

Facultative subjects- winter semester 2022/23

| Code | Title of lecture | Hours | ECTS | Language |
|----------------|---|-------|------|----------|
| 14.03.5336 | Basics of business project management <i>dr Aleksandra Borowicz</i> | 30 | 5 | English |
| 4.7.1054 | Brand Management (excluding IB students) <i>prof. UG dr hab. Joanna Pietrzak</i> | 30 | 5 | English |
| 4.1.0107 | Business English <i>CJO CJO</i> | 30 | 5 | English |
| 09.1.E.FR.510 | Business French <i>CJO CJO</i> | 30 | 5 | French |
| 09.1.E.FR.791 | Business German <i>CJO CJO</i> | 30 | 5 | German |
| 14.03.5339 | Business presentation workshop <i>prof. UG dr hab. Jacek Winiarski</i> | 30 | 5 | English |
| 04.1.E.FR.793 | Business Russian <i>CJO CJO</i> | 30 | 5 | Russian |
| 09.1.E.FR.252 | Business Spanish <i>CJO CJO</i> | 30 | 5 | Spanish |
| 14.03.5345 | Cultural Differences in Business (Excluding IB students) <i>prof. dr hab. Ewa Oziewicz</i> | 30 | 5 | English |
| 14.3.E.FZ.3692 | Developing career in Project Management - Scrum Fundamentals <i>dr Olga Dębicka</i> | 30 | 5 | English |
| 14.03.5344 | E-logistics Markets <i>prof. UG dr hab. Andrzej Jezierski</i> | 30 | 5 | English |
| 14.03.5346 | Entrepreneurship and Business Success <i>dr Andrzej Poszewiecki</i> | 30 | 5 | English |
| 14.03.5356 | Foreign Direct Investments in Poland and EU <i>prof. UG dr hab. Stanisław Umiński</i> | 30 | 5 | English |
| 14.03.5351 | Fundamentals of European Integration <i>dr Maciej Krzemiński, prof. UG dr hab. Stanisław Umiński</i> | 30 | 5 | English |
| 4.0.2405 | Fundraising in Non Governmental Organizations: How to assure resources for successful NGO operation? <i>mgr Christian Orobello, dr Andrzej Poszewiecki</i> | 30 | 5 | English |
| 14.03.5360 | International economics <i>prof. UG dr hab. Stanisław Umiński</i> | 30 | 5 | English |
| 4.7.1055 | International Marketing (excluding IB students) <i>dr Marek Reysowski</i> | 30 | 5 | English |
| 14.03.5361 | Logistics for Economic Processes <i>dr Leszek Reszka</i> | 30 | 5 | English |
| 4.0.2406 | Managerial Decision Making Exercises <i>prof. UG dr hab. Przemysław Kulawczuk</i> | 30 | 5 | English |
| 4.0.2410 | Managers of the Future. Leadership in Management Practical Workshops <i>mgr Christian Orobello</i> | 30 | 5 | English |
| 14.03.5365 | Mobility Challenges in Urban Logistics <i>dr Aleksander Jagiełło, prof. UG dr hab. Katarzyna Hebel, prof. UG dr hab. Krzysztof Grzelec, prof. UG dr hab. Dariusz Tłoczyński</i> | 30 | 5 | English |
| 14.03.5367 | Psychology <i>prof. UG dr hab. Jacek Winiarski</i> | 30 | 5 | English |
| 14.3.E.FZ.3507 | Regional Innovation System: theory and practice <i>prof. UG dr hab. Anna Golejewska</i> | 30 | 5 | English |
| 14.03.5370 | Shared Mobility <i>dr Agnieszka Ważna, dr Tomasz Bieliński</i> | 30 | 5 | English |
| 4.0.2408 | Small business management <i>prof. UG dr hab. Przemysław Kulawczuk</i> | 30 | 5 | English |
| 14.3.E.FZ.3509 | Social research design and methodology <i>prof. UG dr hab. Jacek Winiarski</i> | 30 | 5 | English |
| 14.03.5371 | Sustainable Urban Transport and Mobility <i>prof. UG dr hab. Katarzyna Hebel, prof. UG dr hab. Marcin Wołek, dr Aleksander Jagiełło</i> | 30 | 5 | English |
| 14.03.5374 | Understanding, managing and financing innovation processes <i>prof. UG dr hab. Anna Golejewska</i> | 30 | 5 | English |

| | | | | | | | | | | | | |
|--|---|--|-----------------|------------------------|--------------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Basics of business project management | | | | | | ECTS code | 14.03.5336 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 35 | | | | |
| Name of unit administrating study | OTHER | Field of study | Economics/MSG** | | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Aleksandra Borowicz, Ph.D. | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 30 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | 30 | Semester: | | 5, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | 20 | Type of course: | | optional | | | | | |
| Total number of hours: | | | | 50 | Language of instruction: | | English | | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Case studies, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | Organization and functioning of enterprises, microeconomics. | | | | | | | | | | | |
| Introductory requirements | Knowledge of the organization of investments in an enterprise, the basics of accounting, planning, organization of business activities. Ability to select and analyze data, logical reasoning and planning activities. | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Each of the classes will consist of two elements: an introduction prepared by the teachers and a workshop part that students perform during the classes. To pass the classes, at least 50% of the assigned work should be submitted with the group, obtaining min. 5 out of 10 planned points. The course will be conducted in cooperation with Mr. Christian Orobello. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The course aims to familiarize students with the basic issues of project management in business. Important elements to be taken into account when planning the project, methods of their preparation, data acquisition and contacts necessary for joint ventures will be indicated; based on numerous case studies, the stages of preparing a business project will be shown step by step. The workshop will allow students to put the acquired knowledge into practice. The workshop will be conducted in cooperation with Mr. Christian Orobello from U.S. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | MSG1_W04 | The student knows and understands that enterprises and other economic entities operate with the use of project methods. Can characterize project organizations operating on the basis of a project portfolio | | | | | | | | | | |
| | MSG1_W15 | The student is aware of the tools implemented on different stages of project management. Student understands the international surrounding of the project management and its possible impact on project. | | | | | | | | | | |
| | E1_W04 | The student understands relations and linkages between different actors of the project environment. | | | | | | | | | | |
| | E1_W07 | The student knows the basic principles and methods of financial planning in the projects. | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|---|--|--|---|
| MSG1_W04 | | | | | | | | | X | | | X |
| MSG1_W15 | | | | | | | | | X | | | X |
| E1_W04 | | | | | | | | | X | | | X |
| E1_W07 | | | | | | | | | X | | | X |

| | | |
|--------|----------|--|
| Skills | MSG1_U02 | The student can define the preconditions, schedule and plan for the implementation of a business project |
| | MSG1_U03 | The student is able to analyze the environment and determine the scope of its influence on the project. The student is able to identify project stakeholders and prepare a management plan for them. |
| | MSG1_U08 | Based on data on a specific company, the student plans design processes and makes economic decisions based on the data. |
| | E1_U01 | Student defines and analyses the the economic conditions of the project, especially in the economic aspects. |
| | E1_U06 | Students uses the technics of project management to take the practical decision in the area of project management. |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U02 | | | | | | | | | | | X |
| MSG1_U03 | | | | | | | | | | | X |
| MSG1_U08 | | | | | | | | | | | X |
| E1_U01 | | | | | | | | | | | X |
| E1_U06 | | | | | | | | | | | X |

| | | |
|-----------|----------|--|
| Attitudes | MSG1_K03 | The student participates in the implementation of social and economic projects using the analysis of the legal, administrative and economic environment. |
| | MSG1_K04 | The student actively participates in the work of the project group and takes responsibility for his actions. The student knows his competences and is able to indicate his role in the project. Shows entrepreneurial attitudes. |
| | E1_K03 | Students takes into consideration economic, political and social conditions for project starting and is active in the group in project planning process. |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K03 | | | | | | | | X | | | X |
| MSG1_K04 | | | | | | | | X | | | X |
| E1_K03 | | | | | | | | X | | | X |

Course contents
MODULE 1. Introduction and planning process.

- 1.1 Project approach to the business process. What is considered as a project, what is not?
- 1.2 Selected methodologies of project management: PMI, PRINCE, Project Cycle Management, AGILE, SCRUM.
- 1.3 How to find fuel for my project - the analysis of problems: Ishikawa diagram, the problem tree, 5whys.
- 1.4 Project environment. Analysis of the project environment and stakeholders.
- 1.5 What do we need to start a project: project charter, business plan or feasibility study?

MODULE 2. Selected areas of process management in projects.

- 2.1 Model of constraints (project triangle) as a basic tool for defining the scope of the project.
- 2.2 S.M.A.R.T. goal setting is the success factor of your project. What is the role of achievement-motivated people in the project?

2.3 Material, personal and financial scope of the project. What and whom do we need in the project?

2.4 Creation of the project team. Management of human resources.

2.5 Time and working packages: schedule and Work Breakdown Structure (WBS).

MODULE 3. How to organize a project team?

3.1 Ways of organizing a project team. Experience vs. competencies. IPMA methodology and the selection of project team members.

3.2 What is so specific about being a project manager?

3.3 Leadership in business organizations. Emotional Intelligence Assessment.

3.4 Cooperation in a project- the role of the manager in the project. Creation of effective communication channels and facilitation of teamwork.

Recommended reading lists

Basic literature:

1. M. Trocki, *Metodyki i standardy zarządzania projektami*, PWE, Warszawa 2017.

2. Jason Charvat, *Project Management Methodologies. Selecting, Implementing and Supporting Methodologies and Processes for Projects*.

3. D.A. Aga, N. Noorderhaven, B. Vallejo, *Transformational leadership and project success: The mediating role of team-building*, *International Journal of Project Management*, Volume 34, Issue 5, July 2016, Pages 806-818.

4. Momin Mukherjee and Sahadev Roy, *Feasibility Studies and Important Aspect of Project Management*, *International Journal of Advanced Engineering and Management*, Vol. 2, No. 4, pp. 98-100, 2017.

5. Tony Kippenberger, MBA, Director of the Centre for Strategic Business Studies Ltd, *The Port of Rotterdam and Maasvlakte 2*

Additional literature/non-obligatory

6. M. Trocki, *Nowoczesne zarządzanie projektami*, PWE, Warszawa 2012.

7. Henry A. Hornstein, *The integration of project management and organizational change management is now a necessity*, *International Journal of Project Management*, Volume 33, Issue 2, February 2015, Pages 291-298.

Contact

aleksandra.borowicz@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | |
|--|--|--|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Brand Management (excluding IB students) | | | | | | ECTS code | 4.7.1054 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 25 | | | | |
| Name of unit administrating study | IHZ | Field of study | Economics/MSG** | | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Joanna Pietrzak, Associate Professor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 30 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS2, 3 SS1, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3, 5, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Activating methods in training classes, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | Brak | | | | | | | | | | | |
| Introductory requirements | Podstawy marketingu | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Studenci będą oceniani na podstawie zadań grupowych. Zadania obejmują zaprojektowanie i prezentację koncepcji marki dla różnego typu produktów (masowych, technologicznych, luksusowych itp.) Ocena punktowa będzie uwzględniać poziom merytoryczny, stopień kreatywności i sposób prezentacji. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| To make students familiar with the meaning of brand in today's market competition To make students know the difference between various branding strategies To teach students how to use basic branding knowledge in practice | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | MSG2_W05 | Students have fundamental knowledge about the meaning of brands in international markets | | | | | | | | | | |
| | MSG2_W08 | Know fundamental methods and tools of creating brand policy | | | | | | | | | | |
| | MSG2_W14 | Are able to interpret fundamental problems connected with brand policy | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| MSG2_W05 | | | | | | | | X | | X | | |
| MSG2_W08 | | | | | | X | | X | | | | |
| MSG2_W14 | | | | | | X | | X | | | | |
| Skills | MSG2_U02 | Students are able to distinguish between effective and ineffective brand strategies | | | | | | | | | | |
| | MSG2_U15 | Prepare presentations referring to selected brand issues | | | | | | | | | | |

| Verification of learning outcomes - Skills | | | | | | | | | | | |
|--|--------------|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG2_U02 | | | | | | X | | X | | | |
| MSG2_U15 | | | | | | X | | X | | | |
| Attitudes | MSG2_K02 | Students work in groups, learning to understand each other's abilities | | | | | | | | | |
| | MSG2_K05 | Participate in undertaking and accomplishing creativw group tasks | | | | | | | | | |

| Verification of learning outcomes - Attitudes | | | | | | | | | | | |
|---|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG2_K02 | | | | | | X | | X | | X | |
| MSG2_K05 | | | | | | X | | X | | | |

Course contents

| |
|--|
| <p>BRAND MANAGEMENT - Syllabus</p> <p>1. PRODUCTS vs BRANDS The origins of branding Main functions of a brand Producer's perspective of a brand Consumer's perspective of a brand</p> <p>2. THE PROCESS OF BRAND CREATION Name and logo Brand personality "Ideal consumer" and Brand positioning</p> <p>3. STUDENTS' TASK PRESENTATION - branding a small business firm</p> <p>4. THE CONCEPT OF BRAND EQUITY What is brand equity? Brand awareness Brand associations Perceived quality Brand loyalty</p> <p>5. MASS MARKET BRAND CREATION Target group identification Brand positioning Main benefits offered by the brand Brand promotion</p> <p>6. STUDENT'S TASK PRESENTATION - brand creation for a mass market product</p> <p>7. PRESTIGE AND LUXURY BRANDS The concept of luxury Motives of buying luxury goods Mass Prestige brands Brand ambassadors</p> <p>8. STUDENT'S TASK PRESENTATION - branding luxury products</p> <p>9. TECHNOLOGICAL BRANDS, BRANDING IN B2B B2B versus B2C Brand creation in business relations Brand communication in B2B Case studies - business branding, technology brands</p> <p>10. BRAND ARCHITECTURE Multiple brand management Branding in M&A Private label brands</p> <p>11. BRAND EXTENTION, REBRANDING Reasons for brand extensions Brand extension failures Reasons for rebranding</p> |
|--|



Recommended reading lists

Basic literature:

- 1, Aaker D.A., *Building Strong Brands*, The Free Press, New York 1996.
- 2, Kapferer J., Bastien V. (2012), *The Luxury Strategy*, Kogan Page Limited, London.

Additional literature:

J. Pietrzak, Mass Prestige Brands - the end of traditional luxury marketing? September 2019 DOI: [10.18778/2082-4440.27.03](https://doi.org/10.18778/2082-4440.27.03)

Contact

joanna.pietrzak@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

| | | | | | | | | | | | | |
|--|---|----------------|-----------------|------------------------|------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Business English | | | | | | ECTS code | 4.1.0107 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 25 | | | | |
| Name of unit administrating study | OTHER | Field of study | Economics/MSG** | | | Field of specialisation | | | | | | |
| Teaching staff | CJO CJO, | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 30 | |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS2, 1 SS2, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3-4, 1-2, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Activating methods in training classes, Collaborating, group activities, Case studies, Discussion, questioning, presentations given by students | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | none | | | | | | | | | | | |
| Introductory requirements | recommended level of English: B2 | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | The grading scale is consistent with the study regulations. Grades: 50% 3 61% 3+ 71% 4 81% 4+ 91% 5 | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. Improving language skills in the field of business specialist language, focused on economics and international economic relations and related fields. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | The student has knowledge of English business terminology, international economics and international business relations, as well as related fields | | | | | | | | | | | |
| Skills | The student can: write papers in English concerning economics and international business relations using various sources; deliver presentations in English on the abovementioned topics; has a B2+ command of English | | | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| MSG2_U15 | | | X | X | X | X | | X | X | | | |



| | | |
|-----------|--|--|
| Attitudes | | The student is ready for a lifelong work on the improvement of his/her command of English; wants to expand his/her knowledge and skills; is able to organise his/her learning process; communicates adequately with his/her environment and appropriately defines their learning priorities. |
|-----------|--|--|

| |
|-----------------|
| Course contents |
|-----------------|

| |
|--|
| <ol style="list-style-type: none"> 1. Presentations: categories and techniques, ways of presenting information, hints for a successful presentation, delivering presentations on chosen business topics with the use of visual aids-OHP, Power Point. 2. Advertising and marketing: market structure, marketing strategies, marketing mix, market research, branding, pricing, promotional tools, globalization of markets, advertisements and commercials, effectiveness of advertising. 3. Business strategy: company structure, departments and their roles, the global company, downsizing, restructuring, entering a foreign market, international mergers, alliances and takeovers, business in the 21st century. 4. Management: styles and necessary skills, management attitudes in different countries, management theories, leadership, empowerment, team building, international management development. 5. Banking: personal banking, commercial and retail banking, investment banking, financial institutions, central banking, money supply and control, banking operations, banking products and services, internet banking, interest rates and monetary policy, money market instruments. 6. Finance: personal finance, financial centres, indicators, elements of accounting, financial statements, balance sheet, profit and loss account, stocks and shares, bonds, futures and options, financial instruments, corporate finance, financial planning and regulations. 7. Foreign Trade: import and export, transportation and logistics, forwarding, the EU market, protectionism, documents in foreign trade, methods of payment, trade fairs and exhibitions, market indexes, growth, delivery and after-sales. 8. Employment: recruitment, education and training, compensation 9. Formal Meetings and Negotiations: types of meetings, the roles of participants, discussion techniques, the most appropriate use of language, types of negotiations, preparation and techniques, difficulties and reaching agreements, culture awareness, case studies. 10. Economic Trends: describing charts and graphs, employment trends, the business cycle, globalizing trends, sustainable development, political economy, new markets, inflation, unemployment, taxation, computerization, teleworking, current business news. 11. Corporate culture, cross-cultural communication <p>The focus on topics depends on the needs analysis at the beginning of the course.</p> |
|--|

| |
|---------------------------|
| Recommended reading lists |
|---------------------------|

| |
|---|
| <p>(a)</p> <p>Business Partner (Pearson), 2018</p> <p>Market Leader 3rd edition (Pearson), 2016</p> <p>Business Result (Oxford University Press), 2018</p> <p>The Business 2.0 (Macmillan), 2009</p> <p>(b)</p> <p>English for Business Studies (Cambridge University Press), 2006</p> <p>Intelligent Business (Pearson), 2006</p> <p>Business Benchmark 2nd edition (Cambridge University Press), 2007</p> <p>Business Vocabulary in Use, (Cambridge University Press), 2007</p> <p>Financial English Ian MacKenzie (LTP), 2012</p> <p>Professional English in Use, Finance, Marketing (Cambridge), 2006</p> <p>Internet materials</p> <p>Economic press: The Economist, The Financial Times</p> |
|---|

| | |
|---------|---|
| Contact | / |
|---------|---|

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

| | | | | | | | | | | | | |
|--|---|---|-----------------|-----------|---|-------------------------|--------------------------|----------|---|------------------|----|--|
| Course title | Business French | | | | | ECTS code | 09.1.EE.FR.510 | | | | | |
| | | | | | | ECTS credits | 5 | | | | | |
| | | | | | | max. students | 25 | | | | | |
| Name of unit administrating study | OTHER | Field of study | Economics/MSG** | | | Field of specialisation | NONE; | | | | | |
| Teaching staff | CJO CJO, | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 30 | |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS2, 1 SS2, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3-4, 1-2, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | French | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects, Collaborating, group activities, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | brak | | | | | | | | | | | |
| Introductory requirements | Rekomendowany poziom B2. Connaissance de base du vocabulaire du Francais des affaires. | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Skala ocen zgodna z Regulaminem Studiów. 91 % 5 81 % 4+ 71 % 4 61 % 3+ 51 % 3 0 % 2 | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| <p>The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.</p> <p>Improving language skills in the field of business specialist language, focused on economics, international economic relations and related fields.</p> | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | | <p>potrafi przedstawić prezentację z języku francuskim na wybrane przez siebie zagadnienia ekonomiczne z zakresu międzynarodowych stosunków gospodarczych w oparciu o różne źródła teoretyczne, studium przypadków i prasę ekonomiczną; potrafi wyciągać wnioski odnośnie zjawisk ekonomicznych na podstawie francuskojęzycznych źródeł z literatury naukowej</p> <p>Rozwijanie sprawności komunikowania się w języku francuskim używając język specjalistyczny zarówno w mowie jak i w piśmie. Przygotowanie do egzaminu DFP AFFAIRES C1 lub B2. Capacité a comprendre, identifier et resumer un probleme professionnel.</p> | | | | | | | | | | |
| Skills | | <p>Student: potrafi przygotować prace pisemne w języku francuskim (raport, email, memo, list handlowy) potrafi zebrać, opracować i opisać dane ekonomiczne, zinterpretować wykresy i tabele potrafi przedstawić prezentację z języku francuskim na wybrane przez siebie zagadnienia ekonomiczne w oparciu o różne źródła teoretyczne, studium przypadków i prasę ekonomiczną potrafi wyciągać wnioski odnośnie zjawisk ekonomicznych na podstawie francuskojęzycznych źródeł z literatury naukowej</p> <p>Etre capable de communiquer, presenter, discuter, negocier ou resoudre un un probleme professionnel.</p> | | | | | | | | | | |

| | | |
|--|--|--|
| Attitudes | | Student jest gotowy pogłębiać znajomość języka francuskiego przez całe życie, jest otwarty na doskonalenie zdobytej wiedzy językowej za pomocą różnych metod posiada umiejętność współpracy i dobrej komunikacji oraz interakcji w grupie francuskojęzycznej Etre capable d'utiliser les connaissances acquises du business french dans des situations de travail. |
| Course contents | | |
| <p>L'ENTREPRISE : types; secteurs d'activite; culture; croissance; disparition. RESSOURCES HUMAINES : professions; lieu de travail; formation; emploi/chomage; contrat de travail; remuneration; personnel et encadrement; conflits du travail. PRODUCTION : biens de production; produire; productivite; recherche; propriete intellectuelle; sous-traitance; gestion de stocks; risques industriels; indicateurs economiques. MARKETING : agents du marche; etude de marche; identifier le produit; fixer le prix; communication commerciale; manifestations commerciales; commerces; commerce electronique. ACHAT ET VENTE : commande et livraison; conditions de paiement; se faire payer; exporter. ARGENT, FINANCE : services bancaires; credit bancaire; apport de capital; placements financiers; fluctuations boursieres; acteurs de la Bourse; assurances; faire les comptes/ le bilan. CORRESPONDANCE COMMERCIALE</p> | | |
| Recommended reading lists | | |
| <p>Vocabulaire progressif du francais des affaires (Jean-Luc Penfornis) Wyd. CLE INTERNATIONAL Affaires.com (Jean-Luc Penfornis) Wyd. CLE INTERNATIONAL Le nouveau french for business (Claude Le Goff) Wyd. HATIER/DIDIER Francais des affaires 350 exercices - Wyd. HACHETTE L'ENTREPRISE (Michel Danilo-Jean-luc Penfornis) wyd. CLE-INTERNATIONAL</p> | | |
| Contact | | |

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | |
|---|---|----------------|-----------------|-------------------------|-------|-----------------------|--------------------------|----------|---|------------------|----|
| Course title | Business German | | | | | ECTS code | 09.1.EE.FR.791 | | | | |
| | | | | | | ECTS credits | 5 | | | | |
| | | | | | | max. students | 25 | | | | |
| Name of unit administrating study | OTHER | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | CJO CJO, | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 30 |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS2, 1 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3-4, 1-2, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | German | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Activating methods in training classes, Work in computer laboratories, Individual projects, Collaborating, group activities, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | Brak | | | | | | | | | | |
| Introductory requirements | Rekomendowana znajomość języka na poziomie B1/B2 | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | <p>Zaliczenie ustne / kolokwium, dodatkowo wykonanie pracy zaliczeniowej: przygotowanie projektu lub prezentacji , uwzględnienie pracy w trakcie trwania semestru za określone działania/wytwory pracy studenta (prace pisemne, projekty indywidualne i grupowe).</p> <p>Skala ocen zgodna z Regulaminem Studiów.</p> | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| <p>The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.</p> <p>Improving language skills in the field of business specialist language, focused on international economic relations and related fields.</p> | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | The student has knowledge of German business terminology, international economics and international business relations, as well as related fields | | | | | | | | | | |
| Skills | Student has language skills in economics, appropriate for the field of international business relations, in accordance with requirements for B2+ level according to Common European Framework of Reference for Languages. | | | | | | | | | | |
| Attitudes | Student jest gotowy pogłębiać znajomość języka niemieckiego przez całe życie, jest otwarty na doskonalenie zdobytej wiedzy językowej za pomocą różnych metod, posiada umiejętność współpracy i dobrej komunikacji oraz interakcji w grupie niemieckojęzycznej | | | | | | | | | | |
| Course contents | | | | | | | | | | | |
| <p>1. Fuzje, przejęcia firmy, logo firmy i jego znaczenie - słownictwo związane z tematem - przygotowanie i wygłoszenie mowy jubileuszowej</p> <p>2. Wokół firmy opracowanie prezentacji</p> <p>3. Marketing, etnomarketing, zachowania konsumenta, zakupoholizm - opis cyklu obiegu produktu - przygotowanie kampanii reklamowej produktu i dyskusja na temat jej temat, formułowanie argumentów za i przeciw</p> | | | | | | | | | | | |

4. Banki, wiarygodność kredytowa klienta, udzielanie kredytu
- zagadnienia interkulturowe związane z w/w problemem (Schufa, wpływ Nowej Umowy Kapitałowej Basel II na przyznanie kredytu)
 - dyskusja na temat dobrych i złych lokat
5. Kryzys na rynku nieruchomości i jego konsekwencje dla gospodarki światowej
- omówienie zagadnienia według schematu: punkt wyjściowy, przyczyny, skutki, uporządkowanie różnorodnych informacji
6. Na targach
- rozmowy biznesowe
 - prezentacja produktu
7. Korespondencja handlowa
- opracowanie oferty (ogólna i na żądanie)
8. Niemieckie prawo podatkowe i jego wpływ na wybór lokalizacji firmy
- wady i zalety
 - porównanie niemieckiego prawa podatkowego z innymi
9. Konferencje i seminaria
- przedstawienie programu seminarium
 - wprowadzanie zmian w programie

Recommended reading lists

Braunert, J./ Schenker, W., Aufbaukurs, Unternehmen Deutsch - Klett
 Fachsprache Wirtschaft - Klett
 Wirtschaftsdeutsch Das Testbuch - Langenscheidt
 Kommunizieren im Beruf - Langenscheidt
 Die Welt, Der Spiegel, Handelsblatt, EU- Info, Internet
 Materiały przygotowujące do egzaminów międzynarodowych ÖSD
 Materiały własne wykładowcy

Contact

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
 ** MSG - International Economic Relations

| | | | | | | | | | | | | | |
|--|--|---|-----------------|-----------|----|-------------------------|--------------------------|------------|---|------------------|---|--|--|
| Course title | Business presentation workshop | | | | | | ECTS code | 14.03.5339 | | | | | |
| | | | | | | | ECTS credits | 5 | | | | | |
| | | | | | | | max. students | 35 | | | | | |
| Name of unit administrating study | ITiHM | Field of study | Economics/MSG** | | | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Jacek Winiarski, Associate Professor | | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 30 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | | |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, | | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, | | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | | |
| Teaching form | blended learning | | | | | | | | | | | | |
| Teaching methods | Discussion, questioning, Activating methods in training classes, Lectures including multimodal presentations, | | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | | |
| Required courses | None. | | | | | | | | | | | | |
| Introductory requirements | Basic writing skills, including grammar and mechanics computer skills, including the ability to create PowerPoint presentations, communicate via email, and use the Internet. | | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | | |
| Assessment criteria | <p>1. Exam is a multiple choice test (10 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p>2. Individual presentation in front of the group on the agreed topic. The final grade is made up of the following components: 33,3% test, 33,3% presentation on contemporary psychology issues, 33,3 % active participation in debate.</p> | | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | | |
| During this course, the following topics will be discussed: what is a current presentation and how you can improve your public speaking skills. Strategies for finding, organizing and developing a presentation as well as some techniques for confident presentation and long term improvement will also be presented. | | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | | |
| Knowledge | MSG1_W08 | The student has knows and understands and is able to present the basic dilemmas contemporary civilization, including sustainable strategy development and corporate social responsibility | | | | | | | | | | | |
| | MSG1_W09 | The student has knowledge about man as an individual creature making communication decisions, operating within social structures and organizational units (in particular enterprises) or conducting individual economic activity | | | | | | | | | | | |
| | E1_W08 | The student has knowledge of the processes of changing elements and their forms of communication, enterprises and entire structures of economic organizations, as well as the processes of changes in public institutions, knows what their causes, course, scale, consequences are and what is the impact of external stakeholders on them | | | | | | | | | | | |
| | E1_W10 | The student knows and understands the basic concepts and principles of industrial, intellectual and copyright protection and knows how to present these issues to the public | | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_W08 | | | | | | X | X | X | X | | |
| MSG1_W09 | | | | | | X | X | X | X | | |
| E1_W08 | | | | | | X | X | X | X | | |
| E1_W10 | | | | | | X | X | X | X | | |

| Skills | | |
|----------|---|--|
| MSG1_U01 | The student is able to correctly interpret and explain economic and social phenomena during public appearances, analyze their causes, course and connections between them phenomena using the acquired knowledge in the field of economics, finance and international economic relations; | |
| E1_U03 | The student is able to can analyze and publicly present the causes and course of specific economic and social processes and phenomena, and accurately analyze these phenomena using appropriate economic and social methods and tools | |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U01 | | | | | | X | X | X | X | X | |
| E1_U03 | | | | | | X | X | X | X | X | |

| Attitudes | | |
|-----------|---|--|
| MSG1_K02 | The student is able to critically evaluates the level of your knowledge in the field Economics and forms of communication; wants to deepen and update this knowledge throughout his life | |
| E1_K04 | The student is able to is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes up the challenges of creative thinking, is resistant to failures, is able to identify threats and assess the risk of their occurrence and publicly present the encountered problems | |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K02 | | | | | | X | X | X | X | | |
| E1_K04 | | | | | | X | X | X | X | | |

Course contents
1. Projection

Body language and voice

Voice - pace and projection

Presentation, exercise in pairs, facilitated whole group discussion
2. Posture

Body language and movement

How should we stand?

Gestures and body movement

Personal mannerisms

Individual exercise, facilitator demonstration, facilitated group discussion
3. Pace, projection and posture practice

Individual preparation

Using pace, projection and posture in our presentation
Individual presentation, facilitated group feedback and coaching

4. Preparation - key tips

Setting objectives
Making it interesting
Key messages
Visual aids
Small group exercise, facilitated learning review, presentation tips

5. Performance - Interaction and Control

Interacting with the audience
Maintaining control during the presentation
Dealing with difficult audience behavior
Group discussion, presentation, pairs exercise

6. Final presentation

Preparation
Individual work related presentation
Individual presentation, facilitated group feedback and coaching
Action planning and reflection

Recommended reading lists

Primary literature:

1. Berkun S., *Confessions of a Public Speaker*, O'Reilly Media, 2011
2. Donovan J., *How To Deliver A TED Talk: Secrets Of The World's Most Inspiring Presentations*, CreateSpace Publishing company, 2012

Supplementary literature:

1. Walters L., *Secrets of Successful Speakers: How You Can Motivate, Captivate, and Persuade*, McGraw-Hill, 1993
2. Smoliński P., Kowalik J., Winiarski J., *Diversity of students' unethical behaviors in online learning amid COVID-19 pandemic: an exploratory analysis*, In: Information systems: 18th European, Mediterranean, and Middle Eastern Conference, EMCIS 2021: Themistocleous Marinos, Papadaki Maria (eds.), Lecture Notes in Business Information Processing, 2022, no. 437, Cham, Springer, pp.551-566, ISBN 978-3-030-95946-3. DOI:10.1007/978-3-030-95947-0_39

Contact

Jacek.Winiarski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

| | | | | | | | | | | | |
|---|---|--|-----------------|-------------------------|-------|-----------------------|--------------------------|----------|---|------------------|----|
| Course title | Business Russian | | | | | ECTS code | 04.1.EE.FR.793 | | | | |
| | | | | | | ECTS credits | 5 | | | | |
| | | | | | | max. students | 25 | | | | |
| Name of unit administrating study | OTHER | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | CJO CJO, | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 30 |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS2, 1 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3-4, 1-2, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | Russian | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Activating methods in training classes, Discussion, questioning, Collaborating, group activities, Activating methods in training classes, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | brak | | | | | | | | | | |
| Introductory requirements | Rekomendowana znajomość języka rosyjskiego na poziomie min. B1 | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | Skala ocen zgodna z Regulaminem Studiów. 51% - 60% - dst 61% - 70% - dst+ 71% - 80% - db 81% - 90% - db+ 91% - 100% - bdb | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. | | | | | | | | | | | |
| Improving language skills in the field of business specialist language, focused on international economic relations and related fields. | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | | Student powinien poznać leksykę specjalistyczną w zakresie ekonomii, handlu, marketingu. Powinien nauczyć się wyrażać swoje myśli w zakresie tematyki biznesowej, porozumieć się z kontrahentem, pracodawcą czy innym urzędem. Powinien nauczyć się dyskutować na tematy ekonomiczne, napisać list intencyjny, rozmawiać przez telefon na tematy związane z prowadzeniem biznesu. | | | | | | | | | |
| Skills | | 1. Student potrafi praktycznie zastosować poznawaną leksykę specjalistyczną w pracach pisemnych, konwersacjach na tematy biznesowe, dyskusjach na określone tematy.2. Potrafi wyrażać swoje myśli i poglądy na zaadane tematy specjalistyczne.3. Potrafi przeprowadzić rozmowę telefoniczną, napisać pismo służbowe, e-mail, SMS z krótką informacją dotyczącą kontaktów służbowych.4. Potrafi zastosować praktyczną znajomość gramatyki i leksyki specjalistycznej do prawidłowego pisania i mówienia.5. Potrafi ze zrozumieniem czytać teksty publicystyczne z dziedziny ekonomii i stosunków międzynarodowych. Potrafi przekazywać ich treść i wyrazić własny stosunek do przeczytanych treści. | | | | | | | | | |
| Attitudes | | Student potrafi komunikować się w języku rosyjskim w zakresie różnorodnej tematyki, dotyczącej nie tylko ekonomii i biznesu. Potrafi praktycznie wykorzystać umiejętności z | | | | | | | | | |



| | |
|--|--|
| | dziedziny gramatyki, składni i wymowy w formułowaniu komunikacji z inną osobą, również z rosyjskojęzycznym rozmówcą. Potrafi praktycznie wykorzystać swoje umiejętności językowe również na piśmie, uwzględniając zasady gramatyki i ortografii. |
|--|--|

Course contents

1. Czytanie tekstów specjalistycznych ze szczególnym uwzględnieniem leksyki i terminologii handlowej.
2. Prezentacja firmy, jej struktura.
3. Zarządzanie, marketing.
4. Handel, towar, reklama; formy sprzedaży.
5. Elementy polityki gospodarczej

Recommended reading lists*Literatura obowiązkowa:*

"Dielowaja rzecz" a1, 2a,2b, wyd. Rea, Warszawa (podręcznik)

"Biznesmeni mówią po rosyjsku", Poltext, Warszawa (podręcznik)

Materiały prasowe, bieżące informacje gospodarcze (Internet, prasa, inne środki masowego przekazu)

Contact

,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

| | | | | | | | | | | | | |
|--|--|--|-----------|-----------|---|-------------------------|--------------------------|----------|---|------------------|----|--|
| Course title | Business Spanish | | | | | ECTS code | 09.1.EE.FR.252 | | | | | |
| | | | | | | ECTS credits | 5 | | | | | |
| | | | | | | max. students | 25 | | | | | |
| Name of unit administrating study | OTHER | Field of study | Economics | | | Field of specialisation | NONE; | | | | | |
| Teaching staff | CJO CJO, | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 30 | |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS2, 1 SS2, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3-4, 1-2, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | Spanish | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Activating methods in training classes, Work in computer laboratories, Collaborating, group activities, Didactic games, Individual projects, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | nie ma | | | | | | | | | | | |
| Introductory requirements | Rekomendowana znajomość języka hiszpańskiego na poziomie min. B1 | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Zaliczenie wg skali ocen zgodnej z Regulaminem Studiów. Oceny: 91 - 100 5 81 - 90 4 + 71 - 80 4 61 - 70 3 + 51 - 60 3 0 - 50 2 | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. Improving language skills in the field of business specialist language, focused on international economic relations and related fields. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | | Student potrafi przedstawić prezentację z języku hiszpańskim na wybrane przez siebie zagadnienia ekonomiczne z zakresu międzynarodowych stosunków gospodarczych w oparciu o różne źródła teoretyczne, studium przypadków i prasę ekonomiczną; potrafi wyciągać wnioski odnośnie zjawisk ekonomicznych na podstawie angielskojęzycznych źródeł z literatury naukowej na język hiszpański na poziomie A2 - B1 | | | | | | | | | | |
| Skills | | Student potrafi przygotować prace pisemne w języku hiszpańskim (raport, email, memo, list handlowy) potrafi zebrać, opracować i opisać dane ekonomiczne, zinterpretować wykresy i tabele potrafi przedstawić prezentację z języku hiszpańskim na wybrane przez siebie zagadnienia ekonomiczne w oparciu o różne źródła teoretyczne, studium przypadków i prasę ekonomiczną potrafi wyciągać wnioski odnośnie zjawisk ekonomicznych na podstawie hispanojęzycznych źródeł z literatury naukowej na język hiszpański na poziomie A2 - B1 | | | | | | | | | | |
| Attitudes | | Student jest gotowy pogłębiać znajomość języka hiszpańskiego przez całe życie, jest otwarty na doskonalenie zdobytej wiedzy językowej za pomocą różnych metod posiada | | | | | | | | | | |

| | |
|--|---|
| | umiejętność współpracy i dobrej komunikacji oraz interakcji w grupie hispanojęzycznej |
|--|---|

| |
|------------------------|
| Course contents |
|------------------------|

- | |
|---|
| <ol style="list-style-type: none"> 1. Presentación. Diferentes tipos de trabajo. Buscando trabajo. Entrevista. Solicitud de empleo. Respuesta. La carta comercial. Curriculum Vitae. 2. La empresa. Características. Tipos. Organización de la empresa. La plantilla. Diferentes puestos de trabajo. El ordenador. 3. Compra y venta. Pedidos y envíos. Formas de pago. Al. contado, a plazos, la letra de cambio. Reclamos. Explicaciones. Las compañías de seguros. 4. Importación y exportación. Documentos. Las aduanas. Declaración de Aduana. Impuesto de compensación. 5. La Banca. Bancarios. Tipo de trabajo. El cheque. Diferentes tipos. Otros documentos bancarios. Crédito y préstamos. Referencias. Tarjetas de crédito. Formas de pago, transferencias. 6. La Bolsa. Historia de la Bolsa. El agente de bolsas. los corros. Las acciones. Cotización. Tipos. Obligaciones estatales. 7. Marketing y publicidad. Ferias, folletos. Avisos clasificados. 8. Transportes. Medios de transportes, tipos. Documentos relacionados con el transporte. 9. Los impuestos. Evasión de impuestos. Límites. Documentos. La declaración de impuestos. 10. Cámaras de comercio. Ventajas. Usos y costumbres. 11. Negociaciones. Diferentes pasos. 12. Correspondencia comercial (base de todo el programa). Diferentes tipos de cartas. |
|---|

| |
|----------------------------------|
| Recommended reading lists |
|----------------------------------|

a.

1. Prost G., Noriega Fernandez A: "Al dia". Wyd. SGEL, 2016
2. de Prada, M.: "Hablando de negocios". Wyd. Edelsa, 2000

b.

3. Orłowska N, Grabarska, R.: "Słownik ekonomiczny hiszpańsko-polski, polsko-hiszpański" Wyd. UG 1996
4. Orłowska N, Orłowski, A.: "Korespondencja handlowa i naukowa w języku hiszpańskim" Wyd. UG 1996.

5. Artículos de la prensa económica

| | |
|----------------|--|
| Contact | |
|----------------|--|

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
 ** MSG - International Economic Relations

| | | | | | | | | | | | | | |
|---|--|--|-----------------|-----------|----|-------------------------|--------------------------|------------|---|------------------|---|--|--|
| Course title | Cultural Differences in Business (Excluding IB students) | | | | | | ECTS code | 14.03.5345 | | | | | |
| | | | | | | | ECTS credits | 5 | | | | | |
| | | | | | | | max. students | 30 | | | | | |
| Name of unit administrating study | KBM | Field of study | Economics/MSG** | | | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Ewa Oziewicz, Professor | | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 30 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | | |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, 1 SS2, | | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, 3, 1, | | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | | |
| Teaching form | in-class learning | | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Case studies, Tutorial mainly for the Erasmus students, max. number of Polish students: 12 | | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | | |
| Required courses | There are no formal pre-course requirements. | | | | | | | | | | | | |
| Introductory requirements | A good command of English and general knowledge of economic and social issues. | | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | | |
| Assessment criteria | Each student's grade consists of: written assessment - exam (40%), group task including presentation (40%) and active presence during tutorials (20%) Written colloquium: different types of questions from literature and lectures | | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | | |
| To awake students' awareness of cultural differences and their influence upon business. | | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | | |
| Knowledge | MSG1_W06 | Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences. | | | | | | | | | | | |
| | MSG2_W10 | Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences. | | | | | | | | | | | |
| | E1_W03 | Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences. | | | | | | | | | | | |
| | E2_W03 | Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences. | | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_W10 | | | X | | | | X | X | | | |
| MSG1_W10 | | | X | | | | X | X | | | |
| E1_W03 | | | X | | | | X | X | | | |
| E2_W03 | | | X | | | | X | X | | | |

| Skills | | |
|----------|---|--|
| MSG1_U09 | Students are able to distinguish different behaviours in various cultures and properly understand them. They can name and distinguish the dimensions of culture. They know how to interpret indices of those dimensions and compare them. They are able to analyze facts concerning individual countries and their cultures. By preparing presentations in groups they know how to work together and share tasks. They know how to prepare to business operations in foreign countries - what is important while undertaking business with foreigners. They know how to overcome cultural barriers through effective communication. | |
| MSG1_U14 | Students can communicate in international and culturally diversified environment using proper terminology and supporting themselves with chosen theories. | |
| MSG1_U16 | Students recognize the limits of their knowledge as well as the importance and necessity of lifelong learning. | |
| MSG2_U08 | Students can communicate in international and culturally diversified environment using proper terminology and supporting themselves with chosen theories. | |
| MSG2_U14 | Students recognize the limits of their knowledge as well as the importance and necessity of lifelong learning. | |
| E1_U10 | Students are able to prepare oral presentations in English using specific terminology and models of culture | |
| E1_U12 | Students recognize the limits of their knowledge as well as the importance and necessity of lifelong learning. | |
| E2_U10 | Students are able to prepare oral presentations in English using specific terminology and models of culture | |
| E2_U12 | Students recognize the limits of their knowledge as well as the importance and necessity of lifelong learning. | |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|-----------|--------------|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U09 | | | X | | | | X | X | | | |
| MSG1_U14 | | | X | | | | X | X | | | |
| MSG1_U16 | | | X | | | | X | X | | | |
| MSG2_U08 | | | X | | | | X | X | | | |
| MSG2_U14 | | | X | | | | X | X | | | |
| E1_U05 | | | X | | | | X | X | | | |
| E1_U10 | | | | | | | X | X | | | |
| E2_U05 | | | X | | | | X | X | | | |
| E2_U10 | | | | | | | X | X | | | |
| E1_U12 | | | X | | | | X | X | | | |
| Attitudes | MSG1_K06 | Students realize how important it is to communicate properly, especially between cultures. They understand that the knowledge of cultural differences is extremely important while conducting international business. They know how to work in teams.. | | | | | | | | | |

| | | |
|--|----------|--|
| | MSG1_K07 | Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different. |
| | E1_K06 | Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different. |
| | MSG2_K07 | Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different. |
| | E2_K05 | Students are aware of solving properly problems connected with cultural differences and how it influences effects of conducting business. |
| | E2_K06 | Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different. |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K06 | | | X | | | | X | X | | | |
| MSG1_K07 | | | X | | | | X | X | | | |
| E1_K06 | | | X | | | | X | X | | | |
| MSG2_K07 | | | X | | | | X | X | | | |
| E2_K05 | | | X | | | | X | X | | | |
| E2_K06 | | | X | | | | X | X | | | |

Course contents

1. Introduction to cross-cultural differences in business. Lecture aims, contents and student tasks.
2. How cultural differences affect business
3. Definitions of culture
4. Intercultural versus cross-cultural communication
5. Models of culture - basic knowledge
6. Hofstede's dimensions of culture
7. Challenge of cross-cultural management in the modern world. Understanding cultural differences
8. Challenge of cross-cultural management in the modern world. Understanding cultural differences ctd.
9. Consequences of cultural differences: stereotypes and prejudices
10. Influence of globalization processes on culture. Diffusion of cultures. Cultural divergence versus convergence in the contemporary world
11. Englishes in cross-cultural communication.
12. Case studies. Presentations of students' group work I
13. Case studies. Presentations of students' group work II
14. Case studies. Presentations of students' group work III
15. Written assessment - exam

Recommended reading lists
Basic sources:

R. Gesteland, *Spanning the chasme of cultural gap*,
<http://economictimes.indiatimes.com/articleshow/39466904.cms?prtpage=1>
www.kwintessential.co.uk

Supplementary sources:

S. P. Verluyten, *Intercultural Communication in Business and Organisations. An Introduction*, ACCO, Louven 2002.
 G. Hofstede, *Cultures and Organizations. Software of the Mind*, McGraw-Hill, New York 1997 or later editions

Contact

ewa.oziewicz@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | |
|--|---|--|-----------------|-------------------------|------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|
| Course title | Developing career in Project Management - Scrum Fundamentals | | | | | | ECTS code | 14.3.EE.FZ.3692 | | | |
| | | | | | | | ECTS credits | 5 | | | |
| | | | | | | | max. students | 30 | | | |
| Name of unit administrating study | ITiHM | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Olga Dębicka, PhD | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 30 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS1, 3 SS1, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3, 5, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Discussion, questioning, Work in computer laboratories, Collaborating, group activities, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | There are no formal pre-course requirements. | | | | | | | | | | |
| Introductory requirements | There are no formal pre-course requirements | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | The course will be completed on the basis of a portfolio prepared by the student during the course, including the results of group and individual work carried out in class. Students may receive a maximum of 30 points. The grading scale will be in accordance with the study regulations. | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| <p>This course is tailored to help anyone interested to know more about Scrum, learn about key concepts in Scrum as defined in the SBOOK Guide; and to get a basic understanding of how Scrum frameworks works in delivering successful projects. The main purpose of this course is to familiarize students with the way they can run Agile projects according to Scrum methodology.. It covers the Agility concept, Scrum framework, and the most common Agile practices and techniques. Students will learn the basics of project management based on DSDM Agile methodology so as they will be prepare for the Agile Scrum Fundamentals exam.</p> <p>The course gives the students practical Project Management training that's easy to understand and apply. The course combine practical tools, personal tips and psychological insights to the students so as they can realistically plan their time and resources, understand their team's strength and weaknesses, monitor everyone's work and review their progress. It will provide information on how to improve communication skills and giving feedback to inspire and encourage project team.</p> <p>The course program was designed to teach students how to lead project to perfection, show how to achieve a clear outcome in a defined time, within a limited budget, in order to motivate, inspire and develop teams members. Students will also work with IT software supporting project's planning and monitoring.</p> | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | MSG1_W10 | Students will recognize, define, and work with the concept, advantages and challenges of the Scrum Framework | | | | | | | | | |
| | E1_W07 | Students will gain knowledge pertaining to and ability to anticipate issues related to the practical implementation of Scrum | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |

| | | | | | | | | | | | |
|----------|----------|---|--|---|--|--|--|---|--|--|---|
| MSG1_W10 | | | | X | | | | X | | | X |
| E1_W07 | | | | X | | | | X | | | X |
| Skills | MSG1_U14 | Students is prepared to play the role of Scrum Master and adopt Scrum Framework in the company. | | | | | | | | | |
| | E1_U06 | Use proper tools to address, resolve and take the lead on Scrum issues | | | | | | | | | |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U14 | | | | | | | | X | | | X |
| E1_U06 | | | | | | | | X | | | X |

| | | | | | | | | | | | |
|-----------|----------|---|--|--|--|--|--|--|--|--|--|
| Attitudes | E1_K04 | Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities. | | | | | | | | | |
| | MSG1_K04 | Student cooperates in a team and undertakes various team roles, has elementary organizational skills which allow to accomplish goals connected with planning and undertaking professional activities. | | | | | | | | | |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K04 | | | | | | | | | X | | X |
| MSG1_K04 | | | | | | | | | X | | X |

Course contents

1. Basics of Project Management: project lifecycle stages, process, scope, deliverables, purpose, objectives and kick-off
2. Agile overview- understand what Agile Project Management is (why we can no longer ignore Agile methodologies)
 - why we use Agile,
 - Agile manifesto
 - team performance practices
 - problem detection and resolutions
 - continuous improvement
3. Scrum overview: history of Scrum, Scrum flow, benefits of Scrum
4. Scrum principles (empirical process control, self-organization, collaboration, collocation, value based prioritization, time boxing, iterative development).
5. Scrum aspects: organization, business justification, quality, change, risk.
6. Scrum Project Phases: processes, sprints
 - Initiate phase processes (project vision, Scrum master and stakeholders, epics, prioritized product backlog, release planning)
 - Plan and estimate phase (user stories, task identification, creation of sprinf backlog)
 - Implement phase (deliverables, daily standup, groom prioritized backlog)
 - Review and Retrospect Phase (demonstrate and vaalidate sprint, retrospect sprint)
 - Release phase (ship deliverables, retrospect project)
7. Scrum core team responsibility
8. Scaling Scrum: in programs and portfolios
9. Getting project managements qualifications: Scrum Master Certified Exam, Agile PM Foundation
10. IT software supporting project management (Asana, Trello, MS Project, etc.)

Recommended reading lists
Basic sources:

1. D. Nicolaas, *Scrum for teams. A guide by practical example*, Series: Portfolio and Project Management Collection, Business Expert Press, New York 2018

Additional literature:



1. J. Sutherland, *The art of doing twice the work in half the time*, New York, 2014, e-book
2. M. Clayton, D. Morrow, *Scrum for dummies*, Hoboken, 2018

Contact

olga.debicka@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

| | | | | | | | | | | | | |
|---|--|--|-----------------|-------------------------|------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | E-logistics Markets | | | | | | ECTS code | 14.03.5344 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 35 | | | | |
| Name of unit administrating study | KL | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | | |
| Teaching staff | Andrzej Jezierski, Associate Professor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 0 | Laboratory | 30 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | | Semester: | 5, 3, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning c 304 | | | | | | | | | | | |
| Teaching methods | Work in computer laboratories, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | No requirements | | | | | | | | | | | |
| Introductory requirements | No requirements | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Students are obliged to prepare a multimedial presentations in working groups on a chosen subject from the selected problems e-logistics markets. Students must to know how to use selected internet pages with the e-logistics stock. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| Presentation of idea of the business logistics proces Presentation of tools and methods of e-logistics markets | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | E1_W01 | Student:- has advanced knowledge of bussiness logistics process | | | | | | | | | | |
| | E2_W01 | Student has an in-depth knowledge of the nature of e-logistics markets | | | | | | | | | | |
| | MSG1_W01 | Student has an advanced knowledge of economic sciences, in particular e-logistics markets | | | | | | | | | | |
| | MSG2_W01 | Student has an advanced knowledge of economic sciences, in particular e-logistics markets its relations with other sciences and fields of knowledge; | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| E1_W01 | | | | | | X | | | | | | |
| E2_W01 | | | | | | | | X | | | | |
| MSG1_W01 | | | | | | | | | | X | | |
| MSG2_W01 | | | | | | X | X | | X | | | |

| | | |
|--------|----------|--|
| Skills | E1_U01 | Student:- uses a professional software e-logistics markets |
| | E2_U01 | Student can practically adopt internet pages e-logistics to model business logistics process |
| | MSG1_U01 | Student can correctly interpret and explain economic and social phenomena in e-logistics area |
| | MSG2_U03 | Student can identify and analyse relations between business entities and institutions in e-economic area |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U01 | | | | | | X | | | | | |
| E2_U01 | | | | | | | | X | X | | |
| MSG1_U01 | | | | | | | | X | X | | |
| MSG2_U03 | | | | | | | | X | X | | |

| | | |
|-----------|----------|--|
| Attitudes | E1_K01 | Creating business opportunities in the on-line community |
| | E2_K01 | Recognises the importance of knowledge in the field of e-logistics markets in the process of identifying and solving economic problems |
| | MSG1_K01 | Student is ready to recognise the importance of knowledge in the field of economics in the process of e-logistics markets |
| | MSG2_K02 | Student is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of e-logistics markets |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K01 | | | | | | | | X | | | |
| E2_K01 | | | | | | | | X | X | | |
| MSG1_K01 | | | | | | | | X | X | | |
| MSG2_K02 | | | | | | | | X | X | | |

Course contents

Internet forms of distributions
 The role of Internet in logistics process
 Selected Internet logistics markets
 Models of internet shops in business logistics
 Logistics Services in Internet
 Best Practices in e-logistics

Recommended reading lists

The International Journal of Logistics Management
 Ballou R.H: *Basic Business Logistics*. Prentice Hall, New York 1987
 Blanchard B. S.: *Logistics Engineering and Management*. Prentice Hall, New Jersey 1998
 Web pages e-logistics stock

Contact

andrzej.jeziarski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | |
|--|---|--|-----------------|-------------------------|-------|-----------------------|--------------------------|------------|---|------------------|---|
| Course title | Entrepreneurship and Business Success | | | | | | ECTS code | 14.03.5346 | | | |
| | | | | | | | ECTS credits | 5 | | | |
| | | | | | | | max. students | 25 | | | |
| Name of unit administrating study | KMakr | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Andrzej Poszewiecki, Ph.D. | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, 3, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | blended learning | | | | | | | | | | |
| Teaching methods | E-learning, Use of scientific literature in English, academic English. | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | None | | | | | | | | | | |
| Introductory requirements | Good knowledge of English. | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | The basic criteria for evaluation 5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| Inform and challenge students to develop the knowledge and skills required to form a better understanding of the small enterprise sector. Providing the technical and business skills that are needed in order to start and run a new business. Raising learners' awareness of self-employment as a career option (the message being that you can become not only an employee, but also an entrepreneur) Promoting the development of personal qualities that are relevant to entrepreneurship, such as creativity, risk-taking and responsibility Developing an understanding of the role of small business and entrepreneurship in the larger world of international commerce. Developing entrepreneurial marketing strategies and plans for new ventures. Deepen the knowledge of academic English vocabulary in entrepreneurship at an advanced level. | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | MSG1_W03 | Student has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences; | | | | | | | | | |
| | MSG1_W05 | Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship | | | | | | | | | |
| | MSG1_W17 | Student has an advanced knowledge of financial conditions related to conducting business activity, including the principles of accounting, financial analysis and international settlements; | | | | | | | | | |
| | MSG2_W12 | Student has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship; | | | | | | | | | |
| | E2_W11 | Student knows the detailed principles of establishing and developing forms of individual | | | | | | | | | |

| | | |
|--|--|---|
| | | entrepreneurship, using the knowledge of economics, finance and management sciences |
|--|--|---|

Verification of learning outcomes - Knowledge

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_W03 | | | | | X | | | | | | |
| MSG1_W05 | | | | | X | | | | | | |
| MSG1_W17 | | | | | X | | | | X | X | |
| MSG2_W12 | | | | | X | | | | | | |
| E2_W11 | | | | | X | | | | | | |

| | | |
|---------------|----------|--|
| Skills | MSG1_U05 | Student can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises; |
| | MSG1_U14 | Student can interact and work in a team (including an international one), taking various roles within it; |
| | MSG2_U13 | Student has a thorough ability to prepare specialist written work on economic and social issues, using specialist theoretical and methodological approaches, collecting data from various sources, their description and interpretation, the principles of hypothesis formulation and drawing conclusions on the basis of scientific literature and factual data, and can perform advanced international comparisons |
| | E2_U01 | Student can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U05 | | | | | X | | | | | | |
| MSG1_U14 | | | | | | | | | | | X |
| MSG2_U13 | | | | | X | | | | | | |
| E2_U01 | | | | | X | | | | | | |

| | | |
|------------------|----------|---|
| Attitudes | MSG1_K04 | Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence; |
| | MSG2_K04 | Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects |
| | E2_K03 | Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K04 | | | | | | | | X | | | |
| MSG2_K04 | | | | | | | | X | | | |

| | | | | | | | | | | | |
|--------|--|--|--|--|--|--|--|---|--|--|--|
| E2_K04 | | | | | | | | X | | | |
|--------|--|--|--|--|--|--|--|---|--|--|--|

Course contents

- 1. Ways to success - success stories**
 Genes or science? Can entrepreneurship be learnt?
 Motivation of entrepreneurs (economic incentives)
 Assets of an entrepreneur
 Leadership of an entrepreneur
 An entrepreneur vs. time
 Success factors
 People who should never become big entrepreneurs
- 2. Business models**
 A business model
 A typical business model
 An innovative business model
 Formulating a business model
 Typology of innovative business models
 Practical examples of business models
 Frameworks in designing an innovative business model using academic English
- 3. Business organization**
 The conceptualization of an idea and product creation
 A production process
 The most common forms of business activity
 The organizational framework and structure of a business
 Assets of an enterprise
- 4. Business financing**
 Start-up funds
 The value of money
 Advantages and disadvantages of being a business owner
 Business efficiency analysis
- 5. Marketing, distribution and sales**
 What is marketing?
 SWOT Analysis
 Defining the Market Segmentation
 Conducting Marketing Research
 USP - Unique Selling Proposition
 Conducting a Competitive Analysis
 Preparing Pricing and Sales Strategy
 Preparing Promotion Strategy
- 6. Small global companies**
 International Business
 Developing an Export Strategy
 Export Decision Scheme
 Born Global Companies
 Import Opportunities
- 7. Personnel in business**
 Organizational culture
 Teamwork
 Creativity and intra-entrepreneurship
 Effective motivation
 Use of academic English in HR
- 8. How to protect your intellectual property**
 Regulations in intellectual property protection at Polish universities
 Basic concepts related to intellectual property
 Industrial property
 Copyright protection
 Protection of business commercial secrets

Recommended reading lists

Obligatory:

 Bygrave, W. D. and A. Zacharakis, eds., *The Portable MBA in Entrepreneurship*, J. Wiley & Sons, 2010

 Osterwalder and Pigneur, *Business Model Generation*, Wiley & Sons, 2010

Additional:

 Kaplan J.M., Warren A. C., *Patterns of Entrepreneurship Management*, Wiley & Sons, 2010



Katz, J.A., & Green, R.P., *Entrepreneurial Small Business (2nd Ed)*. McGraw-Hill, 2010

Contact

andrzej.poszewiecki@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

| | | | | | | | | | | | |
|---|---|---|-----------------|-------------------------|-------|-----------------------|--------------------------|----------|---|------------------|---|
| Course title | Foreign Direct Investments in Poland and EU | | | | | ECTS code | 14.03.5356 | | | | |
| | | | | | | ECTS credits | 5 | | | | |
| | | | | | | max. students | 45 | | | | |
| Name of unit administrating study | OTHER | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Stanisław Umiński, Associate Professor | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, 3, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | in-class learning Economic Faculty, Sopot | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Individual projects, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | Basic macroeconomics | | | | | | | | | | |
| Introductory requirements | Student shall have basic knowledge in economics. The knowledge of international economics or international economic relations is recommended. | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | The presentation prepared by the Student(s) shall touch the problems of foreign direct investments. The topic ought to be devoted to the general aspects of FDI or be focused on the problems of FDI (incoming or outgoing) in the specific country. Thus it may have general, sectoral or country approach. The reference as well the example of ideas that the presentation might be about is the variety of problems researched in the series of World Investment Reports by UNCTAD. The presentation shall make reference to literature on FDI available on the internet or in a form of books. The grading scale is consistent with study regulations. | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| The aim of the subject is to discuss the most important, selected aspects of FDI in the global economy, in the EU, and in Poland. Main definitions of FDI will be presented, most important FDI theories, as well as sources of information on FDI. Aspects related to the consequences of FDI flows will be discussed. Students will develop the ability to critically assess the pros and cons of FDI presence, as well as to analyze the FDI trends. | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | E1_W01 | Student acquires basic knowledge on foreign direct investments (FDI) in the EU and in Poland | | | | | | | | | |
| | E1_W02 | Student knows theoretical framework devoted to FDI, methodological questions related to FDI data collection | | | | | | | | | |
| | E1_W04 | Student knows differences between FDI and portfolio investments | | | | | | | | | |
| | E1_W05 | Student identifies FDI trends and structures in Poland and in the EU as well as basic legal provisions related to capital transfers in the EU law | | | | | | | | | |
| | E1_W06 | Students get to know consequences of FDI inflows | | | | | | | | | |
| | MSG1_W07 | Student knows and understands the relations between FDI and domestic/recipient economy | | | | | | | | | |
| | MSG2_W02 | Student knows the advanced terminology applicable to FDI | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|---|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_W01 | | | | | | | | | X | | |
| E1_W02 | | | | | | | X | | X | | |
| E1_W04 | | | | | | X | | | X | | |
| E1_W05 | | | | | | X | | X | X | | |
| E1_W06 | | | | | | | | | | | |
| MSG1_W07 | | | | | | | | X | X | | |
| MSG2_W02 | | | | | | | | X | X | | |
| Skills | E1_U01 | Student will learn how to analyse information and statistical data on FDI | | | | | | | | | |
| | E1_U02 | Student will learn on motives and consequences of capital flows | | | | | | | | | |
| | E1_U03 | Another important aspect is application of the EU law regulations on capital transfers as well as OECD benchmark recommendations on FDI to practical situations | | | | | | | | | |
| | E1_U04 | The Student shall be able to predict the consequences of FDI inflow and outflow for competitiveness | | | | | | | | | |
| | E1_U07 | Student will be able to identify and assess the key elements of investment attractiveness | | | | | | | | | |
| | MSG1_U02 | Student is able to assess FDI phenomena taking place in an open economy, and interpret the FDI statistical data and indicators | | | | | | | | | |
| | MSG2_U02 | Student can observe, and critically analyze causes and course of FDI, can form his own opinions on FDI, interpret the necessary data and statistical indicators | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| E1_U01 | | | | | | X | | | | | |
| E1_U02 | | | | | | X | | | X | | |
| E1_U03 | | | | | | | X | X | | X | |
| E1_U04 | | | | | | | X | X | | X | X |
| E1_U07 | | | | | | X | | X | X | X | X |
| MSG1_U02 | | | | | | | | X | X | | |
| MSG2_U02 | | | | | | | | X | X | | |
| Attitudes | E1_K01 | The competences acquired by the Student will be usefull in proffessionall carrier in such work as regional development agencies or other bodies or organisation involved in attracting foreign direct investment | | | | | | | | | |
| | E2_K02 | The knowledge acquired by the Student is essential for understanding foreign direct investors' behaviour | | | | | | | | | |
| | MSG2_K03 | Student is ready to actively participate in groups, organizations and institutions implementing professional projects on the functioning of business entities in conditions of globalization and the development of integration processes | | | | | | | | | |
| | MSG1_K02 | Student critically evaluates the level of his knowledge on FDI, sees the neccesity to deepen and update this knowledge throughout life | | | | | | | | | |
| Verification of learning outcomes - Attitudes | | | | | | | | | | | |
| | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K01 | | | | | | | X | X | X | X | X |
| E2_K02 | | | | | | | X | X | X | X | X |
| MSG2_K03 | | | | | | | | X | X | | |
| MSG1_K02 | | | | | | | | X | X | | |

Course contents

1. Foreign direct investments (FDI): definitions and statistical problems, direct and portfolio investments, monitoring of FDI inflow
2. Theories of FDI: investment portfolio, international production, localization, internalization, eclectic Dunning's theory, motives of FDI
3. Poland as a place of FDI location: FDI in Poland, role of EU origin investors, assessment of investment attractiveness in Poland
4. FDI influence on the economy of Poland: theoretical aspects, FDI's influence on competitiveness
5. FDI in process of technology transfer: theory of technology transfer, FDI role in innovativeness and R&D
6. Freedom of capital transfer in the EU: basic EU law in the area of capital transfer, evolution of legal basis, safeguard clauses, FDI flows in the EU - intra and extra flows and stocks
7. EU as a place for location of transnational corporations: economic integration in the EU, assessment of investment climate, strategies of Polish FDI in the EU, Polish FDI in the EU countries
8. Multinationals and economic geography
9. FDI and international trade

Recommended reading lists
Compulsory:

1. Antras P., Yeaple S., Chapter 2. Multinational Firms and the Structure of International Trade, Handbook of International Economics, 2013/02/01
<https://www.sciencedirect.com/science/article/pii/B9780444543141000021>
2. Dunning J.H., S.M. Lundan, *Multinational Enterprises and the Global Economy*, Second Edition, Edward Elgar Publishing, 2008
https://dipiufabc.files.wordpress.com/2015/06/dunning_multinational-enterprises-and-global-economy.pdf
3. <http://www.oecd.org/investment/fdibenchmarkdefinition.htm> Radosevic S., *International Technology Transfer and Catch-up in Economic Development*, Edward Elgar, Chaltenham, 1999
4. UNCTAD: <http://www.unctad.org>

Supplementary:

1. Forsgren M., *Theories of the Multinational Firm. A Multidimensional Creature in the Global Economy*, Second Edition, Edward Elgar, Chaltenham, 2013
2. Iammarino S., McCann P., *Multinationals and Economic Geography*, Edward Elgar, Chaltenham, 2013
3. Klein N., *This Changes Everything: Capitalism vs. The Climate*, Klein Lewis Productions Ltd, 2014
4. Klein N., *No Logo: 10th Anniversary Edition*, Picador, 2010
<https://www.nber.org/papers/w18775.pdf>
5. Gawlikowska-Hueckel K., Umiński S., eds., *An Analysis of Poland's Foreign Trade in the Light of the Latest Theoretical Concepts*, Scholar Publishing House, Warsaw 2016
http://instytut-rozwoju.org/upload/dfile/Analysis_of_the_Polish_foreign_trade_in_the_light_of_recent_theoretical_concepts_.pdf

Contact
stanislaw.uminski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | |
|---|--|---|-----------------|-------------------------|-------|-----------------------|-----------------------------|----------|---|------------------|---|
| Course title | Fundamentals of European Integration | | | | | ECTS code | 14.03.5351 | | | | |
| | | | | | | ECTS credits | 5 | | | | |
| | | | | | | max. students | 35 | | | | |
| Name of unit administrating study | OBIE | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Maciej Krzemiński, PhD ; Stanisław Umiński, Associate Professor | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 30 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS1, 3 SS1, 1 SS2, 2 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3, 5, 1, 3, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Discussion, questioning, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | This course is NOT available for IB students ! | | | | | | | | | | |
| Introductory requirements | Knowledge of economics, especially macroeconomics, and international issues. | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | During the semester, Students have to write one colloquium. They also prepare an essay - in groups. The essay shall be focused on European Integration problems. Goals and essay structure, its main thesis are consulted with the Lecturer. But they are a team work of each group of Students. A Student that represents each group - briefly presents the essay, its main thesis and conclusions on one of the classes. | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| <p>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 know 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. Students are able to use fundamental knowledge on the EU as well as basic models that explain functioning of the EU and markets - to analyse business entities presence and activity on the European market/s. They interpretate and critically assess main processes that take place within EU structures. Student are able to analyze basic facts and data and well as construct basic economic indicators. They also interpretate key relations between EU structures, rules and the EU law - and business activity. Students make use of basic European (EU) terminology and are able to prepare an essay, to present its thesis and goals. Student learn how to work in a group. How to formulate the ideas and concepts, how to effectively communicate them to the group. They are able to indicate basic dilemmas and work them out. Student improves his professional and responsible attitude towards other people (other Students and a Lecturer).</p> | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | MSG1_W01 | Students acquire basic knowledge on European Integration process as well as on the European Union. | | | | | | | | | |
| | MSG1_W02 | Students learn basic terms on European Union. | | | | | | | | | |
| | MSG1_W03 | Students know basic facts about European structures, including European institutions and consequences of their activity on economic entities. | | | | | | | | | |
| | MSG1_W09 | Students knows 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 | | | | | | | | | |

| | MSG1_W10 | Student sees/analyses integration processes within the EU in the context of the global economy. | | | | | | | | | |
|--|--------------|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| | MSG1_W15 | Student knows consequences of European integration for business entities. | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG1_W01 | | | X | X | | | | | | | |
| MSG1_W02 | | | X | X | | | | | X | | |
| MSG1_W03 | | | X | X | | | | | X | | |
| MSG1_W09 | | | X | X | | | | | X | | |
| MSG1_W10 | | | X | X | | | | | | | |
| MSG1_W15 | | | X | X | | | X | X | X | | X |
| Skills | MSG1_U02 | Student uses fundamental knowledge on the EU as well as basic models that explain functioning of the EU and markets - to analyse business entities presence and activity on the European market/s. | | | | | | | | | |
| | MSG1_U03 | Student interpretes and critically assess main processes that take place within EU structures. | | | | | | | | | |
| | MSG1_U04 | Student analyzes basic facts and data and well as construct basic economic indicators. | | | | | | | | | |
| | MSG1_U07 | Student interpretes key relations between EU structures, rules and the EU law - and business activity. | | | | | | | | | |
| | MSG1_U09 | Student makes use of basic European (EU) terminology. | | | | | | | | | |
| | MSG1_U14 | Student prepares an essay, to present its thesis and goals. | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG1_U02 | | | X | X | | | | | X | | X |
| MSG1_U03 | | | X | | | | | | | | |
| MSG1_U04 | | | | | | | | | X | | X |
| MSG1_U07 | | | X | | | | | | X | | |
| MSG1_U09 | | | X | | | | | | X | | |
| MSG1_U14 | | | | | | | | | X | | X |
| Attitudes | MSG2_K02 | Student learns how to work in a group. How to formulate the ideas and concepts, how to effectively communicate them to the group. | | | | | | | | | |
| | MSG1_K04 | Student indicates basic dilemmas and work them out. | | | | | | | | | |
| | MSG2_K07 | Student improves his/her professional and responsible attitude towards other people (other Students and a Lecturer). | | | | | | | | | |
| Verification of learning outcomes - Attitudes | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG1_K02 | | | | | | | X | | X | | X |

| | | | | | | | | | | | |
|----------|--|--|--|--|--|--|---|--|---|--|---|
| MSG1_K04 | | | | | | | X | | X | | X |
| MSG1_K07 | | | | | | | X | | X | | X |

Course contents

1. General introduction to the European issues - theoretical aspects of the regional integration, spheres and forms of integration, regional integration in the world
2. Theory of integration - concepts and definitions of economic *integration*, aims of the integration process in theory and in the Community Law, instruments of integration; Subsidiarity principle in functioning of the EU
3. Stages of economic integration - basic arguments for free trade, free trade area, customs union, static and dynamic benefits from free trade, common market, basic elements of the monetary integration
4. The historical context of the integration processes in Europe - political and economic conditions of integration in Europe in XX century, evolution of regional integration in Europe - European Coal and Steel Community, European Economic Community, Euratom, European Union.
5. Structure of the EU, institutions and common law - legal entity of the EU, institutional structure, division of competences between European institutions and Member Countries, principles of law and characteristics of legal acts
6. The internal market of the EU - "euro-sclerosis" as an argument for the internal market idea, interpretations of the internal market concept, internal market basic rules, stages in creation of the internal market, technical, physical and tax barriers
7. Free movement of goods and people - legal basis, Cassis de Dijon principle, Dassonville case, "old" and "new" approach to technical harmonisation in the EU, public procurement in the EU, European citizenship, rules for taking work, recognition of professional qualifications, coordination of social protection systems
8. Economic and Monetary Union: Theory of Optimal Currency Areas. OCA and the eurozone. History of the EMU. Institutional framework of the EMU - ECB and ESCB. Independence and its role. Monetary policy in the eurozone. Fiscal policy in the EU. The role of Stability and Growth Pact. Excess deficit procedure and its reform. Theoretical and real effects of the eurozone. International role of euro. Accession of Poland and other CEES to the eurozone. Maastricht criteria on nominal convergence. Cost-benefit analysis of euro adoption.
9. Selected European policies:
 - Common Trade Policy (legal basis of the EU trade policy, EU internal and external trade, the EU pyramid of privileges);
 - Competition policy (competition, efficiency and location, restriction of competition, basic legislation, mergers, cartels, state aid);
 - Regional and cohesion policy (causes of regional disparities, impact of integration on regions, the origins and evolution of EU cohesion and regional policy, key objectives, instruments and funding);
 - Innovation and competitiveness policy (EU competitiveness, the role of technology and innovations, The Lisbon Strategy)

Recommended reading lists

Baldwin R., Wyplosz Ch., *Economics of European Integration*, 2nd edition, McGraw-Hill, London, 2006.
 Brodzicki T., *On optimality or non-optimality of the eurozone*, w: Turnovec, F., Strielkowski, W., et al., *Advanced Economics of European Integration: selected issues*. 1st ed. Charles University in Prague, Faculty of Social Science, 2012
 De Grauwe P., *Economics of Monetary Union*, Oxford University Press, 2000
 Hansen J. D., Nielsen J. U. M., *An Economic Analysis of the European Union - 2nd edition*, McGraw-Hill, London, 1999
 Eijffinger S., de Haan J., *European Monetary and Fiscal Policy*, Oxford University Press, 2000

Contact
m.krzeminski@ug.edu.pl, stanislaw.uminski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | |
|---|---|---|-----------------|------------------------|------------------|--------------------------|--------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Fundraising in Non Governmental Organizations: How to assure resources for successful NGO operation? | | | | | | ECTS code | 4.0.2405 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 30 | | | | |
| Name of unit administrating study | KMakr | Field of study | Economics/MSG** | | | Field of specialisation | NONE; | | | | | |
| Teaching staff | Christian Orobello, Msc. ; Andrzej Poszewiecki, Ph.D. | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 30 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | Year&Type of studies* | 2 SS1, 3 SS1, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | 20 | | Semester: | | 3, 5, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | 55 | | Type of course: | | optional | | | | |
| Total number of hours: | | | | 75 | | Language of instruction: | | English | | | | |
| Teaching form | in-class learning WE | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | None | | | | | | | | | | | |
| Introductory requirements | None, basic course in management is welcome | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of buiding skills and knowledge - 50% of available b) quality of presentations and group projects - 50% of available points, measured by: application of professional manegaerial approach 1/4, creativity and innovation approach 1/4, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| Building skills in professional fundrasing Understand how NGOs operate Building skills in communication with stakeholders and general public Knowledge on how to cooperate with public authorities Ability to engage celebrities and well know persons to fundrasing campaigns Deep understanding of public good and common good | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | MSG1_W04 | The student gains the enlarged knowledge on professional NGO fundraising in international environment including different business situations and fields of business administration | | | | | | | | | | |
| | E1_W11 | The student gains the enlarged knowledge on professional NGO fundraising in different business and social environments | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| MSG1_W04 | | | | | | X | X | X | X | | | |

| | | | | | | | | | | | |
|--------|----------|---|--|--|--|---|---|---|---|--|--|
| E1_W11 | | | | | | X | X | X | X | | |
| Skills | MSG1_U05 | The student gains skills in using knowledge in practical planning and execution of NGO fundraising campaigns in international environment formation, including international business environment | | | | | | | | | |
| | E1_U06 | The student gains skills in using knowledge in practical planning and execution of NGO fundraising campaigns in different business and social environments | | | | | | | | | |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U05 | | | | | | X | X | X | X | | |
| E1_U06 | | | | | | X | X | X | X | | |

| | | | | | | | | | | | |
|-----------|----------|--|--|--|--|--|--|--|--|--|--|
| Attitudes | MSG1_K06 | Student uses business ethics and corporate social responsibility | | | | | | | | | |
| | E1_K06 | Student uses business ethics and corporate social responsibility | | | | | | | | | |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K06 | | | | | | X | X | X | X | | |
| E1_K06 | | | | | | X | X | X | X | | |

Course contents

1. The World of Nonprofits & Social Entrepreneurship - presentation and discussion
2. Governance and Types of Nonprofit Organizations - presentation and group work
3. Greening the Ghetto Impressions - case study discussion
4. The Process of Starting a Nonprofit Organization & Defining Agency - group exercise
5. Nonprofit Capacity and Networks: Identifying Complementary Services & Building Alliances - short presentation and group exercise
6. Estimation of financial needs for the agency planned: projects and general statutory operations approach - exercises and mutual checking
7. Projects funding sources review - mapping of possible sources
8. Applying for Public Funding for Projects of Nonprofit Organizations - review, exercise in building strong arguments
9. Applying for Public Funding for General Statutory Operations - review, exercise in building strong arguments
10. Public Good Organizations and Specific Financial Regulations - regulation of 1% PIT for NGO in Poland and other countries and how to organize a successful promotion
11. General Public as the Source of Financial Support - Review of Possibilities and Fundraising Techniques - group exercise
12. Governmental Sector as NGO Financial Supporter - Possibilities and Programs Review and Assessment - group discussion
13. Private Donors and Strategy of their Engagement - exercise on building the strategy to approach to private donors
14. Endowment Funds and their Application - exercise on design of an endowment fund
15. Fundraising Campaign Design - students' project work
16. Fundraising Campaign Conduct - students' project work
17. Reporting the Effects of Projects and Activities to General Public and Donors - a design of action exercise
18. Marketing and Fundraising: Using Celebrities and Well Known Persons to Support Campaign - building the approach to the targets exercise
19. Groups' projects presentations - students' group work presentations

Recommended reading lists
A. Fundamental (basic) literature

1. Electronic materials delivered by the instructor
2. I. Bray, *Effective Fundraising for Nonprofits: Real-World Strategies That Work*, 2013, NOLO

B. Supplemental literature

1. Electronic articles and publications on NGO governance and financing suggested and indicated by the instructor for free upload



Contact

christian.orobello@ug.edu.pl, andrzej.poszewiecki@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

| | | | | | | | | | | | |
|---|--|---|-----------------|-------------------------|-------|-----------------|--------------------------|----------------------|---|------------------|---|
| Course title | International economics | | | | | | ECTS code | 14.03.5360 | | | |
| | | | | | | | ECTS credits | 5 | | | |
| | | | | | | | max. students | 45 | | | |
| Name of unit administrating study | KEIE | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Stanisław Umiński, Associate Professor | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, 1 SS2, | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, 3, 1, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Discussion, questioning, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | Undergraduate micro and macroeconomics. | | | | | | | | | | |
| Introductory requirements | Good command of English. | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | <p>Active participation in classes and the essay/project prepared in groups. A group can consist of up to 3 Students.</p> <p>The project/essay prepared by the Student(s) shall focus on the international economics problems. The list of possible topics is proposed by the professor. The students can also propose a topic on their own, however, the topics have to be consulted with the teacher, and must be related to aspects of international economics.</p> | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| <p>The objective of this course is to discuss with students the most important, selected aspects of international economics. During the lecture, the students are expected to share their opinion related to contemporary, actual international economic processes, with a focus on international trade, foreign direct investment, international trade policy, and consequences of openness.</p> | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | MSG1_W01 | Students have extended knowledge of international trade theory, trade empirics, trade policy, economic integration, international financial system, open economy macroeconomics and aspects of economic growth in open-economies. The participant gains a thorough understanding of the complex aspects of the contemporary international economic systems. | | | | | | | | | |
| | MSG1_W02 | Student knows the advanced terminology applicable to international economics and the related topics, such as new economic geography. | | | | | | | | | |
| | E1_W03 | Student understands the relations among the social and economic participants functioning in the international sphere, especially the consequences of economic openness | | | | | | | | | |
| | MSG2_W06 | Student identifies the key dilemmas related to globalisation, openness and international economic interdependence. | | | | | | | | | |
| | E2_W09 | Student has the profound knowledge on the evolution of the theories and concepts usefull in interpretation of international economic processes. Student understands the logic of making use of new economic geography and social physics in international economics. | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_W01 | | | | X | | | X | X | X | | X |
| MSG1_W02 | | | | X | | | | | X | | |
| E1_W03 | | | | X | | | | | X | | |
| MSG2_W06 | | | | X | | | | | X | | X |
| E2_W09 | | | | X | | | | | X | | X |

| | | |
|--------|----------|--|
| Skills | E2_U02 | Student is able to use the theoretical knowledge to analyse and interpret the international economic processes and to formulate his or her critical opinion. |
| | E1_U08 | Student can choose the relevant theoretical concepts for the interpretations of consequences of economic openness. |
| | MSG1_U02 | Student can propose the most relevant indices/indicators/measures to analyse open economy problems and processes. |
| | MSG2_U06 | Student identifies the risks associated with functioning within the open, global economic environment. |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_U02 | | | | X | | | | | X | | X |
| E1_U08 | | | | X | | | | | X | | X |
| MSG1_U02 | | | | X | | | | | X | | X |
| MSG2_U06 | | | | X | | | | | X | | X |

| | | |
|-----------|----------|---|
| Attitudes | E1_K03 | Student is able to work in international teams, participate in a discussion and trying to solve the tasks in an entrepreneurial way. Student identifies the challenges of working in financial institutions domestically and internationally. He/she is aware that it is necessary to expand and complement knowledge in international economics throughout their working lives. Students understand the diversity of business cultures |
| | E2_K02 | Student is aware of the level of his knowledge in the field of international economics, understands the need to deepen and update this knowledge throughout life |
| | MSG1_K02 | Student critically evaluates the level of his knowledge in the field of international economics, is ready to deepen and update this knowledge throughout life |
| | MSG2_K02 | Student is ready to critically assess the level of knowledge, professional skills and competences in the area international economics |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K03 | | | | X | | | | X | X | | X |
| E2_K02 | | | | X | | | | X | X | | X |
| MSG1_K02 | | | | | | | | X | X | | X |
| MSG2_K02 | | | | | | | | X | X | | X |

Course contents

1. Introduction to international economics
2. Classical models of foreign trade
3. Standard model of international trade - graphical explanation
4. Other trade theories: H-O, HOS, HOV, technology as a base for trade
5. New trade theory of Krugman (1980) - intra-industry trade (HIIT and VIIT)
6. New new trade theory - heterogeneous firms - exporters and non-exporters in trade Melitz (2003) - micro-level evidence
7. International trade policy
8. International movements of factors of production
 - a. foreign direct investments
 - b. international migration
9. Determinants of foreign exchange rates.
10. Foreign exchange rate regimes, OCA debate, international role of euro.
11. Balance of payments and adjustments in balance of payments - automatic adjustment mechanisms and adjustment policy.
12. Models of small and large open economies under flexible/fixed exchange rates
13. Openness, economic growth and economic development - theoretical and empirical aspects.

Recommended reading lists

Main textbooks:

1. Krugman Paul, Obstfeld Maurice, Melitz Marc (2013), *International economics, Theory and Policy 9th edition*, Addison Wesley.
2. Pilbeam K. Pilbeam K. (2013), *International Finance*, 4th edition, Palgrave Macmillan, London.

Additional literature:

1. Selected journal articles, working papers and web sites.
2. Feenstra Robert C. (2004) *Advanced International Trade*, Princeton University Press.
3. Obstfeld Maurice, Rogoff Kenneth (1996) *Foundations of International Macroeconomics*, MIT Press.
4. Ciżkowicz P., Rzońca A., Umiński S., (2013) *The determinants of regional exports in Poland - a panel data analysis*, *Post-Communist Economies*, Volume 25, Issue 2, s. 206-224
5. Brodzicki T., Umiński S., (2013) *International trade relations of enterprises established in Poland's regions: gravity model panel estimation*, Working Paper nr 1/2013, Instytut Rozwoju.
6. Brodzicki T. (2012), *On optimality or non-optimality of the eurozone*, w: Turnovec, F., Strielkowski, W., et al. (2012), *Advanced Economics of European Integration: selected issues*. 1st ed. Charles University in Prague, Faculty of Social Science.

Contact

stanislaw.uminski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | |
|---|---|---|-----------------|-------------------------|-------|-----------------------|--------------------------|----------|---|------------------|---|
| Course title | International Marketing (excluding IB students) | | | | | | ECTS code | 4.7.1055 | | | |
| | | | | | | | ECTS credits | 5 | | | |
| | | | | | | | max. students | 25 | | | |
| Name of unit administrating study | KBM | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Marek Reysowski, PhD | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, 3, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Case studies, Discussion, questioning, Collaborating, group activities, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | Students must have basic knowledge about marketing and graduate at least one marketing course. The course cannot be selected by I IB students who have it in their study programme as an obligatory course. | | | | | | | | | | |
| Introductory requirements | The goal of the course is to characterise the phenomenon of the international marketing, resent major marketing challenges companies face entering the international market. Students will have also to work on real business cases that will help them to comprehend the complexity of decisions made by managers in the international marketing. Other goal of the course is the presentation of the process of companies internationalization and globalization and differences between acting on domestic and international market. | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | The final grade is based on two factors: written test (70%) and student involvement & group work (30%). | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | MSG1_W05 | Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope | | | | | | | | | |
| | MSG1_W10 | Students know also processes supporting the decision-making by managers and consumers-have at least a basic knowledge of the management of a business entity in the international market, including knowledge of marketing concepts and tools used in the management. | | | | | | | | | |
| | MSG1_W15 | Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them. | | | | | | | | | |
| | MSG2_W05 | Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope | | | | | | | | | |
| | MSG2_W10 | Students know also processes supporting the decision-making by managers and consumers-have at least a basic knowledge of the management of a business entity in | | | | | | | | | |

| | | |
|--|----------|--|
| | | the international market, including knowledge of marketing concepts and tools used in the management. |
| | MSG2_W15 | Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them. |

Verification of learning outcomes - Knowledge

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_W05 | | | X | | | | | X | X | | |
| MSG1_W10 | | | X | | | | | X | X | | |
| MSG1_W15 | | | | | | | | X | X | | |
| MSG2_W05 | | | X | | | | | X | X | | |
| MSG2_W10 | | | X | | | | | X | X | | |
| MSG2_W15 | | | | | | | | X | X | | |

| | | |
|--------|----------|---|
| Skills | MSG1_U02 | Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes. |
| | MSG1_U06 | Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics. |
| | MSG1_U13 | Students are able to use the basic methods and marketing tools, including techniques of data collection and marketing tools to diagnose business processes on the basis of making the right economic decisions. |
| | MSG2_U02 | Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes. |
| | MSG2_U06 | Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics. |
| | MSG2_U13 | Students are able to use the basic methods and marketing tools, including techniques of data collection and marketing tools to diagnose business processes on the basis of making the right economic decisions. |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U02 | | | X | | | | | | | | |
| MSG1_U06 | | | | | | | | X | X | | |
| MSG1_U13 | | | | | | | | X | X | | |
| MSG2_U02 | | | X | | | | | | | | |
| MSG2_U06 | | | | | | | | X | X | | |
| MSG2_U13 | | | | | | | | X | X | | |

| | | |
|-----------|----------|--|
| Attitudes | MSG1_K03 | Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities. |
| | MSG1_K06 | Students properly communicate with classmates and lecturers, can properly determine |

| | | |
|--|----------|--|
| | | the priorities for implementation specified by themselves or by others tasks and take responsibility for their actions. |
| | MSG2_K03 | Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities. |
| | MSG2_K06 | Students properly communicate with classmates and lecturers, can properly determine the priorities for implementation specified by themselves or by others tasks and take responsibility for their actions. |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K03 | | | | | | | | X | X | | |
| MSG1_K06 | | | | | | | | X | X | | |
| MSG2_K03 | | | | | | | | X | X | | |
| MSG2_K06 | | | | | | | | X | X | | |

Course contents
1. Introduction into the International Marketing and Entry Modes

Objectives and program of the course

Literature

Grading Policy

Direct exporting

Direct investment

Strategic alliances

2. Global Segmentation and Positioning

Grouping consumers within countries into homogenous segments

Use of strategically equivalent segments

Use of macro and micro data

Implications for positioning

Tools for forming groups

3. International Marketing Research

Basic problems in international marketing research

Sources of information

Adapting research methods to the international specific

Evaluation of foreign markets attractiveness

4. Pricing

International price setting

International price standardization

Transfer pricing

5. Product Development For Global Markets

Adaptation vs standardization

Concept testing

Influence of the R&D interface

New product development for international markets

Product introduction: diffusion, sprinkler and waterfall

6. Distribution strategies

Exclusive distribution

Selective distribution

Intensive distribution

7. Promotion strategies

Pull strategy

Push strategy

Recommended reading lists

 Philip Kotler, *Marketing*, any edition dated after 1998.

 Stanley L. Paliwoda, Michael J. Thomas, *International Marketing*, Butterworth Heinemann 1998.

The Central Challenge for Global Strategy By Pankay Ghemawat, Harvard Business Review, March 2007 Handouts distributed at class.

Contact

marek.reysowski@ug.edu.pl



* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | |
|--|---|--|-----------------|-------------------------|-------|-----------------------|--------------------------|------------|---|------------------|---|
| Course title | Logistics for Economic Processes | | | | | | ECTS code | 14.03.5361 | | | |
| | | | | | | | ECTS credits | 5 | | | |
| | | | | | | | max. students | 35 | | | |
| Name of unit administrating study | KL | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Leszek Reszka, Ph.D. | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 0 | Laboratory | 30 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, 3, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities, Case studies, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | Microeconomics, macroeconomics. | | | | | | | | | | |
| Introductory requirements | Basic economic knowledge. | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | The final mark consists of: <ul style="list-style-type: none"> • active participation in classes (monitored on an ongoing basis by the teacher) • evaluation of projects prepared in teams • test which is an optional possibility to improve the mark | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| The course aims to present knowledge about the basics of logistics, to present the importance of logistics processes and systems in the functioning of economic processes, and to present the chosen methods of logistics management as well as the ability to use them in practice. Moreover, students expand their vocabulary in English terminology in the field of logistics. By preparing project, they develop the skills of teamwork. | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | E1_W01 | Student gains the knowledge of logistic support for an organization. | | | | | | | | | |
| | MSG1_W01 | Student gains the knowledge of logistic support for an organization. | | | | | | | | | |
| | E2_W01 | Student gains the knowledge of logistic support for an organization. | | | | | | | | | |
| | MSG2_W01 | Student gains the knowledge of logistic support for an organization. | | | | | | | | | |
| | E1_W06 | Student knows tools and methods used in logistics | | | | | | | | | |
| | MSG1_W10 | Student knows tools and methods used in logistics | | | | | | | | | |
| | E2_W06 | Student knows tools and methods used in logistics | | | | | | | | | |
| | MSG2_W13 | Student knows tools and methods used in logistics | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | |
| Outcomes | | | | | | | | | | | |

| | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|---|--------------|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_W01 | | | X | | | | X | X | | | |
| MSG1_W01 | | | X | | | | X | X | | | |
| E2_W01 | | | X | | | | X | X | | | |
| MSG2_W01 | | | X | | | | X | X | | | |
| E1_W06 | | | X | | | | X | X | | | |
| MSG1_W10 | | | X | | | | X | X | | | |
| E2_W06 | | | X | | | | X | X | | | |
| MSG2_W13 | | | X | | | | X | X | | | |
| Skills | E1_U02 | Student is able to implement presented logistic tools and methods in practice. | | | | | | | | | |
| | E2_U02 | Student is able to implement presented logistic tools and methods in practice. | | | | | | | | | |
| | MSG1_U04 | Student is able to implement presented logistic tools and methods in practice. | | | | | | | | | |
| | MSG2_U04 | Student is able to implement presented logistic tools and methods in practice. | | | | | | | | | |
| | E1_U11 | Student can work in groups. | | | | | | | | | |
| | MSG1_U14 | Student can work in groups. | | | | | | | | | |
| | E2_U11 | Student can work in groups. | | | | | | | | | |
| | MSG2_U12 | Student can work in groups. | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| E1_U04 | | | X | | | | X | X | | | |
| E2_U02 | | | X | | | | X | | | | |
| MSG1_U04 | | | X | | | | X | | | | |
| MSG2_U04 | | | X | | | | X | | | | |
| E1_U11 | | | | | | | X | | | | |
| MSG1_U14 | | | | | | | X | | | | |
| E2_U11 | | | | | | | X | | | | |
| MSG2_U12 | | | | | | | X | | | | |
| Attitudes | E1_K02 | Student aims to gain the knowledge permanently. | | | | | | | | | |
| | E2_K02 | Student aims to gain the knowledge permanently. | | | | | | | | | |
| | MSG1_K02 | Student aims to gain the knowledge permanently. | | | | | | | | | |
| | MSG2_K02 | Student aims to gain the knowledge permanently. | | | | | | | | | |
| Verification of learning outcomes - Attitudes | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| E1_K02 | | | | | | | X | X | | | |
| E2_K02 | | | | | | | X | X | | | |

| | | | | | | | | | | | |
|----------|--|--|--|--|--|--|---|---|--|--|--|
| MSG1_K02 | | | | | | | X | X | | | |
| MSG2_K02 | | | | | | | X | X | | | |

Course contents

- The fundamentals of logistics:
 definition of logistics,
 logistics support system's components,
 macro- and microeconomics aspects of logistics

- Demand in logistics:
 primary and derivative demand in logistics,
 the role of primary demand forecasts in logistics,
 material requirements planning
 evolution of MRP systems,
 Zeparde Gozinto's graph

- Inventory management:
 Wilson's model,
 ABC / XYZ classification,
 the idea of separating point

- Evaluation and choice of the supplier:
 identification of potential suppliers,
 determination of main criteria and parameters,
 principles of grading for criteria and parameters,
 introduction of possible wages for criteria and parameters,
 calculating of score for each supplier,
 taking a decision about choice of the supplier

- Logistic costs:
 total logistic costs calculation,
 activity based costing as a method of logistic processes management,
 the idea of life cycle logistic support system

Recommended reading lists

(a)
 B. S. Blanchard, Logistics Engineering & Management, Pearson New International Edition 2013
 D. Simchi-Levi, Designing and Managing the Supply Chain. McGraw - Hill Education Europe, 2007
 Jones, J.V. *Integrated Logistics Support Handbook*, McGRAW-HILL, New York 2006

(b)
 L. Reszka: Decision Making Process in the Management of Logistics Support System [in:] C. Mańkowski, L. Reszka (ed.):
 Modelowanie procesów i systemów logistycznych, cz. XXII Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2021, p. 167-176
 L. Reszka: Multicriteria optimization methods in logistics on the example of warehouse location, "Journal of Positive Management", vol. 9, nr 3/2018, Toruń 2018, ISSN: 2083-103X, p. 3-16
 C. Mańkowski, L. Reszka (ed.): Modelling of Logistics Processes and Systems, part XXI Transport Economics and Logistics vol. 82. Gdańsk University Press, Gdańsk 2019
 C. Mańkowski, L. Reszka (ed.): Modelling of Logistics Processes and Systems, part XX Transport Economics and Logistics vol. 78. Gdańsk University Press, Gdańsk 2018
 C. Mańkowski, L. Reszka (ed.): Modelling of Logistics Processes and Systems, part XIX Research Journal of the University of Gdańsk Transport Economics and Logistics vol. 71. Gdańsk University Press, Gdańsk 2017
 M. Chaberek, L. Reszka (ed.): Modelling of Logistics Processes and Systems, part XVIII Research Journal of the University of Gdańsk Transport Economics and Logistics vol. 68. Gdańsk University Press, Gdańsk 2017
 M. Chaberek, L. Reszka (ed.): Modelling of Logistics Processes and Systems, part XVII Research Journal of the University of Gdańsk Transport Economics and Logistics vol. 66. Gdańsk University Press, Gdańsk 2017

Contact
leszek.reszka@ug.edu.pl

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | |
|--|--|---|-----------------|-------------------------|------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Managerial Decision Making Exercises | | | | | | ECTS code | 4.0.2406 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 28 | | | | |
| Name of unit administrating study | KMakr | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | | |
| Teaching staff | Przemysław Kulawczuk, Associate Professor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 30 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning Faculty of Economics Building | | | | | | | | | | | |
| Teaching methods | Activating methods in training classes, Discussion, questioning, Collaborating, group activities, Case studies, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | Basic course on management or business administration is welcome. | | | | | | | | | | | |
| Introductory requirements | General knowledge on the main fields of management / business administration is required. Openess and creativity to solving business problems is welcome. Students are kindly encouraged to bring their laptops, tablets, smartphones for classes beacue we will need to use them for on-line collection of information for decision making processes. This course will also teach you how to use internet to make fast and effective business decisions. | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of building skills and knowledge on managerial decisions making - 50% of available b) quality of presentations and small projects - 50% of available points, measured by: application of professional managerial approach 1/4, creativity and innovation approach, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The course main aim to build skills and knowledge in making effective managerial decisions using experienecees and practices of management, psychology, sociology, culture and in the spirit of corporate social responsibility. The course graduate will be a mature decision making specialist who can properly assess the situation, define the problem, design possible solutions, make the right choice and effectively implement the decision in the business life. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | MSG1_W09 | The student gains the enlarged knowledge on managerial decisions process including international markets | | | | | | | | | | |
| | E1_W11 | The student gains knowledge in managerial decisions process, including different business situations and fields ob business admionistration | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| MSG1_W09 | | | | | | X | X | X | X | | | |

| | | | | | | | | | | | |
|---|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_W11 | | | | | | X | X | X | X | | |
| Skills | MSG1_U04 | The student gains skills in using knowledge in managerial decision making including international business environment | | | | | | | | | |
| | E1_U07 | The student gains the ability to design reasonable business propositions to solve problems in different fields of business management | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG1_U04 | | | | | | X | X | X | X | | |
| E1_U07 | | | | | | X | X | X | X | | |
| Attitudes | MSG1_K06 | The student is able to is ready to be guided in his/her professional life by business ethics and corporate social responsibility | | | | | | | | | |
| | E1_K05 | The student can set up priorities and plan tasks as well as monitor and correct the project progress and sove existing dilemmas | | | | | | | | | |
| Verification of learning outcomes - Attitudes | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG1_K06 | | | | | | X | X | X | X | | |
| E1_K05 | | | | | | X | X | X | X | | |
| Course contents | | | | | | | | | | | |
| <p>2 introductory lectures followed by short exercises, 12 classes, each class will start from short introductory lecture 15-20 min which will remind the basic concepts in the given field of management, and following practical exercises, conducted in international students' teams on different elements of decision making process. The exercises will be completed by short presentations and discussions.</p> <p>Design of classes: each class will start from</p> <ol style="list-style-type: none"> 1. Rational model of managerial decision making - lecture and short exercise 2. Behavioral models of making business decisions - lecture and short exercise 3. Business field for start up choice - exercise on decisions preparation 4. Equal employment - managerial exercise 5. Customers' complaints solutions - managerial exercise 6. Suppliers' treatment exercise 7. Environmental disaster - crisis behavior exercise 8. Market entry dilemmas - assessment of decisions' alternatives 9. Customers' boycott - criis management exercise 10. Merger of two companies - managerial game 11. Theft of intellectual property by Far Distance Competitor - strategy preparation 12. Technology damage and employees' mobilization - crisis management exercise 13. Motivating employees - overcoming high employment turnover - planning exercise 14. Participatory management - preparation of decisions involving employees in the management process | | | | | | | | | | | |
| Recommended reading lists | | | | | | | | | | | |
| <p>A. Fundamental (basic) literature</p> <ol style="list-style-type: none"> 1. Case studies delivered by the instructor in the electronic form 2. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i>, McGrawHill Education, 2019 3. Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, <i>Strategic International Management, Text and Cases</i>, 3rd Edition, Springer, 2015 4. <i>The Sustainable Business Case Book</i>, The Saylor Foundation, or any other book on CSR applications <p>B. Supplemental literature</p> | | | | | | | | | | | |



4. Barlett Ch., Ghoshal S., Birkinshaw J., *Transnational Management*, Text, Cases and Readings in Cross-Border Management, McGraw Hill, 2003 or later editions

Contact

przemyslaw.kulawczuk@ug.edu.pl; pk1@post.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | |
|--|--|--|-----------------|------------------------|------------------|--------------------------|--------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Managers of the Future. Leadership in Management Practical Workshops | | | | | | ECTS code | 4.0.2410 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 30 | | | | |
| Name of unit administrating study | KMakr | Field of study | Economics/MSG** | | | Field of specialisation | NONE; | | | | | |
| Teaching staff | Christian Orobello, Msc. | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 30 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, 2 SS1, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | 80 | | Semester: | | 5, 3, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | 95 | | Type of course: | | optional | | | | |
| Total number of hours: | | | | 175 | | Language of instruction: | | English | | | | |
| Teaching form | in-class learning WE | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | None | | | | | | | | | | | |
| Introductory requirements | None, basic course in management is welcome | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | The fundamental criteria of assessment include two groups of elements: a) active participation and contribution to exercises, group work, small projects, decision making exercises, decision preparations and other forms of building skills and knowledge - 50% of available b) quality of presentations and group projects - 50% of available points, measured by: application of professional managerial approach 1/4, creativity and innovation approach 1/4, respecting corporate social responsibility 1/4, high prospects for good results and good efforts / outcomes ratio 1/4. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| Building individual and teamwork skills reflecting the modern managerial approach Improvement of individual personal and professional skills in cooperation with people Building goals setting and effects driven professional life approach Acquire knowledge how to plan and execute managerial actions | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | MSG1_W13 | The student gains the enlarged knowledge on managerial process and best practices in modern management including international markets | | | | | | | | | | |
| | E1_W07 | The student gains the enlarged knowledge on managerial process and best practices in modern management including different business situations and fields of business administration | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| MSG1_W13 | | | | | | X | X | X | X | | | |
| E1_W07 | | | | | | X | X | X | X | | | |

| | | |
|--------|----------|---|
| Skills | MSG1_U04 | The student gains skills in using knowledge in design and execution of managerial processes in international business environment including effective problem solving |
| | E1_U07 | The student gains skills in using knowledge in design and execution of managerial processes in in different business situations and fields of business administration including problem solving |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U04 | | | | | | X | X | X | X | | |
| E1_U07 | | | | | | X | X | X | X | | |

| | | |
|-----------|----------|--|
| Attitudes | MSG1_K06 | Student uses business ethics and corporate social responsibility |
| | E1_K06 | Student uses business ethics and corporate social responsibility |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K06 | | | | | | X | X | X | X | | |
| E1_K06 | | | | | | X | X | X | X | | |

Course contents

1. Impact of New Lifestyle and Multiculturalism on Leadership Approaches - presentation and discussion
2. Leadership Impacts - presentation and practical exercise
3. Leadership Assessment and Reflection - practical exercise
4. Leaders and Followers - exercise: how to distinguish cats and mice
5. Management Approaches - presentation and workshop
6. Leadership Map - exercise (design group work)
7. Mission and Culture Statements - discussion and group work
8. Organizational Culture and Leadership - presentation and exercises
9. Emotional Intelligence Assessment - work on mapping the personality of leaders
10. Socially Responsible Practice Recommendations - group work
11. Ineffective Communication - group assessment and recommendation
12. Comparing Decision-Making Models - presentation and discussion
13. Statement of Leadership - individual work and students' presentations
14. Groups' projects presentations - students work presentations

Recommended reading lists
A. Fundamental (basic) literature

1. Electronic materials delivered by the instructor
2. *The Future International Manager: A Vision of the Roles and Duties of Management*, 2009, eds.: L. Zsolani, A. Tencati

B. Supplemental literature

1. Current electronic articles and publications on advances in management suggested and indicated by the instructor for free download

| | |
|---------|--|
| Contact | christian.orobello@ug.edu.pl |
|---------|--|

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | |
|---|--|--|-----------------|-------------------------|-------|------------|--------------------------|---------------|---|------------------|---|
| Course title | Mobility Challenges in Urban Logistics | | | | | | ECTS code | 14.03.5365 | | | |
| | | | | | | | ECTS credits | 5 | | | |
| | | | | | | | max. students | 20 | | | |
| Name of unit administrating study | KRT | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Aleksander Jagiełło, Ph.D. ; Katarzyna Hebel, Associate Professor ; Krzysztof Grzelec, Associate Professor ; Dariusz Tłoczyński, Associate Professor | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | 38 | Semester: | 5, 3, | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | 38 | Type of course: | optional | | | |
| Total number of hours: | | | | | | 76 | Language of instruction: | English | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Case studies, E-learning, Didactic games, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | Transport Economics, Economics (Basic) | | | | | | | | | | |
| Introductory requirements | Basic knowledge in the field of transport | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | <p>The presentations on mobility challenges in urban logistics subject will be the basis for the assessment of the student's performance (the topics will be individually discussed during lecture).</p> <p>100-90% of the maximum number of points - 5 89-80% of the maximum number of points - 4+ 79-70% of the maximum number of points - 4 69-60% of the maximum number of points - 3+ 59-50% of the maximum number of points - 3 49-0% of the maximum number of points - 2</p> | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| Acquisition by the student of knowledge about mobility in city logistics | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | E1_W03 | has an in-depth knowledge of relations between transport companies | | | | | | | | | |
| | E1_W07 | has an in-depth knowledge of economic and financial principles governing the functioning and management of transport companies | | | | | | | | | |
| | MSG1_W02 | has an advanced knowledge and understanding of the terminology of transport, mobility and logistics | | | | | | | | | |
| | MSG1_W06 | has advanced knowledge of the functioning of transport and logistics companies | | | | | | | | | |
| | E2_W03 | has an in-depth knowledge of relations between transport companies | | | | | | | | | |
| | E2_W07 | has an in-depth knowledge of economic and financial principles governing the functioning and management of transport companies | | | | | | | | | |
| | MSG2_W02 | has an advanced knowledge and understanding of the terminology of transport, mobility and logistics | | | | | | | | | |
| | MSG2_W09 | has an in-depth knowledge of selected areas of the functioning of a modern transport and logistic enterprises | | | | | | | | | |

| Verification of learning outcomes - Knowledge | | | | | | | | | | | |
|---|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| E1_W03 | | | | | | | X | X | X | | |
| E1_W07 | | | | | | | X | X | X | | |
| MSG1_W02 | | | | | | | X | X | X | | |
| MSG1_W06 | | | | | | | X | X | X | | |
| E2_W03 | | | | | | | X | X | X | | |
| E2_W07 | | | | | | | X | X | X | | |
| MSG2_W02 | | | | | | | X | X | X | | |
| MSG2_W09 | | | | | | | X | X | X | | |
| Skills | E1_U06 | can practically apply various forms and range of acquired knowledge in economics, finance and management of transport companies | | | | | | | | | |
| | E1_U08 | can independently analyse economics of transport and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena | | | | | | | | | |
| | MSG1_U06 | can identify selected risks related to operations of transport and logistics companies and assess their consequences correctly | | | | | | | | | |
| | MSG1_U13 | can prepare presentations and oral speeches on transport and mobility issues | | | | | | | | | |
| | E2_U06 | can practically apply various forms and range of acquired knowledge in economics, finance and management of transport companies | | | | | | | | | |
| | E2_U08 | can independently analyse economics of transport and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena | | | | | | | | | |
| | MSG2_U06 | can identify selected risks related to operations of transport and logistics companies and assess their consequences correctly | | | | | | | | | |
| | MSG2_U14 | can prepare presentations and oral speeches on transport and mobility issues | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| E1_U06 | | | | | | | X | X | X | | |
| E1_U08 | | | | | | | X | X | X | | |
| MSG1_U06 | | | | | | | X | X | X | | |
| MSG1_U13 | | | | | | | X | X | X | | |
| E2_U06 | | | | | | | X | X | X | | |
| E2_U08 | | | | | | | X | X | X | | |
| MSG2_U06 | | | | | | | X | X | X | | |
| MSG2_U14 | | | | | | | X | X | X | | |
| Attitudes | E1_K03 | inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements | | | | | | | | | |
| | E1_K04 | is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking | | | | | | | | | |
| | MSG1_K05 | correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession | | | | | | | | | |

| | | |
|--|----------|---|
| | E2_K03 | inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements |
| | E2_K04 | is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking |
| | MSG2_K06 | correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K03 | | | | | | | X | X | X | | |
| E1_K04 | | | | | | | X | X | X | | |
| MSG1_K05 | | | | | | | X | X | X | | |
| E2_K03 | | | | | | | X | X | X | | |
| E2_K04 | | | | | | | X | X | X | | |
| MSG2_K06 | | | | | | | X | X | X | | |

Course contents
1.City as a complex system

- 1.1.Process of urban development
- 1.2.Challenges of urban development
- 1.3.The concept of smart city

2.Urban logistics as a solution toward challenges

- 2.1.Urban logistics system
- 2.2.Urban goods mobility
- 2.3.Urban passenger mobility

3.Planning Sustainable Urban Logistics

- 3.1.The concept of sustainable urban logistics
- 3.2.The city and the freight
- 3.3.Urban logistics infrastructure

4.Planning Sustainable Urban Mobility

- 4.1.Sustainable urban mobility policy
- 4.2.Sustainable Urban Mobility Plans (SUMP) as a local policy tool
- 4.3.Evaluation of the selected SUMPs

5.Non-motorised transport as an element of sustainable urban mobility

- 5.1.The concept of walkability
- 5.2.Cycling
- 5.3.Planning integrated infrastructure for active mobility

6.Transport Demand Management as an element of sustainable urban mobility

- 6.1.The concept of TDM
- 6.2.Selected issues of the TDM
- 6.3.Selected case studies of the TDM

7.Public transport as an element of sustainable mobility

- 7.1.Public transport as a subsystem of the modern city
- 7.2.Challenges facing public transport
- 7.3.Modern concepts of public transport

8.Organisation and management of public transport in cities

- 8.1.Models of public transport organization
- 8.2.Managerial aspects of public transport in cities
- 8.3.Evaluation of selected case studies of management in public transport

9.Supply of the public transport

- 9.1.Infrastructure of the public transport
- 9.2.Rolling stock
- 9.3.Electrification of the public transport

10.Demand for the public transport

- 10.1.Features of demand in public transport
- 10.2.Research of the demand in public transport
- 10.3.Transport behaviour and preferences

11.Costs and pricing policy in public transport

- 11.1.Costs of public transport
- 11.2.Pricing policy in public transport
- 11.3.Free public transport - really for free?

12.Airport - gateway to the city

- 12.1.Airport catchment area
- 12.2.Direct and indirect connections
- 12.3.Time slot allocation

13.Airports links as an element of urban & regional transport system

- 13.1.Rail airports link
- 13.2.Bus airports link
- 13.3.Car parking operators at airports

14.Port cities

- 14.1.Relations between port and city
- 14.2.Evolution of ports
- 14.3.Transformation of post-harbor space

Recommended reading lists

Basic:

J. Ricart Costa, A. Duch T-Figueras, P. Berrone, *Cities and Mobility & Transportation: Towards the Next Generation of Urban Mobility*, Createspace Independent Publishing Platform, 2016

K. Grzelec, K. Hebel, O. Wyszomirski, *Zarządzanie zbiorowym transportem miejskim w warunkach polityki zrównoważonej mobilności*, Wyd. UG, 2020

D. Tłoczyński, A. Hozzman, P. Zagrajek, *Transport lotniczy w warunkach globalnej mobilności*, Wyd. UG, 2021

Additional:

M. Finck, M. Lamping, V. Moscon, H. Richter, *Smart Urban Mobility: Law, Regulation, and Policy*, Springer, 2020

M. Browne, J. Holgiun-Veras, J. Woxenius, S. Behrends, G. Giuliano, *Urban Logistics: Management, Policy and Innovation in a Rapidly Changing Environment*, 2018

A. Graham, N. Adler, H.M. Niemeier, O. Betancor and other, *Air transport and development policies*, Routledge, 2021

Contact

aleksander.jagiello@ug.edu.pl, katarzyna.hebel@ug.edu.pl,
krzysztof.grzelec@ug.edu.pl, dariusz.tloczynski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
 ** MSG - International Economic Relations

| | | | | | | | | | | | | |
|---|--|---|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Psychology | | | | | | ECTS code | 14.03.5367 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 35 | | | | |
| Name of unit administrating study | ITiHM | Field of study | Economics/MSG** | | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Jacek Winiarski, Associate Professor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Discussion, questioning, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | None. | | | | | | | | | | | |
| Introductory requirements | Basic knowledge about science. | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | <p>1. Exam is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p>2. Individual presentation in front of the group on the agreed topic. The final grade is made up of the following components: 33,3% test, 33,3% presentation on contemporary psychology issues, 33,3 % active participation in debate.</p> | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| Presentation of selected fields of contemporary psychology and its apply in economics. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | MSG1_W01 | The student has basic knowledge in the field of social sciences and advanced knowledge in the field of economic sciences, in particular: economics and its place in the system of sciences, including related disciplines | | | | | | | | | | |
| | MSG1_W08 | The student has knows and understands basic psychological dilemmas contemporary civilization, including sustainable strategy development and corporate social responsibility | | | | | | | | | | |
| | E1_W03 | The student has advanced knowledge in the field of economic, legal and psychological implementation of selected business entities with public institutions operating in the national, international and intercultural spheres | | | | | | | | | | |
| | E1_W04 | The student has knows the types of economic and social (psychological) ties and the regularities that govern them | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| | | | | | | | | | | | | |

| | | | | | | | | | | | |
|----------|---|--|--|--|--|---|--|---|---|--|--|
| MSG1_W01 | X | | | | | X | | X | X | | |
| MSG1_W08 | X | | | | | X | | X | X | | |
| E1_W03 | X | | | | | X | | X | X | | |
| E1_W04 | X | | | | | X | | X | X | | |

| | | |
|--------|----------|---|
| Skills | MSG1_U01 | The student is able to use the acquired theoretical knowledge in the field of economics and psychology for analysis and evaluate the activities of economic entities in the international arena market, with particular emphasis on the European Union market |
| | E1_U03 | The student is able to analyze the causes and course of specific economic and social processes and phenomena and accurately analyze these phenomena using adequate economic and social (psychological) methods and tools |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U01 | X | | | | | X | | X | X | | |
| E1_U03 | X | | | | | X | | X | X | | |

| | | |
|-----------|----------|--|
| Attitudes | MSG1_K05 | The student is able to correctly identify, diagnose in a psychological sense and solve dilemmas and various options for solutions related to the profession |
| | E1_K02 | The student is able to be aware of the level of his knowledge in the field of economics and psychology, understands the need to deepen and update this knowledge throughout his life |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K05 | X | | | | | X | | X | X | | |
| E1_K02 | X | | | | | X | | X | X | | |

Course contents
1: Introduction to Psychology

- 1.1 What Is Psychology?
- 1.2 History of Psychology
- 1.3 Contemporary Psychology
- 1.4 Careers in Psychology

2: Psychological Research

- 2.1 Why Is Research Important?
- 2.2 Approaches to Research
- 2.3 Analyzing Findings
- 2.4 Ethics

3: Learning

- 3.1 What Is Learning?
- 3.2 Classical Conditioning
- 3.3 Operant Conditioning
- 3.4 Observational Learning (Modeling)

4: Thinking and Intelligence

- 4.1 What Is Cognition?
- 4.2 Language
- 4.3 Problem Solving
- 4.4 What Are Intelligence and Creativity?
- 4.5 Measures of Intelligence
- 4.6 The Source of Intelligence

5: Emotion and Motivation

- 5.1 Motivation
- 5.2 Hunger and Eating
- 5.3 Sexual Behavior

5.4 Emotion

6: Industrial-Organizational Psychology

6.1 What Is Industrial and Organizational Psychology?

6.2 Industrial Psychology: Selecting and Evaluating Employees

6.3 Organizational Psychology: The Social Dimension of Work

6.4 Human Factors Psychology and Workplace Design

7: Stress, Lifestyle, and Health

7.1 What Is Stress?

7.2 Stressors

7.3 Stress and Illness

7.4 Regulation of Stress

7.5 The Pursuit of Happiness

Recommended reading lists

Primary literature:

 1. Shrout, P. E., & Rodgers, J. L. (2018). *Psychology, science, and knowledge construction: Broadening perspectives from the replication crisis*. *Annual Review of Psychology*, 69, p. 487-510.

 2. Massimini, M., & Peterson, M. (2009). *Information and communication technology: Affects of U.S. college students*. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 3(1).

Supplementary literature:

 1. American Psychological Association www.apa.org

 2. Riggio, R. E. (2013). *What is industrial/organizational psychology?* In: *Psychology Today*. <http://www.psychologytoday.com/blog/cutting-edge-leadership/201303/what-isindustrialorganizational-psychology>

 3. Shaw, C. M., & Tan, S. A. (2015). *Integration of mobile technology in educational materials improves participation*, In: *Creation of a novel smartphone application for resident education*. *Journal of Surgical Education*, 72(4), 670-73. <https://www.sciencedirect.com/science/article/abs/pii/S1931720415000318>

 4. McCrae, R. R. & Costa, P. T. (2008). *Empirical and theoretical status of the five-factor model of personality traits*, In: Boyle G. J., Matthews G., & Saklofske D. H. (Eds.), *The Sage handbook of personality theory and assessment*. Vol. 1 *Personality theories and models*. Sage.

 5. Szóstakowski M., Winiarski J. (2021). *Identification of determinants of participation in esports games and quality assessment of live game streaming services - a research proposal*, In: *Proceedings of the 38th International Business Information Management Association, Seville, Spain: Innovation management and sustainable economic development in the era of global pandemic*/Soliman Khalid S. (eds.), 2021, International Business Information Management Association, pp.2745-2751, ISBN 978-0-9998551-7-1

Contact

Jacek.Winiarski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | |
|---|--|--|-----------|-----------|---|-------------------------|-----------------------|-----------------------------|-----------------|------------------|---|--|
| Course title | Regional Innovation System: theory and practice | | | | | | | ECTS code | 14.3.EE.FZ.3507 | | | |
| | | | | | | | | ECTS credits | 5 | | | |
| | | | | | | | | max. students | 30 | | | |
| Name of unit administrating study | OTHER | Field of study | Economics | | | Field of specialisation | NONE; | | | | | |
| Teaching staff | Anna Golejewska, Habilitated doctor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | | Year&Type of studies* | 3 SS1, 1 SS2, 2 SS2, 2 SS1, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | | Semester: | 5, 1, 3, 3, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Work in computer laboratories, Collaborating, group activities, Case studies, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | Microeconomics and macroeconomics: basic level. | | | | | | | | | | | |
| Introductory requirements | Interest in innovation and technology transfer. | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Participation in lectures, development and presentation of a project on a selected Regional Innovation System (teamwork). | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics study programmes. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | E1_W02 | the student has advanced knowledge of various types of economic entities and organisations and public institutions | | | | | | | | | | |
| | E1_W04 | the student knows the types of economic and social relationships and the regularities governing them in the innovation system | | | | | | | | | | |
| | E1_W06 | the student is familiar with selected methods and tools, including statistical and econometric techniques, which make it possible to describe economic entities and organisations as well as public institutions and the processes occurring in them | | | | | | | | | | |
| | E2_W02 | the student has an in-depth knowledge of various types of existing economic entities and organizations and an extended knowledge of public institutions | | | | | | | | | | |
| | E2_W04 | the student knows different types of economic and social relations and the regularities existing between them and has in-depth knowledge of economic and financial networks connecting enterprises | | | | | | | | | | |
| | E2_W06 | the student knows statistical and econometric methods and tools for describing and modeling macro- and microeconomic economic structures and public institutions and the processes occurring in them | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| | | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_W02 | | | | | | | X | X | X | | X |
| E1_W04 | | | | | | | X | X | X | | X |
| E1_W06 | | | | | | | X | X | X | | X |
| E2_W02 | | | | | | | X | X | X | | X |
| E2_W04 | | | | | | | X | X | X | | X |
| E2_W06 | | | | | | | X | X | X | | X |
| E1_W02 | | | | | | | | | | | |
| E1_W04 | | | | | | | | | | | |
| E1_W06 | | | | | | | | | | | |

| | | |
|--------|--------|---|
| Skills | E1_U03 | the student is able to analyse the causes and course of specific economic and social processes and phenomena, and to analyse these phenomena accurately using adequate economic and social methods and tools |
| | E1_U07 | the student is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to select methods and instruments that enable to solve them rationally |
| | E2_U03 | the student is able to analyze the causes and course of economic and social processes, to formulate his own opinions on the subject, to formulate research hypotheses and to select and apply methods of their verification |
| | E2_U07 | the student is able to propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this regard |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U03 | | | | | | | X | X | X | | X |
| E1_U07 | | | | | | | X | X | X | | X |
| E2_U03 | | | | | | | X | X | X | | X |
| E2_U07 | | | | | | | X | X | X | | X |

| | | |
|-----------|--------|--|
| Attitudes | E1_K01 | the student recognises the importance of knowledge of economics in the process of identifying and solving economic problems and of consulting experts when having difficulty solving them independently |
| | E1_K03 | the student takes part in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements |
| | E2_K01 | the student recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulty solving them independently |
| | E2_K03 | the student inspires and organizes the preparation of economic and social projects, in accordance with the idea of sustainable development, being able to reconcile the legal, economic, ecological, political and social requirements |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|

| | | | | | | | | | | | |
|--------|--|--|--|--|--|--|---|---|---|--|---|
| E1_K01 | | | | | | | X | X | X | | X |
| E1_K03 | | | | | | | X | X | X | | X |
| E2_K01 | | | | | | | X | X | X | | X |
| E2_K03 | | | | | | | X | X | X | | X |

Course contents

1. The nature of innovation: definitions, types, systems and sources. Types of knowledge.
2. The role of networks and cooperation in innovation process. National, territorial (regional, local, smart city), sectoral and technological innovation systems.
3. Theory of Regional Innovation System (RIS). Elements, actions and functions of RIS.
4. Classifications of Regional Innovation Systems.
5. Metropolitan versus peripheral RIS.
6. Methods of RIS analysis. Case studies of RISs in Poland and worldwide.
7. RIS as an innovation policy.

Recommended reading lists
Basic literature:

1. Fernandes C., Farinha L., Ferreira J.J., Asheim B. & Rutten R. (2020): *Regional innovation systems: what can we learn from 25 years of scientific achievements?*, Regional Studies, DOI: 10.1080/00343404.2020.1782878.
2. Asheim, B. T., Grillitsch M., & Trippel M. (2016): *Regional innovation systems: past - present - future. Handbook on the Geographies of Innovation*, 45-62. doi:10.4337/9781784710774.0001.
3. Pino R.M. & Ortega A.M. (2018): *Regional innovation systems: Systematic literature review and recommendations for future research*, Cogent Business & Management, 5:1, DOI: 10.1080/23311975.2018.1463606.

Complementary literature:

1. Asheim B.T., Isaksen A. & Trippel M. (2019): *The Role of the Regional Innovation System Approach in Contemporary Regional Policy: Is it still relevant in a Globalised World?*, 12, PEGIS.
2. Golejewska A. (2019): *Regionalne Systemy Innowacji w Polsce. Funkcjonowanie, efektywność i perspektywy rozwoju*. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk.

Contact
anna.golejewska@ug.edu.pl

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | | | | | | | | | | | |
|--|--|--|-----------------|-------------------------|-------|------------|--------------------------|---------------|---|------------------|---------|---|--------|-----|--------|---|--------|-----|--------|---|-------------|---|
| Course title | Shared Mobility | | | | | | ECTS code | 14.03.5370 | | | | | | | | | | | | | | |
| | | | | | | | ECTS credits | 5 | | | | | | | | | | | | | | |
| | | | | | | | max. students | 35 | | | | | | | | | | | | | | |
| Name of unit administrating study | KET | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | | | | | | | | | | | | |
| Teaching staff | Agnieszka Ważna, Ph.D. ; Tomasz Bieliński, Ph.D. | | | | | | | | | | | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | | | | | | | | | | | |
| Forma aktywności | | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, | | | | | | | | | | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | | Semester: | 5, 3, | | | | | | | | | | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | | Type of course: | optional | | | | | | | | | | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | | | | | | | | | | | |
| Teaching form | in-class learning | | | | | | | | | | | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Discussion, questioning, | | | | | | | | | | | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | | | | | | | | | | | |
| Required courses | No formal requirements. | | | | | | | | | | | | | | | | | | | | | |
| Introductory requirements | Knowledge of key economic issues and basics of transport economics. | | | | | | | | | | | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | | | | | | | | | | | |
| Assessment criteria | <p>Assessment method: Students' activity during lectures (10 points), active participation in work in groups - presentations (10 points), exam in the form of a test (10 points). Maximum 30 points.</p> <p>Assessment criteria:</p> <table border="0"> <tr><td>91-100%</td><td>5</td></tr> <tr><td>81-90%</td><td>4,5</td></tr> <tr><td>71-80%</td><td>4</td></tr> <tr><td>61-70%</td><td>3,5</td></tr> <tr><td>51-60%</td><td>3</td></tr> <tr><td>50% or less</td><td>2</td></tr> </table> | | | | | | | | | | 91-100% | 5 | 81-90% | 4,5 | 71-80% | 4 | 61-70% | 3,5 | 51-60% | 3 | 50% or less | 2 |
| 91-100% | 5 | | | | | | | | | | | | | | | | | | | | | |
| 81-90% | 4,5 | | | | | | | | | | | | | | | | | | | | | |
| 71-80% | 4 | | | | | | | | | | | | | | | | | | | | | |
| 61-70% | 3,5 | | | | | | | | | | | | | | | | | | | | | |
| 51-60% | 3 | | | | | | | | | | | | | | | | | | | | | |
| 50% or less | 2 | | | | | | | | | | | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | | | | | | | | | | | |
| <p>The aim of the lecture is to improve students' knowledge about shared mobility including characteristics of sharing economy concept, modern passenger transport and forms of shared mobility services.</p> | | | | | | | | | | | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | | | | | | | | | | | |
| Knowledge | E2_W03 | Student has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres. | | | | | | | | | | | | | | | | | | | | |
| | E2_W07 | Student has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres. | | | | | | | | | | | | | | | | | | | | |
| | E1_W03 | Student has advanced knowledge of relations between economic entities and public institutions operating in the national, international and intercultural spheres. | | | | | | | | | | | | | | | | | | | | |
| | MSG1_W05 | Student knows and understands the basic principles of creating and developing various forms of entrepreneurship within the shared mobility market. | | | | | | | | | | | | | | | | | | | | |
| | MSG2_W12 | Student knows and understands the principles of creating and developing business entities, including forms of individual entrepreneurship on shared mobility market. | | | | | | | | | | | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_W03 | X | | | | | | X | | X | | |
| E2_W07 | X | | | | | | X | | X | | |
| E1_W03 | X | | | | | | X | | X | | |
| MSG1_W05 | X | | | | | | X | | X | | |
| MSG2_W12 | X | | | | | | X | | X | | |

| | | |
|--------|----------|---|
| Skills | E2_U06 | Student can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness. |
| | E2_U08 | Student can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method. |
| | E1_U03 | Student can analyze the causes and course of specific economic and social processes and phenomena and accurately analyze these phenomena using adequate economic and social methods and tools. |
| | MSG1_U04 | Student uses the theoretical knowledge in the field of economics to analyze and evaluate the functioning of business entities on international market, with particular emphasis on the EU shared mobility market. |
| | MSG2_U03 | Student is able to identify and analyze the relationships that occur between economic actors and institutions on shared mobility market in their national and international environment. |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_U06 | | | | | | | X | X | X | | |
| E2_U08 | | | | | | | X | X | X | | |
| E1_U03 | | | | | | | X | X | X | | |
| MSG1_U04 | | | | | | | X | X | X | | |
| MSG2_U03 | | | | | | | X | X | X | | |

| | | |
|-----------|----------|---|
| Attitudes | E2_K03 | Student inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements. |
| | E2_K04 | Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects. |
| | E1_K05 | Student correctly identifies, diagnoses and resolves dilemmas and various variants of solutions related to the profession. |
| | MSG1_K03 | Student participates in the preparation of economic and social projects, is able to reconcile legal, economic, ecological, political and social requirements on shared mobility market. |
| | MSG2_K05 | Student is ready to initiate activities in the public interest, inspiring and organizing projects for the environment and the international business environment, in accordance with the idea of sustainable development and the legal, economic, environmental, political and social requirements resulting from it. |

Verification of learning outcomes - Attitudes

| | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_K03 | | | | | | | X | X | X | | |
| E2_K04 | | | | | | | X | X | X | | |
| E1_K05 | | | | | | | X | X | X | | |
| MSG1_K03 | | | | | | | X | X | X | | |
| MSG2_K05 | | | | | | | X | X | X | | |

Course contents
I. Sharing Economy: the essence of the idea

(Sharing economy definition, history of a concept, distinction from access economy collaborative consumption, peer economy, collaborative economy, on-demand economy)

II. Passenger transport: key issues

(modes of passenger transport, passenger transport market, passenger transport in urban areas, modal split, recent problems of transport external costs, travellers' preferences, passenger transport policy)

III. Shared mobility as an innovation in passenger transport

(innovative concepts of passenger transport: electric vehicles, autonomous vehicles, sustainable transport management and organisation, key IT solutions supporting passengers, shared mobility, Mobility as a Service "MaaS" concept)

IV. Car as a non-private mode of transport

(car-sharing, car-pooling, ridesharing mobile applications - the usage, new markets, legal issues, impact on modal split)

V. Bike-sharing

(definition, history and market growth, impact on environment and public health, financing, enablers and barriers to popularization for introduction and popularization (e.g. infrastructure, weather conditions, fleet rebalancing)).

VI. Scooter-sharing and other similar services

(shared scooter and motor scooter as a complementary mode of urban transportation, the infrastructure problems, pedestrians and their safety, fleet rebalancing problem in comparison to the bike-sharing services)

VII. Public transport problems

(modes of public transport, organisation and management, funding schemes, services' quality, factors influencing utilization rate, best practices, case study of London, public transport availability: bike-and-ride, park-and-ride, kiss-and-fly concepts, tickets distribution, tariff and schedule standards)

VIII. Impact of shared mobility services on passenger transport

(identification of factors influencing changes in passenger's behaviour, travel time savings as a motivation, transport external costs' reduction as a positive effect of introducing shared mobility)

IX. Future trends in urban mobility

(smart city, green city, intelligent city, sustainable city and the role of the shared mobility in these concepts)

Recommended reading lists
Obligatory literature:

T. Bieliński, A. Ważna, *Electric Scooter Sharing and Bike Sharing User Behaviour and Characteristics*, Sustainability, 2020, 12(22), 9640, available on-line: <https://www.mdpi.com/2071-1050/12/22/9640/htm>

Supplementary literature:

C. Codagnone, B. Martens, *Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues*, JRC Technical Reports, Institute for Prospective Technological Studies, Digital Economy Working Paper 2016/01, European Commission, available on-line: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2783662

M. Kamargianni, W.L. Melinda, M.A. Schäfer, *A Critical Review of New Mobility Services for Urban Transport*, Transportation Research Procedia, Elsevier, Vol. 14, 2016, available on-line: <https://www.sciencedirect.com/science/article/pii/S2352146516302836>

Contact

agnieszka.wazna@ug.edu.pl, tomasz.bielinski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | |
|---|---|---|-----------------|-------------------------|------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Small business management | | | | | | ECTS code | 4.0.2408 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 35 | | | | |
| Name of unit administrating study | KMakr | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | | |
| Teaching staff | Przemysław Kulawczuk, Associate Professor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | | Year&Type of studies* | 2 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Activating methods in training classes, Collaborating, group activities, Lectures including multimodal presentations, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | Basic knowledge on management techniques; openness for teamwork; basic presentation techniques (PP), creativity and cooperation attitudes. | | | | | | | | | | | |
| Introductory requirements | None | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | The quality of proposed business solutions 40%. The innovation level of creative proposals 40%. Engagement in group activities and team spirit 20%. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | MSG2_W09 | The student gains the enlarged knowledge on functioning of small enterprises including international markets | | | | | | | | | | |
| | E2_W11 | The student gains knowledge in starting up new ventures, including business models and forms of business start ups | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| MSG2_W09 | | | | | | | X | X | X | | | |
| E2_W11 | | | | | | | X | X | X | | | |
| Skills | MSG2_U04 | The student gains skills in using knowledge in decision making in small business ventures formation, including international business environment | | | | | | | | | | |
| | E2_U07 | The student gains the ability to design reasonable business propositions to solve problems or to exploit business opportunities in small business formation | | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | | |
| | | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|-----------|--------------|---|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_U04 | | | | | | | X | X | X | | |
| E2_U07 | | | | | | | X | X | X | | |
| Attitudes | MSG2_K03 | The student is able to work in team, accepts different roles in the group, build organizational skills of cooperation that allow for successful decision making | | | | | | | | | |
| | E2_K03 | The student can set up priorities and plan tasks as well as monitor and correct the project progress | | | | | | | | | |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_K03 | | | | | | | X | X | X | | |
| E2_K03 | | | | | | | X | X | X | | |

Course contents

1. Characteristics of small ventures
2. Personal life strategies of individuals and entrepreneurship. Home business
3. Building creative ideas for new ventures
4. Planning new ventures
5. Business knowledge and know-how. How to learn them?
6. Small business marketing
7. Building customers relations
8. Small business financing I. Selection of taxation methods.
9. Small business financing II. Strategies of working and fixed capital financing.
10. Personal management and motivation
11. Strategies of small business expansion
12. Entering international markets: internationalization of SME

Recommended reading lists

A. Fundamental (basic) literature

1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, *Entrepreneurship*, McGrawHill Education, 2019
2. *How to set up your own small business*, American Institute of Small Business, 1991
3. Cardullo M. *Technological Entrepreneurism*, Research Studies Press, 1999

B. Supplemental literature

4. Electronic publications delivered by the lecturer
5. R. Sutherland, *Entrepreneurship and Small Business Mangement*, Clanrye Intl, 2022

Contact

przemyslaw.kulawczuk@ug.edu.pl; pk1@post.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | |
|---|--|---|-----------------|-------------------------|-------|-----------------------|--------------------------|----------|---|------------------|---|
| Course title | Social research design and methodology | | | | | ECTS code | 14.3.EE.FZ.3509 | | | | |
| | | | | | | ECTS credits | 5 | | | | |
| | | | | | | max. students | 30 | | | | |
| Name of unit administrating study | ITIHM | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Jacek Winiarski, Associate Professor | | | | | | | | | | |
| Number of hours | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | |
| Teaching form | in-class learning | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Collaborating, group activities, Individual projects, Case studies, | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | |
| Required courses | None. | | | | | | | | | | |
| Introductory requirements | Basic knowledge about science. | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | <p>1. Exam is a multiple choice test (20 individual question for ever student). You are given one point for each correct answer. The points are translated into conventional grades using the following algorithm: 51-60% satisfactory (3), 61-70% satisfactory plus (3,5), 71-80% good (4), 82-90% good plus (4+), 91-100% very good (5).</p> <p>2. Individual presentation in front of the group on the agreed topic. The final grade is made up of the following components: 33,3% test, 33,3% presentation on contemporary psychology issues, 33,3 % active participation in debate.</p> | | | | | | | | | | |
| Course objectives | | | | | | | | | | | |
| Presentation of contemporary methodologies for the design and implementation of scientific research and their application in economics. | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | |
| Knowledge | E2_W08 | The student has in-depth knowledge of processes taking place in enterprises and economic organizations and in related fields, as well as of change processes in public institutions; he knows scientific methods of research of regularities governing these changes, including the influence of external stakeholders on them | | | | | | | | | |
| | E2_W09 | The student has in-depth knowledge of the evolution of theories describing economic entities and organizations, public institutions; he/she knows the connections between them, can identify problems arising in them and choose scientific tools to study them. | | | | | | | | | |
| | MSG2_W10 | The student has knows selected scientific methods and tools, including IT tools and data acquisition techniques that allow to describe and analyze economic entities operating on the international market; knows the processes and phenomena occurring in them and between them and decision support processes | | | | | | | | | |
| | MSG2_W12 | The student has well-organized knowledge of nature (scientific principles of its research), the functioning and sources of changes taking place in the structures of economic entities and organizations (especially those that operate on international market); understands the causes, course, scale and the consequences of these changes | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_W08 | X | | | | | X | | | X | X | |
| E2_W09 | X | | | | | X | | | X | X | |
| MSG2_W10 | X | | | | | X | | | X | X | |
| MSG2_W12 | X | | | | | X | | | X | X | |

| | | | | | | | | | | | |
|--------|----------|---|--|--|--|--|--|--|--|--|--|
| Skills | E2_U02 | The student will be able to analyze the causes and course of economic and social processes and phenomena, construct research hypotheses as well as choose and apply scientific methods for their verification. | | | | | | | | | |
| | MSG2_U04 | The student uses the acquired theoretical knowledge in the field of economics (methods of conducting scientific research) to analyze and evaluate the activities of economic entities on the international arena, with particular emphasis on the European Union market | | | | | | | | | |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_U02 | X | | | | | X | | | X | X | |
| MSG2_U04 | X | | | | | X | | | X | X | |

| | | | | | | | | | | | |
|-----------|----------|---|--|--|--|--|--|--|--|--|--|
| Attitudes | E2_K01 | The student recognizes the importance of knowledge in the field of research process design methodology when identifying and solving economic problems and consulting experts when having difficulties in solving them independently | | | | | | | | | |
| | MSG2_K03 | The student participates in the preparation of economic and social research projects; be able to reconcile legal, economic, ecological, political, social and scientific requirements | | | | | | | | | |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_K01 | X | | | | | X | | | X | X | |
| MSG2_K03 | X | | | | | X | | | X | X | |

Course contents
1. Approaches to social research

- 1.1. Use of research information
- 1.2. The process of scientific research

2. Research methods

- 2.1. Clinical or case studies
- 2.2. Field research (participant observation, ethnography, case study, experiments)
- 2.3. Naturalistic observation
- 2.4. Surveys
- 2.5. Archival research
- 2.6. Secondary data analysis
- 2.7. Longitudinal and cross-sectional research

3. Analyzing findings

- 3.1. Correlational research
- 3.2. Causality: conducting experiments and using the data (the experimental hypothesis, designing an experiment, independent and dependent variables, selecting and assigning experimental participants, issues to consider, interpreting experimental findings, reporting research)
- 3.3. Reliability and validity

4. Ethical concerns research



- 4.1. Involving human participants
- 4.2. Research involving animal subjects

Recommended reading lists

Primary literature:

1. Hock, R. R. (2009), *Social psychology. Forty studies that changed psychology: Explorations into the history of psychological research* (pp. 308-317). Pearson.
2. Banks J. A. and Banks C. (2004), *Handbook of research on multicultural education* (2nd ed.). Jossey-Bass.
3. Turbek, S.P., Chock, T.M., Donahue, K., Havrilla, C.A., Oliverio, A.M., Polutchko, S.K., Shoemaker, L.G. and Vimercati, L. (2016), *Scientific Writing Made Easy: A Step by Step Guide to Undergraduate Writing in the Biological Sciences*. Bull Ecol Soc Am, 97: 417-426. doi:10.1002/bes.1258

Supplementary literature:

1. American Psychological Association. (n.d.). *Research with animals in psychology*. <https://www.apa.org/research/responsible/research-animals.pdf>
2. Kohnke Z., Winiarski J. (2019), *How to prevent and defend against mobbing in a workplace?* Współczesna Gospodarka, 2019, vol. 10, no. 1, pp.45-53. DOI:10.26881/wg.2019.1.05

Contact

Jacek.Winiarski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | |
|---|---|--|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Sustainable Urban Transport and Mobility | | | | | | ECTS code | 14.03.5371 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 20 | | | | |
| Name of unit administrating study | KRT | Field of study | Economics/MSG** | | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Katarzyna Hebel, Associate Professor ; Marcin Wołek, Associate Professor ; Aleksander Jagiełło, Ph.D. | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | | Year&Type of studies* | 2 SS2, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 3, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Activating methods in training classes, Case studies, Visiting public transport company PKT Gdynia sp.zo.o. - a trolleybus operator from Gdynia (topic on electromobility). | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | No formal requirements. | | | | | | | | | | | |
| Introductory requirements | Knowledge of basic economics issues and basics of transport economics. | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Presentation on sustainable urban transport and mobility subject (the title will be individually discussed during lecture). Evaluation criteria: 91-100 pts - A (5) 81-90 pts - B (4,5) 71-80 B (pts -4) 61-70 pts - C+ (3,5) 51-60 pts - C (3) 50 and less - F Attendance rate: 25 pts (max), presentation 75 pts (max) | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| To provide specific knowledge on sustainable urban transport and mobility. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | E2_W01 | has an in-depth knowledge of the nature of sustainable urban mobility within social sciences; understands the differences between contemporary trends in ecological economics; | | | | | | | | | | |
| | MSG2_W01 | has an in-depth and structured knowledge of economic sciences, in particular economics and sustainable urban mobility, its place in the system of sciences, its relations with other sciences and fields of knowledge; | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| E2_W01 | | | | | | X | X | X | X | | | |

| | | | | | | | | | | | |
|----------|----------|---|--|--|--|---|---|---|---|--|--|
| MSG2_W01 | | | | | | X | X | X | X | | |
| Skills | E2_U01 | can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, especially those related to the sustainable urban mobility, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences | | | | | | | | | |
| | MSG2_U01 | can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, especially those related to the sustainable urban mobility, using the acquired knowledge in economics, finance and international economic relations; | | | | | | | | | |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_U01 | | | | | | X | X | X | X | | |
| MSG2_U01 | | | | | | X | X | X | X | | |

| | | | | | | | | | | | |
|-----------|----------|---|--|--|--|--|--|--|--|--|--|
| Attitudes | E2_K02 | is aware of the level of his/her knowledge in the field of economics and sustainable urban mobility; understands the need to extend and update this knowledge throughout his/her life | | | | | | | | | |
| | MSG2_K02 | is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international economic relations, including sustainable urban mobility | | | | | | | | | |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_K02 | | | | | | | X | X | X | | |
| MSG2_K02 | | | | | | | X | X | X | | |

Course contents

1. The city as an area of sustainable transport and mobility
 - 1.1. Urbanisation: global and local context
 - 1.2. Spatial accessibility
 - 1.3. Transport and smart city concept
2. Urban transport market: supply
 - 2.1. Market organisation and structure
 - 2.2. Stakeholders on urban transport market
 - 2.3. Supply of urban transport services
3. Urban electromobility
 - 3.1. The concept of electromobility
 - 3.2. New trends in electromobility in cities
 - 3.3. Electromobility: case studies
4. Case study on electromobility: a study visit in the trolleybus operator (PKT Gdynia sp. z o.o.) in Gdynia
5. Urban transport market: demand
 - 5.1. The nature of demand in transport
 - 5.2. Consumer behavior on urban transport market
 - 5.3. Segmentation of the passenger urban transport market
6. Marketing research on urban transport market
 - 6.1. The process of marketing research
 - 6.2. Main challenges for the research on urban transport market
 - 6.3. Selected case studies
7. Case study on marketing research: a study visit in ZKM Gdynia (a Public Transport Authority for Gdynia)
8. Costs and pricing on urban transport market
 - 8.1. Costs: a perspective of public transport operator
 - 8.2. External costs in public transport
 - 8.3. Pricing of urban transport services
9. Urban transport and mobility policy

- 9.1. Factors determining transport policy
- 9.2. Sustainable Urban Mobility Plans (SUMP) as a local policy tool
- 9.3. Selected case studies
10. Presentations of selected case studies prepared by students
11. Presentations of selected case studies prepared by students

Recommended reading lists

Basic literature:

1. SUMP for Cities' Sustainable Development. Editors: M. Burinskiene, R. Uspalyte-Vitkuniene. MDPI, Basel 2021. Link to download:

<https://www.mdpi.com/books/pdfdownload/book/3574>

2. S. Schonfelder, K.W. Axhausen, *Urban Rhythms and Travel Behaviour*, Routledge, London New York 2010.

3. Selected papers from the following journals: "Journal of Cleaner Production", "Energies", "Transportation", "Sustainability" (I.e. M. Wolek et al.: Integration of a multilevel transport system model into sustainable urban mobility planning "Sustainability" 2018 2018, vol. 10, nr 2)

Contact

katarzyna.hebel@ug.edu.pl, marcin.wolek@ug.edu.pl, aleksander.jagiello@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations

| | | | | | | | | | | | | |
|---|---|--|-----------------|-------------------------|------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | Understanding, managing and financing innovation processes | | | | | | ECTS code | 14.03.5374 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 30 | | | | |
| Name of unit administrating study | KEIE | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | | |
| Teaching staff | Anna Golejewska, Habilitated doctor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | Year&Type of studies* | 3 SS1, 2 SS2, | | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, 3, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Case studies, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | Microeconomics: basic level. | | | | | | | | | | | |
| Introductory requirements | Interest in innovation. | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Attendance and development of an innovation project and methods of its financing (in groups) | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | E1_W02 | the student has got abilities to identify different models of innovation, innovation strategies and funding to promote innovation and research activities. | | | | | | | | | | |
| | E1_W04 | the student knows the types of economic and social relationships and the regularities governing them in the innovation process | | | | | | | | | | |
| | E2_W02 | the student has an in-depth knowledge of various types of existing economic entities and organizations and an extended knowledge of public institutions | | | | | | | | | | |
| | E2_W04 | the student knows different types of economic and social relations and the regularities existing between them and has in-depth knowledge of economic and financial networks connecting enterprises | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| E1_W02 | | | | | | | X | | | | X | |
| E1_W04 | | | | | | | X | | | | X | |
| E2_W02 | | | | | | | X | | | | X | |
| E2_W04 | | | | | | | X | | | | X | |

| | | |
|--------|--------|---|
| Skills | E1_U02 | the student should learn some practical skills allowing him to develop an innovation project and find methods of its financing. |
| | E1_U07 | the student is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to select methods and instruments that enable to solve them rationally |
| | E2_U02 | the student will be able to use their knowledge to describe and analyse the causes and course of economic and social processes and to formulate their own opinions and critically select data and analysis methods on the basis of the achievements of economic and social sciences |
| | E2_U07 | the student is able to propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this regard |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U02 | | | | | | | X | | | | X |
| E1_U07 | | | | | | | X | | | | X |
| E2_U02 | | | | | | | X | | | | X |
| E2_U07 | | | | | | | X | | | | X |

| | | |
|-----------|--------|--|
| Attitudes | E1_K02 | the student is open to cooperation and is able to work with others in a group, to take certain roles in teamwork, which serve the realization of team objectives. |
| | E1_K03 | the student takes part in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements |
| | E2_K02 | the student is aware of the level of his knowledge in the field of economics, he understands the need to deepen and update this knowledge lifelong |
| | E2_K03 | the student inspires and organizes the preparation of economic and social projects, in accordance with the idea of sustainable development, being able to reconcile the legal, economic, ecological, political and social requirements |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K02 | | | | | | | X | | | | X |
| E1_K03 | | | | | | | X | | | | X |
| E2_K02 | | | | | | | X | | | | X |
| E2_K03 | | | | | | | X | | | | X |

Course contents

1. Types of innovation.
2. Models of innovation.
3. Successful and unsuccessful innovation.
4. The degree of innovativeness.
5. Innovation as a management process.
6. Organisation characteristics facilitating innovation process (strategy, acceptance of risks, space for creativity...)
7. Models of technology transfer.
8. Forms of strategic alliances (supplier relations, R&D consortia, jv, clusters...)
9. Financing innovative business towards commercialisation.
10. Funding to promote innovation and research activities.
11. Technology financing and commercialisation programs.

Recommended reading lists



Basic literature:

1. Fulford H., (ed.), *Case Studies in Innovation for Researchers, Teachers and Students*, Academic Publishing International, 2012, ISBN: 978-1-908272-37-9
2. Keeley L., Walters H., Pikkell R., Quinn B., *Ten Types of Innovation: The Discipline of Building Breakthroughs*, Doblin, 2013, ISBN: 978-1-118-50424-6
3. Jarunee Wonglimpiyarat, *Technology Financing and Commercialization. Exploring the Challenges and How Nations Can Build Innovative Capacity*, Palgrave Macmillan, 2014, ISBN 9781137470614

Complementary literature:

4. Osterwalder A., Pigneur Y., *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, Wiley and Sons, 2010, ISBN 978-0470-87641-1
5. Trott P., *Innovation Management and New Product Development*, 5th Edition, Financial Times Prentice Hall, Harlow, 2011, ISBN 9780273736561

Contact

anna.golejewska@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations