I	is ready to use his soci	al competences in managem	nent negotiation processes.					Z2_K10 Is aware an	d is ready to comply with eth	nical and social standards approp	riate to the				
ΑPE															
8										needs of members of diverse tear					
JA.	is able to use his comm	unication skills in managem	nent negotiation processes.					Z2_K5 Is ready to w	ork and interact in teams, ap	ppearing in various roles in them,	being open to				
SOC															
		STUDE	NT EFFORT					TEACH	ING METHODS						
		Total contact hou		24					choice from given list						
		including:		24		spo			multimedia presentation						
ø.		lecture practice				를 =		workshop that uses activating methods							
Student Effort Structure		e-learning				Teaching methods		group discussion team projects							
ž		laboratory				- -									
o t		seminar practical worksho	OD OD	24		<u>ē</u>									
E =		study visit													
ģ		others consulting hours				놓			choice from given list review of the literature						
ᅕ		exams, assignmer				<u> </u>			trial tests						
		Lectureship		26		Student Work			student's own research						
		Student Effort Total Student Effo	ort	50		- ₹									
		Final anada			ESSMEN	TS METHODS									
-		Final grade thoice from given list		pass % of final grade		<u>o</u>			Percentage of final grade very good > 90%	:					
ods ods		tasks, exercises		80		scale			good + 81% - 90%						
Assessment methods	parti	cipation in the discussion		20		9			good 71% - 80%						
Š -						Grade			satisfactory + 61% - 70% satisfactory 51% - 60%						
									unsatisfactory < 51%						
					COUR	SE DESCRIPTION	DNI.								
				Please		in topics and areas o									
			exercises using business negotiat												
	1 / Negotiation strateg	ies in business.													
	<ol> <li>Negotiation styles.</li> <li>Negotiation technic</li> </ol>	iues.													
	4 / Trust, creativity and	flexibility in negotiations.													
	5 / Principles of the Ha	rvard negotiation model.													
Ę															
ė,															
ğ															
ğ															
īse															
Course description					V	'au litaratura									
	Dawson R., Negotiation	ns' secrets for businessmen.	Dawson R., Secrets of power ne	gotiating, 15th anniversary ed		(ey literature									
	, , , , , , , , , , , , , ,		, cancer or power ne	,	,										
					Add	itional literature									
		k, Negocjacje, Copernicus Co													
			v biznesie, CeDeWu, Warszawa 2 miarach: jak wygrać najważniejsz		es. Warszaw	va 2007:									
			ązać trwałe relacje z partnerami												



Module no.	Modu	le Z2/2											
Module name	A	pplied Econo	omics i	n Man	ageme	nt		ECTS credits	8	Lea	der	dr A. Lachow	vska
Major	MANAGEMENT	Master	Year	I	Semester	1	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	60

## PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list

The main goal of the module is to provide the student with knowledge and skills in the field of managerial economics and finance, allowing for company management.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

Student musi mieć zaliczone następujące kursy: Mikroekonomia, Rachunkowość.

	LEARNING OUTCOMES	
	Short description of learning outcomes gain during the course of a module	
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)
economic and financial conditions of the management process for solving managerial problems.		to undertake work related to management, being aware of their competences, in a responsible manner.

					MODULE STRUCTU	RE		
Course no.	Module Z2/2	Course 2.1.	Module Z2/2	Course 2.2.				
Course name	Managerial	Economics	Corporat	e Finance				
ECTS credits	4	4		4				





2022/	odule 72/1		Rueir	ness in Pract	ice													
	Course no.			Course 2.1.	ice													
Co	ourse name		M	anagerial	Econo	omics			ECTS credit	s 4	Leader	dr J. Wiśniew	/ski					
	Major	MANAGEMENT	Master	Year	l	Semester	1	Status (choice list)	OBLIGATOR	Language	English	Total Contact Hours	30					
						LE	ARNIN	G OUTCOMES										
Outcomes			Description	n of SPECIFIC led	rning out	comes of the	course				Reference to MAJOR	R learning outcomes						
type				Stu	ıdent						→ CHECK THE K							
												epts, terms, laws and dilemmas of economic facts, phenomena, regu						
	Has advanced knowled	dge about organization as a	a managerial er	nvironment.														
iDG:												pts, terms, laws and dilemmas of economic facts, phenomena, regu						
KNOWLEDGE	Knows at an advanced	level and understands the	premises for n	making managerial	decisions.					Z2_W3 Knows and	d deeply understands the micro	economic premises for making ar	nd rationalizing					
Σ										72 W/1 Knows and	danniu understands the conse	epts, terms, laws and dilemmas of	modorn					
												fulness and purposefulness of usi						
	Knows at an advanced	level the tools of microeco	onomic analysis	s as a support for n	naking mana	gerial decisions	s.											
										72 U1 Is able to	apply theoretical knowledge an	nd specialist knowledge in the fiel	d of economic					
	Una prostinal ability to	use theoretical knowledge	in the field of									complex social, economic and ma						
	rias practical ability to	use theoretical knowledge	: III tile lielu oi i	economic analysis	to determin	e the company	5 Situation											
										Z2_U2 Is able to	identify, interpret and explain o	complex social, economic and ma	nagement					
SKILLS	Can carry out diagnost	ic processes of manageme	ent problems us	sing microeconomi	c analysis to	ols.				Z2_U3 Is able to	observe, interpret and analyze	and evaluate processes occurring	in the					
്≍																		
												anagerial processes and decisions						
	Has the ability to reco	mmend adequate solutions	s in various are	as of the company	based on th	ne conducted m		22_U5 Is able to use the acquired knowledge to identify and solve various problems / thre.  22_U7 Is able to thoroughly analyze a complex business problem, prepare a research report										
									s knowledge and skills and unders ed in a reliable and objective way,									
	Is aware of its compete	ences in the field of econor	mic account ma	anagement and de	cision ration	alization.												
N CE																		
APETE										22_K2 is ready to independently, critically evaluate the processes taking place in the 22_K5 is ready to work and interact in teams, appearing in various roles in them, being ope 22_K6 is ready to take on the challenges and risks of doing business, including thinking and								
Ŏ O	Has the ability to reco	mmend adequate solutions	s in various are	as of the company	based on th	ne conducted m	icroecono	mic analysis.		Z2_K6 Is ready to	take on the challenges and ris	ks of doing business, including the	inking and					
SOCIAL COMPETENCES										72 K4 Is ready to	take on professional challenge	es in management in managerial (	as leader /					
S	Is ready to make an in	dividual or group microeco	nomic analysis	which is the basis	for making n	nanagerial deci	sions.			Z2_K5 Is ready to	work and interact in teams, ap	ppearing in various roles in them, ks of doing business, including thi	being open to					
										==								
		A=115																
		Total contact ho	ENT EFFOR	KI .		30				IEACI	choice from given list							
		including: lecture				<b>30</b> 10		spot			lecture multimedia presentation							
ē		practice				8		= = =			case study							
tructure		e-learning laboratory						guie			video movie team projects							
orts		seminar practical worksh	hop			10		Teaching methods			other activating methods							
i E		study visit others	•								choice from given list							
Student Effort S		consulting hou						Student Work			review of the literature							
.,		exams, assignme Lectureship				2		후			preparation of the final proje task solving	ect						
		Student Effort Total Student Ef				70 100		Stoc										
						4.0	CECCAA	ENITS AAETUODS										
		Final grade			exa	m	SE33M	ENTS METHODS			Percentage of final grade	1						
ds	presentatio	choice from given list in of an individual or group	task		% of final			cale			very good > 90% good + 81% - 90%							
Assessment methods								Grade scale			good 71% - 80% satisfactory + 61% - 70%							
A .								ğ			satisfactory 51% - 60%							
											unsatisfactory < 51%							
								JRSE DESCRIPTI										
						Plea			oj the course									
					types of goa				ysis of the company	's development scenario	using the Matrix of Business	Profitability).						
	2. Analysis of the dem	nomic rationality of the de and and supply side (size, s pany's demand elasticity (ir	structure, deter	minants etc.)		als set, the degr	ee of their	implementation, anal			-	Profitability).						
	Analysis of the demails.     Analysis of the comp     Productivity analysis.	and and supply side (size, s pany's demand elasticity (in s in the long and short term	structure, deter n relation to pri n as well as con	rminants etc.) ice, income, prices iclusions on emplo	of related go	als set, the degr oods) and the r stment policy e	ee of their esulting co tc.	implementation, anal	icing policy, advertis	sing, competition strateg	y etc.		profit etc.					
	Analysis of the dem:     Analysis of the comp     Productivity analysis     Cost analysis: detern	and and supply side (size, s pany's demand elasticity (in s in the long and short term	structure, deter n relation to pri n as well as con production leve	minants etc.) ice, income, prices iclusions on emplo	of related go yment, investoronic profit	als set, the degr oods) and the r stment policy e t (traditional ar	ee of their esulting co tc. nalysis), de	implementation, anal inclusions regarding pi termination of the pro	icing policy, advertis	sing, competition strateg	y etc.	Profitability).	orofit etc.					
	Analysis of the dem:     Analysis of the comp     Productivity analysis     Cost analysis: detern	and and supply side (size, s pany's demand elasticity (ir s in the long and short term mination of the minimum p	structure, deter n relation to pri n as well as con production leve	minants etc.) ice, income, prices iclusions on emplo	of related go yment, investoronic profit	als set, the degr oods) and the r stment policy e t (traditional ar	ee of their esulting co tc. nalysis), de	implementation, anal inclusions regarding pi termination of the pro	icing policy, advertis	sing, competition strateg	y etc.		orofit etc.					
	Analysis of the dem:     Analysis of the comp     Productivity analysis     Cost analysis: detern	and and supply side (size, s pany's demand elasticity (ir s in the long and short term mination of the minimum p	structure, deter n relation to pri n as well as con production leve	minants etc.) ice, income, prices iclusions on emplo	of related go yment, investoronic profit	als set, the degr oods) and the r stment policy e t (traditional ar	ee of their esulting co tc. nalysis), de	implementation, anal inclusions regarding put termination of the pro on strategies, etc.).	icing policy, advertis	sing, competition strateg	y etc.		orofit etc.					
	Analysis of the dem.     Analysis of the com.     Productivity analysis     Cost analysis: deterr     Determining the stri	and and supply side (size, s pany's demand elasticity (ir is in the long and short tern mination of the minimum p ucture of the market for th	structure, deter n relation to pri n as well as con production leve ne functioning o	minants etc.) ice, income, prices iclusions on emplo el guaranteeing eco of the company (co	of related go yment, inves nomic profi mpetition a	ols set, the degr oods) and the r stment policy e t (traditional ar nd its intensity,	ee of their esulting co tc. nalysis), de	implementation, anal inclusions regarding pi termination of the pro	icing policy, advertis	sing, competition strateg	y etc.		orofit etc.					
	Analysis of the dem.     Analysis of the com;     Productivity analysis     Cost analysis: detern     Determining the structure of the st	and and supply side (size, s bany's demand elasticity (ir is in the long and short tern mination of the minimum p ucture of the market for th beconomics part I. Wydaw. beconomics part I. Wydaw.	structure, deter n relation to pri n as well as con production leve te functioning o Zachodniopor	minants etc.) ice, income, prices iclusions on emplor el guaranteeing eco of the company (co norskiej Szkoły Bizn morskiej Szkoły Bizn	of related gryment, investing profit in a second pr	oods) and the r stment policy e t (traditional ar nd its intensity, n, 2012. in, 2013.	ee of their esulting co tc. nalysis), de	implementation, anal inclusions regarding put termination of the pro on strategies, etc.).	icing policy, advertis	sing, competition strateg	y etc.		orofit etc.					
ourse description	Analysis of the dem.     Analysis of the com;     Productivity analysis     Cost analysis: deter     Determining the stri      A. Lachowska, Micre     A. Lachowska, Micre     Baden., Parkin M. Es	and and supply side (size, s pany's demand elasticity (ir is in the long and short tern mination of the minimum p ucture of the market for th	structure, deter n relation to pri n as well as con production leve ne functioning o . Zachodniopor nomics, Peasrio	minants etc.) ice, income, prices clusions on emplo el guaranteeing eco f the company (co norskiej Szkoły Bizn morskiej Szkoły Bizn morskiej Szkoły Bizn	of related gryment, investigation and investigat	ols set, the degroods) and the r stment policy e t (traditional ar nd its intensity, n, 2012. in, 2013.	ee of their esulting co tc. nalysis), de	implementation, anal inclusions regarding put termination of the pro on strategies, etc.).	icing policy, advertis	sing, competition strateg	y etc.		orofit etc.					
	Analysis of the dem.     Analysis of the com;     Productivity analysis     Cost analysis: deter     Determining the stri      A. Lachowska, Micre     A. Lachowska, Micre     Baden., Parkin M. Es	and and supply side (size, s pany's demand elasticity (ir is in the long and short tern mination of the minimum p ucture of the market for th peconomics part I. Wydaw. section of Ecor	structure, deter n relation to pri n as well as con production leve ne functioning o . Zachodniopor nomics, Peasrio	minants etc.) ice, income, prices clusions on emplo el guaranteeing eco f the company (co norskiej Szkoły Bizn morskiej Szkoły Bizn morskiej Szkoły Bizn	of related gryment, investigation and investigat	ols set, the degroods) and the r stment policy e t (traditional ar nd its intensity, n, 2012. in, 2013.	ee of their esulting co tc. nalysis), der competiti	implementation, anal inclusions regarding put termination of the pro on strategies, etc.).	icing policy, advertis	sing, competition strateg	y etc.		orofit etc.					
Course description	2. Analysis of the dem. 3. Analysis of the com, 4. Productivity analysis 5. Cost analysis: deter 6. Determining the structure 1. A. Lachowska, Micro 2. A. Lachowska, Micro 3. BadeR., Parkin M. Es 4. Rush M. Study guide 1) Parkin M., Microeco	and and supply side (size, so oany's demand elasticity (in in the long and short term nination of the minimum pucture of the market for th pucture of the market for the peconomics part I. Wydaw. peconomics part II. Wydaw. peconomics part II. Grantion of Ecor for Essential Foundation	structure, detern relation to pri na swell as con production leve le functioning of a Zachodniopom . Zachodniopom nomics, Peasrio of Economics, I	minants etc.) icce, income, prices (clusions on emplor guaranteeing eco ff the company (conorskiej Szkoły Bizmorskiej Szkoły Bi	of related gryment, investing investing and prefition and prefition and prefition and prefit investing the state of the st	ols set, the degroods) and the r stment policy e t (traditional ar nd its intensity, n, 2012. in, 2013.	ee of their esulting co tc. nalysis), der competiti	implementation, anal noclusions regarding potential termination of the proposition of the proposition strategies, etc.).  Key literature	icing policy, advertis	sing, competition strateg	y etc.		profit etc.					
Course description	2. Analysis of the dem. 3. Analysis of the com, 4. Productivity analysis 5. Cost analysis: deter 6. Determining the structure 1. A. Lachowska, Micro 2. A. Lachowska, Micro 3. BadeR., Parkin M. Es 4. Rush M. Study guide 1) Parkin M., Microeco	and and supply side (size, s pany's demand elasticity (ir is in the long and short term mination of the minimum p ucture of the market for th peconomics part I. Wydaw. peconomics part II. Wydaw. sential Foundation of Ecor for Essential Foundation	structure, detern relation to pri na swell as con production leve le functioning of a Zachodniopom . Zachodniopom nomics, Peasrio of Economics, I	minants etc.) icce, income, prices (clusions on emplor guaranteeing eco ff the company (conorskiej Szkoły Bizmorskiej Szkoły Bi	of related gryment, investing investing and prefition and prefition and prefition and prefit investing the state of the st	ols set, the degroods) and the r stment policy e t (traditional ar nd its intensity, n, 2012. in, 2013.	ee of their esulting co tc. nalysis), der competiti	implementation, anal noclusions regarding potential termination of the proposition of the proposition strategies, etc.).  Key literature	icing policy, advertis	sing, competition strateg	y etc.		profit etc.					





	odule Z2/1			ness in Practio	e													
	Course no.			Course 2.2. Corporate	Finan	ice			ECTS credits	4	Leader	dr J. Wiśnie	wski					
				T T	I													
	Major	MANAGEMENT	Master	Year	I	Semester	1	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30					
						LE	ARNIN	G OUTCOMES										
Outcomes			Description	of SPECIFIC lear	nina outc			o ourcomes			Reference to MAJO	R learning outcomes						
type					lent						→ CHECK THE I							
										Z2_W1 Knows and		pts, terms, laws and dilemmas o	f modern					
	knows and unerstands	the concepts of corporate	e finance															
										Z2 W7 Knows and	deeply understands the essence	ce, context and process of opera	tional and					
	knows and unerstands	the meaning of information	on coming from	individual elements	of the com	nany's financia	al situation					ptive statistics and mathematica						
KNOWLEDGE						,,												
NON												pts, terms, laws and dilemmas o						
Z	knows the sources and	d possibilities of raising cap	oital (equity capi	tal and external cap	ital)													
										72 W1 Knows and	deenly understands the conce	pts, terms, laws and dilemmas o	f modern					
	knows and understand	ds the impact of exchange	rate fluctuations	on the husiness								economic premises for making a						
	Kilows and dilucistant	as the impact of exchange	rate mactadations	on the business														
												d specialist knowledge in the fiel and evaluate processes occurrin						
	can analyse the financ	ial situation of the compan	ly							Z2_U5 Is able to u	se the acquired knowledge to i	identify and solve various proble yee team using the HR managen	ems / threats /					
												d specialist knowledge in the fiel						
	is able to estimate the	optimal form of financing	the company							Z2_U3 Is able to o	bserve, interpret and analyze a	and evaluate processes occurring identify and solve various problems.	g in the					
rs Ts			,									yee team using the HR manager						
SKILLS												d specialist knowledge in the fiel and evaluate processes occurrin						
	is able to estimate the	impact of exchange rate fl	luctuations on th	ne business			Z2_U5 Is able to u	se the acquired knowledge to i	identify and solve various proble yee team using the HR managen	ems / threats /								
									d specialist knowledge in the fiel									
	is able to analyse selec	cted financial indicators of	the company (pi	rofitability and liqui	dity)		Z2_U3 Is able to o	bserve, interpret and analyze a	and evaluate processes occurring identify and solve various problems.	g in the								
									yee team using the HR manager									
ES												s in management in managerial pearing in various roles in them,						
SOCIAL COMPETENCES	is determined and orie	ented towards achieving its	objectives and	shows responsibilit	y for them							s of doing business, including th needs of members of diverse tea						
COMP										Z2_K1 Is ready to critically assess the level of his knowledge and skills and understands the need Z2_K5 Is ready to work and interact in teams, appearing in various roles in them, being open to								
CIAL	is open to experience	and learn based on real ec	onomic and mar	nagement problems						Z2_K6 Is ready to	take on the challenges and risk	s of doing business, including th	inking and acting					
S										22_K7 Is ready to emphatically understand the needs of members of diverse teams / communities								
			ENT EFFOR	Т						TEACI	HING METHODS							
		Total contact he including:	ours			30		s g			choice from given list multimedia presentation							
ē		lecture practice				6 12		Teac hing methods			case study group discussion							
ructu		e-learning laboratory						Ligit		work	shop that uses activating me	ethods						
ort St		seminar practical worksl	hop			10		eact										
Student Effort Structure		study visit others									choice from given list							
Stude		consulting how				2		Student Work			preparation to an exam/crec e-lectures	dit						
		Lectureship				70		gent			review of the literature							
		Student Effor Total Student E				100		- ¥										
							SESSME	NTS METHODS										
ŧ "		Final grade choice from given list			pas: % of final o	grade		흥			Percentage of final grade very good > 90%	e						
Assessment methods	parti	written exam icipation in the discussion			90 10			Grade scale			good + 81% - 90% good 71% - 80%							
Asse								Grad			satisfactory + 61% - 70% satisfactory 51% - 60%							
											unsatisfactory < 51%							
						Plea		JRSE DESCRIPTION										
	1/ Principles of corpor					770	ase describe	main topics and areas o	y die course									
	2/ Legal forms of conducting the business activity, 3/ Equity and external capital in financing enterprise assets, 4/ Sources of enterprise financing,																	
	5/ Liquidity manageme	ent,																
		uations and their impact or																
Hion	8/ Sources of informat	ion on financial situation o	of the enterprise															
scrip																		
Course description								Key literature										
Cour		, "Corporate Finance", Add Vachowicz "Fundamentals				005.							]					
						_		dditional literature										
	1/ M. H. Moffett, A. L.	Stonehill, D. K. Eiteman, "F	undamentals of	Multinational Fina	nce 6/E", Ad	ldison Wesley I	Publishing,	2017.										



Module no.	Modu												
Module name		Moderr	n Mana	ageme	ent			ECTS credits	12	Lea	ıder	prof. G. Man	niak
Major	MANAGEMENT	Master	Year	I	Semester	1	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	120

## PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list

The module shows the need for a comprehensive approach to modern organization management, and the possibility of applying modern concepts of organization management in the conditions of a dynamic, changing environment. It allows you to understand the importance of analytics in business, gain knowledge and skills in the field of formulation and implementation of an organization development strategy, as well as efficient and effective implementation and rationalization of specific management projects and processes (including human resource management), and detailed operational tasks. It shapes the ability to use in practice the methods of evaluation of selected modern company management processes, taking into account the effectiveness criterion.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

- 1. Knowledge of economics, management, marketing and negotiation.
- 2. The ability to think creatively and solve practical problems using the method of work and team discussion.
- 3. Ability to prepare and present a prepared project.

LEARNING OUTCOMES										
	Short description of learning outcomes gain during the course of a module									
KNOWLEDGE (Student knows and understand on advanced level)	SKILLS (Student is able to)	SOCIAL COMPETENCES (Student is ready to)								
management process and its levels (strategic, tactical, operational) in the context dynamic environment and changes in the process of functioning of a modern organization; modern management methods; dependencies between environmental conditions a business strategies and models, including key management functions and processes (operations) and projects.	analyze the internal and external environment of the company, formulate recommendations, design new solutions in the organization's system and justify them based on the assessment of the anticipated effects.	to work in a management team in various areas of organization management; is capable of presenting and arguing one's opinion, voice in discussion, as well as for creative thinking and making rational decisions.								

	MODULE STRUCTURE										
Course no.	Module Z2/3	Course 3.1.	Module Z2/3	Course 3.2.	Module Z2/3	Course 3.3.	Module Z2/3	Course 3.4.			
Course name	Operational I	Management	Strategic M	Strategic Management		an Resource ement	Project	Management			
ECTS credits	ECTS credits 3 4		3			2					





Module Z2/3	Modern Management											
Course no.		Course 3.1.										
Course name		Ope	rational <i>N</i>	Nanag	ement			ECTS credits	3	Leader	prof. G. Mani	iak
Major	Aajor MANAGEMENT Master Year I Semester 1 S					Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30	

	LEARNING OUTCOMES										
	Description of SPECIFIC I	earning outcomes of the course	OUTCOMES		Reference to MAJOR learning outcomes						
Outcomes type											
	knows the terminology used in operational management, understands its soun It distinguishes between functional and process orientation in organisational n		ic disciplines.		→ CHECK THE KEY  12 _W3 Knows and deeply understands the microeconomic premises for making and rationalizing 22 _W4 Knows and understands in depth the usefulness and purposefulness of using methods and 22 _W7 Knows and deeply understands the essence, context and process of operational and 22 _W12 Knows and deeply understands the importance and areas of using IT support systems in						
DGE	identifies the types and characteristics of operational plans and their links to tl it characterises operations in the process of providing services.	ne business strategy. He knows and descrit	es the production	system in the company;	Nows and deeply understands the concepts, terms, laws and dilemmas of modern     WY Knows and deeply understands the essence, context and process of operational and     WY Knows and deeply understands the essence, context and process of operational and     WY Shas practical knowledge to start work in various types of business entities or own						
KNOWLEDGE	characterizes the measurement system of operational activity and the rules of		22_W7 Knows and deeply understands the essence, context and process of operational and								
	knows and understands modern techniques and methods of company manage	S.	Z2_W1 knows and deeply understands the concepts, terms, laws and dilemmas of modern     Z2_W7 knows and deeply understands the essence, context and process of operational and     Z2_W11 knows and deeply understands the essence of entrepreneurship and the principles of								
	is able to demonstrate the implementing and rationalizing role of operational the field of operational management.	cision-making problems in	22_U1 is able to apply theoretical knowledge and specialist knowledge in the field of economic     22_U3 is able to observe, interpret and analyze and evaluate processes occurring in the								
s	has the practical ability to identify and assess the factors and rationale for spee	f quality.	Z2_U5 is able to use the acquired knowledge to identify and solve various problems / threats / Z2_U7 is able to thoroughly analyze a complex business problem, prepare a research report,								
SKIITS	can indicate solutions to process or operation management problems and ada	pols to their solution.	22_U1. Is able to apply theoretical knowledge and specialist knowledge in the field of economic     22_U4 is able to forecast and model complex managerial processes and decisions, as well as to     22_U6 is able to efficiently use information and communication technologies used in conducting     22_U14 is able to apply creative thinking, present an entrepreneurial attitude and has the skills to								
	is able to think and act in an entrepreneurial and creative way in terms of open		Z2_U1 is able to apply theoretical knowledge and specialist knowledge in the field of economic Z2_U6 is able to efficiently use information and communication technologies used in conducting								
ES	is capable of thinking and acting in an entrepreneurial way.				Z2_K2   Is ready to independently, critically evaluate the processes taking place in the organization   Z2_K3   Is ready to work independently, conducted in a reliable and objective way, maintaining   Z2_K4   Is ready to take on professional challenges in management in managerial (as leader /						
COMPETENCES	is aware of his/her level of knowledge and skills, understands the need for cor	itinuous professional training and personal	development.		22_K1 Is ready to critically assess the level of his knowledge and skills and understands the need						
SOCIAL	is ready to discuss and work in a group/team of tasks/businesses.				Z2_KS Is ready to work and interact in teams, appearing in various roles in them, being open to						
	STUDENT EFFORT				TEACHING METHODS						
	Total contact hours	30 30	so.		choice from given list						
	including: lecture	8	9		lecture workshop that uses activating methods						
ē	practice		aching methods		team projects						
Structure	e-learning	2	Ē.		group discussion						
Str	laboratory seminar		Ë								
t	practical workshop	18	<u>Tea</u>								
£ E	study visit										
e n	others		¥		choice from given list						
Student	consulting hours exams, assignments	2	*	-	preparation to an exam/credit own work with the text						
	exinis, assgirinens 2 5 own work with the text										
	Student Effort Total Student Effort	45 75	Student Work								
	iolal siddeni chon		TS METHODS								
	Final grade	pass	_		Percentage of final grade						
ent	choice from given list knowledge test	% of final grade 50	a e	-	very good > 90% good + 81% - 90%						
ssm thoc	individual project	30	e so		good 71% - 80%						
Assessment methods	participation in the discussion	20	Grade scale		satisfactory + 61% - 70%						
,			Ō	-	satisfactory 51% - 60% unsatisfactory < 51%						
					and the second second of the second s						
		COUR	SE DESCRIPT	ION							

- In the nature of operational management: business management and production management, production and operations, concepts, objectives, components, tasks. The process approach to operational management.

  2. Measurement of operational performance evaluation. Decomposition of strategic plans into operational plans.

  3. Operational system and its elements. The manufacturing process as an element of the operating system. The structure of the manufacturing process. Operations in the process versus provide services. Lean organization of processes in the process. Operations in the processe versus provide services. Lean organization of processes in the processes operations in the processes operations.

  4. Basic techniques and methods of operational management Western and Japanese approach to operational management (process-based management, comprehensive TQM quality management, balanced scorecard, lean management, six sigma and others).
- 5. The essence and meaning of quality. Perception and evaluation of quality. Basic methods and techniques of quality management.

## Kev literature

Sey inections (2013). Operations management: sustainability and supply chain management. Journal of purchasing and supply management, 19(4), 276-276.

Brandon-Jones, A., Piercy, N., Slack, N., Brandon-Jones, E., & Campbell, C. (2012). Examining the effectiveness of experiential teaching methods in small and large OM modules. International journal of operations & production management. Heizer, J., Render, B., & Munson, C. (2008). Operations management. Prentice-Hall.

## Additional literature

Anderson, M. A., Anderson, E. J., & Parker, G. (2013). Operations management for dummies. John Wiley & Sons.

Course description



	Module Z2/3 Course no.	Mic	Course 3.2.										
С	ourse name		Strategic M	anagement			ECTS credits	4	Leader	prof. G. Maniak			
	Major	MANAGEMENT Mast	er Year	Semester	1 St	tatus (choice list)	OBLIGATORY	Language	English	Total Contact Hours			
				L	EARNING (	OUTCOMES							
omes		Descri	otion of SPECIFIC led	arning outcomes of the	course				Reference to MAJO	OR learning outcomes			
pe			Stu	ıdent					→ CHECK THE				
	undestands the orga	anisation as a holistic system with its st	ategic attribiutes and di	fferentiates functional, co	mpeteitive and o	corporte strategie	s.	Z2_W4 Knows and u	inderstands in depth the us	icepts, terms, laws and dilemmas of mosefulness and purposefulness of using mence, context and process of operational			
KNOWLEDGE	knows and understa	ınds relationships of the organisation ir	external contexts in m	icro and macro environme	ents.			22_W1 Knows and deeply understands the concepts, terms, laws and dilemmas of modern 22_W2 Knows and deeply understands selected economic facts, phenomena, regularities an 22_W3 Knows and deeply understands the microeconomic premises for making and rational 22_W4 Knows and understands in depth the usefulness and purposefulness of using method					
	knows and understands techiques of statergic diagnosis in the range of reasearching the potencial of the company and external environment and undestands the meaning of functional analysis in process of concluding strategic thinking.    22_W4 Knows and understands in depth the usefulness and purposefulness of using methods   22_W5 Knows the essence and methods of descriptive statistics and mathematical statistics,   22_W7 Knows and deeply understands the essence, context and process of operational and   22_W7 Knows and deeply understands the essence, context and process of operational and   23_W7 Knows and deeply understands the essence, context and process of operational and   23_W7 Knows and deeply understands in depth the usefulness and purposefulness of using methods   22_W7 Knows and understands in depth the usefulness and purposefulness of using methods   22_W7 Knows and understands in depth the usefulness and purposefulness of using methods   22_W7 Knows and understands in depth the usefulness and purposefulness of using methods   22_W7 Knows and understands in depth the usefulness and purposefulness of using methods   22_W7 Knows and understands in depth the usefulness and purposefulness of using methods   22_W7 Knows and understands in depth the usefulness and purposefulness of using methods   22_W7 Knows and understands in depth the usefulness and purposefulness of using methods   22_W7 Knows and understands in depth the usefulness and purposefulness   22_W7 Knows and understands in depth the usefulness and purposefulness   23_W7 Knows and understands in depth the usefulness and purposefulness   23_W7 Knows and understands   23_W7 Knows and understa												
	22_U1   Is able to apply theoretical knowledge and specialist knowledge in the field of economic and management												
SKILLS	22_U13 Is able to use his management knowledge, competences and individual characteristics 22_U14 Is able to apply creative thinking, present an entrepreneurial attitude and has the skills acquires practical skills of designing strategies in the range of their own business.  22_U15 Is able to independently plan and implement his own lifelong learning and direct the  22_U2 Is able to identify, interpret and explain complex social, economic and management												
	possesses technical	and analitical skills of diagnosis in the c	ompany's enviroment v	vith the means of its devel	opment.			Z2_U3 Is able to ob Z2_U7 Is able to th	oserve, interpret and analyz oroughly analyze a comple:	re and evaluate processes occurring in t x business problem, prepare a research			
CES	is prepared to work as part of a team appearing in various roles in the company.  22_K4 Is ready to take on professional challenges in management in managerial (as lead 22_K5 Is ready to work and interact in teams, appearing in various roles in them, being or 22_K7 Is ready to emphatically understand the needs of members of diverse teams /												
PETEN	is ready to think and act in accordance with criteria of stategic efficiency and enterpreneuership and shows skills of management on strategic level.												
IAL CON	is ready to think and	act in accordance with criteria of state	gic efficiency and enter	preneuership and shows s	kills of managen	ment on strategic l	evel.						
NO. 181006		l act in accordance with criteria of state				ment on strategic l	evel.	Z2_K3 Is ready to v Z2_K4 Is ready to t	vork independently, conduc ake on professional challen	aluate the processes taking place in the cted in a reliable and objective way, mai ges in management in managerial (as le appearing in various roles in them, bein			
10000		part of the team or/on their own in the	process of diagonosing	and making strategic deci		ment on strategic l	level.	Z2_K3 Is ready to v Z2_K4 Is ready to t Z2_K5 Is ready to v	vork independently, conduc ake on professional challen	cted in a reliable and objective way, mai nges in management in managerial (as le			
SOCIALCON		part of the team or/on their own in the	process of diagonosing	and making strategic deci			ievel.	Z2_K3 Is ready to v Z2_K4 Is ready to t Z2_K5 Is ready to v	vork independently, conductive ake on professional challen work and interact in teams,	cted in a reliable and objective way, mai iges in management in managerial (as le appearing in various roles in them, bein			
		oart of the team or/on their own in the  STUDENT EF  Total contact hours including: lecture	process of diagonosing	and making strategic deci			evel.	Z2_K3 Is ready to v Z2_K4 Is ready to t Z2_K5 Is ready to v TEACH	work independently, condurate on professional challen work and interact in teams, in the conduction of	cted in a reliable and objective way, mai ges in management in managerial (as le appearing in various roles in them, bein			
95		STUDENT EF  Total contact hours including: lecture practice e-learning	process of diagonosing	and making strategic deci		methods	evel.	22_K3 Is ready to v 22_K4 Is ready to t 22_K5 Is ready to v TEACH works	work independently, condu- ake on professional challen work and interact in teams,  ING METHODS  choice from given list multimedia presentation hop that uses activating r  case study team projects	cted in a reliable and objective way, mai ges in management in managerial (as le appearing in various roles in them, bein n methods			
95		oart of the team or/on their own in the  STUDENT EF  Total contact hours including: lecture	process of diagonosing	and making strategic deci		methods	evel.	22_K3 Is ready to v 22_K4 Is ready to t 22_K5 Is ready to v TEACH works	work independently, conduitable on professional challen work and interact in teams, and interact in teams, choice from given list multimedia presentation hop that uses activating reases study.	cted in a reliable and objective way, mai ges in management in managerial (as le appearing in various roles in them, bein n methods			
95		STUDENT EF  Total contact hous: including: lecture practice e-learning loboratory seminar practical workshop	process of diagonosing	and making strategic deci			evel.	22_K3 Is ready to v 22_K4 Is ready to t 22_K5 Is ready to v TEACH works	uork independently, condu ake on professional challen vork and interact in teams, ING METHODS choice from given list multimedia presentatiol top that uses activating re case study team projects ttivity on e-learning platfe	cted in a reliable and objective way, mai ges in management in managerial (as le appearing in various roles in them, bein n methods			
b 5		STUDENT EF  Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others	process of diagonosing	and making strategic deci		Teaching methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v  TEACH  works	urok independently, condu- ake on professional challen vork and interact in teams,  ING METHODS  choice from given list multimedia presentatio hop that uses activating r  case study team projects twity on e-learning platf team analysis  choice from given list  choice from given list	cted in a reliable and objective way, mai ges in management in managerial (as le appearing in various roles in them, bein n methods			
b 5		STUDENT EF  Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hours	process of diagonosing	and making strategic deci		Teaching methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v  TEACH  works	unck independently, conduct ake on professional challen work and interact in teams,  ING METHODS  choice from given list multimedia presentation nop that uses activating r  case study team projects tivity on e-learning platfe team analysis  choice from given list eparation of the final prof	cted in a reliable and objective way, mainges in management in managerial (as le appearing in various roles in them, bein nethods			
95		STUDENT EF Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hours exams, assignments Lectureship	process of diagonosing	and making strategic deci		Teaching methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v  TEACH  works	urok independently, condu- ake on professional challen vork and interact in teams,  ING METHODS  choice from given list multimedia presentation hop that uses activating in case study team projects tivity on e-learning platfe choice from given list eparation of the final pro- review of the literature own activity on platforn	cted in a reliable and objective way, man ages in management in managerial (as le appearing in various roles in them, bein n methods			
2		STUDENT EF  Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hours exams, assignments	process of diagonosing	and making strategic deci		methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v  TEACH  works	under independently, condu- ake on professional challen voork and interact in teams,  ING METHODS  choice from given list multimedia presentatioi nop that uses activating r  case study team projects tivity on e-learning platfa team analysis  choice from given list echoice from given list region of the filer sture review of the literature	cted in a reliable and objective way, man ages in management in managerial (as le appearing in various roles in them, bein n methods			
b 5		STUDENT EF  Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hours exams, assignments Lectureship Student Effort	process of diagonosing	30 30 30 10 14 6	sions.	Teaching methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v  TEACH  works	urok independently, condu- ake on professional challen vork and interact in teams,  ING METHODS  choice from given list multimedia presentation hop that uses activating in case study team projects tivity on e-learning platfe choice from given list eparation of the final pro- review of the literature own activity on platforn	cted in a reliable and objective way, man ages in management in managerial (as le appearing in various roles in them, bein n methods			
		STUDENT EF  Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hous exams, assignments Lectureship Student Effort Total Student Effort	process of diagonosing	30 30 10 14 6	sions.	Student Work Teaching methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K4 is ready to v 22_K5 is ready to v  TEACH  works	under independently, condu- ake on professional challer ovork and interact in teams,  ING METHODS  choice from given list multimedia presentatioi nop that uses activating r  case study team projects team projects team analysis  choice from given list eep ratio of the literature own activity on platform oup work - joint task solv	cted in a reliable and objective way, mainges in managerial (as le appearing in various roles in them, being appearing in various roles in them, being the methods.			
		STUDENT EF  Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hours exams, assignments Lectureship Student Effort Total Student Effort  Final grade choice from given list knowledge test	process of diagonosing	30 30 10 14 6 70 100  A pass % of final grade 20	sions.	Student Work Teaching methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K4 is ready to v 22_K5 is ready to v  TEACH  works	unck independently, condu- ake on professional challen vork and interact in teams,  ING METHODS  choice from given list multimedia presenting case study team projects tivity on e-learning platfit team analysis  choice from given list team analysis	cted in a reliable and objective way, mainges in managerial (as le appearing in various roles in them, being appearing in various roles in them, being the methods.			
		STUDENT EF  Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hours exams, assignments Lectureship Student Effort Total Student Effort  Final grade choice from given list knowledge test tasks, exercises	process of diagonosing	30 30 30 10 14 6 70 100  A pass % of final grade 20 30	sions.	Student Work Teaching methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v 22_K5 is ready to v  TEACH  works	under independently, conductable ask on professional challen work and interact in teams, choice from given list multimedia presentation to the training plant team projects the conductable and the conductable ask of the conductabl	ted in a reliable and objective way, mainges in managerial (as le appearing in various roles in them, bein appearing in various roles in them, bein methods  promotion of the control of t			
	is ready to work as p	STUDENT EF  Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hours exams, assignments Lectureship Student Effort Total Student Effort  Final grade choice from given list knowledge test	process of diagonosing	30 30 10 14 6 70 100  A pass % of final grade 20	sions.	Student Work Teaching methods	ievel.	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v 22_K5 is ready to v  TEACH  works	work independently, condu- ake on professional challen vork and interact in teams,  ING METHODS  choice from given list multimedia presentatiol nop chas uses activating re- case study team projects titvity on e-learning platfit team analysis  choice from given list earning platfit team analysis  choice from given list team projects the projects and platfit and platfit and platfit and platfit support p	ted in a reliable and objective way, mainges in managerial (as le appearing in various roles in them, bein appearing in various roles in them, bein methods  orm  orm  orm  orm  de			
	is ready to work as p	STUDENT EF  Total contact hours including: lecture practice e-learning loboratory seminor practical workshop study visit others consulting hours exams, assignments Lectureship Student Effort Total Student Effort  Final grade choice from given list knowledge test tasks, exercises team case study	process of diagonosing	30 30 30 10 14 6 70 100 A pass % of final grade 20 30 30	SSESSMENT	Grade scale D Student Work Teaching methods		22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v 22_K5 is ready to v  TEACH  works	under independently, conductive independently, conductive independently, conductive independently, conductive independently inde	ted in a reliable and objective way, mainges in managerial (as le appearing in various roles in them, bein appearing in various roles in them, bein methods  orm  orm  orm  orm  de			
methods Student Enort Studente SOCIAL COMPETENCES	is ready to work as p	STUDENT EF Total contact hours including: lecture practice e-learning laboratory seminar practical workshop study visit others consulting hours exams, assignments Lectureship Student Effort Total Student Effort  Final grade choice from given list knowledge test tasks, exercises team case study tion of an individual or group task	process of diagonosing FORT	and making strategic deci  30 30 30 10 14 6 70 100  A pass % of final grade 20 30 30 20	SSESSMENT  COURS	Grade scale Student Work Teaching methods Student Work Teaching methods	ON of the course	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v TEACH  works	work independently, condu- ake on professional challen vork and interact in teams,  ING METHODS  choice from given list multimedia presentatiol nop chas uses activating re- case study team projects titvity on e-learning platfit team analysis  choice from given list earning platfit team analysis  choice from given list team projects the projects and platfit and platfit and platfit and platfit support p	ted in a reliable and objective way, mainges in managerial (as le appearing in various roles in them, bein appearing in various roles in them, bein methods  orm  orm  orm  orm  de			
Student Effort Structure	is ready to work as p  is ready to work as p  presenta  1.Strategic Manager 2.Strategic diagnosi 4.Strategic diagnosi 4.Strategies and to 5. Strategies and C 7. SWOT, SPACE Ana 8. BCG Matrix.	STUDENT EF Total contact hours including; lecture practice e-learning loboratory seminar proefical workshop study visit others consulting hours exams, assignments Lectureship Student Effort Total Student Effort  Final grade choice from given list knowledge test tasks, exercises team case study tion of an individual or group task ment and Strategic Thinking - definition ns in real business. s- methodology. Bus Levele - Porter's Generic Strategic, tation and the organizational architect reporate Level. hysis.	process of diagonosing  FORT  s. Business Strategy – co Hybrid Strategic, Blue O re. Macro –enviroment	and making strategic deci	SSESSMENT  COURS  course describe maintrategic versus Tartegic	Grade scale Student Work Teaching methods Student Work Teaching methods	ON of the course	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v TEACH  works	work independently, condu- ake on professional challen vork and interact in teams,  ING METHODS  choice from given list multimedia presentatiol nop chas uses activating re- case study team projects titvity on e-learning platfit team analysis  choice from given list earning platfit team analysis  choice from given list team projects the projects and platfit and platfit and platfit and platfit support p	ted in a reliable and objective way, mainges in managerial (as le appearing in various roles in them, bein appearing in various roles in them, bein methods  orm  orm  orm  orm  de			
methods	1.Strategic Manager 2.Strategic Manager 3. Strategic diagnosi 4.Strategies and Cc 7. SWOT, SPACE Ana 8. BCG Matrix.  1. A. Zelek, Strategic 2. David Fred R., Dax 3. B. De Wit, R.Meye	STUDENT EF Total contact hours including: lecture practice e-learning laboratory seminar proctical workshop study visit others consulting hours exams, assignments Lectureship Student Effort Total Student Effort  Final grade choice from given list knowledge test tasks, exercises team case study tion of an individual or group task ment and Strategic Thinking - definition sin real business. s- methodology. Bus Levele - Porter's Generic Strategic, tation and the organizational architect	process of diagonosing  FORT  S. Business Strategy – co  Hybrid Strategic, Blue O  J. Competitive Advantage  In International Perspe	and making strategic deci  30  30  10  14  6  70  100  Appass  % of final grade 20  30  30  20  Pile context, content, process. S  clean Strategy diagnosis PEST ( caes stu	COURS  COURS  cose describe main  cases, Global Edi  ress, 2000.	spoulus mellous states and areas a Tactic decisions. Le	ON of the course vels of corporate strategy	22_K3 is ready to v 22_K4 is ready to v 22_K5 is ready to v TEACH  works	work independently, condu- ake on professional challen vork and interact in teams,  ING METHODS  choice from given list multimedia presentatiol nop chas uses activating re- case study team projects titvity on e-learning platfit team analysis  choice from given list earning platfit team analysis  choice from given list team projects the projects and platfit and platfit and platfit and platfit support p	ted in a reliable and objective way, mainges in managerial (as le appearing in various roles in them, bein appearing in various roles in them, bein methods  orm  orm  orm  orm  de			





2022/2020							_					
Module Z2/3		Moder	n Managem	ent								
Course no.	Course 3.3.											
Course name	Stro	Strategic Human Resource Management					nt	ECTS credits	3	Leader	prof. G. Mani	iak
Major	Major MANAGEMENT Master Year   Semester 1 St							OBLIGATORY	Language	English	Total Contact Hours	30

	LEARNING OUTCOMES											
Outcomes	Description of SPECIFIC lea	rning outcomes of the course		Reference to MAJOR learning outcomes								
type	Stu	dent		→ CHECK THE KEY								
	has current, comprehensive knowledge in the field of human resource managemen selected modern concepts of HRM	t: characterizes individual HRM function	ns and their role in the organization, knows	22_W1 Knows and deeply understands the concepts, terms, laws and dilemmas of modern 22_W2 Knows and deeply understands selected economic facts, phenomena, regularities and 22_W9 Knows and deeply understands selected contemporary theories and concepts in the field of the contemporary theories and concepts in the contemporary the contemporary the contemporary theories and contemporary the contemporary the contemporary theories and contemporary the contemporary th								
DGE	knows, understands and explains the essence of the strategic approach to the HRM development strategy and competition strategy	and discusses their connections with	W4 Knows and understands in depth the usefulness and purposefulness of using methods and      W11 Knows and deeply understands the essence of entrepreneurship and the principles of									
KNOWLEDGE	characterizes internal and external determinants of the implementation of the pers	22_W3 Knows and deeply understands the microeconomic premises for making and rationalizing  22_W4 Knows and understands in depth the usefulness and purposefulness of using methods and										
	knows and recognizes the methods, tools and instruments used in modern organize	22_W9 Knows and deeply understands selected contemporary theories and concepts in the field c 22_W7 Knows and deeply understands the essence, context and process of operational and 22_W15 Has practical knowledge to start work in various types of business entities or own										
	identifies and analyzes in practice specific areas in human resource management			22_U1 Is able to apply theoretical knowledge and specialist knowledge in the field of economic								
SKILLS	is able to make a comprehensive assessment of the implementation of the personn efficiency and can formulate recommendations for changes or create new projects	nto account the criteria: effectiveness and	22_U2 Is able to identify, interpret and explain complex social, economic and management 22_U3 Is able to observe, interpret and analyze and evaluate processes occurring in the 22_U5 Is able to use the acquired knowledge to identify and solve various problems / threats /									
	is able to select and correctly design and / or apply methods, techniques and mean	tools supporting the HRM process	22_U6 Is able to efficiently use information and communication technologies used in conducting 22_U11 Is able to perform various roles and work in a team solving specific tasks that allow 22_U5 Is able to use the acquired knowledge to identify and solve various problems / threats /									
	presents a creative attitude, proposes and justifies his own solutions to the problem	n		22_K2 Is ready to independently, critically evaluate the processes taking place in the organization								
SOCIAL COMPETENCES	demonstrates the ability to work in a team; is able to communicate effectively, neg	otiate and persuade		22_KS Is ready to work and interact in teams, appearing in various roles in them, being open to								
	understands the need for lifelong learning, is aware of the responsibility associated	ds the need for lifelong learning, is aware of the responsibility associated with the work performed in HRM functions										
	STUDENT EFFORT			TEACHING METHODS								
	Total contact hours	30		choice from given list								
	including:	<b>30</b> 8	spo	lecture								
	lecture practice	ð	<b>#</b>	multimedia presentation group discussion								
tr e	e-learning		E	case study								
Student Effort Structure	laboratory		Teaching methods	team projects								
S TC	seminar practical workshop	20	9									
Ħ	practical workshop study visit	20	-									
Jen +	others		¥	choice from given list								
Stro	consulting hours	2	Wo	review of the literature								
	exams, assignments  Lectureship	2	Student Work	student's own research own activity on platform								
	Student Effort	45	t t t	on security on posterial								
		77	Ó									

				- 5	
	Total Student Effort	75		S	
		ASS	ESSMENT	S METHODS	
	Final grade	pass			Percentage of final grade
±	choice from given list	% of final grade		<u>e</u>	very good > 90%
nen ods	knowledge test	50		D <sub>0</sub>	good + 81% - 90%
essu	tasks, exercises	50		9	good 71% - 80%
38 8				ĕ	satisfactory + 61% - 70%
۸ ا				ῡ	satisfactory 51% - 60%
					unsatisfactory < 51%

## COURSE DESCRIPTION

Course description

- Please describe main topics and ureas of the course

  1. Contemporary approach and features of a strategic HRM; evolution of HRM.

  2. Conditions for the functioning of the strategic HRM;

  3. Strategic HRM models. Characteristics of basic personnel strategies.

  4. Organization of strategic HRM, Role and competences of HR Business Partner.

  5. Strategic HRM planes: recruitment sub-strategy, training and professional development sub-strategy, payroll management sub-strategy, employee appraisal sub-strategy, employee relationship management sub-strategy.

  6. Human Performance management.

  7. Assessment of the implementation of the personnel function in the organization (HRM effectiveness measurement in the organization).

## Key literature

Key literature

I. Armstrong M., Zarządzanie zasobami ludzkimi, Wydanie V, Oficyna Ekonomiczna Grupa Wolters Kluwer, Warszawa 2011. I. nowsze wyd. 2. Flippowicz G., Rozwój organizacji poprzez rozwój efektywności pracowników, Oficyna Ekonomiczna Grupa Wolters Kluwer, Kraków 2008, i nowsze wyd. 3. Oleksyn T., Zarządzanie zasobami ludzkimi w organizacji. Kanony, realia, kontrowersje, Wolters Kluwer business, Warszawa 2011.4. Tomczak M., Krawczyk-Bryłka B., Zarzadzanie zasobami ludzkimi. Wybrane aspekty, Difin 2017.5. Ulrich D., Allen J., Brockbank W., Younger J., Nyman M., Nowoczene zarządzanie zasobami ludzkimi. Wybrane aspekty, Difin 2017.5. Ulrich D., Allen J., Brockbank W., Tworzenie wartości przez dział HR, Wolters Kluwer business, Warszawa 2014.7. Witczak H., Stratejczne zarządzanie zasobami ludzkimi. Studiny wystemu. PWN., Warszawa 2018. Oroczek N., Zarządzanie zasobami ludzkimi oroczenie w zarządzanie zasobami ludzkimi oroczenie w zarządzanie zasobami ludzkimi oroczenie w zarządzanie zasobami ludzkimi. Wodanie zasobami ludzkimi. Wojanie zasobami ludzkim

## Additional literature

ACCIDIONIAL INTEGRATION INTEGR





2022/								-					1 w Szczecinie				
	odule Z2/3			n Managen	nent												
	Course no.			Course 3.4.					5070		0			:I-			
Co	ourse name		Pr	oject Ma	nagem	ient			ECIS	credits	2	Leader	prof. G. Man	Iak			
	Major	MANAGEMENT	Master	Year	I	Semester	1	Status (choice list)	OBLIG	GATORY	Language	English	Total Contact Hours	30			
						11	- A DAUNI	G OUTCOMES	,								
Outcomes			Description	of SPECIFIC lea	rning outco			G OUICOME:	<b>)</b>			Reference to MAJOR	learning outcomes				
type				Stur	dent							→ CHECK THE K	FV				
											Z2_W2 Knows and		conomic facts, phenomena, reg	ularities and			
	knows and understand	ls the role of projects in th	ne functioning of	modern organizati	ions.						Z2_W7 Knows and	deeply understands the essent	ce, context and process of opera	ational and			
KNOWLEDGE	knows and uses advan	ced terminology in design									Z2_W1 Knows and deeply understands the concepts, terms, laws and dilemmas of modern						
	knows and is able to a	oply the tools and techniq	ues of planning p	project activities at	t an advanced	d level.					Z2_W4 Knows and	understands in depth the usef	ulness and purposefulness of us	ing methods			
	Is able to use the acquired knowledge to identify and solve various problems / threats, 22_U7 is able to thoroughly analyze a complex business problem, prepare a research report, 22_U11 is able to perform various roles and work in a team solving specific tasks that allow												arch report,				
SKIILIS													omplex social, economic and ma and evaluate processes occurrin				
	is able to use knowledge, methods and tools in the field of organization and management, finance to solve typical problems associated with the implementati												d specialist knowledge in the fie identify and solve various proble				
CES	is prepared to cooperate with other members of project teams.																
SOCIAL COMPETENCES	is able to think creatively in seeking solutions to identified problems at the planning and project implementation stages.											take on the challenges and risk	cs of doing business, including th	ninking and			
	is aware of the variabil	ity of the environment an	d the conditions	in which the proje	ect is carried o	out.					Z2_K4 Is ready to	take on professional challenge	s in management in managerial	(as leader /			
		STUD	ENT EFFOR	T							TEACH	HING METHODS					
		Total contact he including:	ours			30 30		_ ∞			work	choice from given list shop that uses activating me	thads				
		lecture				15		Teaching methods				practical workshop					
o.		practice						E E			simula	tion, managerial and strategi	games				
Student Effort Structure		e-learning laboratory						hing .									
rt St		seminar practical works	h			15		- Bac									
+ E#		study visit	пор			10		-									
den		others consulting how	1100					놓				choice from given list group work - joint task solvin					
돐		exams, assignm						ž				others	<u> </u>				
		Lectureship Student Effor				20		Student Work									
	Total Student Effort 50																
						Δς	SESSMI	ENTS METHOD	S								
		Final grade			pass							Percentage of final grade					
ds de	presentatio	choice from given list n of an individual or group	p task		% of final gr <b>50</b>	rade		- eg				very good > 90% good + 81% - 90%					
Assessment methods	·	other activities			50			9 9				good 71% - 80%					
Ass								Grade scale				satisfactory + 61% - 70% satisfactory 51% - 60%					
												unsatisfactory < 51%					
							COL	JRSE DESCRIP	TION								
						Plea		main topics and arec		:							
		ed to project managemen ojects in contemporary or p															
	3/ Project life cycle.																
		time, costs and non-finan oject management - team			k, changes, qu	uality.											
		,															
pţio																	
scri								Key literature									
de de		anagement for Dummies,						KO, IIIGIGIDIE									
Course description		Management Body of Kno			tute, 2018												
ŭ																	
								dditional literatu	'e								
	Just Enough Project Management: The Indispensable Four-step Process for Managing Any Project, Better, Faster, Cheaper, Mc GrawHill 2004																



Module no.	Modu	le Z2/4											
Module name		Diplon	na Mo	dule (1	l)			ECTS credits	3	Lea	ıder	prof. A. Zele	ek
Major	MANAGEMENT Master Year I Semester						Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	30

## **PURPOSE OF THE MODULE AND MODULE OBJECTIVES**

Short description and objective list

The aim of the module is to prepare the student to carry out an independent intellectual effort, as a result of which a master's 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, along with an indication of the purpose, research area, research model (formulation of hypotheses and selection of research methods) and will recognize the main principles and techniques of conducting applied research in the field of science. about management.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

Student powinien posiadać podstawową wiedzę z zakresu zarządzania, ekonomii i finansów (znajomość podstawowych pojęć w dyscyplinach naukowych: nauki o zarządzaniu i jakości oraz ekonomia i finanse).

LEARNING OUTCOMES											
	Short description of learning outcomes gain during the course of a module										
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES									
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)									
the essence, purpose and components of the research process / procedure constituting the basis of	independently carry out a complete research procedure (including literature studies and	undertaking an independent intellectual effort, the aim of which is to carry out a complete									
the dissertation Master's thesis with a practical profile and a spectrum of analytical methods and	empirical research) in the utilitarian area for real business.	research process, including the stage of an Aero conclusion and recommendation.									
techniques / diagnostic procedures used in such proceedings.											

					MODULE STRUCTU	RE		
Course no.	Module Z2/4	Course 4.1.	Module Z2/4	Course 4.2.				
Course name	Methodology of [	Dissertation Thesis		nomic Research - ashop				
ECTS credits	:	ı		2				





2022/ M	2023 odule Z2/4		Diplo	ma Module	(1)			1								
	Course no.		(	Course 4.1.								•				
Co	ourse name		Method	ology of D	)issert	ation Th	esis		ECTS credits	1	Leader	prof. A. Zel	ek			
	Major	MANAGEMENT	Master	Year	ı	Semester	1	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	15			
						L	EARNIN	G OUTCOMES								
Outcomes			Description	of SPECIFIC lea	rning out	comes of the	course				Reference to MAJOR	R learning outcomes				
type				Stu	dent						→ CHECK THE K	<u>(EY</u>				
										Z2_W14 Knows ar	nd understands the purposefuln	ness and principles of independe	nt research for			
		methodology of writing a t usefulness / utilitarianism		o account the chal	lenges of er	npirical, desigr	n and imple	mentation work with								
ш										72 W// Knows and	d understands in death the used	fulness and purposefulness of us	ing methods			
KNOWLEDGE	has knowledge of the thesis.	principles of independent i	research process	ses, including prima	ary and sec	ondary researd	ch for the p	urposes of research, i.	e. work			ness and principles of independe				
_										22_W4 Knows and understands in depth the usefulness and purposefulness of using methods 22_W5 Knows the essence and methods of descriptive statistics and mathematical statistics,						
	has knowledge of rese	arch methods used in man	nagement scienc	es, both in the gro	up of prima	ry and second	ary analysis	s methods.				iptive statistics and mathematic ness and principles of independe				
	develops the ability to	independently prepare a	master's thesis r	roiect, including th	ne ability to	define utilitar	ian research	h goals, putting		22_U1 Is able to apply theoretical knowledge and specialist knowledge in the field of economic 22_U17 Has substantive and technical skills to independently carry out applied research, 27_U17 is able to thoroughly analyze a complex business robbine menage a research penof.						
s		of adequate research meth			,					Is able to thoroughly analyze a complex business problem, prepare a research report,     Is able to use the acquired knowledge to identify and solve various problems / threats /     Is able to independently solve complex management problems using advanced						
SKILLS							Z2_U1 Is able to	apply theoretical knowledge an	nd specialist knowledge in the fie	eld of economic						
	demonstrates the abili	ity to independently condu	uct research and	prepare a report of	on the resea	arch process (n		Z2_U7 Is able to	thoroughly analyze a complex b	ndependently carry out applied i ousiness problem, prepare a rese	earch report,					
									management problems using ad							
												ate the processes taking place in s knowledge and skills and under				
ES	is aware of the comple	xity of processes taking pl	ace in the organ	ization and is able	to study th	em - anaiyze, e	evaluate an	a report.								
SOCIAL COMPETENCES												s knowledge and skills and under ate the processes taking place in				
COMF	is capable of logical an	d analytical thinking.								ZZ_KZ IS ready to	o independently, critically evalu	ate the processes taking place in	rtile			
CIAL										72 K1 Is ready to	o critically assess the level of his	s knowledge and skills and under	rstands the need			
	is canable of independ	ent research work, presen	ting its assumpt	ions and offerts								ate the processes taking place in				
	із саравіе от інцеренц	ent research work, presen	ting its assumpt	ions and effects.												
		CTUD	ENT FFFOR	-						TEAC	UING METHODS					
		Total contact ho	ENT EFFOR			15				TEAC	choice from given list					
		including: lecture				15 7		# Hodi		worl	multimedia presentation kshop that uses activating me	ethods				
tudent Effort Structure		practice e-learning				8		leaching methods			individual projects					
rt Stru		laboratory seminar						achii								
nt Effo		practical works study visit	nop					<u>, u</u>								
tude		others consulting hou						Work			choice from given list preparation of the final proje	ect				
•		exams, assignme Lectureship				10		Student			own activity on platform					
		Student Effor Total Student Ef				25		- ₹								
							SSESSM	ENTS METHODS								
ŧ.,		Final grade choice from given list			pas % of final	grade		<u> </u>			Percentage of final grade very good > 90%	2				
Assessment methods		individual project			10	0		Grade scale			good + 81% - 90% good 71% - 80%					
Ass								g g			satisfactory + 61% - 70% satisfactory 51% - 60%					
											unsatisfactory < 51%					
						Ple		URSE DESCRIPTI e main topics and areas								
		wa obowiazująca na kierur nienia związane z procesen						cy i problemu badawcz	ego; formułowanie hipote	ez badawczych, dol	bór metod badawczych; układ	d, treść i objętość rozdziałów;	dobór i			
		iteraturowych; gromadzen z księgozbiorów i czasopisn					pretacja wy	ników badania; wnios	kowanie).							
		ic naukowych (praca magis rzygotowania i przeprowac						znych (tabele, rysunki	, wykresy).							
	6. Etyczne zasady pisai															
	,,															
ption																
escri																
Course description																
Cou								Key literature								
		tiel, A. Zelek, Twoja praca p zny wymiar nauk o zarządz			rfekcji. Pora	adnik dla stude	entów ZPSB,	, Wyd. Naukowe ZPSB	, Szczecin 2010 (także w w	ersji eleraningowej	j).					
	,															
							Δ	Additional literature	·							
		hnika pisania prac magiste giczne prac doktorskich w														
	3. M. Blaug, Metodolo	gia ekonomii, PWN, Warsz pisać prace dyplomowe? V	awa, 1995.													
	l '												- 1			



2022/	2023											w Szczecinie			
M	odule I2/4		Diplor	na Module	(1)										
	Course no.			ourse 4.2.	.,										
Co	ourse name	Meth	hods of Ec	onomic	Resec	ırch - w	orksho	p	ECTS credits	2	Leader	prof. A. Zele	ek		
					_			•							
	Major	MANAGEMENT	Master	Year	1	Semester	1	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	15		
			<u> </u>												
								0115001150							
						L	EARNING	OUTCOMES		1					
Outcomes			Description of	of SPECIFIC lea	arning outc	omes of the	course				Reference to MAJOR	R learning outcomes			
type				Stu	udent						→ CHECK THE K	(FV			
										Z2_W4 Knows and		fulness and purposefulness of usi	ing methods		
					to the control	£						iptive statistics and mathematica			
GE	knows and differential	tes methods, techniques a	ina toois usea in p	rimary research	in the area of	r managemen	it sciences.			22_W14 Knows and	understands the purposetuir	ness and principles of independer	nt research for		
KNOWLEDGE										70 111411					
Ŏ.												fulness and purposefulness of usi ness and principles of independer			
×	Knows and understand	ds rationales for the choice	e of research tech	niques, tools and	d methods, th	nat are crucial	for the resear	rch process.							
										Z2_U2 Is able to identify, interpret and explain complex social, economic and management					
	without the assistance	of others, is able to desig	gn a set of research	1 tools that is nec	cessary to cor		Z2_U3 Is able to observe, interpret and analyze and evaluate processes occurring in the Z2_U17 Has substantive and technical skills to independently carry out applied research,								
s		_													
SKILLS							Z2 U2 Is able to id	entify, interpret and explain	complex social, economic and ma	nagement					
0,							Z2_U2 Is able to identify, interpret and explain complex social, economic and management Z2_U3 Is able to observe, interpret and analyze and evaluate processes occurring in the								
	is able to select and us	e appropriate research to	ols in order to con	duct an analysis	on acquired		Z2_U17 Has substa	antive and technical skills to ii	ndependently carry out applied re	esearch,					
							70.44	W. II.							
ES												s knowledge and skills and under ate the processes taking place in			
EN O	is both aware of, and o	capable to develop, their a	analytical capabilit	ies, and knowled	lge related to	research too	ls and techniq	ques.							
WPEI															
Ö															
CIAL															
SOC	is both aware of, and capable to develop, their analytical capabilities, and knowledge related to research tools and techniques.														
			DENT EFFORT							TEACHING METHODS					
		Total contact h including:	ours		+	15 15		æ			choice from given list multimedia presentation				
		lecture				7		₽ S		works	hop that uses activating me	ethods			
ğ.		practice e-learning			+	8		Teaching methods							
Student Effort Structure		laboratory						hing							
±.		seminar practical works	-hon		+			9							
E#		study visit						_							
den		others consulting ho	ou ire		-			놓		n	choice from given list reparation of the final proje	act			
₽\$		exams, assignm	nents					> <del>+</del>		P.	review of the literature				
		Lectureship Student Effo				35		Student Work							
		Total Student E				50		⋨							
						Δ	CCECCAAEN	NTS METHODS							
		Final grade			pas		33L33/WLIV				Percentage of final grade	1			
ment		choice from given list individual project			% of final g			scale			very good > 90% good + 81% - 90%				
ess m											good 71% - 80%				
Assessi								Grade			satisfactory + 61% - 70% satisfactory 51% - 60%				
											unsatisfactory < 51%				
							COUR	RSE DESCRIPTI	ON						
						Ple		ain topics and areas							
		of research problems in m if solving research problen		i.											
	<ol><li>Examples of contem</li></ol>	porary micro and macroe		problems.											
	<ol> <li>Fundamental appro</li> <li>Types of inference.</li> </ol>	aches to research.													
	<ol><li>Typology of causal r</li></ol>														
	<ol> <li>Causality and count</li> <li>Causal and correlati</li> </ol>														
	10. Experimental resea	arch projects.													
5	<ol> <li>Qualitative researce</li> <li>Quantitative researce</li> </ol>														
ip ij	13. Case study as a res	earch method.													
escr	<ol> <li>Principles of creation</li> <li>Principles of creation</li> </ol>														
e G	16. Reporting research														
Course description															
_	4) C. Marrial, E. Évian	del A Zelele Torrie (Orene	D Di dati	From Billion		ation (the adh		Key literature		- (the all a all Williams					
		giel, A. Zelek, Twoja, "Your odology of Economics or I							om Dilemmas to perfectio	ii (Haiidbook)", ZPSI	o, ozuzeum ZUIU.				
	3) J. Collins, R. Hussey	, Business Research: A Pra	actical Guide for Un	ndergraduate and	d Postgradua										
		arch Methodology in Appl rnhill, P. Lewis, "Research				ation, 5th ed	ition, 2009.								
	4) M. Odeli A. 11 = 11	in advan #2 ! = :	e Constant	a Chied # 1000	umagl -free -	land the life		ditional literature							
		inedum, "Research Design esearch Methods", OUP (			urnal of VLSI	and Signal Pr	ocessing (IOSF	r-יאארן, Volume 4, l	ssue 6,ver. I, pp 16-22.						
	3) H.T. Reis, C. M. Judd	(Eds.), "Handbook of rese	earch methods in s	social and persor				y Press, 2000							
	, D. Grant, Wethods	of Economic Research: Cr	arcomanomp and C	a equality in App	neu microeco	onomics, Spr	gci, 2018								



Module no.	Modu	le Z2/5											
Module name	Specialis	e (1) G	LOBA	L MANA	GEME	NT	ECTS credits	13	Lea	ıder	dr D. Majewska-E	Bielecka	
Major	MANAGEMENT Master Year I Semester 2 Status (choice list						Status (choice list)	OBLIGATORY	Langi	uage	English	Total Contact Hours	90

## **PURPOSE OF THE MODULE AND MODULE OBJECTIVES**

Short description and objective list

The main goal of the module is to shape managerial competences in the field of interpretation and use of accounting / financial information in analytical and decision-making processes. The main goal of the module is also to provide the student with the knowledge and skills of managing an organization in the context of globalization.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

The main goal of the module is to shape managerial competences in the field of interpretation and use of accounting / financial/globalization information in analytical and decision-making processes.

LEARNING OUTCOMES										
Short description of learning outcomes gain during the course of a module										
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES								
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)								
the essence, functions and principles of creating, interpreting and using in decision-making processes accounting / financial/globalization information and data in an enterprise keeping full accounting.	independently analyze the basic measures / indicators of financial/managerial/globalization analysis, and indicate their usefulness for making decisions with all the implications.	to make rational, effective decisions based on knowledge and understanding the principles of management accounting, financial analysis and management in the context of globalization.								

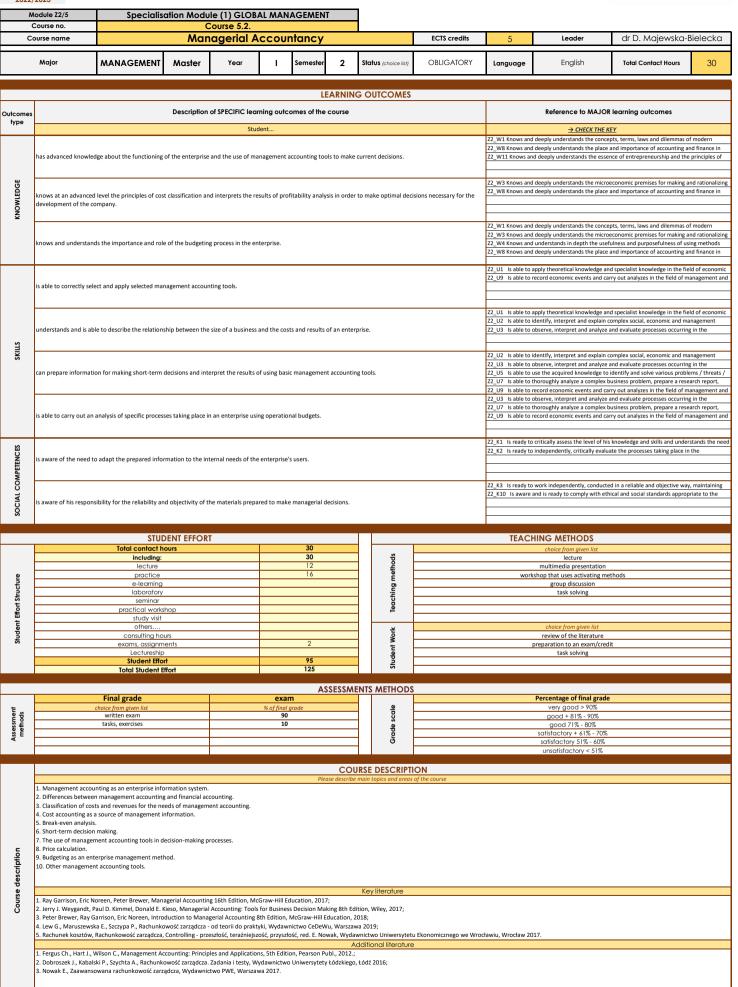
					MODULE STRUCTU	RE		
Course no.	Module Z2/5	Course 5.1.	Module Z2/5	Course 5.2.				
Course name	Global	isation	Managerial A	Accountancy				
ECTS credits	5	5		5				



2022/	/2023											w Szczecinie			
	lodule Z2/5	Specialis		ıle (1) GLOB	AL MANA	GEMENT									
	Course no.		(	Course 5.1.								1			
C	ourse name			Global	sation				ECTS credits	5	Leader	dr D. Majewska-B	Bielecka		
	Major	MANAGEMENT	Master	Year		Semester	2	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30		
	•				·			,			9 '		00		
							A BAUAI	- OUTCOMES							
	I					LE	AKNING	OUTCOMES		1					
Outcomes			Description	of SPECIFIC lea	rning outcor	mes of the	course				Reference to MAJO	OR learning outcomes			
type				Stu	dent						→ CHECK THE	<u>KEY</u>			
												cepts, terms, laws and dilemmas of l economic facts, phenomena, regu			
ų.	Student understands t reference to social life	the relationships taking pla	ace in the global	economy and their	rs .					ZZ_WZ KIIOWS BIIO	deepiy diiderstands selected	reconomic racts, phenomena, regu	nancies and		
KNOWLEDGE	reference to social inc														
OWL										Z2_W10 Knows an	d deeply understands theorie	es and concepts in the field of mark	keting		
ž		s elements of the global er													
	determinants of nation	nal / local company opera	tion.												
										Z2_U1 Is able to a	apply theoretical knowledge a	and specialist knowledge in the fiel	ld of economic		
		bility to interpret global ph										managerial processes and decisions			
	recommendations	nulate their own opinions	and												
SKIILLS															
፟															
Si	The student is aware o	of the complexity of the pr	ocesses involved									uate the processes taking place in needs of members of diverse tear			
SOCIAL COMPETENCES	in the modern global e	economy, he can do it on h													
MPE	verify and evaluate														
8															
CIAL															
S															
		TIITS	LENT EEEOD	т						TEACH	INC WETHODS				
		STUE Total contact h	DENT EFFOR ours	Т		30				TEACH	choice from given list				
		Total contact he including:		T		30		spor		TEACH	choice from given list lecture				
ē		Total contact he including:  lecture  practice		Т				methods			choice from given list lecture multimedia presentation shop that uses activating m				
ucture		Total contact hincluding: lecture practice e-learning		T		<b>30</b>		ning methods			choice from given list lecture multimedia presentation shop that uses activating m group discussion				
ort Structure		Total contact hincluding: lecture practice e-learning laboratory seminar	ours	T		<b>30</b>		eaching methods			choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects				
Fifort Structure		Total contact hincluding: lecture practice e-learning laboratory	ours	T		<b>30</b>		Teaching methods			choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects				
dent Effort Structure		Total contact h including: lecture practice e-learning laboratory seminar practical works study visit others	hop	T		<b>30</b>					choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list				
Student Effort Structure		Total contact in including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignme	hop urs	T		<b>30</b>				work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi	ing			
Student Effort Structure		Total contact h including: lecture practice e-learning laboratory seminar practical works study visit others consulting ho exams, assignm Lectureship	hop	T		30 12 16				work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi	ing			
Student Effort Structure		Total contact in including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignme	hop urs ents	T		30 12 16		Student Work Teaching methods		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi	ing			
Student Effort Structure		Total contact in including: lecture practice e-learning laboratory seminar practical works study visit others consulting hot exams, assignm Lectureship Student Effor	hop urs ents	T		30 12 16 2 95 125	SESSMB	Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi	ing			
		Total contact h including: lecture practice e-learning laboratory seminar practical works study visit others consulting ho exams, assignm Lectureship Student Effo Total Student E	hop urs ents	T	pass	30 12 16 2 2 95 125	SESSME	Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature	nethods ing eect			
		Total contact h including: lecture practice e-learning laboratory seminar practical works study visit others consulting hole exams, assignm Lectureship Student Effor Total Student E	hop urs ents	T	pass % of final gn	30 12 16 2 2 95 125	SESSMB	Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature	nethods ing eect			
		Total contact h including: lecture practice e-learning laboratory seminar practical works study visit others consulting hon exams, assignm Lectureship Student Effor Total Student E	hop urs ents	T	% of final gr	30 12 16 2 2 95 125	SESSME	scale Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 71% - 80%	ing eect			
Assessment Student Effort Structure methods		Total contact h including: lecture practice e-learning laboratory seminar practical works study visit others consulting hole exams, assignm Lectureship Student Effor Total Student E	hop urs ents	T	% of final gr	30 12 16 2 2 95 125	SESSME	Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
		Total contact in including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Eff	hop urs ents	T	% of final gr	30 12 16 2 2 95 125	SESSME	scale Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the lilterature  Percentage of final grad very good > 90% good + 81% - 90% good 1*80% salisfactory + 61% - 70% salisfactory + 61% - 70%	ing eect			
		Total contact in including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Eff	hop urs ents	T	% of final gr	30 12 16 16 2 95 125 AS	COU	State of the state	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
		Total contact h including: lecture practice e-learning laboratory seminar practical works total works others	hop  urs ents  rt ffort		% of final gri 50 50	30 12 16 2 95 125 AS	COU use describe	Grade scale Student Work	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
Assessment methods	1/ Introduction to glot 2/ Globalization from a	Total contact h including: lecture practice e-learning laboratory seminar practical works study visit others consulting hole exams, assignm Lectureship Student Effor Total Student Effor for a grade choice from given list tasks, exercises individual project	hop  urs ents  rt fffort  tions of globaliza w do economist	tion, globalization	% of final gr 50 50 50 yesterday, too ation and its p	30 12 16 2 95 125 AS	COU use describe	State of the state	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
Assessment methods	1/ Introduction to glob 2/ Globalization from : 3/ Man and globalizati	Total contact in including: lecture practice e-learning laboratory seminar practical works study visit others consulting hor exams, assignm Lectureship Student Effor Total Student Effor Total Student Essistential grade choice from given list tasks, exercises individual project	hop  urs  ents  th  ffort	tion, globalization so perceive globaliza nguistic. Is there or	% of final gr. 50 50 50  yesterday, too ation and its p	30 12 16 16 2 95 125 AS AS ade	COU orrow.	State of the state	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
Assessment methods	1/ Introduction to glob 2/ Globalization from a 3/ Man and globalization 4/ Globalization and e 5/ Globalization and co	Total contact h including: lecture practice e-learning laboratory seminar practical works others consulting hoi exams, assignm Lectureships Student Effor Total Student Effor Total Student Effor stake, exercises individual project	hop  urs ents  rt ffort  tions of globaliza w do economist blems, ethical, li e division of the	tion, globalization s perceive globaliz nguistic. Is there or world into countrie	% of final gr. 50 50 50 yesterday, toc stion and its p ne global cultues rich North a	30 12 16 16 2 95 125 AS AS ade	COU orrow.	State of the state	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
Assessment methods	1/ Introduction to glob 2/ Globalization from 3/ Man and globalization 4/ Globalization and et 5/ Globalization and of 6/ Globalization and de	Total contact in including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effo Total Student Effo Total Student exams, assignm in the study of the student exams as a support of the student exams as a support of the student exams as a support of the student example of the studen	hop  urs ents th ffort  tions of globaliza when de continical, lie division of the ucts fair trade, gresolve terrorisr	tion, globalization s perceive globalez spersitic. Is the control world into countrie enetically food mo n problem?	% of final gr. 50 50 50 yesterday, toc stion and its p ne global cultues rich North a	30 12 16 16 2 95 125 AS AS ade	COU orrow.	State of the state	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
Assessment methods	1/ Introduction to glob 2/ Globalization from 3/ Man and globalization 4/ Globalization and et 5/ Globalization and of 6/ Globalization and de	Total contact in including: lecture practice e-learning laboratory seminar proclical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor Total Student exams, assignm in the consulting how exams, assignm teactureship Student Effor Total Student Effor Effort Ef	hop  urs ents th ffort  tions of globaliza when de contincial, lie division of the ucts fair trade, gresolve terrorisr	tion, globalization s perceive globalez spersitic. Is the control world into countrie enetically food mo n problem?	% of final gr. 50 50 50 yesterday, toc stion and its p ne global cultues rich North a	30 12 16 16 2 95 125 AS AS ade	COU orrow.	State of the state	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
Assessment methods	1/ Introduction to glob 2/ Globalization from 3/ Man and globalizati 4/ Globalization and e 5/ Globalization and d 6/ Globalization and d 7/ Globalization and d	Total contact in including: lecture practice e-learning laboratory seminar proclical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor Total Student exams, assignm in the consulting how exams, assignm teactureship Student Effor Total Student Effor Effort Ef	hop  urs ents th ffort  tions of globaliza when de contincial, lie division of the ucts fair trade, gresolve terrorisr	tion, globalization s perceive globalez spersitic. Is the control world into countrie enetically food mo n problem?	% of final gr. 50 50 50 yesterday, toc stion and its p ne global cultues rich North a	30 12 16 16 2 95 125 AS AS ade	COU orrow.	NTS METHODS Stage	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects team projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 19% - 80% saltisfactory + 61% - 70%	ing eect			
Assessment methods	1/ Introduction to glot 2/ Globalization from 3/ Man and globalizat 4/ Globalization and e 5/ Globalization and e 6/ Globalization and d c 7/ Globalization and d t 8/ Globalization and d t 1/ Globalization and t 1/ L. Stiglitz J., Globalization and t 1. Stiglitz J., Globalization and t 1/ L. Stiglitz J., Globalization and 1/	Total contact in including: lecture practice e-learning laboratory seminar procession of the seminary seminar procession of the seminary consulting hole exams, assignme Lectureships Student Effor Total Student Effor Effort	hop  urs ents  rt fffort  stions of globaliza w do economist e division of the ucts fair trade, go resolve terrorisr tions perceive glo	tion, globalization s perceive globaliza group of the control of the control spanny 2002, Stigliti spany, 2002, Stigliti	% of final gn 50 50 50 50  yesterday, too tition and its p nee global cultrus rich North a diffied.	30 12 16 16 2 95 125 AS	COU use describe prrow. th.	NTS METHODS  PD S P	ON Of the course	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 71% - 80% saltisfactory + 61% - 70% sultisfactory + 61% - 70% sultisfactory < 51% unsaltisfactory < 51%	ing eect			
Assessment methods	1/ Introduction to glot 2/ Globalization from 3/ Man and globalizat 4/ Globalization and e 5/ Globalization and e 6/ Globalization and d c 7/ Globalization and d t 8/ Globalization and d t 1/ Globalization and t 1/ L. Stiglitz J., Globalization and t 1. Stiglitz J., Globalization and t 1/ L. Stiglitz J., Globalization and 1/	Total contact in including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Effor Efficiency in the Efficiency Effi	hop  urs ents  rt fffort  stions of globaliza w do economist e division of the ucts fair trade, go resolve terrorisr tions perceive glo	tion, globalization s perceive globaliza group of the control of the control spanny 2002, Stigliti spany, 2002, Stigliti	% of final gn 50 50 50 50  yesterday, too tition and its p nee global cultrus rich North a diffied.	30 12 16 16 2 95 125 AS	COU use describe prrow. th.	NTS METHODS  PD S P	ON Of the course	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 71% - 80% saltisfactory + 61% - 70% sultisfactory + 61% - 70% sultisfactory < 51% unsaltisfactory < 51%	ing eect			
Assessment methods	1/ Introduction to glot 2/ Globalization from 3/ Man and globalizat 4/ Globalization and e 5/ Globalization and e 6/ Globalization and d c 7/ Globalization and d t 8/ Globalization and d t 1/ Globalization and t 1/ L. Stiglitz J., Globalization and t 1. Stiglitz J., Globalization and t 1/ L. Stiglitz J., Globalization and 1/	Total contact in including: lecture practice e-learning laboratory seminar procession of the seminary seminar procession of the seminary consulting hole exams, assignme Lectureships Student Effor Total Student Effor Effort	hop  urs ents  rt fffort  stions of globaliza w do economist e division of the ucts fair trade, go resolve terrorisr tions perceive glo	tion, globalization s perceive globaliza group of the control of the control spanny 2002, Stigliti spany, 2002, Stigliti	% of final gn 50 50 50 50  yesterday, too tition and its p nee global cultrus rich North a diffied.	30 12 16 16 2 95 125 AS	COU use describe prrow. th.	NTS METHODS  PD S P	ON Of the course	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 71% - 80% saltisfactory + 61% - 70% sultisfactory + 61% - 70% sultisfactory < 51% unsaltisfactory < 51%	ing eect			
Assessment methods	1/ Introduction to glot 2/ Globalization from 3/ Man and globalizat 4/ Globalization and e 5/ Globalization and e 6/ Globalization and d c 7/ Globalization and d t 8/ Globalization and d t 1/ Globalization and t 1/ L. Stiglitz J., Globalization and t 1. Stiglitz J., Globalization and t 1/ L. Stiglitz J., Globalization and 1/	Total contact in including: lecture practice e-learning laboratory seminar procession of the seminary seminar procession of the seminary consulting hole exams, assignme Lectureships Student Effor Total Student Effor Effort	hop  urs ents  rt fffort  stions of globaliza w do economist e division of the ucts fair trade, go resolve terrorisr tions perceive glo	tion, globalization s perceive globaliza group of the control of the control spanny 2002, Stigliti spany, 2002, Stigliti	% of final gn 50 50 50 50  yesterday, too tition and its p nee global cultrus rich North a diffied.	30 12 16 16 2 95 125 AS	COU use describe orrow. th.	NTS METHODS  PD S P	ON of the course  On of the course  The course of the cour	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion individual projects video movie practical workshop choice from given list task solving group work - joint task solvi preparation of the final proj review of the literature  Percentage of final grad very good > 90% good + 81% - 90% good 71% - 80% saltisfactory + 61% - 70% sultisfactory + 61% - 70% sultisfactory < 51% unsaltisfactory < 51%	ing eect			











2022/	odule 72/6	Specialise	rtion Mod	ule (2) GLOB	A I . A A A N	A C EMEN	IT	1								
	Course no.	specialist		Course 5.3.	AL MAIN	AGEMEN										
Co	ourse name		Finan	icial Repo	rting 1	Method	ls		ECTS credits	3	Leader	dr I. Rafal	ąt			
	Major	MANAGEMENT	Master	Year	ı	Semester	2	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30			
							EARNIN	G OUTCOMES		1						
Outcomes type			Description	of SPECIFIC lea	rning outc	omes of the	course				Reference to MAJOI	R learning outcomes				
.,,,,				Stu	dent					72 14/4 //	→ CHECK THE I		f are done			
	has in-depth knowledg between economic and	ge of the construction of fi d legal sciences.	nancial stateme	nts and is able to d	lefine their r	most importar	nt elements	. Understands the rel	ationships that exist	Z2_W8 Knows and	deeply understands the place	epts, terms, laws and dilemmas or e and importance of accounting a orms regulating the functioning o	nd finance in			
KNOWLEDGE	knows at an advanced analysis.	level the principles of fina	ncial reporting a	and understands ho	ow informat	ion contained	d in financia	l statements is used f	or the purposes of financial	Z2_W2 Knows and	deeply understands selected	epts, terms, laws and dilemmas of economic facts, phenomena, reg ifulness and purposefulness of us	ularities and			
*		tant financial analysis tool hat occur in an enterprise.		their essence, know	ws how to us	se them, and a	also undersi	tands the nature of th	e relationships between	Z2_W4 Knows and	understands in depth the use	economic facts, phenomena, reg fulness and purposefulness of us and importance of accounting a	ing methods			
	can obtain data from f	inancial statements and pr	repare them for	the needs of finan	icial analysis	-				Z2_U2 Is able to	identify, interpret and explain	nd specialist knowledge in the fie complex social, economic and ma te sources of law and legal provis	anagement			
SKILLS	can independently ana	alyze the financial stateme	nts, correctly int	terpret the results o	obtained an	d present the	ir synthesis	in the form of a repo	rt	Z2_U3 Is able to	observe, interpret and analyze	nd specialist knowledge in the fie and evaluate processes occurrin business problem, prepare a rese	g in the			
	based on the analysis o	carried out, is able to indica	ate problems th	at are associated w	s to solve them.	Z2_U2 Is able to	dentify, interpret and explain	nd specialist knowledge in the fie complex social, economic and ma o identify and solve various proble	anagement							
s	is aware of the comple economic decisions.	exity of processes related to	o the functionin	g of enterprises, ar	cess of making strategic			s knowledge and skills and under								
SOCIAL COMPETENCES	is able and ready for a	nalytical thinking and make	es rational decis	ions when assessin	ng economic	phenomena	that occur i	n the enterprise and i	ts surroundings.	Is ready to critically assess the level of his knowledge and skills and understands the need     Is ready to work independently, conducted in a reliable and objective way, maintaining						
SOCIAL	is ready for creative, addecisions.	ctive work in a group on as	sessing phenom	nena and creating p	proposals fo	r solutions to	problems ti	nat will be the basis fo	or making strategic	Z2_K5 Is ready to	work and interact in teams, a	uate the processes taking place in ppearing in various roles in them hical and social standards approp	, being open to			
		STUD	ENT EFFOR	т						TEAC	HING METHODS					
		Total contact ho		.1		30				ILACI	choice from given list					
		including: lecture				<b>30</b>		hing methods			lecture multimedia presentation					
ructure		practice e-learning				16		E B			case study group discussion					
Struc		laboratory seminar						- İç			team analysis					
Effort St		practical workst study visit	пор					Teac								
Student		others						ž			choice from given list					
Stuc		consulting hou exams, assignme				2		Student Work			preparation to an exam/cred preparation of the final proje					
		Lectureship Student Effor				45		den			review of the literature task solving					
		Total Student Ef				75		₹			task solving					
						A	SSESSM	ENTS METHODS								
		Final grade			exa	m					Percentage of final grade very good > 90%	e				
Assessment methods		choice from given list written exam			% of final 50			Grade scale			good + 81% - 90%					
sess		team case study			50			9			good 71% - 80% satisfactory + 61% - 70%					
As								ช้			satisfactory 51% - 60%					
				l							unsatisfactory < 51%					
						Dia		JRSE DESCRIPT								
		ne of financial reporting, fu ents of the Financial Staten				nts.										
	3. International Financ	ial Reporting Standards. ting financial statements a			ii ana prepa	ration, metric	odology, rec	ipients and cognitive	value.							
	5. The nature and role	of financial analysis in the nary analysis of the financia	study of financi	ial statements.	e comnany's	s financial res	ults									
7. Indicating methods of analysis the financial condition of companies in the field of: liquidity, profitability, debt and financial independence and efficiency.  8. Enterprise market position analysis - application of capital (investor) market indicators.																
	9. Pyramid analysis - D	u Pont model.	лі от сарітаї (іпі	restor) market muit	Lators.											
iptio		bankruptcy prediction. ost analysis (weighted ave	rage cost of cap	oital).												
Course description		in analyzing financial state														
se d																
Cour	1. Eugene F. Brigham. I	Michael C. Ehrhardt, Finan	cial Managemer	nt: Theory & Practic	ce (MindTan	Course List)	16th Edition	Key literature , Cengage Learning, 2	019;							
	2. Martin S. Fridson, Fe	ernando Alvarez, Financial Jancial Statements, Third E	Statement Anal	ysis: A Practitioner	's Guide, Wi	ley, 2011;										
		Gabrusewicz, "Roczne spra						career riess,	,							
								dditional literature								
	1. "Sprawozdanie finar	nsowe według polskich i m	iędzynarodowy	ch standardów racł	hunkowośc"	i, red. G. K. Śv	viderska, W	. Więcław, Difin 2012								



Module no.	Modu	le Z2/6											
Module name	Specialis	Specialisation Module (2					NT	ECTS credits	5	Lea	ıder	dr I. Rafalo	ąt
Major	MANAGEMENT Master Year I Semester 2 Status (choice						Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	60

## PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list

The goal of the course is to build an attitude of a global leader in international environment in respect to all aspects of cultural differences.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

No requirements

LEARNING OUTCOMES											
Short description of learning outcomes gain during the course of a module											
KNOWLEDGE SKILLS SOCIAL COMPETENCES											
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)									
Student knows how to identify and describe various classifications of cultures, especially in a	Applies knowledge of intercultural communication concepts , is able to use learned features in	Students will demonstrate an understanding of intercultural awareness and ethical reflection									
perspective of doing business in an international and global environment, compared with national	,	in the context of a leadership.									
enterprises. Student is able to identify advantages and disadvantages of modern leadership, knows											
features of a global leader											
	I and the second	l ·									

					MODULE STRUCTU	RE			
Course no.	Module Z2/6	Course 6.1.	Module Z2/6	Course 6.2.	Module Z2/6	Course 5.3.			
Course name	Lead	ership		mmunication in Management	Financial Repo	rting Methods			
ECTS credits	:	3	:	2	3				



2022/	2023											w Szczecinie	esu	
	odule Z2/6	Specialis		le (2) GLOB	AL MAN	AGEMEN <sup>1</sup>	T							
	Course no.			Leade	rship				ECTS credits	3	Leader	dr I. Rafalat		
					1	$\overline{}$				- C				
	Major	MANAGEMENT	Master	Year	I	Semester	2	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30	
								G OUTCOMES						
Outcomes type			Description	of SPECIFIC lea		omes of the	course					R learning outcomes		
				Stu	dent					Z2_W15 Has pract	→ CHECK THE I  ical knowledge to start work in	K <u>EY</u> n various types of business entities o	rown	
ш	knows and understand	ds the essence of teamwor	k and the factor	conditioning its e	fficiency.									
LEDGI														
KNOWLEDGE														
×														
										Z2 U11 Is able to	perform various roles and wo	ork in a team solving specific tasks th	at allow	
	is able to cooperate in	operational / project tean	ns and to take or	different roles in	them.					Z2_U12 Is able to	manage the work of an emplo	oyee team using the HR managemen	t principles	
ST		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,										3,, p		
SKILLS														
										Z2 K5 Is ready to	work and interact in teams. a	ppearing in various roles in them, be	ing open to	
NCES		cooperate in task teams, sl	nows the ability t	o compromise and	d empathic a	ittitudes towa	rds other m	embers		Z2_K6 Is ready to	take on the challenges and ris	sks of doing business, including think needs of members of diverse teams	ing and	
APETEI	team.									EE_K7 IS ready to	emphatically anderstand the	needs of members of diverse ceams	,	
CO														
SOCIAL COMPETENCES														
Ň														
			ENT EFFOR	Г		20				TEACH	IING METHODS			
		Total contact he including:	ours			30 30		spo		work	choice from given list shop that uses activating me	ethods		
e.		lecture practice				6 8		u e#			group discussion case study	,		
fructu		e-learning laboratory						Teaching methods			individual projects team projects			
ffort S		seminar practical works	hop			16		Teac						
Student Effort Structure		study visit others						<u> </u>			choice from given list			
Str		consulting ho exams, assignm	ents					. A		F	oreparation of the final proje own activity on platform	ect		
		Lectureship Student Effor	rt			45		Student Work			review of the literature trial tests			
		Total Student E	ffort			75					preparation to an exam/cred	dit		
		Final grade			pas		SESSME	NTS METHODS			Percentage of final grade	e		
nent ods		choice from given list individual project			% of final g			scale			very good > 90% good + 81% - 90%			
Assessment methods		tasks, exercises			50			Grade s			good 71% - 80% satisfactory + 61% - 70%			
∢								ত			satisfactory 51% - 60% unsatisfactory < 51%			
							COL	RSE DESCRIPTI	ON					
	1/ How to build a uniq	ue team: your own engag	ement in leaders	hip		Plea		main topics and areas						
	2/ How your own posi	tive attitude help the tean tools to build a unique tea	n in achieving go											
		p: how to create tema's go												
		ative team ready to solve	problems											
	77 TTOJECE CEBITIS BITU E	earns of the future												
e														
riptic														
desc														
Course description														
	Miller D. , Brilliant tam	s, 2nd edition. Prentice Ha	II, 2011, Carnagia	D., How to win fr	iends, Lencio	oni P, The five	dysfunction	Key literature	Wiley and Sons. 2002. Can	nagie D.m How to w	vin friends and influence per	ople, Ebury Publishing, 2011		
	,		, -, -, -, -, -, -, -, -, -, -, -, -,	,	,	,	,		.,	J		,		
	Company Could a	and the second	17 Caster 1 . 2 . 1	h a Cit		hines and	A	dditional literature	)					
	Sarnacka Smith A., Ev	erest Lidera, mt biznes 201	L7, Sarnacka Smit	h A., Siła różnic w	zespole, MT	biznes 2017								





Module Z2/6	Specialisation Module (2) GLOBAL MANAGEMENT											
Course no.	Course 6.2.											
Course name	Intercultural Communication in Business and Mana				gement	ECTS credits	2	Leader	dr I. Rafalo	ą†		
Major	MANAGEMENT	Master	Year		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
7.	Student	→ CHECK THE KEY
		Z2_W9 Knows and deeply understands selected contemporary theories and concepts in the field
	Student is aware of importance and potential, as well as threats of cultural diverity in busines world. Realizes the role of intercultural communication and how culture	22_W15 Has practical knowledge to start work in various types of business entities or own
	impacts on business relationships, is able to analyze business dilemmas especially from an ethical perspective. Student knows how to communicate effectively in the international business environment.	
	Based on descriptive models of culture student describes properly the characteristics of selected world cultures and a meaning of communication differences in a	Z2_W9 Knows and deeply understands selected contemporary theories and concepts in the field
	based on death power modes of control students and property are characteristics of selected with a funding and a meaning or communication and entering decision making process by managers and employees. Student knows the role of cultural differences in successful decision making andmanagement in international	
DGE	environment	
KNOWLEDGE		22 W7 Knows and deeply understands the essence, context and process of operational and
2		Z2_W9 Knows and deeply understands selected contemporary theories and concepts in the field
	Student knows how to identify and describe various classifications of cultures, especially in a perspective of doing business in an international environment, compared withnational enterprises.	Z2_W15 Has practical knowledge to start work in various types of business entities or own
	withintonia enterprises.	
		Z2 W9 Knows and deeply understands selected contemporary theories and concepts in the field
S all e	Student can identify areas in which culture influences international business and its organizational structures: time, gender, religion and tradition. Students will be	Z2_W10 Knows and deeply understands theories and concepts in the field of marketing
		22_W15 Has practical knowledge to start work in various types of business entities or own
	ethical justification for decisions taken in business settings.	
		Z2_U1 Is able to apply theoretical knowledge and specialist knowledge in the field of economic
	identifies and summarizes the fundamental concepts, multiple perspectives, and theories about culture and communication, and the influence of culture and	Z2_U2 Is able to identify, interpret and explain complex social, economic and management
	communication on interpersonal and business interactions.	22_U5 Is able to use the acquired knowledge to identify and solve various problems / threats /
		Z2_U11 Is able to perform various roles and work in a team solving specific tasks that allow Z2_U16 Is able to communicate with a diverse environment using specialized terminology,
		Z2_U2 Is able to identify, interpret and explain complex social, economic and management
		Z2_U5 Is able to use the acquired knowledge to identify and solve various problems / threats /
	Describes global trends regarding the importance of intercultural communication. Explains how culture shapes human perception, communication and conflict styles, behaviors, and ways of thinking.	Z2_U12 Is able to manage the work of an employee team using the HR management principles
	styles, denaviors, and ways or dimining.	Z2_U13 Is able to use his management knowledge, competences and individual characteristics to
₿		Z2_U16 Is able to communicate with a diverse environment using specialized terminology,
		Z2_U1 Is able to apply theoretical knowledge and specialist knowledge in the field of economic Z2 U2 Is able to identify, interpret and explain complex social, economic and management
	Applies knowledge of intercultural communication concepts to analyze intercultural communication scenarios supported by research regarding styles and methods of	Z2_U11 Is able to perform various roles and work in a team solving specific tasks that allow
	communication in different cultural settings appropriate to the examined culture.	Z2_U13 Is able to use his management knowledge, competences and individual characteristics to
		Z2_U16 Is able to communicate with a diverse environment using specialized terminology,
		22_U1 Is able to apply theoretical knowledge and specialist knowledge in the field of economic
	Student is familiar with English intercultural terminology related to the business cultures and can use it aproprietly.	Z2_U16 Is able to communicate with a diverse environment using specialized terminology,
		Z2 K1 Is ready to critically assess the level of his knowledge and skills and understands the need
		22_K1 is ready to critically assess the level of his knowledge and skills and understands the need 22_K7 is ready to emphatically understand the needs of members of diverse teams /
	Students collectively raise awareness about taken for granted elements of culture, society, and nature, and gain tools to move beyond boundaries, as well as to imagine and practice alternatives.	22_K10 Is aware and is ready to comply with ethical and social standards appropriate to the
E	inagine and practice alternatives.	
SOCIAL COMPETENCES		22 K1 Is ready to critically assess the level of his knowledge and skills and understands the need
PET	Students will demonstrate an understanding of intercultural awareness and ethical reflection, for instance by showing sensitivity, insight, balanced judgement and	Z2_K2 Is ready to independently, critically evaluate the processes taking place in the organization
ð	Students will deministrate an understanding or intercutual awareness and edition reflection, for instance by showing sensitivity, insight, balanced judgement and professionalism.	Z2_K5 Is ready to work and interact in teams, appearing in various roles in them, being open to
C	• 1771 1 1	Z2_K7 Is ready to emphatically understand the needs of members of diverse teams /
CI A		Z2_K10 Is aware and is ready to comply with ethical and social standards appropriate to the Z2_K1 Is ready to critically assess the level of his knowledge and skills and understands the need
S	Student is able to lead a discusion, begin and maintain a conversation with his/her classmates about the assigned topic on cultural and international business matter	22_K1 is ready to critically assess the revel of his knowledge and skills and understands the need 22_K2 is ready to independently, critically evaluate the processes taking place in the organization
	and controversial issues. During discussion can reconcile the arguments of representatives of different cultures, maintaining sensitivity to cultural differences and	Z2_K2 Is ready to independently, critically evaluate the processes taking place in the organization  Z2_K4 Is ready to take on professional challenges in management in managerial (as leader /
	their sources.	Z2_K7 Is ready to emphatically understand the needs of members of diverse teams /
	ATURENT FEFOR	TEA CHINIC METHODS

	STUDENT EFFORT			TEACHING METHODS				
ē	Total contact hours	30		Teaching methods	choice from given list			
	including:	30			lecture			
	lecture	6			multimedia presentation			
	practice	8			workshop that uses activating methods			
흕	e-learning				group discussion			
ž	laboratory							
₹	seminar							
Ď	practical workshop	16						
<b>±</b>	study visit							
e =	others			×	choice from given list			
ġ	consulting hours			Ņ	preparation to an exam/credit			
- 55	exams, assignments			<u></u>	review of the literature			
	Lectureship			ē	student's own research			
	Student Effort	20		Stuc	group work - joint task solving			
	Total Student Effort	50		·				

	ASSESSMENTS METHODS							
	Final grade	pass		Percentage of final grade				
÷ .	choice from given list	% of final grade	후	very good > 90%				
thods	written exam	80	ŭ	good + 81% - 90%				
	participation in the discussion	10	o o	good 71% - 80%				
ne se	presentation of an individual or group task	5	8	satisfactory + 61% - 70%				
₹ -	tasks, exercises	5	ত	satisfactory 51% - 60%				
		The course explores intercultural communication		unsatisfactory < 51%				

## COURSE DESCRIPTION

COURSE DESCRIPTION

Please describe male; and areas of the course

The course explores intercultural communication and how culture impacts on business relationships. The goal is to familiarize students with the latest research in the field of cultural conditions of business. The aim is to prepare students to effectively communicate and act in an intercultural business environment with particular emphasis on working in multitandianol callengies, which creates the basis for further intercultural education with principles of the cultural intelligence.

The learning focus in this course is on student-driven exploration. While we utilize a wide variety of learning approaches, this course is essentially interactive and experiential. This sort of learning requires active individual and group participation. Additionally, several readings will be required and distributed electronically to students.

The course covers following topics:
Globalization – cultural and management challenges and global responsibilities
Cultural Diversity, identity, Patterns

Ethnocentrism, Stereotypes, Cultures shock, Prejudice, Discrimination, Racism, Popular culture, Xenophobia
Patterns of Cross-Cultural Business Behavior

Relationship and Deafs focus cultures

Formal patterns of Cross-Cultural Business Cultures, Status Hierarchies, Power and Respect

Cultures using direct versus Cultures of indirect status Cultures in direct cultures using direct versus Cultures of indirect language

Language Communication and Verbal Codes

Nonverbal communication and Verbal Codes

Nonverbal communication and cost Cultures shock

Cultural influences on the Expression and perception of Emotions

Cross-cultural Business Cultures, Shock Communication systems, Fake News, Hate Talk ec. changes in the world's media systems as it relates to content and technologies.

Multicultural Cultures shock

Communication today, history and role of international communication systems, Fake News, Hate Talk ec. changes in the world's media systems as it relates to content and t

Key literature

Cross-Cultural Business Behavior. A Guide for Global Management, Gesteland Richard R., Gazelle Book Services, 2012 Cultures and Organizations: Software of the Mind, Third Edition, Geert Hofstede, Gert Jan Hofstede, Michael Minkov MsGrawHill, 2010

Management across Cultures: Developing Global Competencies 3rd Edition by Richard M. Steers, Luciara Nardon, Carlos J. Sanchez-Runde, Cambridge University Press, 2018, Cross-cultural business behavior: negotiating, selling, sourcing and managing across cultures by Richard R. Gesteland, Copenhagen Business School Press, 2005 How To Win Friends and Influence People

Carnegie Dale, Vermillon 2010 Carnegie Dale, Vermilion 2010

Additional literature

Geert Hofstede Country Comparison Tool: https://www.hofstede-insights.com/product/compare-countries/ Nenophobe's Guide to the Germans, Stefan Zeidenitz, Ben Barkow, Oval Books, 2008 The Xenophobe's Guide to the Poles by Ewa Lipniacka, Oval Books 2009 Xenophobe's Guide to the Russians by Vladim Zhelvis, Oval Books 2010 Xenophobe's Guide to the Aussies by Ken Hunt, Oval books 2008



Module no.	Module Z2/7												
Module name		Competences in Management (1)						ECTS credits	4	Lea	ıder	dr M. Bzune	ek
Major	MANAGEMENT	Master	Year	I	Semester	2	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	60

## **PURPOSE OF THE MODULE AND MODULE OBJECTIVES**

Short description and objective list

The main goal of the classes, which are carried out as part of the module, is to provide students with practical skills of universal character that help to develop key managerial competences. These include competencies in the use of a foreign language in business situations, as well as supporting managerial decisions with IT solutions. Students learn the importance of information in the business management process, information management systems, and computer tools for supporting business decisions.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

LEARNING OUTCOMES								
Short description of learning outcomes gain during the course of a module								
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES						
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)						
a professional foreign language, understands the meaning of relevant phrases, idioms and collocations, which allows him to understand a foreign language in a business context. Moreover, he has knowledge of the chosen ones topics related to the use of computer methods of supporting business decisions.	entrepreneurial activities. In addition, the student is able to apply selected solutions in the	to carry out tasks independently and in a group, while performing various functions.  Moreover, working in teams, he performs his work reliably and carefully. He is ready to assess his knowledge and also understands the need for continuous learning.						

	MODULE STRUCTURE									
Course no.	Module Z2/7	Course 7.1.	Module Z2/7	Course 7.2.						
Course name	ICT Tools for Bus	iness Decisions	Foreign Language							
ECTS credits	CTS credits 2		2							



Module I2/7	Competences in Management (1)											
Course no.	Course 7.1.											
Course name	ICT Tools for Business Decisions					ECTS credits	2	Leader	dr M. Bzune	ek		
Major	MANAGEMENT	Master	Year	ı	Semester	2	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30

	LEARNING O	UTCOMES	
Outcomes	Description of SPECIFIC learning outcomes of the course		Reference to MAJOR learning outcomes
type			
.,,,,,	Student		→ CHECK THE KEY
			Z2_W1 Knows and deeply understands the concepts, terms, laws and dilemmas of modern
			Z2 W3 Knows and deeply understands the microeconomic premises for making and rationalizing
	has a deep understanding related to decision processes, that occur within an organization. Moreover, one understands the	role of information in business	Z2_W4 Knows and understands in depth the usefulness and purposefulness of using methods and
	management process.		Z2_W12 Knows and deeply understands the importance and areas of using IT support systems in
			22_W12 knows and deeply understands the importance and areas or using 11 support systems in
			Z2_W3 Knows and deeply understands the microeconomic premises for making and rationalizing
			Z2_W3 knows and understands the microeconomic premises for making and radonalizing Z2 W4 Knows and understands in depth the usefulness and purposefulness of using methods and
	has an advanced knowledge of IT-based business decision support tools and related concepts.		Z2_W12 Knows and deeply understands the importance and areas of using IT support systems in
KNOWLEDGE	has an advanced knowledge of 11-based business decision support tools and related concepts.		22_w12 knows and deeply understands the importance and areas or using it support systems in
Ð.			
¥			Z2_W3 Knows and deeply understands the microeconomic premises for making and rationalizing
ğ			Z2 W4 Knows and understands in depth the usefulness and purposefulness of using methods and
₹	knows and identifies benefits, as well as potential threats, related to implementation of IT-based business decision support	tools	Z2_W12 Knows and deeply understands the importance and areas of using IT support systems in
	and the learning series, as well as potential alleads, reacted to implementation of the second support	100131	EZ_TTZ KIOWS and deeply understands the importance and dreas or asing it support systems in
			Z2 W12 Knows and deeply understands the importance and areas of using IT support systems in
		EZ_11Z kilows and deeply understands the importance and dreas or asing 11 support systems in	
	knows and identifies factors which contribute to the development of potential application of IT-based business decision sup-		
	and the factors which contribute to the development of potential approach of the decision say	50010 10013.	
			Z2 U1 Is able to apply theoretical knowledge and specialist knowledge in the field of economic
			Z2_U3 Is able to observe, interpret and analyze and evaluate processes occurring in the
	is able to use ICT tools in order to find, gather and process data which is essential for business decision making processes.		Z2_U6 Is able to efficiently use information and communication technologies used in conducting
	9		
			Z2 U2 Is able to identify, interpret and explain complex social, economic and management
		Z2_U4 Is able to forecast and model complex managerial processes and decisions, as well as to	
	applies ICT tools and is able to use acquired results and information in order to solve certain decision problems.		Z2 U6 Is able to efficiently use information and communication technologies used in conducting
		Z2_U7 Is able to thoroughly analyze a complex business problem, prepare a research report,	
I.S			
SKILLS			Z2_U2 Is able to identify, interpret and explain complex social, economic and management
0,			Z2_U3 Is able to observe, interpret and analyze and evaluate processes occurring in the
	is able to interpret results (and present them in a form of a report) of an analysis prepared with IT-based business decision	support tools.	Z2_U4 Is able to forecast and model complex managerial processes and decisions, as well as to
		Z2_U7 Is able to thoroughly analyze a complex business problem, prepare a research report,	
			Z2_U6 Is able to efficiently use information and communication technologies used in conducting
			Z2_U7 Is able to thoroughly analyze a complex business problem, prepare a research report,
	is able to support business decision making process with advanced applications of spreadsheets.		
			Z2_K1 Is ready to critically assess the level of his knowledge and skills and understands the need
	is aware of a constant need to develop one's skills and knowledge related to applications of ICT solutions in decision and m	nanagement processes.	
E			
Š			
H			Z2_K6 Is ready to take on the challenges and risks of doing business, including thinking and acting
₹			Z2_K7 Is ready to emphatically understand the needs of members of diverse teams / communities
ō	is ready to take responsibility of one's decisions, in social, ethic, professional, and economic context.		
SOCIAL COMPETENCES			
₹			
8			Z2_K2 Is ready to independently, critically evaluate the processes taking place in the organization
Š	Is ready to perform tasks, both independently and in teams, by making rational decisions as well as being objective. Further	more, one knows how to present the	Z2_K3 Is ready to work independently, conducted in a reliable and objective way, maintaining
	results of an analysis related to solving decision processes.		Z2_K5 Is ready to work and interact in teams, appearing in various roles in them, being open to
	STUDENT EFFORT		TEACHING METHODS

	STUDENT EFFORT	
	Total contact hours	30
	including:	30
	lecture	12
ø	practice	
흕	e-learning	
ž	laboratory	18
Student Effort Structure	seminar	
وَ	practical workshop	
<u>.</u>	study visit	
ē	others	
5	consulting hours	
22	exams, assignments	
	Lectureship	
	Student Effort	20
	Total Student Effort	50

	TEACHING METHODS									
	choice from given list									
ဗိ	lecture									
Teaching methods	multimedia presentation									
	group discussion									
	case study									
	task solving									
吕	practical workshop									
ě										
~	choice from given list									
5	preparation to an exam/credit									
	review of the literature									
E E	task solving									
Student Work	·									
S										

		ASSESSME	NTS MET	ГН
	Final grade	pass		Т
Assessment methods	choice from given list	% of final grade		ē
	tasks, exercises	100		ŭ
				0
				b
				ō

THODS	
	Percentage of final grade
<u>e</u>	very good > 90%
scale	good + 81% - 90%
	good 71% - 80%
Grade	satisfactory + 61% - 70%
ō	satisfactory 51% - 60%
	unsatisfactory < 51%

## COURSE DESCRIPTION

- Please describe main topics and

  1. The concept and origin of information and communications technologies.

  2. Drivers of growth of information and communications technologies and IT-based business decision support tools.

  3. Decision support systems and management information systems.

  4. The concept, definition, model, and structure of a decision process.

  5. The importance of information in business decision making process.

  6. Spreadsheet as an IT-based business decision support tool.

  7. Introduction to spreadsheets (Microsoft Excel)—entering and editing data, as well as performing basic spreadsheet operations.

  8. Entering formulas, functions and nesting functions in Microsoft Excel.

  9. Using range names in Microsoft Excel.

  10. Presentation and data visualization in Microsoft Excel.

  11. Conditional formatting, reordering and summarizing data.

  12. Using formulas: basic formulas, financial formulas, date and time formulas, logical formulas, error trapping, and other functions.

  13. Array formulas.

  14. Using pivot tables and pivot charts in business decision making processes.

  15. Using solver and analysis toolpack in business decision making processes.

- 15. Using solver and analysis toolpack in business decision making processes. 16 Preparing datasets, and data analysis in Microsoft Excel.

- 1) W. Winston, "Microsoft Excel Data Analysis and Business Modeling", Microsoft Press, 2019.
  2) B. Jelen, M. Alexander, "Microsoft Excel 2019 Pivot Table Data Crunching", Microsoft Press, 2019.
  3) B. Jelen, T. Syrstad, "Microsoft Excel 2019 VBA and Macros", Microsoft Press, 2019.
  4) M. Alexander, "Microsoft Business Intelligence Tools for Excel Analysts", Wiley, 2014.
  5) R. Sharda, D. Delen, E. Turban, "Business Intelligence and Analytics: Systems for Decision Support", Pearson, 2014.

  Additional literature
- M. Alexander, "Excel 2019 Bible", Wiley, 2018.
   Ch. Frye, "Microsoft Excel 2019 Step by Step", Microsoft Press, 2018.
   N. McFedries, "Microsoft Excel 2019 Formulas and Functions", Microsoft Press, 2019.





2022/	/2023										w Szczecinie				
M	lodule I2/7	Co	ompetence	es in Manag	ement (1)		1								
(	Course no.			Course 7.2.	, ( )										
C	ourse name			Foreign Lo	anguage			ECTS credits	2	Leader	dr M. Bzunek				
					9.				_						
	Major	MANAGEMENT	Master	Year	Semester	2	Status (choice list)	OBLIGATORY	Language	Polish/English	Total Contact Hours	30			
		MANAGEMENT	Masiei		, comesie.		Grands (choice isi)	052.07.110111	Language	1 01011, 21191011	Total Community	50			
					LE	EARNING	G OUTCOMES								
			S	. CORPOSITION.						D. f	I				
Outcomes type			Description	of SPECIFIC lea	rning outcomes of the	course			Reference to MAJOR learning outcomes						
1,00				Stu	dent					→ CHECK THE K	<u>EY</u>				
									Z2_W16 Knows a	orofessional foreign language a	the communication level (B2 + ESJO	K level).			
	identifies phrases, idio	ms, collocations and gramn	matical structure	es at the B2 level t	hat allow understanding th	he language	in a business context	:							
KNOWLEDGE		,				00									
VE.															
Q															
~															
									Z2_U16 Is able to	communicate with a diverse e	nvironment using specialized termino	ology,			
	is able to conduct a bu	siness conversation both in	n spoken and wr	ritten form, is able	to independently solve sp	ecific situat	ional tasks that requi	re the use of business							
	language.														
SKIILLS															
×															
									72 K1 Is ready to	critically assess the level of his	knowledge and skills and understand	is the need			
CES									15 ready to	,		need			
SOCIAL COMPETENCES	is able and ready to us	e a foreign language and co	ommunicate in a	professional fore	eign language in the course	of perform	ing professional tasks	;							
MPE															
Ö															
₹															
õ															
•															
		CILITS	ENT EFFOR	ī					TEAC	HING METHODS					
		Total contact ho			30				ILAGI	choice from given list					
		including:			30		<del>8</del>		multimedia presentation						
•		lecture practice					Teaching methods		workshop that uses activating methods						
ţ.		e-learning					E 50			group discussion role playing					
Student Effort Structure		laboratory					損								
Ę,		seminar practical worksh	non				- Be								
<b>=</b>		study visit													
den		others consulting hou	ine				놓		choice from given list						
욼		exams, assignme			2		Student Work		preparation of the final project review of the literature						
		Lectureship			28		de		others						
		Student Effort Total Student Eff			20 50		- 8								
							<u>'                                    </u>								
		Final anada				SESSME	NTS METHODS								
+		Final grade choice from given list			pass % of final grade		_ ω			Percentage of final grade very good > 90%					
men ods		written exam			60		sc a e			good + 81% - 90%					
Assessment methods	parti	other activities			10 10					good 71% - 80% satisfactory + 61% - 70%					
AS L		tasks, exercises			20		Grade			satisfactory 51% - 60%					
										unsatisfactory < 51%					
	1					COL	IRSE DESCRIPTI	ON							
					Plea		main topics and areas								
	Classes conducted in E	nglish in the field of:													
	1 / Brand; 2 / Cultural differences														
	3 / Business travel;	•													
	4 / Human resources;														
	5 / Changes in the wor 6 / International marke														
	7 / Work organization;														
	8 / Ethics;														
5	9 / Advertising; 10 / Leadership;														
ë	11 / Finance;														
esci	12 / Competition.	ro a contribution to discuss	rions tasks ovo	reises rele playing	a activities carried out on	ly in English	The use of interactiv	o mothods and mobile to	ols og Quizlotsofi	wara					
Ď	me presenteu issues a	re a contribution to discuss	isions, tasks, exe	roises, roie-playing	5 - activities carried out on	ıy ili EliğiiSN	. The use of litteractiv	e metrious and mobile to	ois, e.g. Quiziet SOT	ware					
Course description															
							Key literature								
	Market Leader interme	ediate; E-learning platform;	; language learn	ing support softwa	are, incl. Quizlet.				<u></u>						
	Wildrice Ecoder miterine														
	market zeader meerine														
	munet zeode. meenne														
	THE TENE						dditional literatura								
		n the Manual as additional	I literature for ea	ıch part of the ma	terial.	A	dditional literature								



Module no.	Modu												
Module name	Qı	uantative Me	thods	in Mar	nageme	ent		ECTS credits	5	Lea	ıder	dr M. Bzune	ek
Major	MANAGEMENT	Master	Year	I	Semester	1	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	45

## **PURPOSE OF THE MODULE AND MODULE OBJECTIVES**

Short description and objective list

The main goal of the module is to provide the student with knowledge of the theory of statistical inference. As a result of the course, students will acquire practical skills related to the application of statistical methods in the area of business practice.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

The student should have basic knowledge in the field of mathematics and descriptive statistics at the level provided for first-cycle students in the fields of management and / or economics.

LEARNING OUTCOMES												
Short description of learning outcomes gain during the course of a module												
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES										
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)										
a set of statistical inference methods, mainly: point estimation and interval, estimation of confidence intervals, verification of statistical hypotheses, analysis correlation as well as regression.		to improve their skills and analytical competences using the apparatus of quantitative methods, and understand that management decisions require analytical and rational thinking, based on objective numerical arguments.										

	MODULE STRUCTURE												
Course no.	Module Z2/8	Course 8.1.											
Course name	Course name Statistical Inference												
ECTS credits	5	5											





	Module Z2/8 Quantative Methods in Management												
	Course no.	40	(	Course 8.1.									
C	ourse name			<u>statistical</u>	Infere	nce			ECTS credits	5	Leader	dr M. Bzun	ek
	Major	MANAGEMENT	Master	Year	ı	Semester	1	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	45
							EADNIN	IG OUTCOMES					
			Description	of SPECIFIC lea	rning outg			4G OUTCOMES			Poforonce to MA IOI	l lograing outcomes	
Outcomes type			Description			onies of the	course				Reference to MAJOI		
				Stu	dent					Z2_W5 Knows the	→ CHECK THE N essence and methods of descr	<u>FEY</u> iptive statistics and mathematics	al statistics,
	knows and also define	s and explains the essence	of the most im	portant methods o	of statistical	inference.							
KNOWLEDGE	has advanced knowled	lge of the methods and to	ols of statistical	inference, allowing	the study a	and interpreta	tion of phe	enomena accompanyir	ng the process business			economic facts, phenomena, regi iptive statistics and mathematic	
ΙΜΟ	management.	•			, , .			,					
₹										Z2_W5 Knows the	essence and methods of descr	iptive statistics and mathematic	al statistics,
	knows and understand	ds the rules of choosing the	e right methods	of statistical infere	ence in orde	r to solve a sp	ecific prob	lem concerning econor	mic phenomena.				
	can acquire, evaluate a	and prepare data, includin	g the result of e	conomic events, o	the implem	entation of m	nanagemer	nt-related processes, to	o conducting analysis using	Z2_U2 Is able to	dentify, interpret and explain	d specialist knowledge in the fie complex social, economic and ma	inagement
	statistical inference me		<b>6</b>	, ,				, , , , , , , , , , , , , , , , , , ,		Z2_U4 Is able to	orecast and model complex m	anagerial processes and decision	s, as well as to
												and evaluate processes occurring	
SKILLS	can independently, as	well as in a group, prepare	e, plan and carry	out a survey that	requires the	use of statisti	ical inferer	nce methods.				anagerial processes and decision management problems using ad	
∞													
	in the conducted analy	rtical process, is able to ap	unly adequate ct	atistical inference t	ools includ	ing among ot	hare is ahl	e to carny out the estin	mation process estimate	Z2_U3 Is able to	observe, interpret and analyze	complex social, economic and ma and evaluate processes occurring	g in the
		s well as verify research hy		acistical intercence (	.0015, 1116144	ing, among oc	, 15 ab	e to carry out the estin	nation process, estimate	Z2_U10 Is able to	independently solve complex	management problems using ad	vanced
												ed in a reliable and objective way	
		his knowledge and thank to in analytical processes.	s to this he is ab	le to make ongoin	g self-assess	ment of his ov	vn compet	ences in the field of ap	oplying methods and	Z2_K1 Is ready to	critically assess the level of his	knowledge and skills and under	stands the need
NCES	44												
APETE												ate the processes taking place in ed in a reliable and objective way	
SOCIAL COMPETENCES	is ready to conduct research using statistical inference methods in an objective and reliable manner, maintaining a critical attitude towards results of your work.												
OCIA										Z2_K4 Is ready to	take on professional challenge	s in management in managerial	(as leader /
S	is aware that more cor professionalism and et	mplex analyzes, which are	carried out using	g statistical metho	ds, require t	eamwork. The	erefore, it i	s ready to work in a gro	oup, maintaining			pearing in various roles in them, needs of members of diverse tea	
		STUD	ENT EFFOR	T						TEACI	HING METHODS		
		Total contact he including:	ours			45 45		s s			choice from given list lecture		
		lecture practice				18		hing methods			team analysis multimedia presentation		
fructure		e-learning laboratory				25					case study task solving		
Effort Stru		seminar				20		Teachi			task solving		
# #		practical works study visit	nop					<u> </u>					
Student		others consulting ho						Nork			choice from given list preparation to an exam/cred	it	
<i>σ</i>		exams, assignm Lectureship				2		Student Work			task solving essay preparation		
		Student Effor Total Student E				80 125		- Stu			review of the literature		
						A	SSESSN	LENTS METHODS					
_		Final grade choice from given list			exa % of final	m					Percentage of final grade very good > 90%		
Assessment methods	,	team projects knowledge test			70			Grade scale			good + 81% - 90% good 71% - 80%		
Asses		Scale   State   Stat											
											unsatisfactory < 51%		
						Dio		URSE DESCRIPT					
									erence in economic practice	è.			
	3. Elements of descript	e methodology and individual tive statistics.	dual stages of th	e statisticai survey	•								
		the theory of probability.											
	7. Point and interval es	lected probability distributes stimation - confidence inte		value, variance ar	nd structure	indicator.							
offion	<ol> <li>Verification of statis</li> <li>Nonparametric tests</li> </ol>												
escri	10. Selected methods	of correlation and regressi	ion analysis.										
Course description	Rerences Levies C-	shat (2015) Pagis Busines	ec Statistics Co	ente and Arelia-+	one /Thinks	an Edition \ D-	arcon F4	Key literature	England				
Cou	berenson., Levine., Sza	abat., (2015), Basic Busines	ss statistics Cond	epis and Applicati.	ons. (Inirtee	::: cuition), Pe	arson Edu	cauon cimitea, Essex, E	ingidilu.				
								Additional literature	e				
	Cortinhas C., Black K.,	(2012), Statistics for Busine	ess and Econom	ics. (First Europear	edition), Jo	hn Wiley & So	ons, West S	Sussex, UK.					



Module no.	Modu												
Module name		Diploma Module (2)							3	Lec	ıder	prof. A. Zele	ek
Major	MANAGEMENT	Master	Year	I	Semester	2	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	18

## PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list

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

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

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

LEARNING OUTCOMES													
Short description of learning outcomes gain during the course of a module													
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES											
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)											
all exo- and endogenous conditions of management processes, constituting the basis for solving real		to conduct an independent research process and demonstrate a critical and selective attitude											
managerial problems.	problems in various functions and areas of management, including those in line with the	towards the collected information sources and to formulate consistent, logical											
	chosen specialization.	recommendations / recommendations for changes.											

	MODULE STRUCTURE												
Course no.	Module Z2/9	Course 9.1.											
Course name	Course name Dissertation Thesis Seminar												
ECTS credits	а	3											



2022/2023											w Szczecinie	iesu							
	Nodule I2/9			ma Module	(2)														
	Course no. ourse name			Course 9.1. ertation Th	nesis Seminar			ECTS credits	3	Leader	prof. A. Zelek	<							
			2100	1	1 1														
	Major	MANAGEMENT	Master	Year	Semester	2	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	18							
					L	EARNIN	G OUTCOMES		1										
Outcomes type			Description	of SPECIFIC lea	rning outcomes of the	course				Reference to MAJO	OR learning outcomes								
.,,,-				Stu	dent				72 W/14 Knows an	→ CHECK THE		t research for							
	hardan dan efebru	and a state of a second and a		and the dead of the constant		di Caraba an		- March	Z2_W14 Knows and understands the purposefulness and principles of independent research for										
DGE	nas knowledge of the	principles of independent	research proces	ses, including prim	ary and secondary researc	in for the pt	irposes or research, i.	e. triesis.											
KNOWLEDGE																			
ž																			
									Z2_U17 Has subs	antive and technical skills to	independently carry out applied re	search,							
	develops the ability to	independently conduct re	esearch and prep	oare a report on th	e research process (maste	r's thesis).													
SKIILLS																			
S																			
S	22_K3 Is ready to work independently, conducted in a reliable and objective way, maintainir 22_K1 Is ready to critically assess the level of his knowledge and skills and understands the r																		
SOCIAL COMPETENCES	is aware of the comple	xity of the processes takir	ng place in the o	rganization and is a	able to analyze, evaluate,	report and s	solve them.		ZZ_KI is ready to	critically assess the level of i	nis knowledge and skills and unders	tands the need							
OMPE																			
AL CC																			
SOCI																			
		STUE Total contact h	DENT EFFOR	RT .	18														
		including: lecture			18		s poc			choice from given list group discussion individual projects									
ure		practice e-learning					= #			individual projects									
Struct		laboratory			18		Teaching methods												
ffort		seminar practical works	hop		10		Tea												
Student Effort Structure		study visit others					논			choice from given list									
Sto		consulting ho exams, assignm	ients				- K		F	reparation of the final pro review of the literature									
		Lectureship Student Effor	rt		57		Student Work		student's own research										
		Total Student E	ffort		75		0,												
		Final grade			pass	SSESSMI	ENTS METHODS			Percentage of final grad	de								
ds		choice from given list individual project			% of final grade		scale			very good > 90% good + 81% - 90%									
Assessment methods							Grade sc			good 71% - 80% satisfactory + 61% - 709	or .								
As .							စ်			satisfactory 51% - 60% unsatisfactory < 51%									
										unsalistactory < 31%									
						ase describe	JRSE DESCRIPTI main topics and areas	of the course											
	Preparing the student 1. Choosing the topic of	for an independent, scient of work.	tifically based pr	roblem analysis an	d for presenting the result	s of own res	search as part of the n	naster's thesis. The diplon	na seminar (semest	er 1) includes:									
		ements of the research m ork structure of the work		esearch goals, hyp	otheses, methods of hypo	thesis verifi	cation.												
	4. Establishing the phases and schedule of preparing and writing a thesis. 5. Preliminary selection of literature.																		
Hion																			
scrip																			
Course description																			
Cour							Key literature												
		tiel, A. Zelek, Twoja praca į zny wymiar nauk o zarząd			rfekcji. Poradnik dla stude	ntów ZPSB,		Szczecin 2010 (także w w	rersji elearningowej										
		,,ai iiauk u zaizqu	, : **E, *Vd1	2013															
								Additional literature											
		Additional interactie																	



Module no.	Modul												
Module name	Specialis	sation Modul	e (3) G	SLOBA	L MANA	GEME	NT	ECTS credits	6	Lea	ıder	dr J. Osuch-M	allett
Major	MANAGEMENT	Master	Year	II	Semester	3	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	60

## **PURPOSE OF THE MODULE AND MODULE OBJECTIVES**

Short description and objective list

Main goal of the module is to have the student to identify, diagnose and solve problems in the area of maketing with the usage of modern marketing strategies, as well as to have the student to create and to introduce modern logistic strategies in global companies after the student aquires the knowledge from logistics management and marketing strategies.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

Basics of Marketing, Logistics

LEARNING OUTCOMES											
Short description of learning outcomes gain during the course of a module											
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES									
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)									
has advanced knowledge of the methods and tools used in marketing and logistics	is able to prepare a marketing strategy as well as logistics strategy taking into account the diversity of the target group, industry or organization.	shows creativity in action, is able to independently plan marketing / market/logistics activities									

	MODULE STRUCTURE												
Course no.	Module Z2/10	Course 10.1.	Module Z2/10	Course 10.2.									
Course name	Marketing	Strategies	Logistic Mo	Logistic Management									
ECTS credits	3		3										



2022/	2023											w Szczecinie	
M	odule Z2/10	Specialisa	ation Modu	ıle (3) GLOE	AL MAN	AGEMEN <sup>1</sup>	T						
(	Course no.			ourse 10.1.									
Co	ourse name		M	<b>larketing</b>	Strate	gies			ECTS credits	3	Leader	dr J. Osuch-Mo	allett
	Major	MANAGEMENT	Master	Year	II	Semester	3	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30
						LE	EARNING	OUTCOMES		1			
Outcomes			Description	of SPECIFIC led	rning outc	omes of the	course				Reference to MAJO	OR learning outcomes	
type				Stu	ident						→ CHECK THE	KEY	
												cepts, terms, laws and dilemmas of	
KNOWLEDGE	has advanced knowled	ge about the methods an	d tools used in p	rofessional marke	ting analysis.	-				Z2_W7 Knows and Z2_W10 Knows and	deeply understands the esse d deeply understands theori	efulness and purposefulness of usir ence, context and process of operati es and concepts in the field of mark	ional and eting
KNOW	knows the tools for de	termining marketing goals	s and their metric	cs.								ence, context and process of operati es and concepts in the field of mark	
s	can apply marketing ar	nalysis methods and tools	and independen	ntly prepare a mar	keting action		Z2_U5 Is able to u	se the acquired knowledge	managerial processes and decisions, to identify and solve various probler id communication technologies used	ns / threats /			
SKIILIS	can prepare a marketir	ng strategy taking into acc	ount the diversit	ty of the target gro	oup, industry		Z2_U5 Is able to u	se the acquired knowledge	managerial processes and decisions, to identify and solve various probler id communication technologies used	ms / threats /			
PETENCES	demonstrates creativit	y in action, can independe	ently plan marke	iting / market acti		Is ready to independently, critically evaluate the processes taking place in the take on professional challenges in management in managerial (as leader /							
SOCIAL COMPETENCES	independently identifie	es, diagnoses and resolves	s problems and a	pplies various var	iants of solut		Is ready to critically assess the level of his knowledge and skills and understands the need     Is ready to work independently, conducted in a reliable and objective way, maintaining						
		STIITS	ENT EFFOR	т			1			TEACH	IING METHODS		
		STUD Total contact he	DENT EFFOR	Т		30				TEACH	IING METHODS  choice from given list		
		Total contact he including:		Т		30		spo		TEACH	choice from given list multimedia presentation	1	
<u>e</u>		Total contact h		Т				nethods			choice from given list		
ucture		Total contact he including: lecture practice e-learning		Т		30		ng methods			choice from given list multimedia presentation team projects		
t Structure		Total contact he including:  lecture practice		Т		30		aching methods			choice from given list multimedia presentation team projects		
Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical works	OUIS	Т		30		Teaching methods			choice from given list multimedia presentation team projects		
ent Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar	OUIS	Т		<b>30</b> 4					choice from given list multimedia presentation team projects		
Student Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hou	hop	Т		<b>30</b> 4				a	choice from given list multimedia presentation team projects ctivity on e-learning platfo	orm	
Student Effort Structure		Total contact he Including: Iecture practice e-learning Iaboratory seminar practical works study visit others	hop urs ents	T		<b>30</b> 4				a	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature	orm	
Student Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical works! study visit others consulting hot exams. assignm Lectureship Student Effor	hop urs ents	T		30 4 26		Student Work Teaching methods		a	choice from given list multimedia presentation team projects ctivity on e-learning platfo	orm	
Student Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical worlds study visit ofhers consulting hou exams, assignm Lectureship	hop urs ents	T		30 4				a	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature	orm	
Student Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical works! study visit others consulting hou exams. assignm Lectureship Student Effot Total Student E	hop urs ents	T		30 4 26 45 75	SSESSME			a P	choice from given list multimedia presentation team projects ctivity on e-learning platfo  choice from given list reparation of the final pro review of the literature own activity on platform	orm oject	
		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hot exams, assignm Lectureship Student Effor Total Student Effor Final grade	hop urs ents	T	pas:	30 4 26 45 75 AS	SSESSME	NTS METHODS		a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platforn	orm oject	
		Total contact he including: lecture practice e-learning laboratory seminar practical works! study visit others consulting hou exams. assignm Lectureship Student Effot Total Student E	hop urs ents	T	pass % of final 100	30 4 26 45 75 AS S	SSESSME	Student Work		a P	choice from given list multimedia presentation team projects ctivity on e-learning platfo  choice from given list reparation of the final pro review of the literature own activity on platform	orm oject	
		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Final grade	hop urs ents	T	% of final	30 4 26 45 75 AS S	SSESSME	scale Student Work		a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good 181% - 90% good 178 - 80%	orm ject	
Assessment Student Effort Structure methods		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Final grade	hop urs ents	T	% of final	30 4 26 45 75 AS S	SSESSME	NTS METHODS		a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Final grade	hop urs ents	T	% of final	30 4 26 45 75 AS S	SSESSME	scale Student Work		a P	choice from given list multimedia presentation team projects ctivity on e-learning platfo  choice from given list reparation of the final pro review of the literature own activity on platforn  very good > 90% good + 81% - 90% good 71% - 90% solistoctory + 61% - 70°	orm  uject  de	
		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Final grade	hop urs ents	T	% of final	30 4 26 45 75 AS S		Grade scale Student Work		a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others cansulting how exams, assignm Lectureship Student Effor Total Student Effor Total Student Estats, exercises	hop  urs  ents  th  ffort		% of final 100	30 4 26 45 75 AS 5 grade	COUL	scale Student Work	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	1. The essence of mark	Total contact he including: lecture practice elearning laboratory seminar practical works study visit ofhers consulting hou exams, assignm Lectureship Student Effor Total Student Effor Total Student Estatsks, exercises	hop  urs  ents  th  ffort		% of final 100	30 4 26 45 75 AS 5 grade	COUL	Ordeen Work Steele Stee	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	The essence of marketin     Analysis of marketin	Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor Stu	hop  urs ents  rt ffort  g plan as a planni zations / project:	ing tool. Business	% of final 100	30 4 26 45 75 AS 5 grade	COUL	Ordeen Work Steele Stee	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	The essence of marketin     Analysis of marketin	Total contact he including: lecture practice elearning laboratory seminar practical works! study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor Enables from given list tasks, exercises	hop  urs ents  rt ffort  g plan as a planni zations / project:	ing tool. Business	% of final 100	30 4 26 45 75 AS 5 grade	COUL	Ordeen Work Steele Stee	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	The essence of marketin     Analysis of marketin	Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor Stu	hop  urs ents  rt ffort  g plan as a planni zations / project:	ing tool. Business	% of final 100	30 4 26 45 75 AS 5 grade	COUL	Ordeen Work Steele Stee	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	The essence of marketin     Analysis of marketin	Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor Stu	hop  urs ents  rt ffort  g plan as a planni zations / project:	ing tool. Business	% of final 100	30 4 26 45 75 AS 5 grade	COUL	SECULAR AND STANDARY	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	The essence of mark     Structure of the ma     Analysis of marketin     Workshops - prepara	Total contact he including: lecture proclice e-learning laboratory seminar practical works study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor tasks, exercises	hop  urs ents  rt ffort  g plan as a planni zations / project: ctt / plan for a se	ing tool. Business s.	% of final 100	30 4 26 45 75 AS S Grande Plectriketing plan.	COUI	NTS METHODS  PD 05  RSE DESCRIPTION TO PROPER TO PROPE	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	The essence of mark     Structure of the ma     Analysis of marketin     Workshops - prepara	Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor Stu	hop  urs ents  rt ffort  g plan as a planni zations / project: ctt / plan for a se	ing tool. Business s.	% of final 100	30 4 26 45 75 AS S Grande Plectriketing plan.	COUI	NTS METHODS  PD 05  RSE DESCRIPTION TO PROPER TO PROPE	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	The essence of mark     Structure of the ma     Analysis of marketin     Workshops - prepara	Total contact he including: lecture proclice e-learning laboratory seminar practical works study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor tasks, exercises	hop  urs ents  rt ffort  g plan as a planni zations / project: ctt / plan for a se	ing tool. Business s.	% of final 100	30 4 26 45 75 AS S Grande Plectriketing plan.	COUI	NTS METHODS  PD 05  RSE DESCRIPTION TO PROPER TO PROPE	ON	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 71% - 80% good 71% - 80% Sotisfactory + 61% - 60%	orm  uject  de	
Assessment methods	The essence of mark     Structure of the ma     Analysis of marketin     Workshops - prepara	Total contact he including: lecture proclice e-learning laboratory seminar practical works study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor tasks, exercises	hop  urs ents  rt ffort  g plan as a planni zations / project: ctt / plan for a se	ing tool. Business s.	% of final 100	30 4 26 45 75 AS S Grande Plectriketing plan.	COUI ase describe n	NTS METHODS  PD 05  RSE DESCRIPTION TO PROPER TO PROPE	ON of the course	a P	choice from given list multimedia presentation team projects ctivity on e-learning platfe  choice from given list reparation of the final pro review of the literature own activity on platform  Percentage of final grav very good > 90% good + 18 % - 90% good 17 % - 80% good 17 % - 80% Sotisfactory + 61% - 60%	orm  uject  de	





2022/		C!!	-ti Madula (2) CIO	DAL MANIACEA	A C NIT	1					
	odule Z2/10 Course no.	Specialisa	course 10.2.		MENI						
C	ourse name			anagement			ECTS credits	3	Leader	dr J. Osuch-M	allett
	Major	MANAGEMENT	Master Year	Seme	ster 3	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30
					LE A BAUA	C OUTCOMES					
						G OUTCOMES					
Outcomes type			Description of SPECIFIC le		f the course				Reference to MAJO	R learning outcomes	
			St	tudent				72 W1 Knows and	→ CHECK THE I  deeply understands the conce	KEY epts, terms, laws and dilemmas o	f modern
	It defines concepts of r	managerial logistics								fulness and purposefulness of usi	
KNOWLEDGE	It analyses the course o	of logistic processes in bus	iness units and methods of their	management.				Z2_W2 Knows and	deeply understands selected	peconomic premises for making all economic facts, phenomena, regu nce, context and process of opera	ularities and
_	It distinguishes manag	ement systems used in dif	ferent areas of business units.				ortance and areas of using IT sup ence of entrepreneurship and the				
	It compares and analys	ses the company's probler	ns and proposes solutions taking	into account their pro	cess and system	approach.				nd specialist knowledge in the fie complex social, economic and ma	
SKIILIS	Identifies logistic proce	esses and adjusts the appr	opriate ones to them logistic solu	utions, diagnoses logist	ic problems and	ways of solving them		Z2_U3 Is able to o	bserve, interpret and analyze	and evaluate processes occurring	g in the
	Identifies logistic proce	esses and adapts the appro	opriate logistics solutions							d communication technologies use nd specialist knowledge in the fiel	
NCES	The student undertake	es polemics related to the	possibilities of introducing logisti	c rules into the compa	ny			Z2_K1 Is ready to	critically assess the level of hi	s knowledge and skills and under	stands the need
COMPETENCES								Z2_K4 Is ready to	take on professional challeng	es in management in managerial	(as leader /
SOCIAL	shows creativity in crea	ating and implementing pr	rinciples of systemic thinking.					Z2_K7 Is ready to	emphatically understand the	needs of members of diverse tea	ms /
		STUD	DENT EFFORT					TEACH	HING METHODS		
		Total contact h		30		s s		TEACH	choice from given list		
		Total contact he including:		30 30 4		shods			choice from given list lecture multimedia presentation		
cture		Total contact he including:		30		g methods			choice from given list lecture		
Structure		Total contact he including: lecture practice e-learning laboratory		30		ching methods			choice from given list lecture multimedia presentation shop that uses activating m		
ffort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical works	ours	30	)	Teaching methods			choice from given list lecture multimedia presentation shop that uses activating m group discussion		
ant Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical works! study visit	ours	4	)				choice from given list lecture multimedia presentation shop that uses activating m group discussion case study		
Student Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hou	hop	4	)	or 		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/crec	ethods	
Student Effort Structure		Total contact he including: lecture practice e-learning laboratory seminar practical works! study visit others	hop urs ents	20	5	or 		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list	ethods	
		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hot exams, assignm Lectureship Student Effor	hop  urs ents	20				work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cret review of the literature own activity on platform trial tests	ethods	
		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit ofhers consulting hou exams, assignm Lectureship	hop  urs ents	20		Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list reparation to an exam/cree review of the literature own activity on platform	ethods	
		Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hot exams, assignm Lectureship Student Effor Total Student Effor	hop  urs ents	20		or 		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cree review of the literature own activity on platform trial tests own work with the text	dit	
***		Total contact he including: lecture practice e-learning laboratory seminar practical works! study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Final grade	hop  urs ents	30 4 4 4 4 7 5 pass % of final grade		Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cree review of the literature own activity on platform trial tests own work with the text  Percentage of final grade very good > 90%	dit	
***		Total contact he including: lecture practice e-learning laboratory seminar practical works! study visit others consulting hot exams, assignm Lectureship Student Effot Total Student Effot Final grade	hop  urs ents	24 44 72		Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cret review of the literature own activity on platform trial tests own work with the text  Percentage of final grad very good > 90% good + 81% - 90% good + 18% - 90%	dit	
***		Total contact he including: Inecture practice e-learning Inboratory seminar practical works study visit ofhers consulting hot exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor works with the works	hop  urs ents	30 4 4 4 7 5 9 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9		Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/crec review of the literature own activity on platform trial tests own work with the text  Percentage of final grade very good > 90% good + 81% - 90% good + 81% - 90% good 71% - 80% satisfactory + 61% - 70%	dit	
		Total contact he including: lecture practice elearning laboratory seminar practical works study visit others consulting how exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor majwen list written exam knowledge test	hop  urs ents	24  25  pass  % of final grade 50 20		Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/crec review of the literature own activity on platform trial tests own work with the text  Percentage of final grade very good > 90% good + 81% - 90% good + 18% - 90% good 71% - 80%	dit	
**		Total contact he including: Inecture practice e-learning Inboratory seminar practical works study visit ofhers consulting hot exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor works with the works	hop  urs ents	30 4 4 4 7 5 9 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	ASSESSM	Student Work		work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cree review of the literature own activity on platform trial tests own work with the text  Percentage of final grade very good > 90% good + 81% - 90% good 181% - 90% solistactory + 61% - 70% solistactory + 61% - 70% solistactory + 61% - 70%	dit	
***		Total contact he including: lecture proctice elearning laboratory seminar practical works study wisit others consulting hot exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor written grade written exam knowledge test team case study other activities	hop  urs ents	30 4 4 4 7 5 9 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	ASSESSM	Grade scale  Student Work	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cree review of the literature own activity on platform trial tests own work with the text  Percentage of final grade very good > 90% good + 81% - 90% good 181% - 90% solistactory + 61% - 70% solistactory + 61% - 70% solistactory + 61% - 70%	dit	
Assessment St methods	Logistics management Logistics management Logistics costs Logistics processes Technology in logistics Logistic customer ser Cooperation in the su Sustainability in logistic	Total contact he including: lecture practice e-learning laboratory seminar practical works study visit others consulting hot exams, assignm Lectureship Student Effor Total Student Effor Total Student Effor total student exam knowledge test written exam knowledge test team case study other activities	hop  urs ents	30 4 4 4 7 5 9 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	ASSESSM	Sudent Work  Grade scale  Grade	ON	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cree review of the literature own activity on platform trial tests own work with the text  Percentage of final grade very good > 90% good + 81% - 90% good 181% - 90% solistactory + 61% - 70% solistactory + 61% - 70% solistactory + 61% - 70%	dit	
Assessment St methods	Logistics management, Logistics management Logistics costs Logistics processes Technology in logistics Logistic customer serv Cooperation in the su Sustainability in logistic	Total contact he including: lecture proclice e-learning laboratory seminar proclical works study wisif others consulting hot exams, assignm Lectureship Student Effor Total Student Effor Student	hop  urs ents  tt  ffort	36 4 4 71  Pass % of final grade 50 20 10	ASSESSMM COO Please describ	With the poly of t	ON of the course	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cree review of the literature own activity on platform trial tests own work with the text  Percentage of final gradi very good > 90% good + 81% - 90% good + 81% - 90% solisfactory + 61% - 70% solisfactory + 51% - 50% unsatisfactory < 51%	dit	
**	Logistics management, Logistics management Logistics costs Logistics processes Technology in logistics Logistic customer sest Cooperation in the su Sustainability in logistic Myerson, P. (2015). Su Hugos, M. H. (2018). E	Total contact he including: lecture proclice elearning laboratory seminar practical works study visit others consulting hou exams, assignm Lectureship Student Effor Total Student Effor Manual Effor Manual Effor Manual Effor Manual Effor Manual Effort Manual Eff	hop  urs ents	pass  pass  final grade  20  20  10  and applications for p	ASSESSM  CO Please describ	JRSE DESCRIPTI  e main topics and areas  Key literature ons, integration, control	ON of the course	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cree review of the literature own activity on platform trial tests own work with the text  Percentage of final gradi very good > 90% good + 81% - 90% good + 81% - 90% solisfactory + 61% - 70% solisfactory + 51% - 50% unsatisfactory < 51%	dit	
Assessment St methods	Logistics management, Logistics management Logistics costs Logistics processes Technology in logistics Logistic costomer serv Cooperation in the su Sustainability in logistic Whyerson, P. (2015). Su Hugos, M. H. (2018). E. Lei, L., DeCandia, L., Of	Total contact he including: lecture practice e-learning laboratory seminar practical works study visit of hers consulting hot exams, assignm Lectureship Student Effor Total Student Effor Efficiency Student Effor Efficiency Student Effor Effort Ef	hop  Urs ents  It ffort  anagement made easy: methods hanagement. John Wiley & Sons.	pass  ### ### ### ### ### ### #### #### #	CO Please describ.	JRSE DESCRIPTI  e main topics and areas  Key literature ons, integration, control	ON of the course	work	choice from given list lecture multimedia presentation shop that uses activating m group discussion case study  choice from given list preparation to an exam/cree review of the literature own activity on platform trial tests own work with the text  Percentage of final gradi very good > 90% good + 81% - 90% good 181% - 90% solisfactory + 61% - 70% solisfactory 51% - 60% unsatisfactory < 51% unsatisfactory < 51%	dit	



Module no.	Modul												
Module name		Civic and Commercial Law						ECTS credits	6	Lec	ıder	prof. A. Zele	ek
Major	MANAGEMENT	Year	II	Semester	3	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	60	

## PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list

The main aim of the course is to assimilate the knowledge of law necessary in business and to acquire practical skills related to the application of the transferred knowledge in the area of business practice. Knowledge of: types of commercial companies; principles of operation of commercial companies; sources of economic law, commercial law, labor law and tax law; rules of starting and running a business in the light of the applicable one legislation; concluding and performing commercial contracts; basic principles and concepts of tax law; basic principles of labor law, including the principles of establishing an employment relationship and the rights and obligations of the employee and the employer.

## **REQUIREMENTS**

Needed knowledge and skills before starting the module

not applicable

		,									
LEARNING OUTCOMES											
	Short description of learning outcomes gain during the course of a module										
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES									
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)									
main sources of economic law; recognizes the basic terms and legal norms necessary to work in	apply adequate sources of law to solve dilemmas and management problems on the basis of	to comply with all legal standards in their professional work.									
managerial positions.	applicable regulations.										

	MODULE STRUCTURE												
Course no.	Module Z2/11	Course 11.1.	Module Z2/11	Course 11.2.									
Course name	Corpore	Corporate Law Labour Law											
ECTS credits	3		3										



2022/	2023										w Szczecinie				
Mo	odule Z2/11		Civic and	d Commerci	ial Law										
	Course no.		С	ourse 11.1.											
Co	ourse name			Corpord	ate Law			ECTS credits	3	Leader	legal norms regulating the functioning of cothe essence of entrepreneurship and the private essence of law and legal provisions and equate sources of law and legal provisions and equat	ek			
	Major	MANAGEMENT	Master	Year	Semes	ter 3	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30			
	Major	MANAGEMENT	Masiei	real	II semes	lei 3	Sidios (choice list)	OBLIGATORT	Language	English	Total Contact Hours	30			
-	<u> </u>					LEARNIN	G OUTCOMES		1						
Outcomes			Description	of SPECIFIC lea	rning outcomes of	the course			Reference to MAJOR learning outcomes						
type				Stu	ident					→ CHECK THE K	<u>(EY</u>				
ų.	recognises the basic pr	inciples and sources of pu	blic and private	commercial law, in	ncluding in particular le	gal acts applica	able to business activit	ies.	ZZ_WII KIIOWS dii	u deepiy understands the esse	nce of entrepreneurship and the	principles of			
LEDG															
KNOWLEDGE															
ž	knows the sources of la	aw, the basic types of com	nmercial compan	ies and the rules o	of their functioning.				ZZ_WII KIIOWS BII	d deeply understands the esse	nce or endepreneurship and the	principles of			
									Z2_U8 Is able to i	ndicate and interpret adequat	e sources of law and legal provisi	ions relating to			
	has the ability to devel	lop business activity in cor	npliance with the	e provisions of put	blic and private comme	ercial law.									
SI															
SKILLS									Z2_U8 Is able to i	ndicate and interpret adequat	e sources of law and legal provisi	ions relating to			
	has basic skills and con	npetences in the field of c	ommercial and c	ivil law, enabling h	nim to function within t	he structure of	f a commercial compa	ny.							
S															
ENCI		f his/her legal knowledge i e of advisors - experts/spe		iness entities and t	the need to supplemer	nt it when the e	environment changes;	can cooperate in a group,	ZZ_K3 ISTEAUV to	work independently, conducte	ed in a reliable and objective way	r, maintaining			
MPET															
8															
SOCIAL COMPETENCES															
S															
		STIITS	ENT EFFOR	T					TEACH	IING METHODS					
		Total contact h			30					choice from given list					
		including: lecture			<b>30</b>		- pot			lecture multimedia presentation					
an		practice e-learning			12		Teaching methods		i	activity on e-learning platfor	m				
Student Effort Structure		laboratory					ring Bi								
fort S		seminar practical works	hop												
in Ef		study visit others								choice from given list					
stude.		consulting ho					W or			own activity on platform					
• •		exams, assignm Lectureship					Student Work			trial tests review of the literature					
		Student Effor Total Student E			45 75		Sp. C			preparation to an exam/cred	lit				
		Final grade			exam	ASSESSMI	ENTS METHODS			Percentage of final grade	1				
ment		choice from given list knowledge test			% of final grade 100		sc a e			very good > 90% good + 81% - 90%					
Assessmen							- w			good 71% - 80%					
Ass							Grade			satisfactory + 61% - 70% satisfactory 51% - 60%					
										unsatisfactory < 51%					
							JRSE DESCRIPTI								
	1/ Sources of commerc	cial law;				Please describe	main topics and areas	of the course							
	2/ Sources of commerces	cial company law; tics of partnerships and co	mnanies:												
	4/ Types of commercia	al partnerships and compa	nies (registeredl			nited partnersh	hip, limited joint-stock	partnership, limited liabilit	ty company, joint s	stock company);					
		ship (establishment, interr rship (establishment, inter													
		(establishment, internal a partnership (establishmen													
Ę	9/ Limited liability com	pany (establishment, bod	ies, liability, liqui	idation);	iquiuation),										
ipţic	10/ Joint stock compar	ny (establishment, bodies,	liability, liquidat	.ion).											
esci															
Course description							Key literature								
ΩOΩ		nies Code – Act of 15th No Commercial Law in a Nutsl		sity Press, 2015;											
		ndlowe, C.H. Beck, Warsza		znik akadomicki M	Jolton Kluwor Wareza	wa 2015:									
	5. W. Pyzioł, A. Szumar	(red.), Prawo spółek hanc iski, I. Weiss, Prawo spółel	k, wyd. C.H. Beck	c 2014;	roncers kiuwer, Warsza	wd 2013;									
	6. K. Bilewska, A. Chłop	oecki, Prawo handlowe, w	yd. C.H. Beck 201	.5.		A	dditional literature								
		kie prawo spółek, LexisNer			Komontoro + 137	cuplomer : C :	J Book Maren 222	E 2010:							
	2. S. Sołtysiński, A. Szaj 3. System Prawa Hand	jkowski, A. Szumański, J. S lowego, t. 2, Prawo spółek	zwaja, Kodeks sp handlowych, S.	oółek handlowych. Włodyka (red.), C.I	H.Beck, Warszawa 201	2;				siński (red.), C.H.Beck, Warsz					



2022/	/2023											w Szczecinie	nesu			
	odule Z2/11			Commerci	ial Law											
	Course no.		<u> </u>	ourse 11.2. Labou	rlaw				ECTS credits	3	Leader	prof. A. Zel	ek			
	Major	MANAGEMENT	Master	Year	li li	Semester	3	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30			
								OUTCOMES		1						
Outcomes type			Description	of SPECIFIC lea	rning outc	comes of the c	ourse				Reference to MAJO	OR learning outcomes				
				Stud	dent					Z2_W13 Knows an	→ CHECK THE  d understands the key legal i	KEY norms regulating the functioning o	of commercial			
KNOWLEDGE	Knows the essential premployees.	ovisions of the Labour Cod	de and has knowl	ledge about establ	oing legal relations with											
SKIITS		aft documentation regardi ulation of rights and obliga			al with labour law issues	Z2_U8 Is able to i	ndicate and interpret adequi	sources of law and legal provisi	ons relating to							
SOCIAL COMPETENCES		f his/her legal knowledge i e of advisors - experts/spe		ness entities and ti	can cooperate in a group,	22_K1 Is ready to critically assess the level of his knowledge and skills and understands the need  22_K2 Is ready to independently, critically evaluate the processes taking place in the										
SOCI																
		STUD Total contact he	ENT EFFORT	Г		30				TEACH	choice from given list					
Student Effort Structure		including: lecture practice e-learning laboratory seminar practical works study visit others consulting hot exams, assignm Lectureship	hop urs ents			30 16 12 2		Student Work Teaching methods		lecture multimedia presentation workshop that uses activating methods activity on e-learning platform  choice from given list preparation to an exam/credit own activity on platform review of the literature						
		Student Effor Total Student E				45 75		Stuc		trial tests						
						ΔSS	ESSMFI	NTS METHODS								
Assessment methods		Final grade choice from given list knowledge test tasks, exercises			exar % of final 70 30	<b>m</b> grade		Grade scale			Percentage of final grad very good > 90% good + 81% - 90% good 71% - 80% satisfactory + 61% - 70' satisfactory 51% - 60% unsatisfactory < 51%	%				
							COU	RSE DESCRIPTI	ON							
Course description	2/ Basic concepts of la 3/ The basis of the em 4/ Employment relatic 5/ Rights and obligatic 6/ Liability of the part 7/ Working time; 8/ Employee leave; 9/ Modes of terminati	es of law and fundamental bour law: employer, employ ployment relationship (em niship, application of the p nis of the parties to the en es to the employment rela on of employment contract	oyee, workplace, ployment contra provisions of the C ployment relation tionship;	employment relat act, appointment, i Civil Code in labou	nomination			noin topics and areas contract);  Key literature	g we course							



2022/2023

Module no.	Modul	e Z2/12											
Module name	C	Competence	s in Mo	anage	ment (2	2)		ECTS credits	4	Leo	ıder	prof. A. Zele	ek
Major	MANAGEMENT	Master	Year	II	Semester	3	Status (choice list)	OBLIGATORY	Langi	nage	English	Total Contact Hours	60

### **PURPOSE OF THE MODULE AND MODULE OBJECTIVES**

Short description and objective list

The aim of the module is to equip the student with selected social / soft competences related to the management of organizations in various conditions and contexts.

### **REQUIREMENTS**

Needed knowledge and skills before starting the module

not applicable

	LEARNING OUTCOMES	
	Short description of learning outcomes gain during the course of a module	
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES
(Student knows and understand on advanced level)	(Student is able to)	(Student is ready to)
the essence and importance of team management principles, team work and other selected management contexts (according to the selected course).	function in an operational and project team, taking the role of both a leader and a member, and is able to apply in practice other selected management contexts (in accordance with the selected course).	to cooperate in operational and project teams in various areas of management.

					MODULE STRUCTU	RE			
Course no.	Module Z2/12	Course 12.1.	Module Z2/12	Course 12.2.	Module Z2/12				
Course name	Team Mar	nagement	Course to choose from available set of courses		Course to choose set of c				
ECTS credits	2	2	:	2					





2022/								•				i w szczecinie	
	odule Z2/12 Course no.	Co		es in Manag	jement (2	2)							
	ourse name			ourse 12.1. eam Mar	nagem	ent			ECTS credits	2	Leader	prof. A. Zele	ek
			•	cann mar	T			I I		2		p. 0.1.7 % 2.0.0	,,,,
	Major	MANAGEMENT	Master	Year	Ш	Semester	3	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	30
						LE	ARNING	GOUTCOMES					
Outcomes			Description	of SPECIFIC lea	rning outco	omes of the	course				Reference to MAJOR	R learning outcomes	
type				Stu	ident						→ CHECK THE K	(FY	
										Z2_W15 Has practi		various types of business entities	or own
ш	knows and understand	Is the essence of teamworl	k and the factor	determining its e	fficiency								
KNOWLEDGE													
lwor													
ž													
												management problems using advi yee team using the HR manageme	
	is able to collaborate ir	n operational / project tear	ms and to take o	n various roles in	them.						-		
SKIILIS													
\$													
										Z2_K5 Is ready to	work and interact in teams, ap	opearing in various roles in them,	being open to
SOCIAL COMPETENCES	reports readiness to co	operate in task teams, der	monstrates the a	bility to compron	nise and emp	athic attitudes	towards o	ther team members		Z2_K7 Is ready to	emphatically understand the r	needs of members of diverse tean	ns /
\PETE				,									
CO					-								
CIAL													
S													
		STUD	ENT EFFOR	7						TEACH	IING METHODS		
		Total contact ho				30				ILACI	choice from given list		
		including: lecture			_	30		Teaching methods		works	multimedia presentation shop that uses activating me	ethods	
ture		practice e-learning						. H			group discussion role playing		
Struc		laboratory seminar						Chin		simulat	ion, managerial and strategi	c games	
Effort		practical worksh	пор			30		je je					
Student Effort Structure		study visit others						논			choice from given list		
Ş		consulting hou exams, assignme						Student Work			review of the literature essay preparation		
		Lectureship Student Effort	t			20		nder					
		Total Student Ef				50		<u> </u>					
							SESSME	NTS METHODS					
ŧ		Final grade			pass % of final g			<u>e</u>			Percentage of final grade very good > 90%	2	
ssme	presentatio	n of an individual or group essay	task		50 50			e scale			good + 81% - 90% good 71% - 80%		
Assessment methods								Grade			satisfactory + 61% - 70% satisfactory 51% - 60%		
											unsatisfactory < 51%		
								RSE DESCRIPTION					
	1 / Groups and teams i	in organizations - different	iating features.			Plea	se describe	main topics and areas	of the course				
	2 / Typology of groups	and teams. g the effectiveness and effi	iciency of the te	am									
	4 / Team communicati 5 / Task forces in the w	on.	iciency of the te										
	6 / Competition and in	ter-team cooperation.											
	7 / Project management 8 / Conflicts in organization	nt in the organization and ta ational teams.	the role of the to	eam.									
	9 / Pathologies in team 10 / Personality types :	ns and organizations - diago and team culture.	nosis and preve	ition.									
tion	, , ,												
scrip													
e de													
Course description													
		zespołu [jak stworzyć dyna						Key literature					
	2. J. Waszkiewicz, Kiero	owanie zespołami, CL Consi	ulting i Logistyka	: Oficyna Wydawr	nicza "Nasz Do	om i Ogród", 2	006.						
	4.7	only and on we have	Andrew Co.	de a de t				dditional literature					
		ojekt, red. W. Olejniczak, W ie 3.0. Kierowanie zespoła					ie, 2009.						



2022/2023

Module no.	Modul	e Z2/13											
Module name		Practical	Activit	ies Mo	dule			ECTS credits	15	Lec	ader	dr R. Nowo Lewandows	
Major	MANAGEMENT	Master	Year	II	Semester	3	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	375

#### PURPOSE OF THE MODULE AND MODULE OBJECTIVES

Short description and objective list

The aim of the module is for the student to complete a professional traineeship, adequate to the chosen specialization. During the Practical Activity Module, the student integrates theoretical and practical knowledge, has the opportunity to confront own knowledge and skills with real needs and situational conditions in the selected place of the traineeship. Completes and deepens the practical skills obtained in the course of didactic classes, performs routine and unusual tasks at a specific job, learns the conditions and specificity of a given organization; learns about the professional environment, the expectations of employers towards future employees, in terms of knowledge, skills and attitudes.

#### **REQUIREMENTS**

Needed knowledge and skills before starting the module

Diploma module (1), (2) and Specialization module (1), (2), (3).

	LEARNING OUTCOMES											
	Short description of learning outcomes gain during the course of a module											
KNOWLEDGE (Student knows and understand on advanced level)	SKILLS (Student is able to)	SOCIAL COMPETENCES (Student is ready to)										
the essence and principles of the economy and the organization in which it practices. One the knowledge necessary to perform practical tasks in all areas of the activities of the organization, taking into account the interrelationships between the areas within organization and its micro and macro environment. Knows and understands to a greater extent the use of methods and tools of strategic diagnosis.	use the knowledge and skills obtained during studies, during classes to perform specific activities, according to the Traineeship Framework. Develops rules for working in a team and for communication with thesupervisor of tasks during professional trainship.	self-evaluation of own strengths and weaknesses, retains a critical attitude towards the effects of own professional work and expresses readiness to further development and improvement, in pursuit for professional promotion. Assumes responsibility for the implementation and effects of the tasks entrusted to one and employees for the property entrusted to one and is ready to build sociallyresponsible business. is ready to take risks in business.										

					MODULE STRUCTU	IRE			
Course no.	Module Z2/13	Course 13.1.							
Course name									
ECTS credits	its 15								



2022/												Szkoła E w Szczecin	
	odule Z2/13 Course no.			Activities Mourse 13.1.	odule								
Co	ourse name			Student I	ntership				ECTS credits	15	Leader	dr R. Nowak-Lewar	ndowska
	Major	MANAGEMENT	Master	Year	II Se	emester	3	Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours	375
						LEAR	NING	OUTCOMES					
Outcomes			Description	of SPECIFIC lear	ning outcome	es of the cou	rse				Reference to MAJOR	learning outcomes	
type				Stud	dent					72 144 //	→ CHECK THE KI	EY  s, terms, laws and dilemmas of r	
		erstands the essence and p organization's operation,							essary to perform practical nicro and macro	Z2_W2 Knows and	deeply understands selected eco	onomic facts, phenomena, regularious types of business entities of	arities and
EDGE	knows and understand tasks	s to a greater extent the u	se of methods an	ıd tools of strategio	c diagnosis, eco	nomic and stati	stical ar	nalyzes in the implen	nentation of assigned			ness and purposefulness of using tive statistics and mathematical s	
KNOWLEDGE	knows and understand	s the organization manage	ement system at a	an advanced level	in the area of pl	lanning, organiz	ing, mo	otivating and controll	ling.			e of entrepreneurship and the pr arious types of business entities	
	has in-depth knowledg	e of human resource mana	agement standar	ds, in particular mo	ethods of acquir	ring, developing	g, evalua	ating and rewarding	employees			ntemporary theories and concep conomic premises for making and	
	use the knowledge and	l skills obtained during stud	dies, during didad	ctic classes, to perf	form specific act	tivities, in accor	dance v	with the Traineeship	Framework Programme.	Z2_U5 Is able to ι	use the acquired knowledge to id	specialist knowledge in the field in entify and solve various problem c, competences and individual ch	s / threats /
	develop teamwork rule	es and communication with	h the supervisor o	during professiona	ll traineeship.							ee team using the HR manageme vironment using specialized term	
SKIITS	forecast complex proce	esses and managerial decis	sions in condition	s of risk and uncer	rtainty.					Z2_U11 Is able to	perform various roles and work	nagerial processes and decisions, in a team solving specific tasks the ee team using the HR manageme	hat allow
	applies modern metho	ds and techniques of huma	an resources mar	nagement in practi	ice, including in	the field of adn	ninistrat	tive staff, determinir	ng working conditions, etc.,			mplex social, economic and mana ources of law and legal provision	
s		ths and weaknesses,, main		titude towards the	e effects of his p	rofessional wor	rk and e	expresses readiness f	for further development	Z2_K3 Is ready to	work independently, conducted	nowledge and skills and understa in a reliable and objective way, r in management in managerial (a:	maintaining
SOCIAL COMPETENCES	is ready to take respon socially responsible bu		ation and effects o	of the tasks entrus	ited to him and I	his employees,	for the	property entrusted t	to him and is ready to build	Z2_K8 Is ready, re		of doing business, including think operty and available infrastructu porate social responsibility.	
	adopts an entrepreneu	rial attitude and is ready to	o take risks in bu	siness.						Z2_K6 Is ready to	take on the challenges and risks	of doing business, including think	ding and acting
		STUD	ENT EFFORT							TEAC	HING METHODS		
		Total contact he including:				375 375		*		ILAG	choice from given list group discussion		
		lecture practice						Teaching methods			other activating methods multimedia presentation		
Student Effort Structure		e-learning laboratory						ing in					
rt S <del>f</del>		seminar practical worksh	200					each					
ŧ		study visit	юр			375		-					
tude		others consulting hou				3/3		Nork			choice from given list others		
٠,		exams, assignme Lectureship						Student Work					
		Student Effor Total Student Ef				375		Stu					
						ASSES	SME	NTS METHODS					
ŧ		Final grade choice from given list			pass % of final grade	'e		흔			Percentage of final grade very good > 90%		
Assessment methods		other activities			100			e sc			good + 81% - 90% good 71% - 80%		
Asse								Grade scale			satisfactory + 61% - 70% satisfactory 51% - 60%		
											unsatisfactory < 51%		
								RSE DESCRIPTI					
						lasts 3 months,	which o	corresponds to 375 h	nours included in the study				
	2. Documentation of th	ie traineeship.			urse of the train	ieeships, treain	eeship's	s duties, duties of the	e traineeship supervisor, co	onditions for passi	ng the traineeship)		
	<ol> <li>Framework and deta</li> <li>Forms of professiona</li> </ol>	illed training programs for al traineeship:	individual specia	lizations									
5											the University and the host o	rganization for traineeships vision over the course of the i	nternshin
cripti	c) Employment in an o	rganization in a position, w	with the scope of	activities correspo	onding to the fie	ld of study and	speciali	ization, on the basis	of an employment contract	, service relations	hip, civil law contract or runni	ng your own business.	кстапр,
des	o. implementation of the	ne craineesnip at the place	or itrie traineesh	iip iii contact with	ure traineeship	organizer, train	ieesnip	cutor on benalf of th	ie u airieesnip organizer and	i idle idalneeship t	utor on behalf of the Universi	Ly.	
Course description													
O								Key literature					
	Traineeship Rules and	Regulations available at w	ww.zpsb.pl/en - f	or students - docu	ments to downl	load							
							Ad	Iditional literature	·				



2022/2023

Module no.	Modul	e Z2/14											
Module name		Diplon	na Mo	dule (3	3)			ECTS credits	6	Lea	ıder	prof. A. Zele	ek
Major	MANAGEMENT	Master	Year	II	Semester	3	Status (choice list)	OBLIGATORY	Lang	uage	English	Total Contact Hours	18

### **PURPOSE OF THE MODULE AND MODULE OBJECTIVES**

Short description and objective list

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

#### **REQUIREMENTS**

Needed knowledge and skills before starting the module

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

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

				MODULE STRUCTU	IRE		
Course no.	Module Z2/14	Course 14.1.					
Course name	Dissertation Thesis Seminar						
ECTS credits	CTS credits 6						



2022/	2023									w Szczecinie				
	odule Z2/14			ma Module	(3)									
	Course no.			ourse 14.1.	nesis Seminar		ECTS credits	,	Leader	prof. A. Zelek				
C	oorse name		DISSE	enanon n	iesis seminai		EC13 Credits	6	Leddei	prof. A. Zelek				
	Major	MANAGEMENT	Master	Year	Semester	3 Status (choice list)	OBLIGATORY	Language	English	Total Contact Hours 18				
					LE	ARNING OUTCOME	3							
Outcomes			Description	of SPECIFIC lea	rning outcomes of the c	course			Reference to MAJO	OR learning outcomes				
type				Stu	dent				→ CHECK THE					
								Z2_W14 Knows an	d understands the purposefu	lness and principles of independent research for				
<u> </u>	has knowledge of the p	principles of independent r	research process	es, including prima	ary and secondary research	for the purposes of research,	i.e. master's thesis.							
VLED														
KNOWLEDGE														
_														
								Z2 U17 Has subs	tantive and technical skills to	independently carry out applied research,				
	has and dovolons the	ability to indopendently co	nduct receased a	and propage a conc	ort on the research process (	(mactor's thosis)								
ν	nas and develops the e	ionicy to independently co	nuuct research e	ша ргераге а герс	or on the research process (	(master s triesis)								
SKILLS														
ES				nis knowledge and skills and understands the no ted in a reliable and objective way, maintaining										
ENC	is aware of the comple	xity of the processes takin	g place in the on	ganization and is a	ble to analyze, evaluate, re		ZZ_KS 13 Teady to	work independently, conduc	ted in a renable and objective way, maintaining					
) W P E														
SOCIAL COMPETENCES														
, SOCI,														
•														
			ENT EFFOR	Т	18			TEACI	HING METHODS					
		Total contact ho including:	ours		18	<u>\$</u>			choice from given list individual projects					
ē		lecture practice				metho								
ū Ç		e-learning laboratory				ning r	individual projects							
£ to		seminar practical workst	200		18	9 9 9								
Student Effort Structure		study visit	Юр											
e fr		others consulting hou				Nork			choice from given list preparation of the final pro	ject				
6		exams, assignme Lectureship				Student Work			review of the literature student's own research					
		Student Effor Total Student Ef			132 150									
					224	SESSMENTS METHOD	<u> </u>							
		Final grade			pass				Percentage of final grad	le				
ment ods		individual project			% of final grade 100	scale			very good > 90% good + 81% - 90%					
Assessment methods						Grade			good 71% - 80% satisfactory + 61% - 709					
٩						ŏ			satisfactory 51% - 60% unsatisfactory < 51%					
						COURSE DESCRIP	ION							
	A	and a Ash of Aller to Ash				Main topics and areas of the								
	1 / empirical research	seminar) the following tak process, results analysis, re	porting, conclus											
	2 / work editing, struct	turing and integrating the t	theoretical and e	mpirical parts, for	mulating relationships betw	veen theory and practice.								
ion														
scrip														
e de														
Course description						Key literature								
Ü						key illerature								
						Additional literatu	e							

# KEW\_Z1

## **WIEDZA**

- Z1\_W1 Knows and understands in the general advanced key concept, terms, competences, laws and phenomena in the field of scientific disciplines: management and quality science as well as economics and finance, and is also able to use this knowledge in the professional industry related to the management of studies.
- Z1\_W2 Knows and understands at an advanced level the concepts, principles and methods of organization and management in various types of economic and non-economic entities.
- Z1\_W3 Knows and understands at an advanced level the relations between the enterprise / organization and the socio-economic environment.
- Z1\_W4 Knows and recognizes at the advanced level theories and concepts regarding planning, management, motivating and controlling processes, and understands the various conditions of these processes.
- Z1\_W5 Knows and understands at an advanced level management processes in individual areas and functions, in particular in the areas of operational management, personnel management, marketing management, financial management, etc.
- Z1\_W6 Knows and understands at an advanced level the fundamental concepts of economic theory (in macro and micro perspective) regarding the functioning of an organization on the market and functioning in conditions of limited resources.
- Z1\_W7 Knows the advanced level and is able to use typical analytical methods and tools (including mathematical, statistical and IT) used to describe / study entities, processes and phenomena on the micro, macroeconomic and sectoral scale.
- Z1\_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex relationships between them in the field of accounting and finance of enterprises.
- Z1\_W9 Knows and understands the nature of economic analysis and controlling in decision-making processes in an enterprise at an advanced level.
- Z1\_W10 Knows and understands the key elements of law and ethics principles related to business transactions and protection of intellectual property as well as their application in decision-making processes in an enterprise.
- Z1\_W11 Understands the essence of entrepreneurship and knows the economic, legal and social conditions of creating and developing individual forms of entrepreneurship.

- Z1\_W12 Knows advanced research and analysis methods in selected areas of the organization's activities (e.g. strategic analysis, marketing analysis, economic analysis, financial analysis), including using IT tools, etc.
- Z1\_W13 Knows and understands at an advanced level the mechanisms of organizational-market interaction, marketing principles and marketing research.
- Z1\_W14 Knows and understands the possibilities of using selected IT tools supporting management and decision-making processes in the organization, including integrated management information systems.
- Z1\_W15 Knows a foreign language at the communication level (level B2 ESJOK).
- Z1\_W16 Knows key concepts, principles and processes in the field of social sciences (sociology, psychology, social communication), understands the correctness of behavior, attitudes and ways of action of people and entities in the area of market and business operations.
- Z1\_W17 Knows and understands the substantive, methodological and formal requirements for the preparation of the diploma project, in accordance with the current diploma procedure for first-cycle studies at the ZPSB.

## KEW\_Z2

## **WIEDZA**

- Z2\_W1 Knows and deeply understands the concepts, terms, laws and dilemmas of modern management on a scale of global and local problems in the field of scientific disciplines: management and quality science as well as economics and finance, and is able to use this knowledge in professional activities related to field of study.
- Z2\_W2 Knows and deeply understands selected economic facts, phenomena, regularities and mechanisms of market economy functioning on the sector, macroeconomic and global scale as well as their impact on business management.
- Z2\_W3 Knows and deeply understands the microeconomic premises for making and rationalizing managerial decisions on the scale of an economic entity based on selected facts, phenomena, regularities and mechanisms.
- Z2\_W4 Knows and understands in depth the usefulness and purposefulness of using methods and tools of strategic diagnosis, strategic controlling and analyzes: economic, financial, marketing, logistics, etc. and their significance in managerial decision making processes.

- Z2\_W5 Knows the essence and methods of descriptive statistics and mathematical statistics, methods of statistical inference, interval estimation and hypothesis verification, and understands their usefulness and areas of application in management processes.
- Z2\_W6 Knows and deeply understands the mechanisms of financial market operations, taking into account modern financial instruments and the relationship between the postulate of economic efficiency and business risk and financial security of the functioning of an economic entity.
- Z2\_W7 Knows and deeply understands the essence, context and process of operational and strategic management, including the use of modern models of management and process management as well as various economic and social principles and conditions for the implementation of operational and strategic changes in the organization.
- Z2\_W8 Knows and deeply understands the place and importance of accounting and finance in the economy and in the enterprise as well as the financial management in the enterprise in the context of the process of rationalizing managerial decisions.
- Z2\_W9 Knows and deeply understands selected contemporary theories and concepts in the field of human resource management in organization as well as elements of the theory of sociology and social psychology and its importance for the management of employee teams.
- Z2\_W10 Knows and deeply understands theories and concepts in the field of marketing management and international management as well as premises and models of corporate behavior on international markets in the field of applied marketing strategies.
- Z2\_W11 Knows and deeply understands the essence of entrepreneurship and the principles of design, creation and development of enterprises as well as the strategic importance of entrepreneurship and innovation for creating the potential of an enterprise at every stage of its development.
- Z2\_W12 Knows and deeply understands the importance and areas of using IT support systems in enterprise management processes as well as the main needs and functions of integrated and partial IT systems and their subordinate role towards various management functions and levels.
- Z2\_W13 Knows and understands the key legal norms regulating the functioning of commercial companies law, commercial law, tax law and labor law as well as intellectual property protection law.
- Z2\_W14 Knows and understands the purposefulness and principles of independent research for the thesis. Has knowledge of research methods used in management sciences, including the methodology of writing a master's thesis.

- Z2\_W15 Has practical knowledge to start work in various types of business entities or own business.
- Z2\_W16 Knows a professional foreign language at the communication level (B2 + ESJOK level).

## KEW\_E1

## **WIEDZA**

- E1\_W1 Zna i rozumie w stopniu zaawansowanym kluczowe pojęcia, terminy, prawidłowości, prawa i zjawiska z zakresu dyscyplin naukowych: ekonomia i finanse oraz nauki o zarządzaniu i jakości oraz jest zdolny do wykorzystania tej wiedzy w działalności zawodowej związanej z kierunkiem i specjalnością.
- E1\_W2 Zna i rozumie ekonomiczne, zarządcze, prawne i społeczne uwarunkowania rozwoju indywidualnej przedsiębiorczości i innowacyjności oraz rozpoznaje formy (organizacyjno prawne, finansowe), struktury i procesy działalności gospodarczej i jej związki z otoczeniem gospodarczym.
- E1\_W3 Na poziomie zaawansowanym zna i rozumie system funkcjonowania przedsiębiorstwa (lub innych organizacji), opisuje kluczowe funkcje i procesy zarządcze oraz relacje między nimi, a także związki z podmiotami otoczenia zewnętrznego w skali sektora, makrogospodarki i globalnej.
- E1\_W4 Zna w stopniu zaawansowanym i potrafi stosować typowe metody i narzędzia badawcze (w tym statystyczne, matematyczne oraz informatyczne), wykorzystywane do analizy ekonomicznej oraz opisu wybranych podmiotów, procesów i zjawisk gospodarczych.
- E1\_W5 Ma zaawansowaną wiedzę o roli jednostki i zespołów ludzkich w procesie tworzenia i funkcjonowania organizacji oraz ma pogłębioną wiedzę o zasadach i motywach działania człowieka w organizacji.

- E1\_W6 Zna zaawansowany aparat statystyczny, w tym: metody analizy struktury, dynamiki oraz współzależności w czasie i w przestrzeni; cele i zasady stosowania poszczególnych mierników statystycznych; istotę modelu i procedurę modelowania.
- E1\_W7 Zna i rozumie w zaawansowanym stopniu pojęcia i zasady z zakresu rachunkowości i finansów, niezbędne do prowadzenia działalności gospodarczej w skali mikroprzedsiębiorstw, MSP i dużych przedsiębiorstw, w tym międzynarodowe standardy rachunkowości.
- E1\_W8 Zna i rozumie w stopniu zaawansowanym znaczenie zarządzania marketingowego oraz strategii marketingowych uwzględniających specyfikę działań marketingowych w różnych branżach, różnych typach organizacji i otoczenia rynkowego.
- E1\_W9 Zna i rozumie w zaawansowanym stopniu terminologię, prawidłowości, fakty, obiekty, zjawiska i złożone zależności między nimi w zakresie wybranej specjalności jako obszaru działalności zawodowej.
- E1\_W10 Zna i rozumie normy społeczne, etyczne i prawne regulujące funkcjonowanie podmiotów gospodarczych i instytucji sektora publicznego i prywatnego, w tym zasady dotyczące ochrony własności przemysłowej i prawa autorskiego.
- E1\_W11 W zaawansowanym stopniu zna i rozumie pojęcia, reguły i procesy z zakresu zarządzania zasobami ludzkimi oraz pokrewnych nauk społecznych (socjologii, psychologii, komunikacji społecznej) i na tym tle ma świadomość prawidłowości zachowań i sposobów działania ludzi w organizacjach.
- E1\_W12 Ma zaawansowaną wiedzę na temat nowoczesnych technik informatycznych i informacyjnych (w tym metod i technik pozyskiwania danych), oraz możliwości ich wykorzystania w praktyce ekonomii i zarządzania.
- E1\_W13 Zna i rozumie wymogi merytoryczne, metodyczne, techniczne i formalne dotyczące przygotowania projektu dyplomowego, którego opracowanie i przedłożenie do oceny określa procedura dyplomowa dla studiów pierwszego stopnia w ZPSB.

# KEU\_Z1

# **UMIEJĘTNOŚCI**

- Z1\_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as economics and finance to observe and interpret management and socio-economic problems at the macroand microeconomic level.
- Z1\_U2 Is able to correctly interpret typical problems in the field of management, human resources, law, marketing, IT and other functional areas of the organization, and is able to rationalize management thinking against this background.
- Z1\_U3 Is able to diagnose and solve management problems (in various functional areas of the organization), including choosing the right tools and methods to solve them.
- Z1\_U4 Can see the need to improve the organization and its own competences through the continuous development of the organization and its own.
- Z1\_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, as well as make decisions and actions in conditions of risk and uncertainty.
- Z1\_U6 Able to make decisions regarding various functional areas of the organization, demonstrating entrepreneurship and creativity in action.
- Z1\_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving specific professional problems.
- Z1\_U8 Is able to use a specialized language and communicate in a precise and consistent manner, using interpersonal communication skills.
- Z1\_U9 Is able to use information and communication technologies (IT) in his professional work and select IT tools and techniques adequate to the needs of the decision-making process.
- Z1\_U10 Is able to prepare an oral presentation (presentation) and typical written work (reporting, analytical, design) related to management issues, efficiently using available IT tools.
- Z1\_U11 Is able to communicate in a foreign language at B2 CEFR level and is able to use it in situations related to professional activity.

- Z1\_U12 Is able to independently, and collectively identify, diagnose and resolve professional problems as well as apply various variants of solutions to these problems and make / optimize decisions against this background.
- Z1\_U13 Is able to independently prepare and develop a diploma project, taking into account methodological, substantive and formal requirements, using the appropriate language and demonstrating the ability to present research results.

# KEU\_Z2

# **UMIEJĘTNOŚCI**

- Z2\_U1 Is able to apply theoretical knowledge and specialist knowledge in the field of economic and managerial phenomena, including those related to various functional areas of the enterprise.
- Z2\_U2 Is able to identify, interpret and explain complex social, economic and management phenomena and processes, as well as their relationships, as well as their impact on business ventures and decisions.
- Z2\_U3 Is able to observe, interpret and analyze and evaluate processes occurring in the organization and its environment, as well as draw conclusions useful in decision-making processes, make diagnoses using professional diagnostic techniques and methods.
- Z2\_U4 Is able to forecast and model complex managerial processes and decisions, as well as to develop a strategic, marketing, financial, operational and other plan ... under conditions of risk and uncertainty, taking into account national and international conditions.

- Z2\_U5 Is able to use the acquired knowledge to identify and solve various problems / threats / management risks, and to think projectively and predict the effects of decisions and changes at the operational and strategic level
- Z2\_U6 Is able to efficiently use information and communication technologies used in conducting business activities, including integrated IT systems.
- Z2\_U7 Is able to thoroughly analyze a complex business problem, prepare a research report, present the results of his thought process and formulate synthetic conclusions that facilitate making correct economic decisions.
- Z2\_U8 Is able to indicate and interpret adequate sources of law and legal provisions relating to business operations and intellectual property protection and apply them to solve legal dilemmas related to management and organizational activities in an enterprise.
- Z2\_U9 Is able to record economic events and carry out analyzes in the field of management and financial accounting, as well as select appropriate instruments for financing business ventures in the context of assessing their effectiveness and risk.
- Z2\_U10 Is able to independently solve complex management problems using advanced quantitative methods and tools, as well as assess the quality and usefulness of source data, make their selection, and draw conclusions based on the performed calculation procedures.
- Z2\_U11 Is able to perform various roles and work in a team solving specific tasks that allow achieving the goals related to designing and undertaking professional activities.
- Z2\_U12 Is able to manage the work of an employee team using the HR management principles and knowledge in the field of sociology and social psychology.
- Z2\_U13 Is able to use his management knowledge, competences and individual characteristics to manage his own workplace and / or his own business.
- Z2\_U14 Is able to apply creative thinking, present an entrepreneurial attitude and has the skills to take innovative action.

- Z2\_U15 Is able to independently plan and implement his own lifelong learning and direct the development of professional competences, taking into account the level of his knowledge and own competences, striving to professionalize in the performance of work.
- Z2\_U16 Is able to communicate with a diverse environment using specialized terminology, including in a foreign language at the B2 + CEFR level, assess various opinions and positions, express in a cultural, factual, precise, consistent and logical way.
- Z2\_U17 Has substantive and technical skills to independently carry out applied research, including a research project for the master's thesis.

## KEU\_E1

# **UMIEJĘTNOŚCI**

- E1\_U1 Potrafi wykorzystać wiedzę z zakresu dyscyplin naukowych: ekonomia i finanse oraz nauki o zarządzaniu i jakości do obserwacji i interpretacji różnorodnych problemów ekonomicznych i zarządczych w perspektywie mikro, makro i globalnej (również w powiązaniu z wybraną specjalnością).
- E1\_U2 Potrafi pozyskiwać i przetwarzać rzetelne dane do analizowania konkretnych procesów, zjawisk i problemów gospodarczych i menedżerskich oraz używać w tym procesie adekwatnych metod i technik informacyjno-komunikacyjnych.
- E1\_U3 Potrafi, w oparciu o właściwe metody i narzędzia dokonywać analizy ekonomicznej i projekcji ekonomicznej / finansowej, w tym prawidłowo analizować symptomy, przyczyny i przebieg konkretnych procesów i zjawisk gospodarczych oraz ocenić je ze względu na skutki ekonomiczne, społeczne, prawne, etyczne oraz środowiskowe.
- E1\_U4 Potrafi sprawnie komunikować się w mowie i na piśmie, trafnie posługując się terminologią z zakresu dyscyplin naukowych: ekonomia i finanse oraz nauki o zarządzaniu i jakości, używając precyzyjnych, logicznych i rzeczowych argumentów.
- E1\_U5 Potrafi zastosować myślenie kreatywne i postawę przedsiębiorczą w działaniach zawodowych.

- E1\_U6 Potrafi pracować w zespole rozwiązującym konkretne problemy ekonomiczne i zarządcze, pełniąc różne role (lidera, członka zespołu, interesariusza zewnętrznego, itp.)
- E1\_U7 Potrafi prawidłowo posługiwać się regułami, normami, systemami normatywnymi (prawnymi, zawodowymi, moralnymi) w celu rozwiązania konkretnego zadania zawodowego.
- E1\_U8 Potrafi dobrać i zastosować odpowiednie metody i techniki oraz normy i standardy do procesów planowania, organizowania, motywowania i kontroli związanych z działalnością zawodową.
- E1\_U9 Potrafi trafnie identyfikować i analizować zachowania członków organizacji, ich motywy i konsekwencje, oraz umie projektować i organizować działania wpływające na nie w określonym kierunku i zakresie.
- E1\_U10 Jest w stanie na bieżąco dokonywać oceny własnych kompetencji oraz planować i realizować własne uczenie się przez całe życie oraz rozumie związek między wzrostem swojej wiedzy i umiejętności a wynikami osiąganymi w życiu zawodowym.
- E1\_U11 Potrafi innowacyjnie wykonywać zadania zawodowe oraz rozwiązywać złożone i nietypowe problemy z nimi związane, w warunkach obciążonych ryzykiem i niepewnością.
- E1\_U12 Jest przygotowany do założenia, prowadzenia oraz rozwijania indywidualnej działalności gospodarczej i/lub społecznej, a także do samodzielnego rozstrzygania dylematów pracy zawodowej
- E1\_U13 Potrafi samodzielnie i zespołowo identyfikować, diagnozować i rozstrzygać problemy ekonomiczne i zarządcze oraz stosować różne warianty rozwiązań tych problemów i na tym tle podejmować/optymalizować decyzje ekonomiczne.
- E1\_U14 Potrafi komunikować się w języku obcym na poziomie B2 EOKJ i potrafi używać go w sytuacjach związanych z działalnością zawodową.

## KEK Z1

## KOMPETENCJE SPOŁECZNE

- Z1\_K1 is ready to critically assess the level of his knowledge and skills and understands the need for continuous learning, due to the dynamics of market and social processes taking place in the world and the professional environment.
- Z1\_K2 is willing to work and cooperate in a team task, taking in the various roles of initiator, the leader, the role of team member.
- Z1\_K3 Is able to engage in social interactions, cooperation with other entities of the environment and actions for this environment and in the social interest.
- Z1\_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in their implementation.
- Z1\_K5 Is ready to independently identify and diagnose management and economic problems as well as to solve them and make decisions in various management areas.
- Z1\_K6 Is capable of rational thinking in independent professional work, while maintaining a critical attitude towards the results of his own work.
- Z1\_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using all his knowledge and skills.
- Z1\_K8 In his professional life he is ready to respect legal norms, principles of social life and professional ethics as well as to care for the tradition and ethos of the profession.

# KEK\_Z2

## **KOMPETENCJE SPOŁECZNE**

- Z2\_K1 Is ready to critically assess the level of his knowledge and skills and understands the need for continuous learning, due to the dynamics of market and social processes.

  Occurring in the world and professional environment.
- Z2\_K2 Is ready to independently, critically evaluate the processes taking place in the organization while maintaining reliability, diligence, objectivity and rationality, involving all his knowledge and skills.
- Z2\_K3 Is ready to work independently, conducted in a reliable and objective way, maintaining criticism of the results of his own work, deriving satisfaction from it, receiving comments from colleagues, pursuing the path of professional development.
- Z2\_K4 Is ready to take on professional challenges in management in managerial (as leader / manager) and executive positions.

- Z2\_K5 Is ready to work and interact in teams, appearing in various roles in them, being open to cooperation and building relationships while observing the rules in force in the field of human resource management.
- Z2\_K6 Is ready to take on the challenges and risks of doing business, including thinking and acting in an entrepreneurial manner, making decisions in high risk situations, taking responsibility for the effects of own actions and the employees he manages.
- Z2\_K7 Is ready to emphatically understand the needs of members of diverse teams / communities (including international) and accepts their cultural diversity, respects their norms and values.
- Z2\_K8 Is ready, responsible, uses the entrusted property and available infrastructure, equipment, devices, etc.
- Z2\_K9 Is ready to work pro bono and to build corporate social responsibility.
- Z2\_K10 Is aware and is ready to comply with ethical and social standards appropriate to the profession.

# KEK\_E1

## **KOMPETENCJE SPOŁECZNE**

- E1\_K1 Jest gotów do krytycznej oceny poziomu swojej wiedzy i umiejętności oraz rozumie potrzebę stałego uczenia się, ze względu na dynamikę procesów rynkowych i społecznych zachodzących w świecie i środowisku zawodowym.
- E1\_K2 Jest gotów do podejmowania wyzwań zawodowych w poczuciu odpowiedzialności wobec podejmowanych przedsięwzięć gospodarczych i decyzji ekonomicznych, z uwzględnieniem ich aspektów i skutków prawnych, ekonomicznych i politycznych.
- E1\_K3 Jest zdolny do racjonalnego myślenia w samodzielnej pracy analitycznej, z zachowaniem postawy krytycznej wobec wyników własnej pracy.
- E1\_K4 Jest przygotowany do pracy i współdziałania w grupie oraz pełnienia różnych ról w zespole.
- E1\_K5 Jest gotów do stałego motywowania siebie do realizacji celów zawodowych oraz do wypełniania ról i zobowiązań społecznych, w tym do inicjowania i organizowania działalności na rzecz interesu społecznego.

- E1\_K6 Jest gotów do odpowiedzialnej oceny ryzyka w inicjowanych i wdrażanych w środowisku zawodowym projektów biznesowych.
- E1\_K7 Jest gotów do podejmowania decyzji gospodarczych w oparciu o wiedzę formalną, przesłanki obiektywne i racjonalne na tle rzetelnych badań ich uwarunkowań.
- E1\_K8 Jest gotów do samodzielnej identyfikacji, diagnozy realnych problemów ekonomicznych i zarządczych oraz do ich rozwiązywania na podstawie analizy możliwych opcji.
- E1\_K9 Jest gotów do inicjowania i uczestnictwa w procesach kreatywnego, przedsiębiorczego projektowania przedsięwzięć związanych z działalnością zawodową.
- E1\_K10 Jest gotów do wykorzystania swoich umiejętności analitycznych oraz opracowywania raportów, oraz uświadamia sobie potrzebę doskonalenia kompetencji w zakresie tworzenia tego rodzaju opracowań.
- E1\_K11 W działalności zawodowej ma gotowość do poszanowania norm prawnych, zasad życia społecznego i zasad etyki zawodowej oraz do dbałości o tradycję i etos zawodu.

METODY
lecture
multimedia presentation
workshop that uses activating methods
group discussion
case study
case study
individual projects
individual projects
team projects
video movie
activity on e-learning platform
simulation, managerial and strategic games
role playing
team analysis

task solving
meeting with a business practitioner
and the second state of
practical workshop
study visits
co-creation of Wiktionary
research/field tests
other activating methods

ZAL
written exam
wrritten credit
essay
tasks, exercises
knowledge test
team projects
individual project
presentation of an individual or group task
participation in the discussion
individual case study
team case study
other activities

# OBLIGATORY SPECIALISATION elective

PRAC_STUD		
preparation to an exam/credit		
preparation of the final project		
review of the literature		
Teview of the necratare		
own activity on platform		
trial tests		
essay preparation		
student's own research		
		pre
e-lectures		
		po
own work with the text		
group work - joint task solving		
task solving		
others		

,,
written exam
wrritten credit
essay
tasks, exercises
knowledge test
team projects
individual project
presentation of an individual or group task
participation in the discussion
individual case study
team case study
other activities