

WEkon



Faculty of Economics

WEST POMERANIAN UNIVERSITY OF TECHNOLOGY  
IN SZCZECIN, POLAND

THE OFFER FOR INTERNATIONAL STUDENTS  
FOR THE YEAR 2022/2023  
SECOND DEGREE

	<b>Course title</b>	<b>Person responsible for the course</b>	<b>Semester (winter/summer)</b>	<b>ECTS points</b>	<b>Hours</b>
1	Academic Writing	Ileana Tache	winter/summer	3	30
2	Basis for Economic Policy	Wojciech Lewicki	winter/summer	4	40
3	Business Economics	Eleftherios Thalassinos	winter/summer	4	40
4	Business Management	Eleftherios Thalassinos	winter/summer	4	40
5	Business Planning and Controlling	Andra Zvirbule	winter/summer	2	20
6	Business Statistics	Eleftherios Thalassinos	winter/summer	4	40
7	Capital Market	Dawid Dawidowicz	winter/summer	3	30
8	Communication in Marketing	Joanna Hernik	winter/summer	3	30
9	Corporate Finance	Dawid Dawidowicz	winter/summer	2	20
10	Corporate Governance	Gunta Grinberga-Zalite	winter/summer	3	30
11	Destination & Hotel Management	Natalia Oleszczyk	winter/summer	3	30
12	Digital Marketing	Joanna Hernik	winter/summer	2	20
13	Diversity Management	Joanna Hernik	winter/summer	2	20
14	Econometrics	Maciej Oesterreich	winter/summer	4	40
15	Economic Analysis	Dawid Dawidowicz	winter/summer	2	20
16	Entrepreneurship	Błażej Suproń	winter/summer	2	20
17	European Economic Policies	Ileana Tache	winter/summer	3	30
18	European Integration	Agnieszka Brelik	winter/summer	4	40
19	Finance for Decision Making	Dawid Dawidowicz	winter/summer	2	20
20	Human Resources Management	Katsiaryna Volkava	winter/summer	4	40
21	International Marketing	Joanna Hernik	winter/summer	4	40
22	Logistic Management	Andra Zvirbule	winter/summer	4	40
23	Marketing Research	Joanna Hernik	winter/summer	3	30
24	Mathematics	Joanna Perzyńska	winter/summer	4	40
25	Multinational Finance	Dawid Dawidowicz	winter/summer	2	20
26	Operational Research	Maciej Oesterreich	winter/summer	3	30
27	Organization And Management	Wojciech Lewicki	winter/summer	3	30
28	Principles of Marketing	Joanna Hernik	winter/summer	4	40
29	Project Management Tools and Techniques	Kleanthis Sirakoulis	winter/summer	6	60

	<b>Course title</b>	<b>Person responsible for the course</b>	<b>Semester (winter/summer)</b>	<b>ECTS points</b>	<b>Hours</b>
30	Psychology of Marketing	Karolina Ertmańska	winter/summer	3	30
31	Quality Management in Business	Katsiaryna Volkava	winter/summer	4	40
32	Real estate market	Anna Oleńczuk-Paszal	winter/summer	2	15
33	Real estate trade	Monika Śpiewak-Szyjka	winter/summer	2	20
34	Statistical Taxonomy	Maciej Oesterreich	winter/summer	3	30
35	Statistics	Joanna Perzyńska	winter/summer	4	40
36	Strategic Investing	Aleksandra Grzesiuk	winter/summer	3	30
37	Strategic Management	Gunta Grinberga-Zalite	winter/summer	3	30
38	Sustainable Development	Aleksandra Grzesiuk	winter/summer	3	30
39	Tourism and Environment	Bartosz Mickiewicz	winter/summer	4	40
40	Tourism Business in the European Union	Agnieszka Brelik	winter/summer	4	40
41	Tourism Management	Agnieszka Brelik	winter/summer	2	20

<b>Course title</b>	Academic Writing		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Ileana Tache	<b>E-mail address to the person</b>	ileanatache@unitbv.ro
<b>Course code (if applicable)</b>	Ekon-1-01-L	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<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>		
<b>Entry requirements</b>	No requirements		
<b>Course contents</b>	<p>Writing models (projects)</p> <ol style="list-style-type: none"> <li>1. Basic concept of academic writing</li> <li>2. Structure of scientific research paper</li> <li>3. Bibliographic references and citation styles</li> <li>4. Accuracy in writing</li> </ol>		
<b>Assessment methods</b>	<p>Lectures, project, group discussions.</p> <p>Group discussion</p> <p>Project</p>		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. John M. Swales and Christine B. Feak., Academic Writing for Graduate Students - Essential Tasks and Skills., The U. of Michigan Press., Michigan, 2004</li> <li>2. John M. Swales and Christine B. Feak., Abstracts and the Writing of Abstracts., The U. of Michigan Press., Michigan, 2009</li> </ol>		
<b>Knowledge</b>	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.		
<b>Skills</b>	As a result of the course the student should: understand the writing process and strategy		
<b>Other social competences</b>	As a result of the course the student: will be able to use in practice the knowledge gained in the field.		

<b>Course title</b>	Basis for Economic Policy		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Wojciech Lewicki	<b>E-mail address to the person</b>	Wojciech.Lewicki@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-03-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	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		
<b>Entry requirements</b>	No requirements		
<b>Course contents</b>	<p>Writing models (projects)</p> <p>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>Great Depression and end of gold standard</p> <p>Keynesian revolution</p> <p>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>Stabilization policies UE 1980 – 2007</p> <p>Euro zone</p> <p>Financial crisis in different parts of the world 2007 – 2013</p> <p>Test</p>		
<b>Assessment methods</b>	<p>Classes will be conducted in lecture and discussion format promoting extensive student participation with 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</p> <p>test</p>		
<b>Recommended readings</b>	1. Stone Deborah, The Art of Political Decision Making, W.W Norton, New York, 2001, www.amozon.com 0393976254		
<b>Knowledge</b>	<p>As a result of course, the student should:</p> <ul style="list-style-type: none"> <li>- Give the definition of Basis for Economic Policy</li> <li>- Characterize the functions of Basic for Economic Policy</li> <li>- Explain the importance of Basic for Economic Policy</li> <li>- Give the definition of Basic for Economic Policy</li> </ul>		
<b>Skills</b>	<p>Results for the students will be:</p> <ul style="list-style-type: none"> <li>- familiarity with different approaches to the study of politics and an ability to apply these to contemporary collective and political problems, and political behavior</li> <li>-an ability to formulate and construct logical arguments about political phenomena and an ability to evaluate these through empirical and theoretical methods</li> <li>-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</li> <li>-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.</li> </ul>		
<b>Other social competences</b>	<p>As a result course, the student:</p> <ul style="list-style-type: none"> <li>- Will be capable of use in practice the acquired knowledge Basis for Economic Policy</li> <li>- Will be eager to spread the knowledge of Basis for Economic Policy</li> <li>- Will be creative in the use of the Basis for Economic Policy principles</li> </ul>		

<b>Course title</b>	Business Economics		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course / lecture		
<b>Person responsible for the course</b>	Eleftherios Thalassinos	<b>E-mail address to the person</b>	thalassinos@ersj.eu
<b>Course code (if applicable)</b>	WEKON-1-07-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	At least two courses in Economics and/or business discipline.		
<b>Course contents</b>	<p>Writing models (presentation)</p> <p>Economic models apply to businesses, types of companies, SMEs definition problems and prospective, labor and financial issues.</p> <p>Written test</p>		
<b>Assessment methods</b>	<p>Lectures, group discussions.</p> <p>During the course student's activity and the ability to apply their knowledge in relation to the case shall be assessed</p> <p>A reserch presentation using the impelmented methods in the form of double groups</p> <p>Written test</p>		
<b>Recommended readings</b>	1. Joseph Nellis and David Parker, ed, Pearson, ISBN: 978-027-3693-062, Principles of Business Economics,, 2006		
<b>Knowledge</b>	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.		
<b>Skills</b>	<ul style="list-style-type: none"> <li>- Has the capacity to systematically absorb new areas of knowledge necessary for the business economic</li> <li>- Has the ability to analyze economic phenomena and processes in the business</li> </ul>		
<b>Other social competences</b>	<ul style="list-style-type: none"> <li>- Understands the importance of business Economics</li> <li>- Is aware of the role of business and knows the mechanism of its functioning in economics</li> </ul>		

<b>Course title</b>	Business Management		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Eleftherios Thalassinos	<b>E-mail address to the person</b>	thalassinos@ersj.eu
<b>Course code (if applicable)</b>	WEKON-1-25-Z	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	Students to be able to understand the importance of Business Strategy for a sustainable growth in the competitive market.		
<b>Entry requirements</b>	At least two courses in Economics and/or business discipline.		
<b>Course contents</b>	Writing models (projects) Business structure, business objectives, business plan, budgeting, social responsibility, ecological business issues. Oral colloquium		
<b>Assessment methods</b>	Lectures, group discussions. In class evaluation A research project using the implemented methods in the form of double groups Oral colloquium		
<b>Recommended readings</b>	1. Neil Ritson, ed, bookboon.com, ISBN: 978-87-403-0506-7, Strategic Management,, bookboon.com, 2011		
<b>Knowledge</b>	Learn how to contact a market research, how to prepare a business plan, how to evaluate business goals.		
<b>Skills</b>	<ul style="list-style-type: none"> <li>- Understand the issues of business management in the organization</li> <li>- Know how to use the basic methods and techniques of business management</li> <li>- Be prepared to put into practice the basic theory of business management</li> <li>- Know how to use the methods and techniques of conflict resolution in the business</li> <li>- Be able to put into practice techniques for business management in the organization</li> </ul>		
<b>Other social competences</b>	<p>As a result of course, the student:</p> <ul style="list-style-type: none"> <li>- Will be creative in the use of proper tools of business Management in company</li> <li>- Will be capable of use in practice the acquired knowledge of business management in the market</li> <li>- Will be eager to spread the knowledge of business management in own company and market</li> </ul>		

<b>Course title</b>	Business Planning and Controlling		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecture		
<b>Person responsible for the course</b>	Andra Zvirbule	<b>E-mail address to the person</b>	andra.zvirbule@llu.lv
<b>Course code (if applicable)</b>	WEKON-1-75-Z	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	There aren't any.		
<b>Course contents</b>	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		
<b>Assessment methods</b>	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. class discussion, attendance		
<b>Recommended readings</b>	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		
<b>Knowledge</b>	After completing the course student will have: <ul style="list-style-type: none"> <li>• knowledge - students are able to demonstrate profound and extended knowledge and understanding of planning and controlling the use of companies and organizations;</li> <li>• 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;</li> <li>• 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.</li> </ul>		
<b>Skills</b>	As a result of the course the student should: understand the strategies for planning.		
<b>Other social competences</b>	As a result of the student - will be able to use in practice the knowledge gained in the field.		



<b>Course title</b>	Business Statistics		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	laboratory course / lecture		
<b>Person responsible for the course</b>	Eleftherios Thalassinos	<b>E-mail address to the person</b>	thalassinos@ersj.eu
<b>Course code (if applicable)</b>	WEKON-1-31-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	To gain knowledge on the use of stastic tools in the analysis of economic phenomena. Acquiring skills in the use of computer software in the statistical analysis of economic phenomena.		
<b>Entry requirements</b>	At least two courses in Economics and/or business discipline.		
<b>Course contents</b>	<p>Analysis of structure of phenomena: measures of central tendency, measures of variability, measures of asymmetry, measures of concentration.</p> <p>Practical test 1.</p> <p>Correlation analysis: Pearson's linear correlation coefficient, Spearman's rank correlation coefficient, Tschuprow's coefficient, Q-Yule contingency coefficient.</p> <p>Regression analysis: construction of a model with one explanatory variable.</p> <p>Analysis of the dynamics of short-term time series: increases, indexes, average absolute increase, average rate of changes.</p> <p>Time series dynamics analysis: statistical methods of determining trend equations.</p> <p>Practical test 2.</p> <p>Introduction. Basic definitions.</p> <p>Analysis of the structure of mass phenomena.</p> <p>Correlation and regression analysis.</p> <p>Analysis of the dynamics of short time series.</p> <p>Theory test</p>		
<b>Assessment methods</b>	Lecture with multimedial presentation. Exercises during laboratories In-class activity and participation. Written tests.		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>Bradley T., Quantitative Methods for Business and Economics, Wiley, 2017, 1, ISBN: 978-0470056943</li> <li>Anderson D.R., Sweeney D.J., Williams T.A, Statistics For Business And Economics, Cengage Learning, South-Western, 2019, 4</li> <li>Aczel A.D., Sounderpandian J., Complete Business Statistics, McGraw-Hill, 2008, 7</li> </ol>		
<b>Knowledge</b>	Student will gain basic knowledge about use various statistical methods in analysis of economic phenomena and application of this knowledge in practice.		
<b>Skills</b>	The student is able to apply appropriate methods and IT toolsin analysis of economics phenomena and make interpretation of the results of the conducted research, and also refer to it into business practice.		
<b>Other social competences</b>	The student has mastered the principles of individual and team work.		

<b>Course title</b>	Capital Market		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course / lecture		
<b>Person responsible for the course</b>	Dawid Dawidowicz	<b>E-mail address to the person</b>	Dawid.Dawidowicz@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-04-L	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<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, and they should know how to use them.</p> <p>The student is aware of the need for learning throughout life</p>		
<b>Entry requirements</b>	Basic knowledge of micro and macroeconomics		
<b>Course contents</b>	<p>Reading the stock market information</p> <p>Capital Market Ratios</p> <p>Measuring and managing investment risk</p> <p>Test</p> <p>The definition and division of Financial Market</p> <p>The participants of the capital market and money market</p> <p>Stock Exchange and the stock exchange trading rules</p> <p>Stock market orders</p> <p>Instruments of the Capital Market - Stocks</p> <p>The influence of psychology on investors' investment decisions</p> <p>Instruments of the Capital Market - Bonds</p> <p>Basics of technical analysis and fundamental analysis</p> <p>Investment funds and their types</p> <p>Investment strategies</p> <p>Test</p>		
<b>Assessment methods</b>	<p>Information</p> <p>Explanations</p> <p>Case method</p> <p>Multimedia presentations</p> <p>The test at the end of the classes</p>		
<b>Recommended readings</b>	<p>1. Fabozzi J. F., Modigliani F., Capital Markets - Institutions and Instruments,, Publisher: Prentice Hall, 2012, 3rd Edition,</p> <p>2. Fabozzi F. J., Peterson Drake P., Finance: Capital Markets, Financial Management, and Investment Management,, Publisher: John Wiley &amp; Sons, New Jersey, 2009</p> <p>3. Dalton J. M., How the Stock Market Works, Prentice Hall, New York, 2001, 3rd Edition</p> <p>4. Sharpe W. F., Portfolio Theory and Capital Markets, McGraw-Hill, New York, 2000</p>		
<b>Knowledge</b>	The student has got knowledge of the functioning of the Capital Market and its division. He/she understands the role of the capital market for the economy		
<b>Skills</b>	<p>Students know how the investment funds are organized and know their advantages and disadvantages</p> <p>The student is able to calculate and evaluate and interpret the ratios of capital market.</p>		
<b>Other social competences</b>	The student is aware of the need for learning throughout life.		

<b>Course title</b>	Communication in Marketing		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course		
<b>Person responsible for the course</b>	Joanna Hernik	<b>E-mail address to the person</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-13-Z	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students should understand barriers to communication, distinguish communication styles, plan communication strategy of a company, evaluate marketing communications		
<b>Entry requirements</b>	no requirements		
<b>Course contents</b>	<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>		
<b>Assessment methods</b>	<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>		
<b>Recommended readings</b>	<p>1. P. Smith, Z. Zook, Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies, Kogan Page Publ., 2019, ISBN-10 : 0749498641</p> <p>2. Chris Fill, Barbara Jamieson, Marketing Communications, <a href="https://www.ebsglobal.net/EBS/media/EBS/PDFs/Marketing-Communications-Course-Taster.pdf">https://www.ebsglobal.net/EBS/media/EBS/PDFs/Marketing-Communications-Course-Taster.pdf</a>, Edinburgh,</p>		
<b>Knowledge</b>	After completing the course students should know the basic problems of communication in marketing.		
<b>Skills</b>	Student implements rules of effective communication in practice		
<b>Other social competences</b>	Student is able to communicate on professional and every day level		

<b>Course title</b>	Corporate Finance		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course / lecture		
<b>Person responsible for the course</b>	Dawid Dawidowicz	<b>E-mail address to the person</b>	Dawid.Dawidowicz@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-08-L	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	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 financing strategy to adopt depending on the economic situation.		
<b>Entry requirements</b>	Previous knowledge of finance is not necessary; nevertheless students should have knowledge of general economic features, mathematics and accounting.		
<b>Course contents</b>	Financial leverage Operating leverage Assessment of investment projects Financial planning and financial management Test The financial environment and the purpose of the company's activity The break-even point and scale effect The receivables management Financial strategies Test		
<b>Assessment methods</b>	Lectures, exercises The course will be held in two blocks. At the end of the second block there will be a 2-hour test including knowledge from lectures and exercises		
<b>Recommended readings</b>	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		
<b>Knowledge</b>	After completing the course students should know the basic problems of corporate finance Student knows the methods of evaluating investment projects		
<b>Skills</b>	The student is able to measure the level of financial and operational leverage		
<b>Other social competences</b>	The student is aware of lifelong learning		

<b>Course title</b>	Corporate Governance		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecture		
<b>Person responsible for the course</b>	Gunta Grinberga-Zalite	<b>E-mail address to the person</b>	gunta.birojs@gmail.com
<b>Course code (if applicable)</b>	WEKON-1-09-L	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	There aren't any.		
<b>Course contents</b>	<ul style="list-style-type: none"> <li>• International corporate governance.</li> <li>• Compensation, equity ownership, incentives, and the labor market for CEOs.</li> <li>• Optimal board structure, tradeoffs, and consequences.</li> <li>• Governance, organizational strategy, business models, and risk management.</li> <li>• Succession planning.</li> <li>• Financial reporting and external audit.</li> <li>• The market for corporate control.</li> <li>• Roles of institutional and activist shareholders.</li> <li>• Governance ratings</li> <li>• Corporate governance cases and practices</li> </ul>		
<b>Assessment methods</b>	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. class discussion, attendance		
<b>Recommended readings</b>	1. Larcker, David and Tayan, Brian, Corporate Governance Matters: A Closer Look at Organizational Choices and Their Consequences,, Pearson Education, 2011		
<b>Knowledge</b>	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.		
<b>Skills</b>	Students will be able to: - 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		
<b>Other social competences</b>	- 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		

<b>Course title</b>	Destination & Hotel Management		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecture		
<b>Person responsible for the course</b>	Natalia Oleszczyk	<b>E-mail address to the person</b>	noleszczyk@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-12-Z	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	The primary objectives of the course are to: Develop a working knowledge of hotel management Develop and analyze hotel management cases		
<b>Entry requirements</b>	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.		
<b>Course contents</b>	1. Tourist Destination 2. Contemporary trends in Tourism 3. Destination Management 4. Hotel Business 5. 20 Top Lessons for all Hotel Managers		
<b>Assessment methods</b>	Lecture Discussion Presence Oral colloquium		
<b>Recommended readings</b>	1. Cerovic Z. Hotel Management,, Hotel Management,, FTHM Opatia,, Croatia, 2010 2. Tuntev Z., Hotel Lexicon,, FTU Ohrid, Ohrid, 2007		
<b>Knowledge</b>	Students have understanding of the main goal of destination and hotel management		
<b>Skills</b>	Students will be able to understand, analyze Hotel Management		
<b>Other social competences</b>	As a result of the course the student: will be able to use in practice the knowledge gained in the field.		

<b>Course title</b>	Digital Marketing		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course		
<b>Person responsible for the course</b>	Joanna Hernik	<b>E-mail address to the person</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>	W-EKON-1-DM	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	<p>The student is to understand the specifics of internet (digital) marketing</p> <p>The student is to use internet (digital) marketing tools, including analytics</p> <p>The student is to create marketing content on his own</p>		
<b>Entry requirements</b>	Principles of marketing		
<b>Course contents</b>	<p>The online opportunity – introduction. Terminology used by experts.</p> <p>Goals to achieve online.</p> <p>Online business strategy plan - the social success cycle</p> <p>Build web presence, Key website ingredients</p> <p>How to find a business on the web? Web search principles</p> <p>How to reach more people locally - web, mobile, or social?</p> <p>Get started with content marketing. Applying website analytics.</p> <p>Reach more customers with advertising - crafting a digital advertising plan</p> <p>Track and measure web traffic - the right way to do search engine optimization</p> <p>Following email marketing best practices</p> <p>Sell products or services online</p>		
<b>Assessment methods</b>	<p>discussion</p> <p>project</p> <p>movie</p> <p>evaluation of tasks</p> <p>project execution</p>		
<b>Recommended readings</b>	<p>1. The Ultimate Guide to Digital Marketing, Digital Marketer, 2021, pdf, <a href="https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf">https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf</a></p> <p>2. P. Smith, Z. Zook, Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies, Kogan Page Publ., 2019, ISBN-10: 0749498641</p>		
<b>Knowledge</b>	Student understands the specifics of internet marketing		
<b>Skills</b>	Student uses internet marketing tools		
<b>Other social competences</b>	Student is willing to apply new technologies in management		

<b>Course title</b>	Diversity Management		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course		
<b>Person responsible for the course</b>	Joanna Hernik	<b>E-mail address to the person</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-14-L	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	Develop a working knowledge of diversity Link diversity theory with management practice Develop and analyze diversity management cases		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	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		
<b>Assessment methods</b>	PP presentations Case study Discussion participation and activity presentation of a project		
<b>Recommended readings</b>	1. Dennis Arekpita Ogirri Ph. D. Murp, Diversity Management: : Global and Interdisciplinary Perspectives, Xlibris, 2019, ISBN-10 : 1796051802 2. Patricia A. Kreitz, Best Practices for Managing Organizational Diversity, Stanford, 2007		
<b>Knowledge</b>	a student can use theoretical knowledge to manage people in a company		
<b>Skills</b>	a student creates conception of diversity		
<b>Other social competences</b>	student understands the role of diversity in business		



<b>Course title</b>	Econometrics		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	laboratory course / lecture		
<b>Person responsible for the course</b>	Maciej Oesterreich	<b>E-mail address to the person</b>	Maciej.Oesterreich@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-15-Z	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	To gain basic theoretical and practical knowledge about construction and verification linear and nonlinear cross-sectional econometric models To gain basic theoretical and practical knowledge about modeling of time series		
<b>Entry requirements</b>	Completed courses of mathematics, statistics. Basic knowledge of economics.		
<b>Course contents</b>	<p>A statistical selection of the independent variables to the cross-sectional econometric model</p> <p>Estimating the coefficients of the econometric model using the least squares method</p> <p>Construction of the econometric models using GRET</p> <p>Validation of the cross-sectional econometric models</p> <p>The cross-sectional nonlinear econometric models</p> <p>Repetition of the material for the practical test 1</p> <p>Practical test 1</p> <p>Methods of determining form (equation) of the trend function</p> <p>The trend nonlinear models</p> <p>Linear and nonlinear time series models with seasonality</p> <p>Repetition of the material for the practical test 2</p> <p>Practical test 2</p> <p>The econometric model and stages of its construction</p> <p>The least square method</p> <p>The validation of econometrics model</p> <p>Time series and time series modeling</p> <p>Theory test</p>		
<b>Assessment methods</b>	Lecture with multimedial presentation Exercises during laboratories In-class activity and participation. Written tests.		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Maddala G.S., Introduction to Econometrics, Wiley, 2011, 2011, 4</li> <li>2. Anderson D.R., Sweeney D.J., Williams T.A, Statistics For Business And Economics, Cengage Learning, South-Western, 2019, 4</li> <li>3. Aczel A.D., Sounderpandian J., Complete Business Statistics, McGraw-Hill, 2008, 7</li> </ol>		
<b>Knowledge</b>	Student will gain basic knowledge about theory of econometrics, construction, validation and application of cross-sectional and time series models models.		
<b>Skills</b>	Student will obtain skills in: construction and verification of econometric models, forecasting on the basis of econometric models, application of computer software to solving econometric problems.		
<b>Other social competences</b>	The student mastered the principles of individual and team work.		

<b>Course title</b>	Economic Analysis		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course / lecture		
<b>Person responsible for the course</b>	Dawid Dawidowicz	<b>E-mail address to the person</b>	Dawid.Dawidowicz@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-17-L	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	<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>		
<b>Entry requirements</b>	Basic knowledge of micro and macroeconomics		
<b>Course contents</b>	<p>Financial ratio analysis (liquidity ratios, profitability ratios, activity ratios and debt ratios)</p> <p>The concept, measurement and analysis of production</p> <p>Case studies</p> <p>Test</p> <p>Definition, functions and types of economic analysis</p> <p>Reading of financial statement (incl. balance sheet, profit and loss account, cash flow statement, additional information to the financial statement)</p> <p>Preliminary analysis of financial statements</p> <p>Du Pont analysis</p> <p>Trade credit management</p> <p>Test</p>		
<b>Assessment methods</b>	<p>Information lecture</p> <p>Explanations</p> <p>Case method</p> <p>Multimedia presentations</p> <p>The test at the end of the classes</p>		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Zvi Bodie, Robert C. Merton., Finance, Prentice Hall, Upper Saddle River, New York, 2000</li> <li>2. Lawrence J. Gitman., Principles of managerial finance,, Addison-Wesley, Reading, Massachusetts, 2000</li> <li>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</li> <li>4. Erich A. Helfert, Financial Analysis Tools and Techniques : A Guide for Managers, McGraw-Hill Education, New York, NY, United States, 2001</li> <li>5. Leopold A. Bernstein , John J. Wild, Analysis of Financial Statements, McGraw-Hill Education, New York, NY, United States, 1999</li> </ol>		
<b>Knowledge</b>	Student knows what is the economic analysis, and knows its methods		
<b>Skills</b>	The student can choose the method of economic analysis according to his/her needs		
<b>Other social competences</b>	he student is aware of the need for learning throughout life.		

<b>Course title</b>	Entrepreneurship		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Błażej Suproń	<b>E-mail address to the person</b>	Blazej.Supron@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-49-Z	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	<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>		
<b>Entry requirements</b>	<p>Basic knowledge of microeconomics</p> <p>Knowledge of the use of Microsoft Office</p> <p>Basic business knowledge</p>		
<b>Course contents</b>	<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> <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. The role of a business plan. Principles of preparing a business plan.</p> <p>Colloquium</p>		
<b>Assessment methods</b>	<p>Lecture</p> <p>Project - 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>Colloquium</p>		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Bygrave W. D., Entrepreneurship 3rd Edition, John Wiley &amp; Sons, 2014</li> <li>2. Curtis V., Creating a Business Plan For Dummies, Wiley Publishing, 2014</li> <li>3. Finch B., How to Write a Business Plan, Kogan Page Ltd, 2019</li> <li>4. Vaughan E., The FT Essential Guide to Writing a Business Plan, Pearson Education Limited, 2015</li> </ol>		
<b>Knowledge</b>	<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>		
<b>Skills</b>	<p>The student is able to use the basic categories of entrepreneurship.</p> <p>Student Can use basic knowledge and information.</p>		
<b>Other social competences</b>	<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>		

<b>Course title</b>	European Economic Policies		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecture		
<b>Person responsible for the course</b>	Ileana Tache	<b>E-mail address to the person</b>	ileanatache@unitbv.ro
<b>Course code (if applicable)</b>	WEKON-1-52-L	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	Microeconomics and Macroeconomics, History of European Integration.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Conceptualizing European Economic Policies (2 hours) EU Integration theories / Economic theories / Global economic integration</li> <li>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</li> <li>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</li> <li>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</li> <li>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?</li> <li>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</li> <li>7. Financing the European Union – the Community Budget (2 hours) Budget contributions and spending / Budgetary Process / Financial Perspectives and enlargement</li> <li>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?</li> <li>9. Taxation Policy (2 hours) Indirect Taxation / Direct Taxation / Tax Competition or Tax Coordination? / Should there be an EU Tax?</li> <li>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</li> <li>11. Industrial and Enterprise Policy (2 hours) Concerns of Competitiveness / Small and medium sized enterprises / Information and Telecommunications industries</li> <li>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</li> <li>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</li> <li>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</li> <li>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</li> </ol>		
<b>Assessment methods</b>	Lectures (based on ppt presentations, inter-activity and dialogue), Seminar discussions, Case studies.		

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.

During the course students' activity and ability to apply their knowledge in relation to the case shall be assessed

<b>Recommended readings</b>	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
<b>Knowledge</b>	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
<b>Skills</b>	- 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
<b>Other social competences</b>	- Understands the importance and importance of economic policy - Is aware of the role of economic policy and knows the mechanism of its functioning

<b>Course title</b>	European Integration		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Agnieszka Brelik	<b>E-mail address to the person</b>	Agnieszka.Brelik@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-57-Z	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<p>Writing models (projects)</p> <p>Introduction</p> <p>What is Integration?</p> <p>The Meaning of the European Integration</p> <p>The Origins and Motivations of the European Integration Process</p> <p>Institutions and Actors of the European Union</p> <p>The Functions and Effects of the European Commission</p> <p>The European Council and the Council of the European Union</p> <p>The Evolution, Power and the Influence of the European Parliament</p> <p>The Composition, Structure and the Procedures of the European Court of Justice</p> <p>The Court of Auditors and the Other Institutions</p> <p>Decision-Making Policy of the European Union</p> <p>The Ordinary Legislative Procedure</p> <p>The Open Method Coordination</p> <p>Some Policies of the European Integration</p>		
<b>Assessment methods</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with projects. Project presentation		
<b>Recommended readings</b>	<p>1. Hansen J. D., Nielsen J. U. M, An Economic Analysis of the European Union, McGraw-Hill, London, 1999, 1999</p> <p>2. Eijffinger S., de Haan J, European Monetary and Fiscal Policy, Oxford University Press,, Oxford, 2000</p>		
<b>Knowledge</b>	Students will be able to understand, analyze and assess the developments, actors, institutions of European integration		
<b>Skills</b>	<ul style="list-style-type: none"> <li>- 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</li> <li>- Student understands and is able to correctly interpret current phenomena social in international and national dimension.</li> </ul>		
<b>Other social competences</b>	<ul style="list-style-type: none"> <li>- Student is able to interact and work in a group, taking on different roles</li> <li>- Student correctly identifies and resolves dilemmas related to practicing profession</li> </ul>		

<b>Course title</b>	Finance for Decision Making		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course / lecture		
<b>Person responsible for the course</b>	Dawid Dawidowicz	<b>E-mail address to the person</b>	Dawid.Dawidowicz@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-19-L	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	The main aim of the course is to familiarize students with the latest trends in making financial decisions in enterprises and then introduce the students to the world of derivatives and fundamentals of financial engineering		
<b>Entry requirements</b>	The students should have a basic understanding of economics, accounting and finance. Moreover students should have some knowledge of mathematics and/or basic statistics.		
<b>Course contents</b>	Cash flow analysis Economic Value Added calculations Working capital calculations Time value of money calculations Test The importance of information in financial decisions Data scientists and the new way how companies can use data A brief insight into derivatives: forward/futures contracts and options Using machine learning and business intelligence in the financial decisions Basics of Financial Engineering and Structured Finance: Special Purpose Vehicles (SPV), Structuring investments Test		
<b>Assessment methods</b>	Lectures, exercises The test at the end of the classes		
<b>Recommended readings</b>	1. Jeff Madura, Roland Fox, International Financial Management,, 2011		
<b>Knowledge</b>	Students understand how important new methods of analysis based on machine learning are in making decisions Students know how important the data are and how important is their quality		
<b>Skills</b>	The student knows how to use derivative instruments to hedge against various types of risk on the market Students can calculate the value of the company, calculate working capital, time value of money and can explain the company's cash flow		
<b>Other social competences</b>	The student is aware of lifelong learning		

<b>Course title</b>	Human Resources Management		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course / lecture		
<b>Person responsible for the course</b>	Katsiaryna Volkava	<b>E-mail address to the person</b>	wekon@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-20-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	Develop a working knowledge of Human Resources Management Link Human Resources Management theory with Human Resources Management practice Analyze Human Resources Management case studies		
<b>Entry requirements</b>	There aren't any		
<b>Course contents</b>	Writing models (presentation) 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 Oral colloquium		
<b>Assessment methods</b>	Giving methods (informative lecture, story, description, explanation) Problem method (problem lecture) 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 presentation using the implemented methods in the form of double groups Oral colloquium		
<b>Recommended readings</b>	1. Armstrong M., The Handbook of Human Resource Management Practice, Kogan Page, London, 2003		
<b>Knowledge</b>	As a result of course, the student should: - Give the definition of human resource management - Characterize the functions of human resource management - Explain the importance of human resource planning in the organization - Give the definition of recruitment and selection process		
<b>Skills</b>	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		
<b>Other social competences</b>	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		



<b>Course title</b>	International Marketing		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Joanna Hernik	<b>E-mail address to the person</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-23-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	<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>		
<b>Entry requirements</b>	Principles of marketing		
<b>Course contents</b>	<p>The best practices in International marketing</p> <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>		
<b>Assessment methods</b>	<p>lectures with discussion</p> <p>movie</p> <p>case study</p> <p>Written short test</p> <p>in-class participation</p> <p>project</p>		
<b>Recommended readings</b>	<p>1. Svend Hollensen, Marc Oliver Opresnik, International Marketing: Principles and Practice: A management-oriented approach, Independently Published, 2021, ISBN-13: 979-8474275802</p> <p>2. Cateora Ph. (et al.), International marketing, McGraw Hill, New York, 2011</p>		
<b>Knowledge</b>	<p>a student can develop marketing programs for international companies</p> <p>a student knows how to identify the best practices in International marketing</p> <p>a student can forecast social processes and phenomena related to international business</p>		
<b>Skills</b>	<p>a student is able to create a marketing activity plan</p> <p>a student creates conception of international activity</p>		
<b>Other social competences</b>	The student is able to create and evaluate the international development of a company		

<b>Course title</b>	Logistic Management		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Andra Zvirbule	<b>E-mail address to the person</b>	andra.zvirbule@llu.lv
<b>Course code (if applicable)</b>	WEKON-1-62-Z	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	<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>		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<p>Writng models (projects)</p> <p>Overview of Logistics</p> <p>Supply Chain Managment</p> <p>Inventory Managment</p> <p>International Logistics</p> <p>Supply Chain Finance</p> <p>Logistics IT</p> <p>Outscouring Logistics</p> <p>Future Logistics Management</p> <p>Oral colloquium</p>		
<b>Assessment methods</b>	<p>Giving methods ( informative lecture, story, description, explanation)</p> <p>Problem method ( problem lecture)</p> <p>Activating methods (project)</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</p> <p>Oral colloquium</p>		
<b>Recommended readings</b>	1. Coyle, Langley, Contemporary Logistics, Muprhy Wood, 2011, 10 edition, ISBN 978-0-13-611-77-4		
<b>Knowledge</b>	<p>As a result of course, the student should:</p> <ul style="list-style-type: none"> <li>- Give the definition of Management</li> <li>- Characterize the functions of Logistics Managment</li> <li>- Explain the iomportance of Logistics Management</li> <li>- Give the definition of Logistics</li> </ul>		
<b>Skills</b>	<p>a result of course, the student should:</p> <ul style="list-style-type: none"> <li>- 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</li> <li>- 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</li> <li>- an understanding of how works of future concepts logistics management.</li> </ul>		
<b>Other social competences</b>	<p>As a result of course, the student:</p> <ul style="list-style-type: none"> <li>- Will be creative in the use of proper tools of Logistics Managements</li> <li>- Will be capable of use in practice the acquired knowledge of Logistics Management</li> </ul>		

<b>Course title</b>	Marketing Research		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Joanna Hernik	<b>E-mail address to the person</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-65-L	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Student should use different research methods, should evaluate their usefulness, should create own research agenda, and should use online research tools		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<p>Implementation of a selected research topic</p> <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>		
<b>Assessment methods</b>	<p>PP presentations</p> <p>case studies</p> <p>practical analysis of market data</p> <p>field research - project</p> <p>In-class participation</p> <p>research project</p> <p>attendance</p>		
<b>Recommended readings</b>	<p>1. Dawn Iacobucci, Marketing Research: Methodological Foundations, Createspace Independent Publishing Platform, 12, 2018, ISBN-13: 978-1983654466</p> <p>2. Joseph Hair, Essentials of Marketing Research, McGraw Hill Higher Education, 2012</p>		
<b>Knowledge</b>	<p>student is able to analyze the essence of market research</p> <p>can prepare a research project useful for a company</p>		
<b>Skills</b>	a student can decide on marketing methods		
<b>Other social competences</b>	a student conducts according ethical rules of research		

<b>Course title</b>	Mathematics		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	laboratory course / lecture		
<b>Person responsible for the course</b>	Joanna Perzyńska	<b>E-mail address to the person</b>	joanna.perzynska@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-53-Z	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	<p>Gaining basic knowledge of mathematical analysis and linear algebra  Students will obtain skills in: finding local and global extremum of functions, matrix operations, solving systems of linear equations, application of computer software to solving mathematical problems</p>		
<b>Entry requirements</b>	Foundations of mathematics		
<b>Course contents</b>	<p>Examining the course of function variability. Creating functions graphs using computer programs  Calculating partial derivatives of functions of two or more variables  Extremum problems - traditional and computer solving  Practical test 1  Matrix operations. Finding the inverse matrix  Solving matrix equations  Solving systems of linear equations  Practical test 2  The derivative of a function of one variable. Partial derivatives of functions of two or more variables  Extremes of functions  Matrix theory  Systems of linear equations  Theory test</p>		
<b>Assessment methods</b>	<p>Lecture with multimedial presentation  Exercises during laboratories  In-class activity and participation  Written tests</p>		
<b>Recommended readings</b>	<p>1. M.Pemberton, N.Rau, Mathematics for Economists, Manchester University Press, 2012  2. Dr. SC Aggarwal, Dr. RK Rana, Basic Mathematics for Economists, FK Publications, 2010</p>		
<b>Knowledge</b>	The student will gaining basic knowledge of mathematical analysis and linear algebra		
<b>Skills</b>	<p>The student can use the learned definitions and theorems of mathematical analysis to solve practical tasks  The student will obtain skills in: finding local and global extremum of functions, matrix operations, solving systems of linear equations, application of computer software to solving mathematical problems</p>		
<b>Other social competences</b>	The student mastered the principles of individual and group work		

<b>Course title</b>	Multinational Finance		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course / lecture		
<b>Person responsible for the course</b>	Dawid Dawidowicz	<b>E-mail address to the person</b>	Dawid.Dawidowicz@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-28-L	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	<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>		
<b>Entry requirements</b>	The students should have a basic understanding of economics, accounting and finance.		
<b>Course contents</b>	<p>Cross rate calculations</p> <p>Global Cost and Availability of Capital</p> <p>Currency Swaps</p> <p>Measure of systematic, unsystematic and total risk</p> <p>Test</p> <p>Foreign Exchange Rate Determination &amp; Forecasting</p> <p>Forex - general information</p> <p>The importance of interest rates for the financial market</p> <p>Financing the Global Firm</p> <p>International Portfolio Theory and Diversification</p> <p>Test</p>		
<b>Assessment methods</b>	<p>Classes will be conducted in the form of lectures and exercises promoting broad student participation through case studies.</p> <p>Test</p>		
<b>Recommended readings</b>	1. Michael Moffett, Arthur Stonehill, David Eiteman, Fundamentals of Multinational Finance, International 3rd Edition, 2011		
<b>Knowledge</b>	<p>The student knows what factors affect the exchange rate</p> <p>At the successful completion of this course students will have a knowledge of multinational finance</p>		
<b>Skills</b>	<p>The student is able to measure systematic, unsystematic and total risk</p> <p>Students know how to calculate the cross rates and how to use financial tools to minimize or change the risk</p>		
<b>Other social competences</b>	The student is aware of lifelong learning		

<b>Course title</b>	Operational Research		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	laboratory course / lecture		
<b>Person responsible for the course</b>	Maciej Oesterreich	<b>E-mail address to the person</b>	Maciej.Oesterreich@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-46-Z	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	To gain basic theoretical and practical knowledge about application of linear programming methods to help make decisions which minimize or maximize economic effect (profit / cost). To gain skills in the use of computer programs to solve linear programming problems.		
<b>Entry requirements</b>	Completed courses of mathematics, statistics, econometrics. Basic knowledge of economics.		
<b>Course contents</b>	<p>Linear programming: graphical method</p> <p>Linear programming: SIMPLEX method</p> <p>Application of spreadsheets (MS Excel, LibreOffice) in solving linear programming problems</p> <p>Practical test 1</p> <p>Linear programming: dual models</p> <p>Linear programming: sensitivity analysis</p> <p>Linear programming: integer programming</p> <p>Practical test 2</p> <p>Linear programming - basic definition</p> <p>Universal methods of solving linear programming problems</p> <p>Linear programming: dual programs</p> <p>Linear programming: sensitivity analysis</p> <p>Linear programming: integer programming</p> <p>Theory test</p>		
<b>Assessment methods</b>	Lecture with multimedial presentation Exercises during laboratories In-class activity and participation. Written tests.		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>Lieberman G.J., Hillier F.S., Introduction to Operations Research, McGraw-Hill, 2021, 11</li> <li>Murthy P.R, Operations Research, New Age International, 2007, 2</li> <li>Srinivasan G., Operations Research. Principles and Applications, PHI Learning, New Delhi, 2010, 2</li> </ol>		
<b>Knowledge</b>	Student will gain basic knowledge about: construction of decision models, application of linear programming methods to solve various types of economic problems, application of computer software in calculation.		
<b>Skills</b>	<p>The student is able to formulate a decision problem and make it the choice of research methods.</p> <p>The student is able to apply appropriate methods and IT tools to solve decision problems and make interpretation of the results of the conducted research, and also refer to it into business practice.</p>		
<b>Other social competences</b>	The student has mastered the principles of individual and team work.		

<b>Course title</b>	Organization And Management		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecture		
<b>Person responsible for the course</b>	Wojciech Lewicki	<b>E-mail address to the person</b>	Wojciech.Lewicki@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-29-Z	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Develop a working knowledge of Organization And Management Link Organization And Management theory with Organization And Management practice Analyze Organization And Managemtn case studies		
<b>Entry requirements</b>	There aren't any		
<b>Course contents</b>	The process of management The manager and the organization Management styles Delegation Motivation Leadership Managing stress Managing conflict The control process Oral colloquium		
<b>Assessment methods</b>	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 Oral colloquium		
<b>Recommended readings</b>	1. Armstrong M., Armstrong's Essential Human Resource Management Practice, A Guide to People Management, Kogan Page, 2010		
<b>Knowledge</b>	As a result of course, the student should: - Give the definition of the management process - Give the definiition of the organization - Characterize the role of leadership - Give the definition of leadership - Know the stages of delegation process		
<b>Skills</b>	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 resoulution in the organization - Be able to put into practice techniques for reducing stress		
<b>Other social competences</b>	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		

<b>Course title</b>	Principles of Marketing		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Joanna Hernik	<b>E-mail address to the person</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-30-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	Develop a working knowledge of marketing Link marketing theory with marketing practice Develop and analyze marketing cases effectively utilizing marketing diagnostics Application of marketing tools		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	The best practices in advertising 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.		
<b>Assessment methods</b>	lectures with PP presentations discussion films case studies attendance, in-class participation, homework project short written test		
<b>Recommended readings</b>	1. Ph. Kotler, Gary Armstrong, Lloyd C. Harris, Hongwei He, Principles of Marketing (European edition), Pearson Education, 2019, 8, ISBN-13: 978-1292269566 2. Ph. Kotler and G. Armstrong, Principles of Marketing, Prentice Hall, <a href="http://library.aceondo.net/ebooks/Business_Management/Principles_of_Marketing(14th.Edition).pdf">http://library.aceondo.net/ebooks/Business_Management/Principles_of_Marketing(14th.Edition).pdf</a> , 2012, pdf		
<b>Knowledge</b>	student knows how to prepare a marketing program for a company a student knows an advertising strategy elements		
<b>Skills</b>	a student can analyse the basic elements of marketing conception a student can apply theoretical knowledge in practice		
<b>Other social competences</b>	a students show creativity in marketing activities		



<b>Course title</b>	Project Management Tools and Techniques		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Kleanthis Sirakoulis	<b>E-mail address to the person</b>	sirakoul@teilar.gr
<b>Course code (if applicable)</b>	WEKON-1-33-Z	<b>ECTS points</b>	6
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	4	<b>Hours per semester</b>	60
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	Basic mathematics and economics		
<b>Course contents</b>	<p>Writing models ( projects)</p> <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> <p>6) written test</p>		
<b>Assessment methods</b>	<p>Classes will be conducted in lecture and discussion format promoting extensive student participation with case studies</p> <p>During the course students activity and at the ability to apply their knowledge in relation to the case shall be assessed</p> <p>A reserch project using the impelmented methods in the form of double groups</p> <p>written test</p>		
<b>Recommended readings</b>	<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 &amp; Sons, Inc, New York, 2001</p>		
<b>Knowledge</b>	<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>		
<b>Skills</b>	<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>		
<b>Other social competences</b>	<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>		

<b>Course title</b>	Psychology of Marketing		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecturing course / lecture		
<b>Person responsible for the course</b>	Karolina Ertmańska	<b>E-mail address to the person</b>	karolina.ertmanska@zut.edu.pl
<b>Course code (if applicable)</b>	Ekon_1D_Z	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>To acquaint students with the basic issues of psychological influences in marketing</p> <p>Developing the ability to solve practical problems related to creating effective marketing messages</p> <p>Familiarizing students with the results of research on consumer psychology and its role in formulating marketing messages by the company</p>		
<b>Entry requirements</b>	Basics of marketing		
<b>Course contents</b>	<p>The impact of marketing on consumer attitudes</p> <p>Consumer behaviour</p> <p>The roles and stages in the buying process</p> <p>Psychology of the advertising message</p> <p>Psychology rules in marketing</p> <p>The impact of marketing on consumer attitudes</p> <p>Consumer behaviour</p> <p>The roles and stages in the buying process</p> <p>Psychology of the advertising message</p> <p>Psychology rules in marketing</p>		
<b>Assessment methods</b>	<p>information lecture</p> <p>conversational lecture</p> <p>case studies</p> <p>staging</p> <p>discussion</p> <p>film</p> <p>attendance</p> <p>in-class activity</p> <p>mandatory tasks and excercises</p> <p>written test</p>		
<b>Recommended readings</b>	1. Martin M Evans, Gordon Foxall, Ahmad Jamal, Consumer Behaviour, J. Wiley & Sons, New York, 2011		
<b>Knowledge</b>	after completing the course students should known the principles of psychological influences effectively used in marketing		
<b>Skills</b>	a student can analyse the basic elements of consumer behaviour		
<b>Other social competences</b>	a student show creativity in marketing excercises		

<b>Course title</b>	Quality Management in Business		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Katsiaryna Volkava	<b>E-mail address to the person</b>	wekon@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-35-Z	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	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		
<b>Entry requirements</b>	There aren't any		
<b>Course contents</b>	Writing models ( projects) The definition of Quality Management The nature of Quality Management Quality Management principles Quality planning Quality control Quality improvement Quality assurance Written test		
<b>Assessment methods</b>	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 Written test		
<b>Recommended readings</b>	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		
<b>Knowledge</b>	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		
<b>Skills</b>	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		
<b>Other social competences</b>	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		

<b>Course title</b>	Real estate market		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecture		
<b>Person responsible for the course</b>	Anna Oleńczuk-Paszal	<b>E-mail address to the person</b>	Anna.Olenczuk-Paszal@zut.edu.pl
<b>Course code (if applicable)</b>	W-EKON-1-REM	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	15
<b>Objectives of the course</b>	Indication of the importance of the real estate market analysis in occupations related to the real estate market and in the market economy		
<b>Entry requirements</b>	Skills requirements: the student is able to analyze data, perform math operations, use the excel program Competence requirements: the student is able to work in a group, independently develop the indicated problem and formulate conclusions		
<b>Course contents</b>	Real estate as an economic good. Features and functions of real estate in a market economy Value and the price of the property. Types of values. Factors affecting the value of the property. Real estate market - definition and classification Functions and specific features of the real estate market Participants in the real estate market. Determinants of the real estate market Research and analysis of the real estate market State intervention in the real estate market Functioning of real estate markets in Poland and in selected countries Colloquium		
<b>Assessment methods</b>	Problem-based methods - seminar discussion, explanations and interpretation Activating methods - case method, didactic discussion Assessment of student's achievements by asking questions during classes Written colloquium		
<b>Recommended readings</b>	1. D.L. Brett, A. Schmitz, Real Estate Market Analysis: Methods and Case Studies, Urban Land Institute, 2015 2. R. Mourouzi-Sivitanidou, P. Sivitanides, Market Analysis for Real Estate Market Analysis for Real Estate, Routledge, 2020 3. R. Koziarkiewicz, Dictionary of Real Estate Market. English-Polish, Polish-English. Słownik rynku nieruchomości. Angielsko-polski, polsko-angielski, CH Beck, Warszawa, 2008 4. J. Kahr, M.C. Thomsett, Real Estate Market Valuation and Analysis, John Wiley & Sons, 2005		
<b>Knowledge</b>	Identifies the directions of research and analysis on the real estate market and criteria for the division of real estate markets Solves problems formulated by the teacher in the field real estate market analysis		
<b>Skills</b>	Is able to carry out analyzes and assess the current situation of selected real estate markets		
<b>Other social competences</b>	Aware of the need to analyze the real estate market and assess the current situation on real estate markets in selected countries		

<b>Course title</b>	Real estate trade		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecture		
<b>Person responsible for the course</b>	Monika Śpiewak-Szyjka	<b>E-mail address to the person</b>	monika.spiewak-szyjka@zut.edu.pl
<b>Course code (if applicable)</b>	W-EKON-1-RET	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	<p>Acquiring basic knowledge about real estate trading in Poland</p> <p>Understanding the rules, professional standards, ethics and organization of a real estate agents</p> <p>Acquainting with the principles of conducting transactions on the real estate market</p> <p>The acquisition of the ability to complete and verify the documents necessary to carry out the transaction</p> <p>Mastering real estate trading procedures in Poland</p>		
<b>Entry requirements</b>	General knowledge of the market and real estate management		
<b>Course contents</b>	<p>Introduction to real estate trading issues</p> <p>Legal status of the real estate agent</p> <p>Professional organizations of real estate agents</p> <p>Professional organizations of real estate appraisers</p> <p>Procedures and transactions in the real estate market</p> <p>Cooperation of a real estate agent related to financial and banking institutions</p> <p>A notary in the real estate market</p> <p>Management of a real estate agency</p> <p>The essence and role of real estate trading, professional activity of the real estate agent</p> <p>Offer as defined by civil law</p> <p>Acquiring people interested in a transaction</p> <p>Cooperation with other agents</p> <p>Test</p>		
<b>Assessment methods</b>	<p>Lecture with multimedia presentation</p> <p>Discussion</p> <p>Assessment of activity in the classroom</p> <p>Test result</p>		
<b>Recommended readings</b>	<p>1. Z. Brzeziński, Pośrednik na rynku nieruchomości, Poltext, Warszawa, 2011</p> <p>2. R. Doganowski, Obrót nieruchomościami w teorii i praktyce, PWN, Warszawa, 2012</p>		
<b>Knowledge</b>	The student is able to properly analyze the real estate agency agreement, correctly prepare a description of the transaction, and also knows what sources of information about real estate is used by the broker during the transaction.		
<b>Skills</b>	Student performs the tasks formulated by the teacher		
<b>Other social competences</b>	The student is able to properly analyze the real estate agency agreement, correctly prepare a description of the transaction, and also knows what sources of information about real estate is used by the broker during the transaction.		

<b>Course title</b>	Statistical Taxonomy		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Maciej Oesterreich	<b>E-mail address to the person</b>	Maciej.Oesterreich@zut.edu.pl
<b>Course code (if applicable)</b>	Ekon-01-ST_ZL	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	To gain by theoretical and practical knowledge about application statistical methods of classification of multi-feature objects.		
<b>Entry requirements</b>	Completed courses of mathematics, statistics and econometrics. Basic knowledge of economics.		
<b>Course contents</b>	<p>Preparation of statistical data.</p> <p>Selection of diagnostic features. Parametric Hellwig's method.</p> <p>Selected methods of normalization and standardization of statistical data.</p> <p>Pattern and non-pattern taxonomic measure of Hellwig's development.</p> <p>TOPSIS method.</p> <p>Preparation of own projects by students.</p> <p>Introduction. Basic definitions.</p> <p>Selection of diagnostic features.</p> <p>Selected methods of normalization and standardization of statistical data.</p> <p>Selected methods of constructing of taxonomic synthetic measures.</p> <p>Theory test.</p>		
<b>Assessment methods</b>	<p>Lecture with multimedial presentation</p> <p>Exercises during laboratories</p> <p>In-class activity and participation.</p> <p>(Theory) Written tests.</p> <p>(Practical) Project.</p>		
<b>Recommended readings</b>	<p>1. Aggarwal Ch.C., Data Classification: Algorithms and Applications, Chapman &amp; Hall/CRC, New York, 2015, 1</p> <p>2. Bąk I., Markowicz I., Mojsiewicz M., Wawrzyniak K., Formulas and Tables, CeDeWu, Warszawa, 2021, 1</p>		
<b>Knowledge</b>	<p>Student gaining basic knowledge of statistical methods of data classification.</p> <p>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 .</p>		
<b>Skills</b>	Student is able to apply the basic data classification methods in the analysis of phenomena socio-economic		
<b>Other social competences</b>	The student mastered the principles of individual and group work.		

<b>Course title</b>	Statistics		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	laboratory course / lecture		
<b>Person responsible for the course</b>	Joanna Perzyńska	<b>E-mail address to the person</b>	joanna.perzynska@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-37-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	<p>The 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>The student should be able to make statistical analysis in various statistical programs (eg. Statistica)</p>		
<b>Entry requirements</b>	Completed courses of mathematics		
<b>Course contents</b>	<p>Presentation of statistical material - construction of statistical series and tables, drawing up statistical charts based on raw statistical material</p> <p>Calculation and interpretation of classical and positional parameters characterizing the empirical distribution of features in the statistical population. Comprehensive analysis of the structure</p> <p>Practical test 1</p> <p>Determination and interpretation of the relationship strength measures for qualitative characteristics, strength and direction of the relationship for quantitative characteristics and parameters of the linear regression function</p> <p>Determination and interpretation of increments and individual indicators</p> <p>Mechanical and analytical trend determination. Determination and interpretation of absolute and relative measures characterizing seasonal fluctuations</p> <p>Practical test 2</p> <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> <p>Theory test</p>		
<b>Assessment methods</b>	<p>Lecture with multimedial presentation</p> <p>Exercises during laboratories</p> <p>In-class activity and participation</p> <p>Written tests</p>		
<b>Recommended readings</b>	<p>1. Anderson D.R., Sweeney D.J., Williams T.A., Statistics For Business And Economics, Cengage Learning, South-Western, 2019, 4</p> <p>2. Aczel A.D., Sounderpandian J., Complete Business Statistics, McGraw-Hill, 2008, 7</p> <p>3. Bąk I., Markowicz I., Mojsiewicz M., Wawrzyniak K., Formulas and Tables, CeDeWu, Warszawa, 2021, 1</p>		
<b>Knowledge</b>	The student will gain basic knowledge about 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		
<b>Skills</b>	<p>The student can organize a statistical survey, collect, present and analyze statistical material</p> <p>The student is able to apply appropriate statistical methods and tools and interpret the results of conducted research, as well as refer them to business practice</p>		
<b>Other social competences</b>	The student mastered the principles of individual and group work		

<b>Course title</b>	Strategic Investing		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Aleksandra Grzesiuk	<b>E-mail address to the person</b>	agrzesiuk@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-38-Z	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>Students learn how to design individual investing strategy, to achieve investor's financial and investment goals</p> <p>a/ what guides an investor's decisions based on goals, risk tolerance, and future needs for capital</p> <p>b/ as this is done by institutional investors such as fund companies, insurances or highly profitable and liquid non-banks.</p> <p>c/ investment strategies for individuals as investments for retirement period</p> <p>In doing so the student have a close look at targets, asset classes and investment strategies; , time period and investment portfolio;l capture differenced in investment strategieg in different countries</p>		
<b>Entry requirements</b>	The students should have a basic understanding of economics, accounting and finance (e.g. Corporate Finance).		
<b>Course contents</b>	<p>Markets and Instruments - Money Markets, Fixed-Income Capital Markets, Equities, Indexes, Derivatives, Countries</p> <p>Portfolio Theory - Risk and Risk Aversion - Asset Allocation - Portfolio Management - Investment Strategies</p> <p>The critical connection between macro- and micro-investing</p> <p>Asset Allocation</p> <p>Sector Rotation</p> <p>Style Investing</p> <p>Strategies for Individual Investors - differencec between countries</p> <p>Strategies for Individual Investors - strategies for retirement period</p> <p>Introduction: Remembering the Main Themes of Investments - 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>Markets and Instruments - Money Markets, Fixed-Income Capital Markets, Equities, Indexes, Derivatives, Countries</p> <p>Portfolio Theory - Risk and Risk Aversion - Asset Allocation - Portfolio Management - Investment Strategies</p> <p>Strategies for Individual Investors - strategies for retirement period</p>		
<b>Assessment methods</b>	<p>Lecture, workshop</p> <p>activity excercies during classes</p> <p>project</p> <p>presentation of a project</p>		
<b>Recommended readings</b>	<p>1. Joseph Calandro Calandro, CREATING STSRATEGIC VALUE: Applying Value Investing Principles to Corporate Management, COLUMBIA UNIV PR, 2020</p> <p>2. Stephen Horan, Robert R. Johnson, Thomas Robinson, Strategic Value Investing: Practical Techniques of Leading Value Investors, MCGRAW HILL BOOK CO, 2014</p> <p>3. Madura, Jeff and Fox, Roland, International Financial Management,, Cengage Learning EMEA, Hampshire UK, 2014</p>		
<b>Knowledge</b>	Student has in-depth knowledge of the types of individual investments		
<b>Skills</b>	Student is able to analyze the investment, understands the complexity of investment decisions, is able to prepare an investment portfolio for various investors		
<b>Other social competences</b>	Obtaining skills in group working, team discussion and public presentation		



<b>Course title</b>	Strategic Management		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Gunta Grinberga-Zalite	<b>E-mail address to the person</b>	gunta.birojs@gmail.com
<b>Course code (if applicable)</b>	WEKON-1-39-L	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<p>Company's characteristics</p> <p>PEST analysis</p> <p>Scenario analysis</p> <p>Porter's Five Forces</p> <p>Critical Success Factors</p> <p>Core Competence Analysis</p> <p>Porter's Value Chain</p> <p>SWOT analysis</p> <p>Strategic choice proposal</p> <p>Project summary</p> <p>Introduction: strategy and management</p> <p>General and competitive environment</p> <p>Resources and Capabilities</p> <p>Porter's value chain</p> <p>Evaluation of company's competitive position</p> <p>Strategy formulation</p> <p>Final assessment</p>		
<b>Assessment methods</b>	<p>Interactive conversatory lectures</p> <p>Didactic discussion that refers to lecture theoretical content and to the analysis of case studies</p> <p>Project exercises</p> <p>in-class discussion</p> <p>team project exercises</p> <p>individual project exercises</p> <p>final individual discussion</p>		
<b>Recommended readings</b>	<p>1. Whittington R., Regner P., Angwin D., Johnson G., Scholes K., Exploring Strategy. Text and Casess, Pearson Education, 2019, 12th</p> <p>2. Grant R.M., Contemporary Strategy Analysis, Wiley, 2021, 11th</p>		
<b>Knowledge</b>	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.		
<b>Skills</b>	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.		

<b>Course title</b>	Sustainable Development		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Aleksandra Grzesiuk	<b>E-mail address to the person</b>	agrzesiuk@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-74-Z	<b>ECTS points</b>	3
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<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>		
<b>Entry requirements</b>	Principles of Economics		
<b>Course contents</b>	<p>Best practices - case studies</p> <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>		
<b>Assessment methods</b>	<p>lecture and workshop</p> <p>activity exercises during classes</p> <p>presentation</p>		
<b>Recommended readings</b>	<p>1. Niko Roorda, Fundamentals of Sustainable Development, Routledge, 2020, Edycja 3</p> <p>2. John Blewitt, Understanding Sustainable Development, Routledge, 2017, Edycja 3.</p> <p>3. J. D. Sachs, The Age of Sustainable Development, Columbia University Press, New York, 2015</p>		
<b>Knowledge</b>	student characterizes and identifies the key issues of sustainable development concept		
<b>Skills</b>	student analysis and interprets the process of SD		
<b>Other social competences</b>	student identifies social, political and economic problems connected with SD		

<b>Course title</b>	Tourism and Environment		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Bartosz Mickiewicz	<b>E-mail address to the person</b>	Bartosz.Mickiewicz@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-71-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	Lectures focused on modern trends in tourism vis-à-vis protection of the environment; Sustainable development of tourism		
<b>Entry requirements</b>	Students (both under and post graduate)		
<b>Course contents</b>	Project done by students as their own work according to the subject told by the teacher Economy versus Ecology Tourism Exploitation and Nature Protection Agenda 21 in Tourism Sustainable Tourism Development Future of Tourism		
<b>Assessment methods</b>	Lectures, power point presentations Written test of knowledge, own project presentation Estimation of group work of students		
<b>Recommended readings</b>	1. Tuntev Z. FTU Ohrid, Tourism and Environment,, FTU Ohrid, 2005		
<b>Knowledge</b>	Student characterizes and identifies the key issues of tourism and environment		
<b>Skills</b>	Student can demonstrate correlations between the tourist attractiveness of the region (places) and tourist traffic and its impact on the natural environment.		
<b>Other social competences</b>	Student notices tourist attractiveness (tourist functions) and environmental threats resulting from high tourist traffic (tourism dysfunctions).		

<b>Course title</b>	Tourism Business in the European Union		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	project course / lecture		
<b>Person responsible for the course</b>	Agnieszka Brelik	<b>E-mail address to the person</b>	Agnieszka.Brelik@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-43-L	<b>ECTS points</b>	4
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	2	<b>Hours per semester</b>	40
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	Principles of Economics		
<b>Course contents</b>	<p>Writing models (projects)</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. The importance of tourism in EU</li> <li>3. Position of tourism in the organizational structure of EU</li> <li>4. Competences of EU in the field of tourism</li> <li>5. Directives-solutions of EU in the field of tourism</li> <li>6. Tourism statistics - arrivals, receipts, expenditure and other economic indicators</li> <li>7. Information sources in the field of tourism</li> <li>8. Financing of the programs in the field of tourism</li> <li>9. Tourism policy in the EU</li> </ol>		
<b>Assessment methods</b>	<p>Classes will be conducted in lecture and discussion format promoting extensive student participation in case studies.</p> <p>A case study presentation</p>		
<b>Recommended readings</b>	1. Bhatia, A. K., International Tourism, Sterling Publishers,, New Delhi, 1998, 1998		
<b>Knowledge</b>	Student characterizes and identifies the key issues of tourism business in EU		
<b>Skills</b>	<p>During their studies, students will acquire skills in:</p> <ul style="list-style-type: none"> <li>-managing a tourist company in the EU,</li> <li>-market analysis and market research,</li> <li>-marketing of tourist services,</li> <li>-tourist service in the EU,</li> <li>-the use of e-tourism technologies in the EU.</li> </ul>		
<b>Other social competences</b>	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		

<b>Course title</b>	Tourism Management		
<b>Level of course</b>	second cycle		
<b>Teaching method</b>	lecture		
<b>Person responsible for the course</b>	Agnieszka Brelik	<b>E-mail address to the person</b>	Agnieszka.Brelik@zut.edu.pl
<b>Course code (if applicable)</b>	WEKON-1-75-Z	<b>ECTS points</b>	2
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	english
<b>Hours per week</b>	1	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Managing tourism demand</li> <li>2. Tourism consumer behaviour</li> <li>3. The economic impact of tourism</li> <li>4. The environmental impact of tourism</li> <li>5. Tourism development and planning</li> <li>6. Tourism under crises</li> <li>7. The tourism sector (attractions, accommodation, public sector and policy)</li> <li>8. Managing marketing for tourism</li> <li>9. Information technology in tourism</li> <li>10. The future of tourism</li> </ol>		
<b>Assessment methods</b>	Lectures and class discussion Group discussion		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Gill, S. Pushpinder,, 'Tourism Planning and Management', Anmol Publications,, 2003</li> <li>2. Holloway, J.C.,, 'The Business of Tourism', McDonald and Evans, 1983</li> </ol>		
<b>Knowledge</b>	Student characterizes and identifies the key issues of tourism management		
<b>Skills</b>	Student will be able to describe and analyze modern solutions used in tourist markets		
<b>Other social competences</b>	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		