

WEkon



Faculty of Economics

WEST POMERANIAN UNIVERSITY OF TECHNOLOGY
IN SZCZECIN, POLAND

THE OFFER FOR INTERNATIONAL STUDENTS
FOR THE YEAR 2021/2022
FIRST DEGREE

	Course title	Person responsible for the course	Semester (winter/summer)	ECTS points	Hours
1	Academic Writing	Ileana Tache	winter/summer	6	30
2	Advertising Concepts and Principles	Karolina Ertmańska	winter/summer	6	30
3	Basis for Economic Policy	Wojciech Lewicki	winter/summer	6	30
4	Basis for Social Policy	Wojciech Lewicki	winter/summer	4	15
5	Business Economics	Eleftherios Thalassinos	winter/summer	6	30
6	Business Ethics	Wojciech Lewicki	winter/summer	6	30
7	Business Management	Eleftherios Thalassinos	winter/summer	6	30
8	Business Planning and Controlling	Andra Zvirbule	winter/summer	6	30
9	Business Statistics	Eleftherios Thalassinos	winter/summer	6	30
10	Capital Market	Dawid Dawidowicz	winter/summer	6	30
11	Communication in Marketing	Joanna Hernik	winter/summer	6	30
12	Corporate Finance	Dawid Dawidowicz	winter/summer	4	20
13	Corporate Governance	Gunta Grinberga-Zalite	winter/summer	6	30
14	Corporate Social Responsibility	Joanna Hernik	winter/summer	4	20
15	Destination & Hotel Management	Natalia Oleszczyk	winter/summer	6	30
16	Diversity Management	Joanna Hernik	winter/summer	4	20
17	Econometrics	Maciej Oesterreich	winter/summer	6	30
18	Economic Analysis	Dawid Dawidowicz	winter/summer	6	30
19	Economic Forecasting	Joanna Perzyńska	winter/summer	6	30
20	Entrepreneurship	Błażej Suproń	winter/summer	6	30
21	European Economic Policies	Ileana Tache	winter/summer	6	30
22	European Integration	Agnieszka Brelik	winter/summer	6	30
23	Finance for Decision Making	Dawid Dawidowicz	winter/summer	4	20
24	Globalization	Aleksandra Grzesiuk	winter/summer	6	30
25	History of European Integration	Ileana Tache	winter/summer	6	30
26	Human Resources Management	Katsiaryna Volkava	winter/summer	6	30
27	International Marketing	Joanna Hernik	winter/summer	6	30
28	Logistic Management	Andra Zvirbule	winter/summer	6	30
29	Marketing In Nonprofit Sector	Joanna Hernik	winter/summer	6	30

	Course title	Person responsible for the course	Semester (winter/summer)	ECTS points	Hours
30	Marketing Research	Joanna Hernik	winter/summer	4	20
31	Mathematical Statistics	Maciej Oesterreich	winter/summer	6	30
32	Mathematics	Joanna Perzyńska	winter/summer	6	30
33	Modern Management Concepts	Anna Sworowska-Baranowska	winter/summer	4	15
34	Multinational Finance	Dawid Dawidowicz	winter/summer	4	20
35	Operational Research	Joanna Perzyńska	winter/summer	6	30
36	Organization And Management	Wojciech Lewicki	winter/summer	6	30
37	Organization and Planning of Transport	Wojciech Lewicki	winter/summer	4	15
38	Polish Business Language for Beginners	Joanna Hernik	winter/summer	6	30
39	Principles of Marketing	Joanna Hernik	winter/summer	6	30
40	Project Management Tools and Techniques	Kleanthis Sirakoulis	winter/summer	6	30
41	Psychology of Marketing	Karolina Ertmańska	winter/summer	6	30
42	Quality Management in Business	Katsiaryna Volkava	winter/summer	6	30
43	Quantitative Methods in Economics	Maciej Oesterreich	winter/summer	6	30
44	Regional Economy	Agnieszka Brelik	winter/summer	6	30
45	Statistical Taxonomy	Maciej Oesterreich	winter/summer	6	30
46	Statistics	Joanna Perzyńska	winter/summer	6	30
47	Strategic Investing	Aleksandra Grzesiuk	winter/summer	6	30
48	Strategic Management	Gunta Grinberga-Zalite	winter/summer	6	30
49	Sustainable Development	Aleksandra Grzesiuk	winter/summer	6	30
50	The Analysis of Regional Development	Grażyna Karmowska	winter/summer	6	30
51	Thesis Seminar	Joanna Hernik	winter/summer	30	30
52	Tourism and Environment	Bartosz Mickiewicz	winter/summer	6	30
53	Tourism Business in the European Union	Agnieszka Brelik	winter/summer	6	30
54	Tourism Management	Agnieszka Brelik	winter/summer	6	30

Course title	Academic Writing		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Ileana Tache	E-mail address to the person	ileanatache@unitbv.ro
Course code (if applicable)	Ekon-1-01-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>Students will learn:</p> <p>Writing Process and strategy (research, planning, summarising, organising, plagiarism, referencing, proofreading)</p> <p>Elements of writing (argument and discussion, cause and effect, definitions, style)</p> <p>Writing Vocabulary and language (precision, clarity, conciseness, academic vocabulary, word choice)</p> <p>Structure of scientific paper (organising the document, transition, data implementation and display)</p>		
Entry requirements	No requirements		
Course contents	<ol style="list-style-type: none"> 1. Basic concept of academic writing 2. Structure of scientific research paper 3. Writing models 4. Bibliographic references and citation styles 5. Self-presentation academic writing 		
Assessment methods	<p>Lectures, lab, group discussions.</p> <p>A research project using the implemented methods in the form of double groups, and an oral examination</p>		
Recommended readings	<ol style="list-style-type: none"> 1. John M. Swales and Christine B. Feak., Academic Writing for Graduate Students - Essential Tasks and Skills., The U. of Michigan Press., Michigan, 2004 2. John M. Swales and Christine B. Feak., Abstracts and the Writing of Abstracts., The U. of Michigan Press., Michigan, 2009 		
Knowledge	Students learn about basic issues of academic writing and this will give an overview of structure, self-presentation, concept of academic writing. This module is introduced to make students familiar with the subject. It provides an overview of academic writing.		
Skills	As a result of the course the student should: understand the writing process and strategy		
Other social competences	As a result of the course the student: will be able to use in practice the knowledge gained in the field.		

Course title	Advertising Concepts and Principles		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Karolina Ertmańska	E-mail address to the person	karolina.ertmanska@zut.edu.pl
Course code (if applicable)	Ekon-1B_Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>Zapoznanie studentów z narzędziami reklamy</p> <p>Zapoznanie studentów z zasadami dotyczącymi zintegrowanej komunikacji marketingowej</p> <p>Zapoznanie studentów z zasadami dotyczącymi zachowań konsumentkich, strategii kreatywnych, procesu komunikacji marketingowej, badań marketingowych, metod oceny i kontroli skuteczności działań reklamowych i ich rolę w tworzeniu efektywnych przekazów reklamowych</p> <p>Zapoznanie studentów z działaniami dotyczącymi współpracy z mediami w zakresie tworzenia przekazów reklamowych</p>		
Entry requirements	Basics of marketing		
Course contents	<p>The communication process</p> <p>Source, message and channel factors</p> <p>Organizing for advertising: the role of ad agencies and other marketing communication organizations</p> <p>Creative strategy: planning, development, implementation, evaluation</p> <p>Social, ethical, and economic aspects of advertising</p> <p>Measuring the effectiveness of the advertising campaigns</p>		
Assessment methods	<p>wykład informacyjny</p> <p>wykład konwersatoryjny</p> <p>metoda przypadków</p> <p>film</p> <p>metoda projektu</p> <p>presence</p> <p>in-class activity</p> <p>mandatory tasks and excercises</p>		
Recommended readings	<p>1. Mitchell WM, Advertising: Principles & Practice, Prentice Hal, Inc, New York, 2009</p> <p>2. Wells WD, Moriarty S., Burnett J., Advertising : Principles and Practice, Prentice Hall, Upper Saddle River, N.J, 2003</p>		
Knowledge	after completing the course students should known the principles of advertising		

Course title	Basis for Economic Policy		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Wojciech Lewicki	E-mail address to the person	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	WEKON-1-03-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Development of the students ability to identify principal dilemmas of economic policy making in advanced market oriented economies, arguments applied by differents polisy making bodies within the framework of different institutional frameworks and organisational cultures prevailing both in the developed as well as in emerging economies and developing countries		
Entry requirements	No requirements		
Course contents	<p>1. Introduction- 20 th century macroeconomics, economic policy and basic data</p> <p>Economic growth 1900 – 2000 and gold standard</p> <p>First World War consequences and economic policies of 1930s</p> <p>4. Great Depression and end of gold standard</p> <p>Keynesian revolution</p> <p>6. Bretton-Woods system, economic policies of post WWII reconstruction</p> <p>Economic policy of 1980s, neoclassical synthesis</p> <p>. Monetarism</p> <p>End of Bretton-Woods system, floating exchange rates, stagflation and subsequent disinflation, liberalization at beginning of 1980s.</p> <p>10. Stabilization policies UE 1980 – 2007</p> <p>Euro zone</p> <p>Financial crisis in different parts of the world 2007 – 2013</p>		
Assessment methods	<p>Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.</p> <p>Durgin the course students' activity and the ability to apply their knowledge in relation to the case shall be assessed</p> <p>A research project using the impelmented methods in the form of double groups, and an oral examination</p>		
Recommended readings	1. Stone Deborah, The Art of Political Decision Making, W.W Norton, New York, 2001, www.amozon.com 0393976254		
Knowledge	<p>As a result of course, the student should:</p> <ul style="list-style-type: none"> - Give the definition of Basis for Economic Policy - Characterize the functions of Basic for Economic Policy - Explain the importance of Basic for Economic Policy - Give the definition of Basic for Economic Policy 		
Skills	<p>Results for the students will be:</p> <ul style="list-style-type: none"> - familiarity with different approaches to the study of politics and an ability to apply these to contemporary collective and political problems, and political behavior -an ability to formulate and construct logical arguments about political phenomena and an ability to evaluate these through empirical and theoretical methods -an understanding of how political institutions emerge, how they operate, how they interact with their external environment, and how they shape individual and collective behavior -knowledge of basic factual information about politics within an area of specialization including but not limited to American politics, political behavior, comparative politics, international relations, or political theory and methodology. 		
Other social competences	<p>As a result course, the student:</p> <ul style="list-style-type: none"> - Will be capable of use in practice the acquired knowledge Basis for Economic Policy - Will be eager to spread the knowledge of Basis for Economic Policy - Will be creative in the use of the Basis for Economic Policy principles 		

Course title	Basis for Social Policy		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Wojciech Lewicki	E-mail address to the person	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	WEKON-1-54-L	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	15
Objectives of the course	This course provides theoretically based models for the analysis and presentation of social policy in legislative, administrative, and agency arenas. The course focuses on both the content and process of social welfare policy.		
Entry requirements	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. The Generalist Model of Social Work 2. The Policy Based Profession 3. Defining Social Welfare Policy 4. Social Welfare Policy Analysis 5. Policy Analysis from an Historical Perspective 6. Social/Economic Analysis 7. Politics and Social Welfare Policy 		
Assessment methods	<p>Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.</p> <p>During the course students' activity and the ability to apply their knowledge in relation to the case shall be assessed</p> <p>A research project using the implemented methods in the form of double groups, and an oral examination</p>		
Recommended readings	1. Henry, Ian P, The politics of leisure policy, Macmillan, London, 1994, www.oecd.com		
Knowledge	<p>As a result of course, the student should:</p> <ul style="list-style-type: none"> - Give the definition of Basis for social Policy - Characterize the functions of Basic for social Policy - Explain the importance of Basic for social Policy - Give the definition of Basic for social Policy 		
Skills	<ul style="list-style-type: none"> - familiarity with different approaches to the study of social policy and an ability to apply these to contemporary collective and, and political behavior -an ability to formulate and construct logical arguments about social policy and an ability to evaluate these through empirical and theoretical methods -an understanding of how social policy institutions emerge, how they operate, how they interact with their external environment, and how they shape individual and collective behavior -knowledge of basic factual information about social policy an area of specialization including but not limited to UE politics,, comparative politics, international relations, or political theory and methodology 		
Other social competences	<p>As a result course, the student:</p> <ul style="list-style-type: none"> - Will be capable of use in practice the acquired knowledge Basis for Social Policy - Will be eager to spread the knowledge of Basis for Social Policy - Will be creative in the use of the Basis for Social Policy principles 		

Course title	Business Economics		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Eleftherios Thalassinos	E-mail address to the person	thalassinos@ersj.eu
Course code (if applicable)	WEKON-1-07-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Students to be able to understand how to apply economic theoretical issues to business. Different types of businesses, market structures and financial issues related to SMEs from the prospective of a changeable world.		
Entry requirements	At least two courses in Economics and/or business discipline.		
Course contents	Economic models apply to businesses, types of companies, SMEs definition problems and prospective, labor and financial issues.		
Assessment methods	Lectures, group discussions. In class evaluation, 2 written case studies and oral examination.		
Recommended readings	1. Joseph Nellis and David Parker, ed, Pearson, ISBN: 978-027-3693-062, Principles of Business Economics,, 2006		
Knowledge	Learn how to use economic tools in real business world, how to evaluate economic performance, how to set up a new firm, how to get the best possible finance for a start up and an SME in the European content.		

Course title	Business Ethics		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Wojciech Lewicki	E-mail address to the person	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	WEKON-1-06-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Develop a working knowledge of Business Ethics Link Business Ethics theory with Business Ethics practice Analyze Business Ethics case studies		
Entry requirements	There aren't any		
Course contents	The definition of Business Ethics Business dilemmas: ethical decision-making in business Business ethics and the law Job Discrimination Business and ecology Tools to manage unethical behaviour Why is business ethics important?		
Assessment methods	Giving methods (informative lecture, story, description, explanation) Problem methods (problem lecture) Activating methods (cases method, situational methods, teaching discussion) During the course students' activity and the ability to apply their knowledge in relation to the case shall be assessed A research project using the implemented methods in the form of double groups, and an oral examination		
Recommended readings	1. Megone Ch., Robinson S.J., Case Histories in Business Ethics, Routledge, London and New York, 2002 2. Michael M.L., Business Ethics: The Law of Rules, Harvard University, Harvard, 2006, No 19 3. Hooker J.N., Toward Professional Ethics in Business, Graduate School of Industrial Administration Carnegie Mellon University, Pittsburgh, PA 15213 USA, 1996 4. Gray J.W., Notes on Business Ethics, This ebook was created on 6/22, 2011		
Knowledge	As a result of course, the student should: - Give the definition of business ethics - Explain the importance of business ethics - Know the tools to manage unethical behaviour - Explain the importance of ethical decision-making in business - Characterize job discrimination		
Skills	As a result of course, the student should: - Understand the issues of business ethics - Understand the importance of business ethics - Understand the importance of ethical decision-making in business - Know how to use the tools to manage unethical behaviour		
Other social competences	As a result of course, the student: - Will be capable of use in practice the acquired knowledge of business ethics - Will be eager to spread the knowledge of business ethics - Will be creative in the use of the tools to manage unethical behaviour		

Course title	Business Management		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Eleftherios Thalassinos	E-mail address to the person	thalassinos@ersj.eu
Course code (if applicable)	WEKON-1-25-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Students to be able to understand the importance of Business Strategy for a sustainable growth in the competitive market.		
Entry requirements	At least two courses in Economics and/or business discipline.		
Course contents	Business structure, business objectives, business plan, budgeting, social responsibility, ecological business issues.		
Assessment methods	Lectures, group discussions. In class evaluation, 2 written case studies, oral examination.		
Recommended readings	1. Neil Ritson, ed, bookboon.com, ISBN: 978-87-403-0506-7, Strategic Management,, bookboon.com, 2011		
Knowledge	Learn how to contact a market research, how to prepare a business plan, how to evaluate business goals.		

Course title	Business Planning and Controlling		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Andra Zvirbule	E-mail address to the person	andra.zvirbule@llu.lv
Course code (if applicable)	WEKON-1-75-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	The study subject's main concern is the common indicators teams of different levels of plans and planning performance analysis and control. The course covers all levels of business planning and the main scope is characterizing controlling points in enterprises and the controlling parameters analysis.		
Entry requirements	There aren't any.		
Course contents	Introduction to Planning and Strategic Planning Strategy and strategies- types of strategy for planning Macro Environment Factors effect to Planning Costs- Revenue controlling ABC XYZ analysis The business plan: an entrepreneurial tool Business strategy :The dimensions of Business Growth Entrepreneurship Analysis for Planning and Controlling		
Assessment methods	Lectures: interactive teaching in order to engage students and stimulate their critical thinking. Conventional lectures will be enriched with power point presentations and the representatives from the practice. Seminars-/exercises: In this part of the learning activities, the students will have the opportunity to actively participate in the discussion that refers primarily to the analysis of case studies with the aim of linking theory and practice. On second part students are involve in practical calculations for controlling. class discussion, attendance, practical calculations		
Recommended readings	1. Bruce R. Barringer, R., Entrepreneurship : successfully launching new ventures, Pearson/Prentice Hall,, 2010 2. edited by David Smallbone, The theory and practice of entrepreneurship : frontiers in european entrepreneurship research/, Edward Elgar Pub.,, 2010 3. Birkinshaw, Julian M., Entrepreneurship in the Global Firm London, SAGE Publications Ltd., 2000 4. Lumpkin, G. T., Katz, Jerome A., Entrepreneurial Strategic Processes., Amsterdam, 2007 5. Cumming, Phil, Management Systems for Sustainability : How to Connect Strategy and Action By:, eBook, 2013		
Knowledge	After completing the course student will have: <ul style="list-style-type: none"> • knowledge – students are able to demonstrate profound and extended knowledge and understanding of planning and controlling the use of companies and organizations; • skills – students can independently use theory and methods of planning and controlling approaches. Students are able to independently use the theory of planning and controlling issues. Students are able to independently perform the planning and use of controlling elements in the company; • competence – students are able to independently formulate and critically analyse problems in the field of planning and controlling, justify their decisions, and conduct an additional analysis if necessary. 		
Skills	As a result of the course the student should: understand the strategies for planning.		
Other social competences	As a result of the student - will be able to use in practice the knowledge gained in the field.		

Course title	Business Statistics		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Eleftherios Thalassinos	E-mail address to the person	thalassinos@ersj.eu
Course code (if applicable)	WEKON-1-31-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Learn how to use statistical and econometric tools in real business world, how to make managerial conclusions, how to evaluate projects using financial indicators and how to contact a research.		
Entry requirements	At least two courses in Economics and/or business discipline.		
Course contents	Statistical models apply to businesses, analysis of variance and econometric models used in business's evaluation. Time series analysis using financial data.		
Assessment methods	Lectures and case studies Students to be able to understand how to apply statistical methodologies to business. How to evaluate results and market research findings, how to analyse data and how to make managerial conclusions.		
Recommended readings	1. Teresa Bradley,, Quantitative Methods for Business and Economics,, ISBN: 978-0-470-05694-3, 2011		
Knowledge	Understanding the contribution of Statistics in Economics and Management Science Applying appropriate statistical techniques in the investigation of problems in Economics and Management Science Being able for further studying in Statistics and Quantitative Methods		
Skills	- independently calculate basic statistical parameters (mean, measures of dispersion, correlation coefficient, indexes) based on the acquired knowledge to interpret the meaning of the calculated statistical indicators - student can apply methods in monitoring economic phenomena, statistical collection, types of characteristics.		
Other social competences	Students choose a statistical method for solving practical problems		

Course title	Capital Market		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Dawid Dawidowicz	E-mail address to the person	Dawid.Dawidowicz@zut.edu.pl
Course code (if applicable)	WEKON-1-04-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>After this course students should know definition of capital market and they should understand meaning of the capital market for the economy.</p> <p>Students should have knowledge about stock exchange and capital market ratios.</p> <p>Students should know basic capital market's instruments, e.g. Stocks, Treasury Bonds, investment funds units, derivatives, and they should know how to use them.</p> <p>The student is aware of the need for learning throughout life</p>		
Entry requirements	Basic knowledge of micro and macroeconomics		
Course contents	<p>The definition and division of Capital Market</p> <p>The participants of the market</p> <p>Measuring And Managing Investment Risk</p> <p>Instruments of the Capital Market - Stocks</p> <p>Capital Market Ratios</p> <p>Stock Exchange and the stock exchange trading rules</p> <p>Stock market orders</p> <p>Basics of technical analysis and fundamental analysis</p> <p>Instruments of the Capital Market - Bonds</p> <p>Instruments of Capital Market - Investment fund units, investment fund certificates</p> <p>Instruments of the Capital Market - Derivatives (options, futures and forward contracts)</p> <p>Investment strategies</p>		
Assessment methods	<p>Information</p> <p>Explanations</p> <p>Case method</p> <p>Multimedia presentations</p> <p>Oral examination or written exam or test</p>		
Recommended readings	<ol style="list-style-type: none"> 1. Fabozzi J. F., Modigliani F., Capital Markets - Institutions and Instruments,, Publisher: Prentice Hall, 2012, 3rd Edition, 2. Fabozzi F. J, Peterson Drake P., Finance: Capital Markets, Financial Management, and Investment Management,, Publisher: John Wiley & Sons, New Jersey, 2009 3. Dalton J. M., How the Stock Market Works, Prentice Hall, New York, 2001, 3rd Edition 4. Sharpe W. F., Portfolio Theory and Capital Markets, McGraw-Hill, New York, 2000 		
Knowledge	The student has got knowledge of the functioning of the Capital Market and its division. He/she understands the role of the market for the economy		
Skills	The student is able to calculate and evaluate and interpret the ratios of capital market.		
Other social competences	The student is aware of the need for learning throughout life.		

Course title	Communication in Marketing		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEKON-1-13-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Students should understand barriers to communication, distinguish communication styles, plan communication strategy of a company, evaluate marketing communications		
Entry requirements	no requirements		
Course contents	<p>Communication is a key to your success, so how should you communicate? - Introduction</p> <p>Communication styles - privately and professionally</p> <p>Barriers to communication</p> <p>Advanced communication skills - men vs. women in business</p> <p>Promotion as a policy of communication</p> <p>Public Relations</p> <p>Advertising</p> <p>Personal selling</p> <p>Marketing communications and the process of exchange</p>		
Assessment methods	<p>Lecture with discussion format</p> <p>short films</p> <p>case studies</p> <p>practical communication</p> <p>presence</p> <p>activity</p> <p>mandatory tasks and exercises</p>		
Recommended readings	1. Chris Fill, Barbara Jamieson, Marketing Communications, https://www.ebsglobal.net/EBS/media/EBS/PDFs/Marketing-Communications-Course-Taster.pdf , Edinburgh,		
Knowledge	After completing the course students should know the basic problems of communication in marketing.		
Skills	Student implements rules of effective communication in practice		
Other social competences	Student is able to communicate on professional and every day level		

Course title	Corporate Finance		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Dawid Dawidowicz	E-mail address to the person	Dawid.Dawidowicz@zut.edu.pl
Course code (if applicable)	WEKON-1-08-L	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	20
Objectives of the course	The aim of this lecture is, to introduce students to problems of financial planning and financial management of enterprises - the basis for entrepreneurial success. The student will learn how to assess whether an investment is worthwhile and what kind of funding besides equity and a bank loan exist.		
Entry requirements	Previous knowledge of finance is not necessary; nevertheless students should have knowledge of general economic features, mathematics and accounting.		
Course contents	1 The financial environment 2 Investment calculation - time value of money and others 3 Risk - return - uncertainty and the optimal budget 2 Financial planning and financial management		
Assessment methods	Lecture, workshop The course will be held in two blocks. At the end of the second block there will be a 2-hour test. Of 100 available points candidates will have to achieve 50 to pass.		
Recommended readings	1. Brealey, Richard A. and Myers, Stewart C. Franklin Allen:, Principles of Corporate Finance,,10th ed., 2011 2. Richard Brealey, Stewart C. Myers (Autor), Franklin Allen, Principles of Corporate Finance; South-Western College Publishing (1997), 1997		
Knowledge	After completing the course students should know the basic problems of corporate finance		

Course title	Corporate Governance		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Gunta Grinberga-Zalite	E-mail address to the person	gunta.birojs@gmail.com
Course code (if applicable)	WEKON-1-09-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	The purpose of the subject is to introduce students to the theoretical foundations of corporate governance and to develop an awareness of the practical problems associated with the interaction of the board, CEO and management, shareholders, auditors and other stakeholders of a corporation.		
Entry requirements	There aren't any.		
Course contents	<ul style="list-style-type: none"> • International corporate governance. • Compensation, equity ownership, incentives, and the labor market for CEOs. • Optimal board structure, tradeoffs, and consequences. • Governance, organizational strategy, business models, and risk management. • Succession planning. • Financial reporting and external audit. • The market for corporate control. • Roles of institutional and activist shareholders. • Governance ratings • Corporate governance cases and practices 		
Assessment methods	<p>Lectures: interactive teaching in order to engage students and stimulate their critical thinking. Conventional lectures will be enriched with video presentations and lectures given by the representatives from the practice.</p> <p>Seminars/-exercises: In this part of the learning activities, the students will have the opportunity to actively participate in the discussion that refers primarily to the analysis of case studies with the aim of linking theory and practice.</p> <p>class discussion, attendance</p>		
Recommended readings	1. Larcker, David and Tayan, Brian, Corporate Governance Matters: A Closer Look at Organizational Choices and Their Consequences,, Pearson Education, 2011		
Knowledge	Students have understanding of the main theoretical approaches to corporate governance aspects in a company and are aware of the most typical problems of corporate governance, their solution and the development of sustainable corporate governance programmes.		
Skills	<p>Students will be able to:</p> <ul style="list-style-type: none"> - communicate, in a concrete and precise way, the theoretical foundations of corporate governance - apply theories of corporate governance mechanisms to a company case study - provide examples of different types of corporate governance from the point of view of international and organizational differences 		
Other social competences	<ul style="list-style-type: none"> - Students will be able to critically and thoroughly analyze corporate governance mechanisms in a company case study - justify different types of corporate governance regarding the national context or type of organization 		

Course title	Corporate Social Responsibility		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEKON-1-10-Z	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	20
Objectives of the course	<p>This module provides an overview of corporate social responsibility (CSR) and responsible investment, focusing on today's interplay between large corporations and governments, intergovernmental institutions, investors and non-governmental organizations (NGOs).</p> <p>Over the past several decades many factors have contributed to increased expectations for corporations to adopt CSR programs as governments have reduced their regulatory and ownership roles in favor of market-based approaches.</p> <p>Advocates have seen CSR as a means of addressing governance gaps where government is weak.</p> <p>Having completed the course students should understand the essence of CSR as well as its importance in modern society. Should also assess CSR from different perspectives.</p>		
Entry requirements	No requirements		
Course contents	<p>Complexity of CSR</p> <p>Evolution of CSR</p> <p>Social and cultural factors shaping CSR</p> <p>The role of business in society</p> <p>The strategic lens: vision, mission, strategy and tactics</p> <p>CSR and competitive advantage</p> <p>Corporate tax avoidance vs. responsibility</p> <p>The environment and business responsibility</p> <p>Corporate philanthropy</p> <p>CSR and economic development</p>		
Assessment methods	<p>Lectures with case studies and discussion format</p> <p>Participation in discussion forums, reflection exercises/homework, presence - continuous assessment</p>		
Recommended readings	<p>1. D. Crowther, G. Aras, Corporate Social Responsibility, https://www.mdos.si/wp-content/uploads/2018/04/defining-corporate-social-responsibility.pdf, 2008, pdf</p>		
Knowledge	<ol style="list-style-type: none"> 1. student is able to forecast processes and socio-economic phenomena related to business responsibility 2. has the ability to analyze proposed solutions, suggests appropriate elucidations 3. is able to analyze properly problems of CSR 4. can prepare a CSR program for a company 5. can cooperate in a group 		
Skills	<p>a student knows how to create CRS conception for business</p> <p>a student creates conception of CSR for business</p>		
Other social competences	the awareness of long life learning		

Course title	Destination & Hotel Management		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Natalia Oleszczyk	E-mail address to the person	noleszczyk@zut.edu.pl
Course code (if applicable)	WEKON-1-12-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	The primary objectives of the course are to: Develop a working knowledge of hotel management Develop and analyze hotel management cases		
Entry requirements	Broad approach and general knowledge about contemporary trends in both macro and micro levels of management: Destination management in general and role of the hotel within the destination.		
Course contents	1. Tourist Destination 2. Contemporary trends in Tourism 3. Destination Management 4. Hotel Business 5. 20 Top Lessons for all Hotel Managers		
Assessment methods	Oral Lectures, Power Point Presentation Presence, Power Point Presentation (Erasmus students); Presence, Activity on class (Polish students)		
Recommended readings	1. Cerovic Z. Hotel Management,, Hotel Management,, FTHM Opatia,, Croatia, 2010 2. Tuntev Z., Hotel Lexicon,, FTU Ohrid, Ohrid, 2007		
Knowledge	Students have understanding of the main goal of destination and hotel management		

Course title	Diversity Management		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEKON-1-14-L	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	20
Objectives of the course	Develop a working knowledge of diversity Link diversity theory with management practice Develop and analyze diversity management cases		
Entry requirements	No requirements.		
Course contents	Essence and importance of diversity Ethics and business vs. diversity Diversity at work Success factors of diversity Diversity programs Organizational teams and systems Diversity training process Effective leader Valuing diversity		
Assessment methods	PP presentations Case study Discussion participation and activity presentation of a project		
Recommended readings	1. Patricia A. Kreitz, Best Practices for Managing Organizational Diversity, Stanford, 2007		
Knowledge	1. can forecast social processes and phenomena related to diversity 2. can use theoretical knowledge to manage people in a company		
Skills	a student creates conception of diversity		
Other social competences	student understands the role of diversity in business		

Course title	Econometrics		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Maciej Oesterreich	E-mail address to the person	Maciej.Oesterreich@zut.edu.pl
Course code (if applicable)	WEKON-1-15-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	To gain basic theoretical and practical knowledge about construction and verification linear and nonlinear econometric models To gain basic theoretical and practical knowledge about modeling of time series		
Entry requirements	Completed courses of mathematics, statistics. Basic knowledge of economics.		
Course contents	The econometric model Construction of the econometric model The least square method The verification of econometrics model Time series and time series modeling		
Assessment methods	Lecture with multimedial presentation Exercises during laboratories In-class activity and participation. Written tests.		
Recommended readings	1. D. R. Anderson, D. J. Sweeney, T. A. Williams,, Statistics For Business And Economics, Cengage Learning, South-Western, 2011 2. A.D. Aczel, J. Sounderpandian, Complete Business Statistics, McGraw-Hill, 2008		
Knowledge	1. Student will gain basic knowledge about theory of econometrics, models and quantitative methods. 2. Student will obtain skills in: estimation and verification of econometric models, forecasting on the basis of econometric models, application of computer software to solving econometric problems, use of econometric models for the analysis of economic and managerial issues.		

Course title	Economic Analysis		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Dawid Dawidowicz	E-mail address to the person	Dawid.Dawidowicz@zut.edu.pl
Course code (if applicable)	WEKON-1-17-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>After this course students should know definition of economic analysis and they should understand meaning of the economic analysis.</p> <p>Students should have elementary knowledge about financial analysis (including ratio analysis).</p> <p>Students should have basic knowledge about the methods and tools of the economic analysis.</p> <p>Students should know how to interpret the results of financial ratios.</p>		
Entry requirements	Basic knowledge of micro and macroeconomics		
Course contents	<p>Definition, functions and types of economic analysis</p> <p>Financial statements</p> <p>Preliminary analysis of financial statements</p> <p>Financial ratio analysis (liquidity ratios, profitability ratios, activity ratios and debt ratios)</p> <p>Du Pont analysis</p> <p>Management of the working capital</p> <p>The concept, measurement and analysis of production</p> <p>Financial leverage</p> <p>Methods of assessment of investment projects</p> <p>Case studies</p>		
Assessment methods	<p>Information lecture</p> <p>Explanations</p> <p>Case method</p> <p>Multimedia presentations</p> <p>Oral exam or written exam or test</p>		
Recommended readings	<ol style="list-style-type: none"> 1. Zvi Bodie, Robert C. Merton., Finance, Prentice Hall, Upper Saddle River, New York, 2000 2. Lawrence J. Gitman., Principles of managerial finance., Addison-Wesley, Reading, Massachusetts, 2000 3. Randy Bartlett, A Practitioner's Guide to Business Analytics: Using Data Analysis Tools to Improve Your Organization's Decision Making and Strategy, McGraw-Hill Education, United States, 2013 4. Erich A. Helfert, Financial Analysis Tools and Techniques : A Guide for Managers, McGraw-Hill Education, New York, NY, United States, 2001 5. Leopold A. Bernstein , John J. Wild, Analysis of Financial Statements, McGraw-Hill Education, New York, NY, United States, 1999 		
Knowledge	Student knows what is the economic analysis, and knows its methods		
Skills	The student can choose the method of economic analysis according to his/her needs		
Other social competences	he student is aware of the need for learning throughout life.		

Course title	Economic Forecasting		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Perzyńska	E-mail address to the person	joanna.perzynska@zut.edu.pl
Course code (if applicable)	WEKON-1-18-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	To gain basic theoretical and practical knowledge about application of various methods in construction of economic forecasts and measure their accuracy.		
Entry requirements	Completed courses of mathematics, statistics, econometrics. Basic knowledge of economics.		
Course contents	Application of classical time series models Application of hierarchical models Application of exponential smoothing models Measuring of forecasts accuracy Building of combine forecasts Forecasting procedures in various software packages (i.e. R, Statistica) Forecasting of missing data		
Assessment methods	Lecture with multimedial presentation Exercises during laboratories In-class activity and participation. Written tests.		
Recommended readings	1. D. R. Anderson, D. J. Sweeney, T. A. Williams,, Statistics For Business And Economics, Cengage Learning, South-Western, 2011 2. J.S.G. Armstrong, Principles of forecasting, Kluwer Academic Publishers, 2002 3. G. Maddala, Introduction to Econometrics, John Wiley & Sons, 2001		
Knowledge	Student will obtain skills in: estimation and verification of various types econometric models, build forecasts on the basis of econometric models and measure their accuracy, application of computer software to solving econometric problems, forecasting missing data in time series.		

Course title	Entrepreneurship		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Błażej Suproń	E-mail address to the person	Blazej.Supron@zut.edu.pl
Course code (if applicable)	WEKON-1-49-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>The student has knowledge of entrepreneurship.</p> <p>Students understand the impact of entrepreneurship on the economy.</p> <p>The student is able to prepare a business plan.</p> <p>The student can present a business plan.</p> <p>The student is prepared to start business</p>		
Entry requirements	<p>Basic knowledge of microeconomics</p> <p>Knowledge of the use of Microsoft Office</p> <p>Basic business knowledge</p>		
Course contents	<p>Introduction to Entrepreneurship. The role of entrepreneurship in the economy. Innovativeness of enterprises</p> <p>Business idea. Startups. Methods of searching for a business idea. Own business idea - project.</p> <p>Sources of financing business ideas. Venture capital, crowdfunding, government support.</p> <p>Introduction to the business plan. Creation of the brand, name and logo of the company.</p> <p>Creating a business plan. Legal forms of business</p> <p>Creating a business plan. Financial plan.</p> <p>Creating a business plan. Market analysis.</p> <p>Preparation of a business plan. Consultation and work on a business plan.</p> <p>Presentation of business plan projects.</p>		
Assessment methods	<p>Lecture</p> <p>Preparation of a business plan</p> <p>Conversational lecture</p> <p>Presentation of a business plan by students</p> <p>Business plan evaluation</p> <p>Assessment of the student's presentation</p> <p>Grade for class work and project</p>		
Recommended readings	<ol style="list-style-type: none"> 1. Bygrave W. D., Entrepreneurship 3rd Edition, John Wiley & Sons, 2014 2. Curtis V., Creating a Business Plan For Dummies, Wiley Publishing, 2014 3. Finch B., How to Write a Business Plan, Kogan Page Ltd, 2019 4. Vaughan E., The FT Essential Guide to Writing a Business Plan, Pearson Education Limited, 2015 		
Knowledge	<p>Student has knowledge about the cycle of enterprise problems</p> <p>Student has knowledge about the role of SMEs in the economics of the region and the country.</p> <p>Student has knowledge about entrepreneurship and its aspects.</p>		
Skills	<p>The student is able to use the basic categories of entrepreneurship.</p> <p>Student Can use basic knowledge and information.</p>		
Other social competences	<p>The student is aware of the importance of entrepreneurship and business entities.</p> <p>The student can think and act in an entrepreneurial way.</p>		

Course title	European Economic Policies		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Ileana Tache	E-mail address to the person	ileanatache@unitbv.ro
Course code (if applicable)	WEKON-1-52-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	The aim of the course is to introduce participants to a study of the development of European Union economic policies since the end of World War II, putting the economic analysis into a historical perspective which emphasizes the responses of policy makers to external shocks like the Cold War, oil shocks, German reunification, and the collapse of the Soviet Union. The course shows also how the EU policy process continues to operate and to evolve in the enlargement context, with the associated need for institutional reforms. The main policy issues discussed in the course and accompanied by case studies focus on the Single Market, Economic and Monetary Union (EMU), Trade Policy, the Common Agricultural Policy (CAP), Competition and Industrial/Enterprise Policy, Regional/Structural Policy, Budget and Taxation.		
Entry requirements	Microeconomics and Macroeconomics, History of European Integration.		
Course contents	<ol style="list-style-type: none"> 1. Conceptualizing European Economic Policies (2 hours) EU Integration theories / Economic theories / Global economic integration 2. Introduction to EU Economic Policies – Overview and Basic Facts (2 hours) Background to EU economic policies – Political and macroeconomic context / Limits and results of EU economic policies 3. Stages of EU Economic Integration – Constructing the Common Market (2 hours) A Post-war starting point: the European Coal and Steel Community / Dimensions of the EC Customs Union / Completion of the Internal Market 1993 / Policy implications and spill-over effects 4. Stages of EU Economic Integration – the Economic and Monetary Union (EMU) and its policy-making (2 hours) Maastricht Criteria and Three Stages of the European Monetary Union (EMU) / European Central Bank and European System of Central Banks / Introduction of Euro coins and bills 2002 / Relations between Eurozone countries and other member states 5. The external dimension of the Euro (2 hours) Euro and international trade / Euro and the enlarged EU / Euro as a world currency and rival of the US Dollar? 6. The EMU Stability and Growth Pact, Macroeconomic Policy Coordination and the EU Lisbon Strategy (2 hours) Conflicts about EMU Stability and Growth Pact / Difficulties of the Lisbon Strategy 7. Financing the European Union – the Community Budget (2 hours) Budget contributions and spending / Budgetary Process / Financial Perspectives and enlargement 8. Competition Policy (2 hours) European Commission as powerful guardian of EU competition rules / Market domination / State intervention / Recent developments – a renationalization of the EU’s successful policy? 9. Taxation Policy (2 hours) Indirect Taxation / Direct Taxation / Tax Competition or Tax Coordination? / Should there be an EU Tax? 10. Regional and Structural Policy (2 hours) Europe’s diverse regions / Economic and Social Cohesion / EU Structural Funds / The enlarged EU as a special challenge for EU Regional Policy 11. Industrial and Enterprise Policy (2 hours) Concerns of Competitiveness / Small and medium sized enterprises / Information and Telecommunications industries 12. Common Agricultural Policy (CAP) (2 hours) Reasons for special treatment of agriculture / Principles of the CAP / Recent CAP reforms / WTO negotiation strategies in the field of Agriculture 13. The European Union Consumer Policy (2 hours) Consumer Protection as an element of the Common Market / Food Scandals in Europe / Precautionary principle / Impact on EU Trade Policy 14. The Common Commercial Policy and EU External Trade (2 hours) Instruments of the Common Commercial Policy / European Trade Policy Process / European Union in the WTO 15. Brexit impact on European Economic Policies (2 hours) Assessment of the impact of Brexit on euro area stability/Consequences for the EU budget/impact on trade policy and customs union 		
Assessment methods	Lectures (based on ppt presentations, inter-activity and dialogue), Seminar discussions, Case studies.		

Exam (70%), Essays (20%), Participation in class (10%). The essays will cover topics assigned by the instructor. The exam consists of multiple choice identification questions (stages of EU economic integration, Economic and Monetary Union, basic role of political institutions in the European Union in policy-making and key aspects of Common Market, Monetary Union and different EU economic policies), based upon the compulsory readings and other material distributed by the instructor in class.
 Research Essays (8-10 pages) must deal with one of several EU economic policy topics to be selected from a list given by the instructor. The research essays must meet certain academic standards suggested by the instructor.

Recommended readings	1. Wallace, H., Pollack, M.A. and Young, A.R., Policy Making in the European Union, Seventh edition, Oxford University Press,, Oxford, 2014 2. McCormick, J., Understanding the European Union, Palgrave Macmillan, UK, 2008
Knowledge	Students will be able to understand, analyze and assess the developments, actors, institutions and challenges of policy-making in general, and European integration in particular; acquire a solid understanding of the EU institutions, decision-making, policies and theoretical approaches
Skills	<ul style="list-style-type: none"> - Has the capacity to systematically absorb new areas of knowledge necessary for the EU's economic policy - Has the ability to analyze economic phenomena and processes in the European Union
Other social competences	<ul style="list-style-type: none"> - Understands the importance and importance of economic policy - Is aware of the role of economic policy and knows the mechanism of its functioning

Course title	European Integration		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Agnieszka Brelik	E-mail address to the person	Agnieszka.Brelik@zut.edu.pl
Course code (if applicable)	WEKON-1-57-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Students acquire basic knowledge on European Integration process as well as the European Union as such. They are thought basic terms and European Union "vocabulary", that is known as <i>acquis communautaire</i> . Students know basic facts about European structures, including European institutions and consequences of their activity on economic entities. They also know fundamental rules, regulations and EU law cases that are useful for interpretations of functioning of the EU and business entities in the EU - especially functioning within EU common/internal market. Students see/analyse integration processes within the EU in the context of the global economy. Students know consequences of European integration for business entities.		
Entry requirements	No requirements.		
Course contents	<p>Introduction What is Integration? The Meaning of the European Integration The Origins and Motivations of the European Integration Process Institutions and Actors of the European Union The Functions and Effects of the European Commission The European Council and the Council of the European Union The Evolution, Power and the Influence of the European Parliament The Composition, Structure and the Procedures of the European Court of Justice The Court of Auditors and the Other Institutions Decision-Making Policy of the European Union The Ordinary Legislative Procedure The Open Method Coordination Some Policies of the European Integration The EU's External Relations and Policy Objectives The Enlargement Process and Actors European Union's Foreign, Security and Defense Policies Explaining the Economic and Monetary Union The Future of the EU and the European Integration Process</p>		
Assessment methods	<p>Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies. Written short exam, attendance, in-class participation and project</p>		
Recommended readings	<p>1. Hansen J. D., Nielsen J. U. M, An Economic Analysis of the European Union, McGraw-Hill, London, 1999, 1999 2. Eijffinger S., de Haan J, European Monetary and Fiscal Policy, Oxford University Press, Oxford, 2000</p>		
Knowledge	Students will be able to understand, analyze and assess the developments, actors, institutions of European integration		
Skills	<ul style="list-style-type: none"> - Student is able to effectively obtain information in the field of law and economic data, interpret it and use it to analyze selected phenomena and processes of legal, political, economic and cultural nature - Student understands and is able to correctly interpret current phenomena social in international and national dimension. 		
Other social competences	<ul style="list-style-type: none"> - Student is able to interact and work in a group, taking on different roles - Student correctly identifies and resolves dilemmas related to practicing profession 		

Course title	Finance for Decision Making		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Dawid Dawidowicz	E-mail address to the person	Dawid.Dawidowicz@zut.edu.pl
Course code (if applicable)	WEKON-1-19-L	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	20
Objectives of the course	The aim of the course is to briefly recall or to learn the core topics as they are taught in detail in corporate finance and then to move over to more sophisticated tools and to introduce the student into the world of mezzanines, derivatives and fundamentals of financial engineering		
Entry requirements	The students should have a basic understanding of economics, accounting and finance.		
Course contents	<ol style="list-style-type: none"> 1 Basic Definitions Cash flow analysis - Working capital - Economic Value Added - Time value of money - Capital Budgeting 2 Financing with equity, debt and mezzanine - Equity financing - Debt financing (bank loans, bonds, promissory notes and others) - Mezzanine financing - Hedging with plain vanilla options, forwards, futures and swaps, and using the money market 3 A brief insight into derivatives Combined Swaps - Exotic Options - Swaptions - Others 4 Basics of Financial Engineering and Structured Finance Special Purpose Vehicles (SPV) - Early defeasance with zero bonds - Over-collateralisation - Tranching - Structuring investments - Others 		
Assessment methods	Lecture, workshop The students will hold two short presentation on a) asset respectively b) liability aspects of finance		
Recommended readings	1. Jeff Madura, Roland Fox, International Financial Management,, 2011		
Knowledge	Students will be able to understand, analyze and assess the finance for decision making		

Course title	Globalization		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Aleksandra Grzesiuk	E-mail address to the person	agrzesiuk@zut.edu.pl
Course code (if applicable)	WEKON-1-58-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	provide fundamental understanding of globalization process from perspective of global economies and running the business improve skills and abilities in analysis of political, social and economic segments of global environment		
Entry requirements	no entry requirements		
Course contents	Introduction to globalization. Globalization: economic perspective. Globalization: social and cultural perspective. Globalization vs economic development. Globalization vs customer awareness. Globalization vs global corporation and their role in global economy. Globalization and natural environment. J. Stiglitz and his vision of a fair globalization.		
Assessment methods	lecture workshop activity exercises during classes essey presentation		
Recommended readings	1. J. Stiglitz, Globalization and Its Discontents, W.W. Norton & Company, New York, 2002 2. J. Stiglitz, Making Globalization Work, W.W. Norton & Company, New York, 2006		
Knowledge	provide fundamental understanding of globalization process from perspective of global economies and running the business		
Skills	improve skills and abilities in analysis of political, social and economic segments of global environment		
Other social competences	The student, learning about changing relationships in the world, realizes the necessity keeping up with these changes related to continuous training.		

Course title	History of European Integration		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Ileana Tache	E-mail address to the person	ileanatache@unitbv.ro
Course code (if applicable)	WEKON-1-76-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	The aim of this course is to present the development of the European integration process after the Second World War. The main theories and currents of thought concerning integration are discussed. The course elaborates on the steps undertaken by diverse European governments to build the European Union, as it is known today. Besides presenting the integration evolution, the course offers possible explanations behind the nature of the European project. How could member states initially decide to delegate their sovereignty in key areas of policy competence? How have external factors and internal momentums interacted in creating European dynamics? In answering these questions, the course adopts an interdisciplinary perspective, combining economic history with international relations history approaches and concepts developed by social science.		
Entry requirements	Microeconomics and Macroeconomics		
Course contents	<p>I. First steps towards integration (1945-1959) - 4 hours</p> <p>I.1 Reconstruction of Europe under the superpowers (1945-1949); Atlantic versus European integration.</p> <p>I.2 The years of growth and creation of the Communities; Organization for European Economic Cooperation and the Council of Europe (1948); Schuman Declaration, European Community for Coal and Steel (Paris Treaty, 1951).</p> <p>I.3 Crucial decisions - Jean Monnet's role for integrating Europe; Setting up of the European Political Community (1953).</p> <p>I.4 First steps towards a Customs Union and an Atomic Energy Community; The Rome Treaty (1957); Development of the European Economic Community; The free trade area debate.</p> <p>II. Development and limits of integration during the 60's - 4 hours</p> <p>II.1 A period of economic growth</p> <p>II.2 Removal of customs duties on goods</p> <p>II.3 Formulation of the economic and financial union concept - the Hague Summit (1969)</p> <p>III. The new European Architecture in the 70's - 4 hours</p> <p>III.1 The first plan for a single currency</p> <p>III.2 The Conference of Security and Cooperation in Europe (1973)</p> <p>III.3 The Helsinki Conference</p> <p>III.4 The Dublin European Council Meeting (1975)</p> <p>III.5 First direct election of members of the European Parliament</p> <p>IV. European Community development during the 80's: state centric versus multi-level governance - 4 hours</p> <p>IV.1 The Single European Act (1986)</p> <p>IV.2 Schengen Agreement and its mechanisms</p> <p>IV.3 The fall of the Berlin wall and the collapse of communism across Central and Eastern Europe</p> <p>V. A Europe without frontiers: 1990-1999 - 4 hours</p> <p>V.1 The challenging options of the Eastern European enlargement after 1989</p> <p>V.2 Maastricht Summit and Jacques Delors' contribution (1992)</p> <p>V.3 The importance of Amsterdam Treaty (1997)</p> <p>V.4 Introduction of the euro on 1 January 1999</p> <p>VI. A decade of further expansion: 2000-at present - 4 hours</p> <p>VI.1 Arrival of euro notes and coins</p> <p>VI.2 The greatest enlargement of the EU (1 May 2004 and 1 January 2007) and the institutional adaptation in the EU 27</p> <p>VI.3 The long constitutional stalemate and the Treaty of Lisbon</p> <p>VI.4 The European response to the global economic and financial crisis</p> <p>VII. Theories of European Integration - 4 hours</p> <p>VII.1 Federalism, Functionalism and Transactionalism</p> <p>VII.2 Neofunctionalism</p> <p>VII.3 Theorizing the "New Europe"</p> <p>VII.4 Europe and the World: Contemporary International Theory and European Integration</p> <p>VII.5 Integration Theory and Social Science</p> <p>VIII. The future of the European Union - 2 hours</p> <p>VIII.1 Brexit influence on the future European Union</p> <p>VIII.2 Candidates and potential candidates (Turkey, Iceland, Serbia, Macedonia, Albania, Bosnia-Herzegovina)</p>		
Assessment methods	Lectures (based on ppt presentations, inter-activity and dialogue), Seminar discussions, Case studies. Exam (60%), Essays (30%), Participation in class (10%). The essays will cover topics assigned by the instructor.		
Recommended readings	<p>1. Dedman, M. J., The Origins and Development of the European Union, 1945-95: A History of European Integration,, Routledge,, London, 1996</p> <p>2. Gilbert, M., European Integration - A Concise History,, Rowman & Littlefield Publishers,, UK, 2012</p>		

Knowledge	Students will gain a detailed knowledge and understanding of the history of economic and political integration in Europe since World War II; they will be familiar with the different ways in which historians have conceptualized and explained European integration. At the same time, students will be able to critically reflect on the history of European integration and place contemporary and current development in a broader historical context.
------------------	---

Course title	Human Resources Management		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Katsiaryna Volkava	E-mail address to the person	wekon@zut.edu.pl
Course code (if applicable)	WEKON-1-20-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Develop a working knowledge of Human Resources Management Link Human Resources Management theory with Human Resources Management practice Analyze Human Resources Management case studies		
Entry requirements	There aren't any		
Course contents	The meaning and aims of human resources management (HRM) Human resource planning Recruitment and selection Motivation The importance of communication Appraisal, training and counselling Managing conflict Handling people problems Managing stress Disciplinary handling		
Assessment methods	Giving methods (informative lecture, story, descripton, explanation) Problem method (problem lecture) Activating mehods (cases method, situational method, teaching discussion) During the course students' activity and the ability to apply their knowledge in relation to the case shall be assessed A research project using the implemented methods in the form of double groups, and an oral examination		
Recommended readings	1. Armstrong M., The Handbook of Human Resource Management Practice, Kogan Page, London, 2003		
Knowledge	As a result of course, the student should: - Give the definition of human resource management - Characterize the functions of human resource management - Explain the iomportance of human resource planning in the organization - Give the definition of recruitment and selection process		
Skills	As a result of course, the student should: - Understand the issues of human resource management in the organization - Know how to use the basic methods and techniques of human resource management - Be able to apply relevant theories of managing people in the organization - Be prepared to put into practice the basic theory of motivation - Know how to use the methods and techniques of conflict resolution in the organization - Be able to put into practice techniques for reducing stress		
Other social competences	As a result of course, the student: - Will be creative in the use of proper tools of human resource management - Will be capable of use in practice the acquired knowledge of human resource management		

Course title	International Marketing		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEKON-1-23-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>Student should understand the environment of international trade</p> <p>Student should evaluate international marketing opportunities and strategies</p> <p>Student should prepare frame for product and brand management</p>		
Entry requirements	Principles of marketing		
Course contents	<p>The Dynamic Environment of International Trade</p> <p>The nature of international marketing</p> <p>Environment of international marketing</p> <p>International marketing opportunities and strategies</p> <p>International product and brand management</p> <p>International marketing channels</p> <p>International and global pricing approaches</p> <p>International advertising</p> <p>Implementing Global Marketing Strategies</p> <p>Future developments in global marketing</p>		
Assessment methods	<p>In-class Lectures</p> <p>Written short exam, attendance, in-class participation and project</p> <p>in-class participation and project discussing the best practices in international branding</p>		
Recommended readings	1. Cateora Ph. (et al.), International marketing, McGraw Hill, New York, 2011		
Knowledge	<ol style="list-style-type: none"> 1. can forecast social processes and phenomena related to international business 2. can use theoretical knowledge to manage marketing activities in a company 3. has the ability to analyze proposed solution, suggests appropriate elucidations 4. is able to properly analyze problems of international marketing 5. develop marketing programs for international companies 6. can cooperate in a group 		
Skills	a student creates conception of international activity		
Other social competences	Student potrafi tworzyć i oceniać rozwój międzynarodowy firmy		

Course title	Logistic Management		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Andra Zvirbule	E-mail address to the person	andra.zvirbule@llu.lv
Course code (if applicable)	WEKON-1-62-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>This course provides a practical, management perspective of the following areas of logistics: distribution, transportation, international logistics, inventory control, sustainable logistics practices, key performance indicators, supply chain finance, leadership in a supply chain role, and an introduction to logistics technology including RFID and ERP systems</p> <p>The course is designed for students who have had little or no previous coursework or professional experience in logistics.</p>		
Entry requirements	No requirements.		
Course contents	<p>Overview of Logistics Supply Chain Management Inventory Management International Logistics Supply Chain Finance Logistics IT Outsourcing Logistics Future Logistics Management</p>		
Assessment methods	<p>Giving methods (informative lecture, story, description, explanation) Problem method (problem lecture) Activating methods (project) During the course students activity and the ability to apply their knowledge in relation to the case shall be assessed A research project using the implemented methods in the form of double groups and an oral examination</p>		
Recommended readings	1. Coyle, Langley, Contemporary Logistics, Muprhy Wood, 2011, 10 edition, ISBN 978-0-13-611-77-4		
Knowledge	<p>As a result of course, the student should:</p> <ul style="list-style-type: none"> - Give the definition of Management - Characterize the functions of Logistics Managment - Explain the iomportance of Logistics Management - Give the definition of Logistics 		
Skills	<p>a result of course, the student should:</p> <ul style="list-style-type: none"> - familiarity with different approaches to the study of future concepts logistics management and an ability to apply these to contemporary collective and, and political behavior - an ability to formulate and construct logical arguments economic future concepts logistics management and developments and an ability to evaluate these through empirical and theoretical methods - an understanding of how works of future concepts logistics management. 		
Other social competences	<p>As a result of course, the student:</p> <ul style="list-style-type: none"> - Will be creative in the use of proper tools of Logistics Managements - Will be capable of use in practice the acquired knowledge of Logistics Managment 		

Course title	Marketing In Nonprofit Sector		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEKON-1-26-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>Students ought to know the essence of nonprofit sector in a comparison with a profit one</p> <p>ought to discuss genesis of noncommercial marketing</p> <p>to design marketing tools for nonprofit organizations</p> <p>to create and manage new offers</p> <p>to plan communication strategy and to organize cooperation with business</p>		
Entry requirements	Basic knowledge on marketing principles		
Course contents	<p>Nonprofit sector - hallmarks</p> <p>Genesis of nonprofit marketing</p> <p>Marketing planning</p> <p>Designing marketing mix</p> <p>Launching new offerings</p> <p>Managing perceived costs</p> <p>Formulating communication strategies</p> <p>Public relations at the organization level</p> <p>Working with the private sector</p> <p>Nonprofit organizations` role in healthcare system, tourism and the youth sport</p>		
Assessment methods	<p>Lectures with PP presentations, films, case studies, brainstorming, texts analysis</p> <p>written short exam, attendance, in-class participation, and small projects</p>		
Recommended readings	1. A.R. Andreasen, Ph. Kotler, Strategic marketing for nonprofit organizations, Pearson Education Inc, New Jersey, 2008		
Knowledge	<ol style="list-style-type: none"> 1. student is able to analyze properly problems of nonprofit 2. is able to forecast processes and socio-economic phenomena related to nonprofit sector 3. has the ability to analyze proposed solutions, suggests appropriate elucidations 4. can prepare a marketing program for an NGO 5. can cooperate in a group 		
Skills	a student creates marketing strategy for nonprofit organisation		
Other social competences	a student understands the role of NGOs in society		

Course title	Marketing Research		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEKON-1-65-L	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	20
Objectives of the course	Student should use different research methods, should evaluate their usefulness, should create own research agenda, and should use online research tools		
Entry requirements	No requirements.		
Course contents	<p>Role of marketing research in management</p> <p>Process of research sample selection</p> <p>Methods of data analysis</p> <p>Stages and types of marketing research</p> <p>Online tools using in market research</p> <p>Ethics of market research</p> <p>Research report and presentation of results</p>		
Assessment methods	<p>PP presentations</p> <p>case studies</p> <p>practical analysis of market data</p> <p>field research</p> <p>In-class participation</p> <p>research project</p> <p>attendance</p>		
Recommended readings	1. Joseph Hair, Essentials of Marketing Research, McGraw Hill Higher Education, 2012		
Knowledge	<p>student is able to analyze the essence of market research</p> <p>2. knows methods of research and can apply them properly</p> <p>3. can prepare a research project useful for a company</p> <p>4. can cooperate in a group</p>		
Skills	a student can decide on marketing methods		
Other social competences	a student conducts according ethical rules of research		

Course title	Mathematical Statistics		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Maciej Oesterreich	E-mail address to the person	Maciej.Oesterreich@zut.edu.pl
Course code (if applicable)	WEkon_1	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	The main goal of the course is to gain by student theoretical and practical knowledge of mathematical statistics, descriptive statistics and probability theory.		
Entry requirements	Completed course of mathematics. Completed course of statistics (mandatory requirement).		
Course contents	Basic notions of probability theory. Random variable and its distribution. Estimation of population parameters. Estimator and its properties. Confidence interval. Testing statistical hypothesis. Parametric and nonparametric significance tests.		
Assessment methods	Lecture with multimedial presentation Exercises during laboratories In-class activity and participation. Written tests.		
Recommended readings	1. Aczel A. D., Sounderpandian J., Complete Business Statistics, McGraw-Hill/Irwin, 2008 2. Anderson D., Sweeney D., Williams T., Statistics for Business and Economics, South-Western Cengage Learning, 2011 3. Ramsey J., The Elements of Statistics with Applications to Economics and the Social Sciences, South-Western College Pub, 2001		
Knowledge	The student has knowledge about selected problems of probability theory and statistical inference. Student can use popular statistical software packages in calculations.		

Course title	Mathematics		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Perzyńska	E-mail address to the person	joanna.perzynska@zut.edu.pl
Course code (if applicable)	WEKON-1-53-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>Gaining basic knowledge of two variables functions and matrix theory.</p> <p>Students will obtain skills in: finding local and global extremum of two variables functions, matrix operations, solving systems of linear equations, application of computer software to solving mathematical problems.</p>		
Entry requirements	Foundations of mathematics (single variable calculus, derivatives).		
Course contents	<p>Partial derivatives of two variables functions.</p> <p>Extremum problems (traditional and computer solving).</p> <p>Linear Algebra. Matrix Theory.</p> <p>Matrix multiplication.</p> <p>Determinants.</p> <p>Finding the inverse of a matrix.</p> <p>Systems of linear equations.</p> <p>Methods for solving systems of equations.</p>		
Assessment methods	<p>Lecture with multimedial presentation</p> <p>Exercises during laboratories</p> <p>In-class activity and participation.</p> <p>Written tests.</p>		
Recommended readings	<p>1. M.Pemberton, N.Rau, Mathematics for Economists, Manchester University Press, 2012</p> <p>2. Dr. SC Aggarwal, Dr. RK Rana, Basic Mathematics for Economists, FK Publications, 2010</p>		
Knowledge	<p>1. The student will gain basic knowledge about two variables functions and matrix theory.</p> <p>2. Students will obtain skills in: finding local and global extremum of two variables functions, matrix operations, solving systems of linear equations, application of computer software to solving mathematical problems.</p>		

Course title	Modern Management Concepts		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Anna Sworowska-Baranowska	E-mail address to the person	Anna.Sworowska@zut.edu.pl
Course code (if applicable)	WEKON-1-66-L	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	15
Objectives of the course	Development of a working knowledge of assumptions of chosen modern management concepts. Development of management cases effectively utilizing modern methods of strategic analysis.		
Entry requirements	Chosen fundamental concepts of management.		
Course contents	Enterprise's characteristics. SWOT analysis. Stakeholder analysis. Business Model Canvas. Balanced scorecard.		
Assessment methods	Lecture. Project exercises. Case study. In-class participation. Project exercises. Oral short exam.		
Recommended readings	1. Friedman A.L., Miles S., Stakeholders: Theory and Practice., Oxford University Press., New York, US., 2006 2. Osterwalder A., Pigneur Y., Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers., Self published., Wiley, US., 2010 3. Kaplan R.S., Norton D.P., The Balanced Scorecard: Translating Strategy into Action., Harvard Business Review Press., US., 1996		
Knowledge	Student is able to describe some chosen modern management concepts.		
Skills	Students are able to conduct strategic analysis with the use of modern methods. Students are able to make business decisions appropriate for a particular business case.		

Course title	Multinational Finance		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Dawid Dawidowicz	E-mail address to the person	Dawid.Dawidowicz@zut.edu.pl
Course code (if applicable)	WEKON-1-28-L	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	20
Objectives of the course	<p>The primary objectives of the course are to:</p> <p>Understand how Multinational Enterprises are formed</p> <p>Comprehend how the Foreign Exchange market works</p> <p>Understand the different financial instruments in Multinational Finance</p>		
Entry requirements	No requirements.		
Course contents	<ol style="list-style-type: none"> 1) Foreign Exchange Rate Determination & Forecasting 2) Foreign Currency Derivatives 3) Financing the Global Firm 4) Global Cost and Availability of Capital 5) Sourcing Equity Capital Globally 6) Financial Structure and International Debt 7) Interest Rate and Currency Swaps 8) International Portfolio Theory and Diversification 		
Assessment methods	<p>Classes will be conducted in lecture and discussion format promoting extensive student participation through case studies.</p> <p>Written short exam, attendance, in-class participation.</p>		
Recommended readings	1. Michael Moffett, Arthur Stonehill, David Eiteman, Fundamentals of Multinational Finance, International 3rd Edition, 2011		
Knowledge	At the successful completion of this course students will have a knowledge of multinational finance		

Course title	Operational Research		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Perzyńska	E-mail address to the person	joanna.perzyska@zut.edu.pl
Course code (if applicable)	WEKON-1-46-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	The primary objectives of the course is to gain basic theoretical and practical knowledge about application of linear programming methods to help make decisions which minimalize or maximize economic effect (profit / cost).		
Entry requirements	Completed courses of mathematics, statistics, econometrics. Basic knowledge of economics.		
Course contents	Geometric method Integer programming Simplex method Transportation problem Critical path method PERT method		
Assessment methods	Lecture with multimedial presentation Exercises during laboratories In-class activity and participation. Written tests.		
Recommended readings	1. F. S. Hillier, G.J. Lieberman, Introduction to Operations Research		
Knowledge	Student will obtain skills in: construction of decision models, application of linear programming methods to solve various types of economic problems, application of net methods in project management, application computer software in calculation.		

Course title	Organization And Management		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Wojciech Lewicki	E-mail address to the person	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	WEKON-1-29-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Develop a working knowledge of Organization And Management Link Organization And Management theory with Organization And Management practice Analyze Organization And Managemtn case studies		
Entry requirements	There aren't any		
Course contents	The process of management The manager and the organization Management styles Delegation Motivation Leadership Managing stress Managing conflict The control process		
Assessment methods	Giving methods (informative lecture, story, descricpion, explanation) Problem methods (problem lecture) Activating methods (cases methods, situational method, teaching discussion) During the course students' activity and the ability to apply their knowledge in relation to the case shall be assessed A research project using the implemented method in the form of double groups, and an oral examination		
Recommended readings	1. Armstrong M., Armstrong's Essential Human Resource Management Practice, A Guide to People Management, Kogan Page, 2010		
Knowledge	As a result of course, the student should: - Give the definition of the management process - Give the definition of the organization - Characterize the role of leadership - Give the definition of leadership - Know the stages of delegation process		
Skills	As a result of course, the student should: - Understand the issuess of human resources management in the organization - Know how to use the basic methods and techniques of human resources management - Be prepared to put into practice the basic theory of motivation - Know how to use the methods and techniques of conflict resolution in the organization - Be able to put into practice techniques for reducing stress		
Other social competences	As a result of course, the student: - Will be creative in the use of proper tools of organization and management - Will be capable of use in practice the acquired knowledge of organization and management - Will be eager to spread the konwledge of organization and management		

Course title	Organization and Planning of Transport		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Wojciech Lewicki	E-mail address to the person	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	WEKON-1-67-L	ECTS points	4
Semester	winter/summer	Language of instruction	english
Hours per week	1	Hours per semester	15
Objectives of the course	<p>The explore the contemporary “urban transportation problem,” that extends beyond satisfying mobility needs into addressing the impact of transportation choices on equity, congestion, air pollution, safety, urban sprawl, Looks at how transportation planners craft projects and policies that are both technically sound and politically feasible, introducing (and critiquing) some of the tools and skills used by professionals in this field.</p> <p>Provides an overview of alternatives available to transportation planners, as they attempt to reduce the public’s need for long and unnecessary motorized travel and shift the movement of people to more socially efficient modes such as walking, biking, and public transit</p>		
Entry requirements	No requirements.		
Course contents	<p>Introduction and course overview</p> <p>History of the urban transport system and its impact on urban form</p> <p>The Evolution of the Transportation Planning Process The Evolution of the Transportation Planning Process (II)</p> <p>Trends in modal choice, plausible determinants</p> <p>Transport planning as a technocratic activity</p> <p>Managing the automobile</p> <p>Transport Planning in the information age</p> <p>Walking and cycling in the city (bike share)</p> <p>Transport Finance</p>		
Assessment methods	<p>Giving methods (informative lecture, story, description, explanation)</p> <p>Problem methods (problem lecture)</p> <p>Activating methods (cases methods, situational method, teaching discussion)</p> <p>During the course students' activity and the ability to apply their knowledge in relation to the case shall be assessed</p> <p>A research project using the implemented method in the form of double groups, and an oral examination</p>		
Recommended readings	1. Schorpp, S., Dynamic Fleet Management for International Truck Transportation, Gabler Verlag,, Wiesbaden,, 2011, www.amazon.com		
Knowledge	<p>As a result of course, the student should:</p> <ul style="list-style-type: none"> - Give the definition of Planning of Transport - Characterize the functions of Organization and Planning of Transport - Explain the importance of Organization and Planning of Transport - Give the definition of Organization and Planning of Transport 		
Skills	<p>As a result of course, the student should:</p> <p>familiarity with different approaches to the study of Organization and planning of transport an ability to apply these to contemporary collective and, and political behavior</p> <ul style="list-style-type: none"> -an ability to formulate and construct logical arguments economic aspects of urban transport systems and developments and an ability to evaluate these through empirical and theoretical methods -an understanding of how works economic organization and planning of transport in UE 		
Other social competences	<p>As a result of course, the student:</p> <ul style="list-style-type: none"> - Will be creative in the use of proper tools of Organization and Planning of Transport - Will be capable of use in practice the acquired knowledge of Organization and Planning of Transport 		

Course title	Polish Business Language for Beginners		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEkon_1C_Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>A student should acquire practical communication skills in business situations</p> <p>A student should use vocabulary and expressions typical of your business activity</p> <p>A student should understand rules of doing business in Poland</p> <p>A student should understand ethics and business culture of Poland</p>		
Entry requirements	j. polski na poziomie A1		
Course contents	<p>I do shopping, pay in zlotys - introduction</p> <p>I am looking for a job - what entrepreneurs expect in Poland</p> <p>My career - who I will be</p> <p>Types of entities in the economy</p> <p>Presentation of a company - offer, employees, market</p> <p>About the economy - inflation, unemployment, development</p> <p>Own company - how to set up a company in Poland, first steps, documents</p> <p>Searching for information on the market - what the Internet and the press say</p> <p>Meeting with clients - setting a date, savoir vivre</p> <p>A summary of the year - how it was in our company</p>		
Assessment methods	<p>exercises format in small groups</p> <p>case studies</p> <p>practical communication</p> <p>execution of practical tasks</p> <p>continuous evaluation during the semester</p> <p>points for attendance and activity</p>		
Recommended readings	1. M. Kowalska, O biznesie po polsku, Universitas, 2013		
Knowledge	<p>Student powinien komunikowac się w codziennych sytuacjach w jez. polskim</p> <p>Student powinien znać i używac słownictwo związane z działalnością gospodarczą</p>		
Skills	<p>Student powinien stworzyć teksty związane z biznesem</p> <p>Student powinien dobierac słownictwo odpowiednie do profesjonalnych i codziennych sytuacji</p>		
Other social competences	<p>Student będzie zdolny do nawiązywania i utrzymywania więzi społecznych w miejscu pracy</p> <p>Student będzie świadomy wagi języka w miejscu pracy</p>		

Course title	Principles of Marketing		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEKON-1-30-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	The primary objectives of the course are to: Develop a working knowledge of marketing Link marketing theory with marketing practice Develop and analyze marketing cases effectively utilizing marketing diagnostics		
Entry requirements	No requirements.		
Course contents	Marketing – creating and capturing customer value Company and marketing strategy Analyzing the marketing micro- and macro- environment Marketing research Market segmentation Product and service decisions, branding strategy Marketing channels, delivering customer value Retailing and wholesaling Promotion mix, communication process Pricing strategies Direct and online marketing.		
Assessment methods	lectures with PP presentations discussion films case studies attendance, in-class participation, homework project short written exam		
Recommended readings	1. Ph. Kotler and G. Armstrong, Principles of Marketing, Prentice Hall, http://library.aceondo.net/ebooks/Business_Management/Principles_of_Marketing(14th.Edition).pdf , 2012, pdf		
Knowledge	1. student is able to analyze properly problems of marketing management 2. is able to forecast processes and socio-economic phenomena related to business activity 3. has the ability to analyze proposed solutions, suggests appropriate elucidations 4. can prepare a marketing program for a company 5. can cooperate in a group		
Skills	a student can analyse the basic elements of marketing conception		
Other social competences	a students show creativity in marketing activities		

Course title	Project Management Tools and Techniques		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Kleanthis Sirakoulis	E-mail address to the person	sirakoul@teilar.gr
Course code (if applicable)	WEKON-1-33-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Gaining basic knowledge on managing by project methodology. Students will obtain skills in: problem identification, exploring the need for a change, project planning. They will make practice on project scheduling using PERT/CPM and they will discover the problem of accuracy in project duration and cost estimations.		
Entry requirements	Basic mathematics and economics		
Course contents	<p>1) Project, programme and portfolio: definitions. Identifying the problem. The Project (Life)-Cycle Management. Stakeholder analysis. Needs analysis. Aims analysis. Analysis of strategies. The Logical Framework Approach.</p> <p>2) The Goal Oriented Project Planning methodology. Simulation of the method. Completing the LFA project matrix.</p> <p>3) Planning activities. Early time and cost estimates. Interpreting the project in a network. The PERT/CPM method. Estimating the duration and the cost of the project. Total and free float of each activity. The critical path.</p> <p>4) Time - cost tradeoffs. Monitoring and controlling the project in terms of duration and expenditures.</p> <p>5) Earned Value Management: Making estimations for the duration and the budget. The Planned Value Method. The Earned Duration method. The Earned Schedule method. Comparing the results. The problem of accuracy.</p>		
Assessment methods	Lectures and case studies In-class activity and participation, written exam.		
Recommended readings	<p>1. Jozefowska J. and J. Weglarz, Perspectives in Modern Project Scheduling, Springer., 2006</p> <p>2. Mantel, S.J. Meredith, J.R. Shafer, Project Management in Practice, John Wiley & Sons, Inc, New York, 2001</p>		
Knowledge	<p>Understanding the role and the significance of the triangle time - cost - quality in any project.</p> <p>Analyzing the constraints in the above parameters in any phase of the project life-cycle.</p> <p>Applying and evaluating the resource availability for an effective schedule.</p> <p>Applying and evaluating the appropriate techniques in project scheduling and project controlling.</p>		
Skills	<p>- Finds and analyzes empirical data on possibilities and sources financing service activities from EU funds and programs</p> <p>- He can prepare a report in accordance with EU guidelines and choose the right one assessment methods</p>		
Other social competences	<p>- Student works in a team analyzing various implementation evaluation problems EU projects and programs</p> <p>- Working in a group, he is open to participating in preparation projects related to service development</p>		

Course title	Psychology of Marketing		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Karolina Ertmańska	E-mail address to the person	karolina.ertmanska@zut.edu.pl
Course code (if applicable)	Ekon_1D_Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Zapoznanie studentów z podstawowymi zagadnieniami wpływów psychologicznych w marketingu Ukształtowanie umiejętności rozwiązywania praktycznych problemów dotyczących tworzenia efektywnych przekazów marketingowych Zapoznanie studentów z wynikami badań nad psychologią konsumenta i jej rolą w formułowaniu przekazów marketingowych przez przedsiębiorstwo		
Entry requirements	Basics of marketing		
Course contents	The impact of marketing on consumer attitudes Consumer behaviour The roles and stages in the buying process Psychology of the advertising message Psychology rules in marketing		
Assessment methods	wykłady informacyjne wykłady konswersatoryjne metoda przypadków film metoda projektu presence in-class activity mandatory tasks and excercises		
Recommended readings	1. Antonides G., van Raaij W.F., Consumer Behaviour: A European Perspective, J. Wiley & Sons, New York, 1998 2. Foxall GR, Goldsmith RE, Brown S, Consumer Psychology for Marketing, Cengage Learning EMEA, New York, 1998		
Knowledge	after completing the course students should know the principles of psychological influences effectively used in marketing		

Course title	Quality Management in Business		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Katsiaryna Volkava	E-mail address to the person	wekon@zut.edu.pl
Course code (if applicable)	WEKON-1-35-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Develop a working knowledge of Quality Management in Business Link Quality Management in Business theory with Quality Management in Business practice Analyze Quality Management in Business case studies		
Entry requirements	There aren't any		
Course contents	The definition of Quality Management The nature of Quality Management Quality Management principles Quality planning Quality control Quality improvement Quality assurance		
Assessment methods	Giving methods (informative lecture, story, description, explanation) Activating methods (cases method, situational method, teaching discussion) During the course students' activity and the ability to apply their knowledge in relation to the case shall be assessed A research project using the implemented methods in the form of double groups, and an oral examination		
Recommended readings	1. Hoyle D., Quality Management Essentials, Butterworth-Heinemann, Oxford, 2007 2. Nanda V., Quality Management System Handbook for Product Development Companies, CRC Press, Florida, 2005 3. Bartley R., Tools for Quality Management, Bureau of International Recycling, Brussels, 2004		
Knowledge	As a result of course, the student should: - Give the definition of quality management - Characterize the nature of quality management - Explain the importance of quality planning, quality control, quality assurance and quality improvement - Know the quality management principles		
Skills	As a result of course, the student should: - Understand the issues of quality management - Understand the importance of quality planning, quality control, quality assurance and quality improvement - understand the nature of quality management - Understand the quality management principles		
Other social competences	As a result of course, the student: - Will be capable of use in practice the acquired knowledge of quality management - Will be eager to spread the knowledge of quality management - Will be creative in the use of the quality management principles		

Course title	Quantitative Methods in Economics		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Maciej Oesterreich	E-mail address to the person	Maciej.Oesterreich@zut.edu.pl
Course code (if applicable)	WEKON-1-36-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>The primary objectives of the course is to gain theoretical and practical knowledge about application of various methods of econometric analysis - analysis of the production process; efficiency analysis; cost analysis; breakeven analysis.</p> <p>There will be also presented linear programming method to optimization transport routes (cost and time criteria).</p>		
Entry requirements	<p>Completed courses of mathematics, statistics</p> <p>Basic knowledge of economics.</p>		
Course contents	<p>Estimation and validation of production function (Cobb-Douglas function).</p> <p>Application of production function and work efficiency function.</p> <p>Classical and econometrical breakeven analysis.</p> <p>Cost production analysis.</p> <p>Transportation problem.</p>		
Assessment methods	<p>Lecture with multimedial presentation</p> <p>Exercises during laboratories</p> <p>In-class activity and participation.</p> <p>Written tests.</p>		
Recommended readings	<ol style="list-style-type: none"> 1. D. R. Anderson, D. J. Sweeney, T. A. Williams,, Statistics For Business And Economics, Cengage Learning, South-Western, 2011 2. A.D. Aczel, J. Sounderpandian, Complete Business Statistics, McGraw-Hill, 2008 3. F. S. Lieberman, G. J. Hillier, Introduction to Operations Research, McGraw-Hill, 1990, 5 4. P.G. Farnham, Economics for Managers, Pearson, 2013, 3 		
Knowledge	<p>Student will obtain skills in: estimation and verification of econometric models of production, forecasting on the basis of econometric models of production and work efficiency function, analysis of breakeven, cost production analysis, solving transportation problems (time / cost criteria).</p>		

Course title	Regional Economy		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Agnieszka Brelik	E-mail address to the person	Agnieszka.Brelik@zut.edu.pl
Course code (if applicable)	Ekon_1E_L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	After this course students should know definition of regional economy and they should understand meaning of the regional economy. They should have ability to analyse and synthesize, the ability to apply the methods for evaluation of the economic level of the region and the interpretation of their results.		
Entry requirements	Basic knowledge about micro and macroeconomics		
Course contents	Definition, functions and types of regional economy Resilience, competitiveness and sustainable development of the region - similarities and differences Typology of European regions vs. effects of workforce changes by the level of research and development activities intensity Innovation vs. regional development Economy of Municipalities Case studies		
Assessment methods	Lecture with multimedial presentation lab, workshop; interactive: discussions, case studies. attendance, in-class activity and participation,		
Recommended readings	1. Bristow G., Resilient regions: re-'place'ing regional competitiveness,, Cambridge Journal of Regions, Economy and Society 2010, vol. 3., Cambridge, 2010 2. Christopherson S., Michie J., Tyler P., Regional resilience: theoretical and empirical perspectives,, Cambridge Journal of Regions, Economy and Society 2010, vol. 3., Cambridge, 2010		
Knowledge	After completing the course, students should be able to define and analyze actual problems areas and factors, to formulate proposals of problem solutions in a region including the draft of their application.		
Skills	Student is able to correctly interpret economic phenomena, use their knowledge and known tools to analyze economic data in the regional system and is able to assess economic and financial phenomena occurring on a regional scale.		
Other social competences	The student is aware of the level of knowledge and skills, understands the need for personal development, is able to supplement acquired knowledge and improve skills, is able to think and act in an entrepreneurial manner, is ready to take on challenges.		

Course title	Statistical Taxonomy		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Maciej Oesterreich	E-mail address to the person	Maciej.Oesterreich@zut.edu.pl
Course code (if applicable)	Ekon-01-ST_ZL	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	To gain by theoretical and practical knowledge about application statistical methods of classification of multi-feature objects.		
Entry requirements	Completed courses of mathematics, statistics and econometrics. Basic knowledge of economics.		
Course contents	Introduction. Basic definitions. Selection of diagnostic features. Assessment of the similarity of multi-feature objects Selected taxonomic methods. Taxonomic measures of development. TOPSIS method. Object classification due to the structure of phenomena.		
Assessment methods	Lecture with multimedial presentation Exercises during laboratories In-class activity and participation. (Theory) Written tests. (Practical) Project.		
Recommended readings	1. Aggarwal Ch.C., Data Classification: Algorithms and Applications, Chapman & Hall/CRC, New York, 2015		
Knowledge	Student Gaining basic knowledge of statistical methods of data classification. Student will obtain skills in: preparation of taxonomy analysis, selection of diagnostic features, classification of multi-features objects base on various methods and validation of classification .		

Course title	Statistics		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Joanna Perzyńska	E-mail address to the person	joanna.perzyska@zut.edu.pl
Course code (if applicable)	WEKON-1-37-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>A student should gain basic knowledge about gathering and presentation of statistical data and various methods used in analysis of structure, dynamic and association.</p> <p>A student should be able to make statistical analysis in various statistical programs (eg. Statistica)</p>		
Entry requirements	Completed courses of mathematics.		
Course contents	<p>Tabular and graphical presentation of data</p> <p>Numerical measures of location, variability and distribution shape</p> <p>Measures of association between two variables and regression analysis</p> <p>Statistical time series analysis</p>		
Assessment methods	<p>Lecture with multimedial presentation</p> <p>Exercises during laboratories</p> <p>In-class activity and participation.</p> <p>Written tests.</p>		
Recommended readings	<p>1. D. R. Anderson, D. J. Sweeney, T. A. Williams,, Statistics For Business And Economics, Cengage Learning, South-Western, 2011</p> <p>2. A.D. Aczel, J. Sounderpandian, Complete Business Statistics, McGraw-Hill, 2008</p>		
Knowledge	The student will gain skills in: presentation and analysis of statistical data, application of computer software to solving statistical problems, use of statistical method for the analysis of economic and managerial issues.		

Course title	Strategic Investing		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Aleksandra Grzesiuk	E-mail address to the person	agrzesiuk@zut.edu.pl
Course code (if applicable)	WEKON-1-38-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>Students learn how to invest financial means</p> <p>a) as this is done by institutional investors such as fund companies, insurances or highly profitable and liquid non-banks.</p> <p>b) as provision for the own retirement, as the state retirement will hardly secure a subsistence level.</p> <p>In doing so we shall have a close look at targets, asset classes and investment strategies</p>		
Entry requirements	The students should have a basic understanding of economics, accounting and finance (e.g. Corporate Finance).		
Course contents	<p>1 Introduction: Remembering the Main Themes of Investments such as Multinational Capital Budgeting, Multinational Cost of Capital and Capital Structure, Real Assets vs. Financial Assets or Direct Foreign Investments vs. Capital or Portfolio Investment</p> <p>2 Markets and Instruments Such as Money Markets, Fixed-Income Capital Markets, Equities, Indexes, Derivatives, Countries</p> <p>3 Portfolio Theory Risk and Risk Aversion - Asset Allocation - Portfolio Management - Investment Strategies</p>		
Assessment methods	<p>Lecture, workshop</p> <p>A short (10 minutes) presentation on (1) and a comprehensive presentation on (2)</p>		
Recommended readings	<p>1. Zvi Bodie, Alex Kane and Alan Marcus,, Investments, 2013</p> <p>2. Madura, Jeff and Fox, Roland, International Financial Management,, Cengage Learning EMEA, Hampshire UK, 2014</p> <p>3. Sharpe, William F.; Alexander, Gordon J.; Bailey, Jeffery V, Investments, 6th ed, Hall, 1999</p>		
Knowledge	Obtaining skills in: presentation and analysis of strategicinvesting		

Course title	Strategic Management		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Gunta Grinberga-Zalite	E-mail address to the person	gunta.birojs@gmail.com
Course code (if applicable)	WEKON-1-39-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	This is one of the key subjects in the field of business economics and management, and the very nature of the subject which is primarily related to the close connection between theory and practice, sets its main goals, as well as the methods of learning. The overall goal of the subject is to offer students, in a simple but systematic way, a good foundation in the field of strategic management and to interest them to a greatest possible extent in further studies in relevant areas. In terms of academic content, the subject has three objectives: a) allow students to learn and understand the conceptual issues of the subject and its integral relationship with other fields in economics and management, b) provide students with understanding the strategic management by combining general theoretical settings of strategic management with practical implications in the modern enterprise whose management is dictated by the dynamic business environment, and c) to provide students with tangible strategic analysis, design, implementation, and skills that can be easily applied in practice.		
Entry requirements	No requirements.		
Course contents	Strategy and management: a conceptual and contextual understanding; analysis of external factors-the structure and sector analysis; analysis of internal factors - analysis of company resources, value chain analysis and analysis of other suitable methods; business strategy and new paradigms of business strategy; strategies of corporations and enterprise growth; growth strategy through mergers and acquisitions, strategic management in the public sector; strategic management in the public sector; strategic management of the innovations; innovations and business networking; strategy of international enterprises and strategy of internationalization of enterprises; international market and the strategy of its conquest; strategic response to recent changes in the global market.		
Assessment methods	Lectures: interactive teaching in order to engage students and stimulate their critical thinking. Conventional lectures will be enriched with video presentations and lectures given by the representatives from the practice. Seminars/-exercises: In this part of the learning activities, the students will have the opportunity to actively participate in the discussion that refers primarily to the analysis of case studies with the aim of linking theory and practice. class discussion, attendance		
Recommended readings	1. Johson, G.; Scholes, K.; Whittington, R, Exploring-Corporate-Strategy. Text and Casess, 2011		
Knowledge	Students have understanding of theoretical aspects for strategic management of a business entity: analysis of business environment; selection of the most appropriate corporate, business and functional level strategies as well as development of the system of their adoption and supervision to meet the overall company's goals.		
Skills	Students have practical skills necessary for strategic management of a business entity: analysis of business environment; selection of the most appropriate corporate, business and functional level strategies as well as development of the system of their adoption and supervision to meet the overall company's goals.		

Course title	Sustainable Development		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Aleksandra Grzesiuk	E-mail address to the person	agrzesiuk@zut.edu.pl
Course code (if applicable)	WEKON-1-74-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>basic understanding of the historical evolution and impact of SD; examples from Poland and other countries</p> <p>the critical assessment of alternative approaches to SD based on understanding of the fundamental environmental and economic concepts and principles of SD</p> <p>a basic understanding of the influence of national cultures, diverse political systems, interest groups, social movements and other social structures on SD</p> <p>an appreciation for the impact of business based operational systems, management philosophies, ethical considerations and decision making styles in respect to SD to support career development</p>		
Entry requirements	Principles of Economics		
Course contents	<p>From Malthus to Sustainable Development</p> <p>Challenges of Sustainable Development</p> <p>Global Environmental Issues</p> <p>Sustainable Development Indicators</p> <p>Environmental Assessment</p> <p>Environmental Management: Trends and Issues</p> <p>Best practices - case studies</p>		
Assessment methods	<p>lecture and workshop</p> <p>activity exercises during classes</p> <p>essay</p> <p>presentation</p>		
Recommended readings	<p>1. J. D. Sachs, The Age of Sustainable Development, Columbia University Press, New York, 2015</p> <p>2. P. Rogers. K. F. Jalal, J. A. Boyd, An Introduction to Sustainable Development, Glen Educational Foundation, 2008</p>		
Knowledge	student characterizes and identifies the key issues of sustainable development concept		
Skills	student analysis and interprets the process of SD		
Other social competences	student identifies social, political and economic problems connected with SD		

Course title	The Analysis of Regional Development		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Grażyna Karmowska	E-mail address to the person	Grazyna.Karmowska@zut.edu.pl
Course code (if applicable)	WEkon_2c_L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>Student should be able to conduct regional analyzes using the most common methods, identify the strengths and weaknesses of individual regions</p> <p>Student must obtain knowledge of the essential factors that determine the socio-economic development of individual regions</p>		
Entry requirements	<p>Knowledge of the basic principles of analysis</p> <p>Basics of Economics and Mathematics</p>		
Course contents	<p>Methods of analysis hierarchy</p> <p>Evaluation Definition:</p> <ul style="list-style-type: none"> - Aims and objectives of evaluation - Phases of the assessment process <p>Evaluation methods:</p> <ul style="list-style-type: none"> - Analysis of the achievement of goals - Impact analysis and performance testing - Success Analysis - Coherent analysis 		
Assessment methods	<p>lectures</p> <p>seminars</p> <p>final work</p>		
Recommended readings	<p>1. Terluin I.J., Differences in economic development in rural regions of advanced countries: an overview and critical analysis of theories, Journal of Rural Studies, 2003, Volume 19, Issue 3, https://doi.org/10.1016/S0743-0167(02)00071-2</p>		
Knowledge	<p>A student can conduct regional analyzes using the most common methods.</p>		

Course title	Thesis Seminar		
Level of course	first cycle		
Teaching method	diploma/thesis seminars		
Person responsible for the course	Joanna Hernik	E-mail address to the person	joanna.hernik@zut.edu.pl
Course code (if applicable)	WEKON-1-41-Z	ECTS points	30
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	<p>Student should be able to:</p> <ul style="list-style-type: none"> Prepare a concept of a thesis Explain rules of thesis and research questions principles Select an appropriate method of research Conduct analysis of the research part of the thesis Solve research problems Obey standards of writing theses Present results of research 		
Entry requirements	<p>Student should be able to:</p> <ul style="list-style-type: none"> Prepare a concept of a thesis Explain rules of thesis and research questions principles Select an appropriate method of research Conduct analysis of the research part of the thesis Solve research problems Obey standards of writing theses Present results of research 		
Course contents	<ul style="list-style-type: none"> Verification of concept and plan of a thesis Formulation and rules on research questions Methods of research Analysis of research part of a thesis Solving research problems Standards of theses writing Presentation of research results 		
Assessment methods	<p>seminar</p> <p>Assessment of progress based on materials delivered by a student and attendance at meetings</p>		
Recommended readings	1. R. Chandrasekhar, How to Write a Thesis: A Working Guide,, Crawley, Crawley, 2008		
Knowledge	<ul style="list-style-type: none"> student has the ability to analyze research problems student has the ability to create own research plan scientific texts research reports student can present results of work in a form of multimedia presentations 		
Skills	As a result of the course the student should: be able to analyze the part of thesis, solve research problems.		
Other social competences	As a result of the course the student: will be able to use in practice the knowledge gained in the field.		

Course title	Tourism and Environment		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Bartosz Mickiewicz	E-mail address to the person	Bartosz.Mickiewicz@zut.edu.pl
Course code (if applicable)	WEKON-1-71-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Lectures focused on modern trends in tourism vis-à-vis protection of the environment; Sustainable development of tourism		
Entry requirements	Students (both under and post graduate)		
Course contents	Economy versus Ecology Tourism Exploitation and Nature Protection Agenda 21 in Tourism Sustainable Tourism Development Future of Tourism		
Assessment methods	Oral lectures, power point presentations Oral Examination; Written Test (if necessary)		
Recommended readings	1. Tuntev Z. FTU Ohrid, Tourism and Environment,, FTU Ohrid, 2005		
Knowledge	Student characterizes and identifies the key issues of tourism and environment		
Skills	Student can demonstrate correlations between the tourist attractiveness of the region (places) and tourist traffic and its impact on the natural environment.		
Other social competences	Student notices tourist attractiveness (tourist functions) and environmental threats resulting from high tourist traffic (tourism dysfunctions).		

Course title	Tourism Business in the European Union		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Agnieszka Brelik	E-mail address to the person	Agnieszka.Brelik@zut.edu.pl
Course code (if applicable)	WEKON-1-43-L	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Students learn about basic issues of tourism business in European Union and this will give an overview of tourism industry and various organizations. This module is introduced to make students familiar with the subject. It provides an overview of principle and the elements of tourism policy, financing and statistics.		
Entry requirements	Principles of Economics		
Course contents	<ol style="list-style-type: none"> 1. Introduction 2. The importance of tourism in EU 3. Position of tourism in the organizational structure of EU 4. Competences of EU in the field of tourism 5. Directives-solutions of EU in the field of tourism 6. Tourism statistics - arrivals, receipts, expenditure and other economic indicators 7. Information sources in the field of tourism 8. Financing of the programs in the field of tourism 9. Tourism policy in the EU 		
Assessment methods	<p>Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.</p> <p>A case study presentation</p>		
Recommended readings	1. Bhatia, A. K., International Tourism, Sterling Publishers,, New Delhi, 1998, 1998		
Knowledge	Student characterizes and identifies the key issues of tourism business in EU		
Skills	<p>During their studies, students will acquire skills in:</p> <ul style="list-style-type: none"> -managing a tourist company in the EU, -market analysis and market research, -marketing of tourist services, -tourist service in the EU, -the use of e-tourism technologies in the EU. 		
Other social competences	Students will be prepared to run their own tourist enterprise and work in hotels, travel agencies, tourist transport companies, catering facilities, recreation and wellness centers, SPA & Wellness facilities as well as culture and leisure time animation units		

Course title	Tourism Management		
Level of course	first cycle		
Teaching method	lecture		
Person responsible for the course	Agnieszka Brelik	E-mail address to the person	Agnieszka.Brelik@zut.edu.pl
Course code (if applicable)	WEKON-1-75-Z	ECTS points	6
Semester	winter/summer	Language of instruction	english
Hours per week	2	Hours per semester	30
Objectives of the course	Students learn about basic issues of tourism management and this will give an overview of tourism industry and various organizations. This module is introduced to make students familiar with the subject. It provides an overview of principle and the elements of tourism demand, destinations and tourism futures.		
Entry requirements	No requirements.		
Course contents	<p>. An introduction to tourism</p> <ol style="list-style-type: none"> 1. Managing tourism demand 2. Tourism consumer behaviour 3. The economic impact of tourism 4. The environmental impact of tourism 5. Tourism development and planning 6. Tourism under crises 7. The tourism sector (attractions, accommodation, public sector and policy) 8. Managing marketing for tourism 9. Information technology in tourism 10. The future of tourism 		
Assessment methods	lectures and workshops A case study presentation		
Recommended readings	<ol style="list-style-type: none"> 1. Gill, S. Pushpinder,, "Tourism Planning and Management", Anmol Publications,, 2003 2. Holloway, J.C.,, "The Business of Tourism", McDonald and Evans, 1983 		
Knowledge	Student characterizes and identifies the key issues of tourism management		
Skills	Student will be able to describe and analyze modern solutions used in tourist markets		
Other social competences	Student is able to divide the tasks related to the functioning of travel agencies, hotels and information tourist positions in individual positions changing conditions taking into account the rules designing organizational structures		