

The title of the course	<b>Fundamental of tourism</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Janusz Klisiński associate professor
The aims of the course (maximum 500 characters)	Mastering the basics of tourism knowledge and skills of its application in practice. Student realizes what is on activity the people who travel and stay for leisure, business or other for no longer than a year without a break outside of their everyday surroundings.
The content of the course: main topics and key ideas	1)The essence of o tourism and its types. 2) The functions of tourism. Tourists and their motivations. 3) Tourist Attractions. 4) Achievements architectural and natural wonders of the world. 5) The components of the tourism product. 6) Hospitality Services. 7) Availability travel destination.
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	presentation/attendance/
Literature (basic and supplementary)	Basic: <ol style="list-style-type: none"> <li>1. W. Gaworecki, Turystyka, PWE, Warszawa 2009.</li> <li>2. T. Łobożewicz, G. Bińczyk, Podstawy turystyki, Wyd. WSE, Warszawa 2001.</li> <li>3. G. Gołembski (red.), Kompendium wiedzy o turystyce, PWN, Warszawa – Poznań 2002.</li> </ol> Supplementary: <ol style="list-style-type: none"> <li>1. Witkowski C., Dachniewska M., Hotelarstwo w gospodarce turystycznej, Wyższa Szkoła Ekonomiczna, Warszawa 2005.</li> <li>2. W. Mynarski (red.), Teoretyczne i empiryczne zagadnienia rekreacji i turystyki, Wyd. AWF, Katowice 2008.</li> </ol>

The title of the course	<b>Marketing</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Janusz Klisiński associate professor
The aims of the course (maximum 500 characters)	The aim is to provide knowledge on the use of marketing. Students should understand the complexity and specificity of marketing and get the basis for its application in practice.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. The essence of marketing and definitions</li> <li>2. Marketing information system</li> <li>3. Marketing research and their classification</li> <li>4. Market segmentation and positioning</li> <li>5. Marketing mix</li> <li>6. Product and price policy</li> <li>7. Promotion and place policy</li> <li>8. Marketing plan</li> <li>9. Corporate mission</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	presentation/attendance/
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Kotler Ph, Armstrong G, Wong W. Marketing. Podrecznik europejski, PWE, Warszawa, 2002.</li> <li>2. Przybyłowski K. Hartley S, Rudelius W. Marketing, Dom Wydawniczy ABC, Warszawa, 1998.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Michalski E. Marketing. Podręcznik akademicki, PWN, Warszawa, 2003.</li> <li>2. Klisiński J. Marketing, Wydawnictwo WSM, Legnica, 2004.</li> </ol>
The effects of the education <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	The effects of the education in the area of knowledge K_WO5- He has ordered knowledge of basic economic terms and principles of the subject in a market economy.

	<p>The effects of the education in the area of skills - K_U09- Is able to communicate using a variety of channels and forms of communication, has developed interpersonal skills, use technical language.</p> <p>The effects of the education in the area of competences K_KO3- It is open to new ideas and willing to change the opinion of the proceedings in the light of new developments in business practice and management science.</p>
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The title of the course	<b>Service and trade marketing</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Janusz Klisiński associate professor
The aims of the course (maximum 500 characters)	Mastering knowledge of marketing services. Student realizes the necessity compassion needs and desires of customers in the conduct of business service and trade.
The content of the course: main topics and key ideas	1) Relationship Marketing in services market 2) Segmentation and micro-segmentation of the market 3) Marketing mix on the service market 4) The service product and its characteristics 5) The role of prices. 6) The place 7) Promotion of services 8) Shopper marketing 9) Merchandising
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	presentation/attendance/
Literature (basic and supplementary)	Basic: Payne A. Marketing usług. PWE. Warszawa. 1997 Czybała A. i inni Marketing usług. Wydawnictwo Wolters Kluwer. Kraków .2006. Supplementary: Marketing usług pod red. A. Styś. PWE. Warszawa 2003. Gilmore A. Usługi marketing i zarządzanie. PWE. Warszawa. 2006. Diamond. Jay. Diamond Ellen. Merchandising. Magnetyzm przestrzeni handlowej. Wydawnictwo Helion. Gliwice. 2007.
The effects of the education - knowledge - skills - social competences	The effects of the education in the area of knowledge K_WO5- He has ordered knowledge of basic economic terms and principles of the subject in a market economy. The effects of the education in the area of skills - K_UO9- Is able to communicate using a variety of channels and forms of communication, has developed interpersonal skills, use technical language. The effects of the education in the area of competences

	K_KO3- It is open to new ideas and willing to change the opinion of the proceedings in the light of new developments in business practice and management science.
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The title of the course	<b>International marketing</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Janusz Klisiński associate professor
The aims of the course (maximum 500 characters)	A student becomes aware of the need for compassion needs and desires of customers in business abroad in connection with existing cultural differences.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1) The concept and the specifics of international marketing.</li> <li>2) The role of the environment in international marketing.</li> <li>3) Marketing research foreign markets.</li> <li>4) segmentation of the international market.</li> <li>5) The product and price in international marketing.</li> <li>6) Communication and distribution in international markets.</li> <li>7) business entry strategies for foreign markets.</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	presentation/attendance/
Literature (basic and supplementary)	<p>Basic:</p> <ul style="list-style-type: none"> <li>• Duliniec E. Marketing międzynarodowy, PWE, Warszawa ,2009.</li> <li>• Wiktor J. Oczkowska R. Żbikowska A. Marketing międzynarodowy. Zarys Problematyki, PWE, Warszawa 2008.</li> </ul> <p>Supplementary:</p> <ul style="list-style-type: none"> <li>• Grzegorzczak W. Marketing na rynku międzynarodowym, Wydawnictwo Oficyna, Kraków, 2009.</li> <li>• Bartosik-Purgat M. Uwarunkowania kulturowe w marketingu międzynarodowym, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań, 2008</li> </ul>

The title of the course	<b>Tourism marketing</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Janusz Klisiński associate professor
The aims of the course (maximum 500 characters)	Mastering knowledge of marketing in tourism. Student realizes the need for compassion guests needs and desires in business tourism.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1) Tourism demand.</li> <li>2) travel motivation and behavior of buyers.</li> <li>3) tourist market segmentation.</li> <li>4) Development of the tourism product.</li> <li>5) The role of prices.</li> <li>6. Promotion in tourism</li> <li>7) providing access to the product.</li> <li>8) Marketing attractions, transport and accommodation.</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	presentation/attendance/
Literature (basic and supplementary)	<p>Basic:</p> <ul style="list-style-type: none"> <li>• Middleton V. Marketing w turystyce, Wydawnictwo Polskiej Agencji Rozwoju turystyki, Warszawa ,1996.</li> <li>• Klisinski J., Cezary Marcinkiewicz. Zarządzanie marketingiem turystycznym, Wydawnictwo Unikat 2, Katowice 2008.</li> </ul> <p>Supplementary:</p> <ul style="list-style-type: none"> <li>• Kaczmarek J. Stasiak A. Włodarczyk B. Produkt turystyczny, PWE, Warszawa, 2005.</li> <li>• Holloway Ch. Robinson Ch. Marketing w turystyce, PWE, Warszawa ,1997</li> </ul>
The effects of the education - knowledge - skills - social competences	<p>The effects of the education in the area of knowledge K_WO5- He has ordered knowledge of basic economic terms and principles of the subject in a market economy.</p> <p>The effects of the education in the area of skills - K_UO9- Is able to communicate using a variety of channels and forms of communication, has developed interpersonal skills, use technical language.</p> <p>The effects of the education in the area of competences K_KO3- It is open to new ideas and willing to change the opinion of the proceedings in the</p>

	light of new developments in business practice and management science.
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The title of the course	<b>Service and trade marketing</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Janusz Klisiński associate professor
The aims of the course (maximum 500 characters)	Mastering knowledge of marketing services. Student realizes the necessity compassion needs and desires of customers in the conduct of business service and trade.
The content of the course: main topics and key ideas	1) Relationship Marketing in services market 2) Segmentation and micro-segmentation of the market 3) Marketing mix on the service market 4) The service product and its characteristics 5) The role of prices. 6) The place 7) Promotion of services 8) Shopper marketing 9) Merchandising
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	presentation/attendance/
Literature (basic and supplementary)	Basic: Payne A. Marketing usług. PWE. Warszawa. 1997 Czybała A. i inni Marketing usług. Wydawnictwo Wolters Kluwer. Kraków .2006. Supplementary: Marketing usług pod red. A. Styś. PWE. Warszawa 2003. Gilmore A. Usługi marketing i zarządzanie. PWE. Warszawa. 2006. Diamond. Jay. Diamond Ellen. Merchandising. Magnetyzm przestrzeni handlowej. Wydawnictwo Helion. Gliwice. 2007.
The effects of the education - knowledge - skills - social competences	The effects of the education in the area of knowledge K_WO5- He has ordered knowledge of basic economic terms and principles of the subject in a market economy. The effects of the education in the area of skills - K_UO9- Is able to communicate using a variety of channels and forms of communication, has developed interpersonal skills, use technical language. The effects of the education in the area of competences

	K_KO3- It is open to new ideas and willing to change the opinion of the proceedings in the light of new developments in business practice and management science.
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The title of the course	<b>Introduction to quality</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA)
Semester	Summer
The form of classes and number of hours	Lectures, 15 hours
Language of instruction	English
The number of ECTS	4
Teacher	Marcin Jakubiec, Ph.D.
The aims of the course (maximum 500 characters)	The aim of the course is given to students fundamental information concerning quality and quality management in enterprise. During the course students receive knowledge in areas: definition of quality category, quality from client and producer perspectives, introducing and functioning of quality management system according to ISO norm 9000, as well as quality management methods and tools.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Creators of quality fundamentals.</li> <li>2. Quality of client and producer perspectives.</li> <li>3. Product quality.</li> <li>4. Measure and grade of product quality.</li> <li>5. Concepts of quality management (TQM, Kaizen and Six Sigma).</li> <li>6. Quality management system according to ISO norm 9000 – implementing, functioning and improving.</li> <li>7. Rules, methods and tools of quality management.</li> </ol>
Didactics methods	Presentation, case studies, conversation
Course requirements	Exam
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Hamrol A.: <i>Zarządzanie jakością z przykładami</i>, wyd. II zmienione, PWN, Warszawa, 2008.</li> <li>2. Karaszewski R.: <i>Nowoczesne koncepcje zarządzania jakością</i>, Wyd. Dom Organizatora, Toruń, 2006.</li> <li>3. Lisiecka K.: <i>Systemy zarządzania jakością produktów. Metody analizy i oceny</i>, Wyd. Akademii Ekonomicznej im. K. Adamieckiego, Katowice, 2009.</li> <li>4. Łunarski J.: <i>Zarządzanie jakością. Standardy i zasady</i>, WNT, Warszawa, 2008.</li> <li>5. Szczepańska K.: <i>Metody i techniki TQM</i>, Wyd. Politechniki Warszawskiej, Warszawa, 2009.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Bylinko L., Jakubiec M., Kubański M. [red.]: <i>Zarządzanie logistyką i jakością</i>, Wyd. Naukowe ATH, Bielsko-Biała, 2012.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Journal of Quality Management.</li> <li>3. Koźmiński A., Jemielniak D.: <i>Zarządzanie od podstaw</i>, Wyd. Akademickie i Profesjonalne, Warszawa, 2008.</li> <li>4. Skrzypek E.: <i>Jakość i efektywność</i>, Wyd. Uniwersytet Marii Curie-Skłodowskiej, Lublin, 2000.</li> <li>5. Urbaniak M.: <i>Zarządzanie jakością, środowiskiem, bezpieczeństwem w praktyce gospodarczej</i>, Difin, Warszawa, 2007.</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Student can define quality, including product quality.  Student knows rules, concepts, methods and tools of quality management in enterprise.  Student can prepare exemplary document in quality management system.</p>

The title of the course	<b>Improvement of quality management system</b>
Faculty	Faculty of Management and Transport
The level of studies	Postgraduate (MA)
Semester	Summer
The form of classes and number of hours	Lectures, 15 hours
Language of instruction	English
The number of ECTS	3
Teacher	Marcin Jakubiec, Ph.D.
The aims of the course (maximum 500 characters)	The aim of the course is given to students information concerning improvement of quality management system. During the course students receive knowledge in areas: concepts and systems of quality management, as well as methods of analysis and grade of quality management systems.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Concepts and systems of quality management (product quality, measure and grade of product quality, mountain of quality costs, concepts of quality management: TQM, Kaizen and Six Sigma, quality management system according to ISO norm 9000, integration of management systems, methods and tools of quality management).</li> <li>2. Methods of analysis and grade of quality management system (internal and external audit, management review, grade of system maturity, quality costs, self-assessment according to European and Polish Quality Award, self-assessment according to ISO norm 10014:2006).</li> </ol>
Didactics methods	Presentation, case studies, conversation
Course requirements	Exam
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Lisiecka K.: <i>Systemy zarządzania jakością produktów. Metody analizy i oceny</i>, Wyd. Akademii Ekonomicznej im. K. Adamieckiego, Katowice, 2009.</li> <li>2. Łunarski J.: <i>Zarządzanie jakością. Standardy i zasady</i>, WNT, Warszawa, 2008.</li> <li>3. Polska norma PN-EN ISO 9000:2006, <i>Systemy Zarządzania Jakością. Podstawy i terminologia</i>, PKN, Warszawa, 2006.</li> <li>4. Polska norma PN-EN ISO 9001:2009, <i>Systemy Zarządzania Jakością. Wymagania</i>, PKN, Warszawa, 2009.</li> <li>5. Urbaniak M.: <i>Kierunki doskonalenia systemu zarządzania jakością</i>, wyd. Uniwersytet Łódzki, Łódź, 2010.</li> </ol>

	<p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Bylinko L., Jakubiec M., Kubański M. [red.]: <i>Zarządzanie logistyką i jakością</i>, Wyd. Naukowe ATH, Bielsko-Biała, 2012.</li> <li>2. Journal of Quality Management.</li> <li>3. Skrzypek E.: <i>Jakość i efektywność</i>, Wyd. Uniwersytet Marii Curie-Skłodowskiej, Lublin, 2000.</li> <li>4. Urbaniak M.: <i>Zarządzanie jakością, środowiskiem, bezpieczeństwem w praktyce gospodarczej</i>, Difin, Warszawa, 2007.</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Student knows requirements of quality management system in enterprise. Student can improve quality management system according to different methods.</p>

The title of the course	<b>Designing of quality management system</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA)
Semester	Summer
The form of classes and number of hours	Lectures, 15 hours
Language of instruction	English
The number of ECTS	4
Teacher	Marcin Jakubiec, Ph.D.
The aims of the course (maximum 500 characters)	The aim of the course is given to students information concerning designing of quality management system. During the course students receive knowledge in areas: quality management, quality management system according to ISO norm 9000, as well as designing of this system.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Quality management (process approach, development of quality management in enterprise, product quality, concepts of quality management).</li> <li>2. Quality management system according to ISO norm 9000 (family of ISO norm 9000, system requirements, system documentary, methods and tools of quality management, integration of management systems).</li> <li>3. Designing of quality management system according to ISO norm 9001:2008 (areas of requirements, obligatory procedures, management requirements, resources management, audits).</li> </ol>
Didactics methods	Presentation, case studies, conversation
Course requirements	Exam
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Hamrol A.: <i>Zarządzanie jakością z przykładami</i>, wyd. II zmienione, PWN, Warszawa, 2008.</li> <li>2. Lisiecka K.: <i>Systemy zarządzania jakością produktów. Metody analizy i oceny</i>, Wyd. Akademii Ekonomicznej im. K. Adamieckiego, Katowice, 2009.</li> <li>3. Łunarski J.: <i>Zarządzanie jakością. Standardy i zasady</i>, WNT, Warszawa, 2008.</li> <li>4. Polska norma PN-EN ISO 9000:2006, <i>Systemy Zarządzania Jakością. Podstawy i terminologia</i>, PKN, Warszawa, 2006.</li> <li>5. Polska norma PN-EN ISO 9001:2009, <i>Systemy Zarządzania Jakością. Wymagania</i>, PKN, Warszawa, 2009.</li> </ol> <p>Supplementary:</p>

	<ol style="list-style-type: none"> <li>1. Bylinko L., Jakubiec M., Kubański M. [red.]: <i>Zarządzanie logistyką i jakością</i>, Wyd. Naukowe ATH, Bielsko-Biała, 2012.</li> <li>2. Journal of Quality Management.</li> <li>3. Koźmiński A., Jemielniak D.: <i>Zarządzanie od podstaw</i>, Wyd. Akademickie i Profesjonalne, Warszawa, 2008.</li> <li>4. Skrzypek E.: <i>Jakość i efektywność</i>, Wyd. Uniwersytet Marii Curie-Skłodowskiej, Lublin, 2000.</li> <li>5. Urbaniak M.: <i>Zarządzanie jakością, środowiskiem, bezpieczeństwem w praktyce gospodarczej</i>, Difin, Warszawa, 2007.</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Student knows requirements of quality management system in enterprise.</p> <p>Student can design quality management system according to ISO norm 9001:2008.</p> <p>Student can prepare exemplary document in quality management system.</p>



The title of the course	<b>Logistics management in the company</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter
The form of classes and number of hours	Lectures
Language of instruction	English
The number of ECTS	4
Teacher	dr inż Mariusz Kubański
The aims of the course (maximum 500 characters)	Gaining knowledge related to the genesis of logistics, the basic areas as well as the importance in modern economic life
The content of the course: main topics and key ideas	Genesis of logistics. Stocks. Transport in logistic. Computerization of logistics. Supply chain management. Managing logistics in the supply, production, distribution. Costs in logistics. Modern methods in logistics management. Global logistics.
Didactics methods	lectures
Course requirements	presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Business logistics management : a supply chain perspective / Wessel J. Pienaar, John J. Vogt. - 3rd ed. - Cape Town : Oxford University Press Southern Africa, 2009.</li> <li>2. Global logistics and supply chain management / John Mangan [et al.]. - 2nd ed. - Chichester : John Wiley &amp; Sons, 2012.</li> <li>3. Global logistics management : a competitive advantage for the 21st century / Kent N. Gourdin. - 2nd ed. - Malden : Blackwell Publ, 2006.</li> <li>4. Integrated logistics support handbook / James V. Jones. - 3rd ed. - New York : McGraw-Hill, 2006.</li> <li>5. Logistics and supply chain management / Patrik Jonsson. - Maidenhead : McGraw-Hill Higher Education, 2008.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Logistics management and strategy : competing through the supply chain / Alan Harrison, Remko van Hoek. - 4th ed. - Harlow : Financial Times/Prentice Hall, 2011.</li> <li>2. Just-in-Time logistics / Kee-Hung Lai, T.C.E. Cheng. - Farnham ; Burlington, VT : Gower Publishing, 2009.</li> <li>3. The handbook of logistics &amp; distribution management / Alan Rushton, Phil Croucher, Peter Baker. - 4th ed., repr. - London : Kogan Page, 2011.</li> </ol>

	<p>4. International Journal of Logistics Management / ed. Douglas M. Lambert, Martin G. Christopher. - Bradford : Emerald Group Publishing Limited, 2004-2009.</p> <p>5. Quantitative measurements for logistics / Philip T. Frohne. - New York : McGraw-Hill, 2008.</p>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Knowledge:  Student can define, identify and name the aspects of supply chain management, basic terminology, rules and procedures for logistics management</p> <p>Skills:  Student is able to plan a simple supply chain and apply the basic method of optimization  Student is able to assess the logistics management in the enterprise</p> <p>Social competences: (-)</p>

The title of the course	<b>Distribution management</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Summer
The form of classes and number of hours	Lectures
Language of instruction	English
The number of ECTS	2
Teacher	dr inż Mariusz Kubański
The aims of the course (maximum 500 characters)	Gaining knowledge related to the characteristics of the distribution management in the enterprise, and with the movement of products to the final consumer and shaping distribution network.
The content of the course: main topics and key ideas	The concept of distribution and logistics distribution. Trading in the distribution. Physical distribution management. Storage of finished products. Transport and forwarding in distribution logistics. Distribution channels. The transport network and storage network. The development of logistics distribution.
Didactics methods	lectures
Course requirements	presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Business logistics management : a supply chain perspective / Wessel J. Pienaar, John J. Vogt. - 3rd ed. - Cape Town : Oxford University Press Southern Africa, 2009.</li> <li>2. Global logistics and supply chain management / John Mangan [et al.]. - 2nd ed. - Chichester : John Wiley &amp; Sons, 2012.</li> <li>3. Global logistics management : a competitive advantage for the 21st century / Kent N. Gourdin. - 2nd ed. - Malden : Blackwell Publ, 2006.</li> <li>4. Integrated logistics support handbook / James V. Jones. - 3rd ed. - New York : McGraw-Hill, 2006.</li> <li>5. Logistics and supply chain management / Patrik Jonsson. - Maidenhead : McGraw-Hill Higher Education, 2008.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Logistics management and strategy : competing through the supply chain / Alan Harrison, Remko van Hoek. - 4th ed. - Harlow : Financial Times/Prentice Hall, 2011.</li> <li>2. Just-in-Time logistics / Kee-Hung Lai, T.C.E. Cheng. - Farnham ; Burlington, VT : Gower Publishing, 2009.</li> <li>3. The handbook of logistics &amp; distribution management / Alan Rushton, Phil Croucher,</li> </ol>

	<p>Peter Baker. - 4th ed., repr. - London : Kogan Page, 2011.</p> <p>4. International Journal of Logistics Management / ed. Douglas M. Lambert, Martin G. Christopher. - Bradford : Emerald Group Publishing Limited, 2004-2009.</p> <p>5. Quantitative measurements for logistics / Philip T. Frohne. - New York : McGraw-Hill, 2008.</p>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Knowledge: Student knows the rules of design, organization and management of the distribution network.</p> <p>Skills: Student is able to plan the distribution channels, transport network, and storage network. Student is able to solve the problem of task distribution logistics.</p> <p>Social competences: (-)</p>

The title of the course	<b>Small Business</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA)
Semester	Summer
The form of classes and number of hours	Lectures/ seminars
Language of instruction	English
The number of ECTS	4
Teacher	Beata Bieńkowska
The aims of the course (maximum 500 characters)	The course is designed to assist students to understand the elements of entrepreneurship and small business management. This unit is aimed at two groups of students. The first group comprises those who have an interest in small business and entrepreneurship who wish to explore the possibility of making a career in the small business sector, whether as an owner of an enterprise or as a manager. The second group comprises those who intend to become professional accountants, managers or policy-makers in sectors which advise or deal with small business and entrepreneurs. The unit introduces students to the theories behind the development of entrepreneurs, explains the position of small business in society and equips students with some basic skills and knowledge required to operate a small business or be an entrepreneur
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Introduction (Small and Medium Enterprise Development in Poland, US and UE, Problems of Definition and Nature of Small Firms, The Role of Small Scale Enterprises)</li> <li>2. Entrepreneurship in the Twenty-First Century (Entrepreneurship and Economic Growth, Concepts of Entrepreneurship and Small Business, Theories of Entrepreneurship )</li> <li>3. Intrapreneurship: Developing Corporate Entrepreneurship</li> <li>4. The Entrepreneur (Definition of the term Entrepreneur, Why People go into Business, Profiling the Entrepreneur, Launching the Venture)</li> <li>5. Opportunity Identification : The Assessment Process (Assessment and Evaluation of New Venture Ideas, New Venture Idea Checklist, Business Location and Layout)</li> <li>6. Structuring the New Business Venture (Identifying Legal Business Structures)</li> <li>7. Planning for Success (Why plan, Pitfalls to Avoid in Planning, How to Develop a Business Plan, Benefits of a Business Plan, Elements of a Business Plan)</li> </ol>

	<p>8. Planning the New Venture (Ways to Enter Small Business: starting a new business, purchasing an established business, family business opportunities, franchising)</p> <p>9. Business Tools (marketing management, people management, cash management, operations management)</p> <p>10. Sources of Assistance - Types of Assistance, Financial Assistance, Advisory Assistance, UE Structural Funds)</p> <p>11. Small Business and the Law</p> <p>12. Ethical and Social Responsibility Challenges for Entrepreneurs</p> <p>13. Small Business and Electronic Commerce</p> <p>14. Contemporary issues in Small Business Development (Enterprise Support Organisations, Family Business, Time Management)</p>
Didactics methods	<p>Lectures: A range of teaching and learning strategies will be adopted in this course. The course will generally involve lectures, tutorial activities and presentations.</p> <p>Seminars: Learning will occur through group work, structured exercises, case study analysis, group discussion, and through private reading and reflection.</p>
Course requirements	<p>Lectures: Continuous assessment (reading preparation for lecture) 50% , Final examination (test)- 50%</p> <p>Seminars: Class participation (inclusive of Mini Presentation) 50%, Entrepreneurial Project - 50%</p>
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Hisrich R.D., Entrepreneurship, McGraw-Hill/Irwin, Boston 2008</li> <li>2. Roberts M.J., New business ventures and the entrepreneur, MA McGraw- Hill, Boston 2007</li> <li>3. Entrepreneurship and small business, Paul Burns. - 2nd ed. - Basingstoke : Palgrave Macmillan, 2007</li> <li>4. Effective operations and controls for the small privately held business , Rob Reider. - Hoboken, NJ : John Wiley &amp; Sons, 2008</li> <li>5. Family values and value creation : the fostering of enduring values within family-owned businesses, ed. Josep Tapies, John L. Ward. - Basingstoke : Palgrave Macmillan, 2008</li> </ol> <p>Supplementary:</p>

	<ol style="list-style-type: none"> <li>1. Hisrich R.D, Entrepreneurship. Experts use cases to teach the process of formulating, planning, and implementing a new business, McGraw-Hill/Irwin, Boston 2008</li> <li>2. Business plans made easy: David H. Bangs, Jr. Irvine, CA: Entrepreneur Press, 2005</li> <li>3. How to write a great business plan for your small business in 60 minutes or less: Sharon L. Fullen. Ocala, FL: Atlantic Pub. Group, Inc., 2006</li> <li>4. Barringer B.R., Entrepreneurship: successfully launching new ventures, N.J Pearson Prentice Hall, Upper Saddle River 2006</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p><i>Knowledge:</i></p> <ul style="list-style-type: none"> <li>• the nature, role and structure of business</li> <li>• internal and external influences on business</li> <li>• the functions and processes of business activity</li> </ul> <p><i>Skills:</i></p> <ul style="list-style-type: none"> <li>• investigate, synthesise and evaluate contemporary business issues and hypothetical and actual business situations</li> <li>• communicate business information and issues using appropriate formats</li> </ul> <p><i>Social competences:</i></p> <ul style="list-style-type: none"> <li>• responsible participation in business activity</li> <li>• ethical business behaviour</li> <li>• corporate social responsibility.</li> </ul>

The title of the course	<b>Economics</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Engineer (BSc)
Semester	Winter
The form of classes and number of hours	Lectures/seminars
Language of instruction	English
The number of ECTS	4
Teacher	Beata Bieńkowska
The aims of the course (maximum 500 characters)	<p>Economics is a dynamic social science, forming part of the study of individuals and societies. The study of economics is essentially about the concept of scarcity and the problem of resource allocation. Although economics involves the formulation of theory, it is not a purely theoretical subject: economic theories can be applied to real-world examples. Neither is economics a discrete subject, since economics incorporates elements of history, geography, psychology, sociology, political studies and many other related fields of study.</p> <p>The aims of the economics course are to: provide students with a core knowledge of economics, encourage students to think critically about economics, promote an awareness and understanding of internationalism in economics, encourage students' development as independent learners, enable students to distinguish between positive and normative economics</p>
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Introduction to economics</li> <li>2. Microeconomics (Markets, Elasticities, Theory of the firm, Market failure)</li> <li>3. Macroeconomics (Measuring national income, Introduction to development, Macroeconomic models, Demand-side and supply-side policies, Unemployment and inflation, Distribution of income)</li> <li>4. International economics (Reasons for trade, Free trade and protectionism, Economic integration, World Trade Organization (WTO), Balance of payments, Exchange rates, Balance of payment problems, Terms of trade)</li> <li>5. Development economics (Sources of economic growth and/or development, Consequences of growth, Barriers to economic growth and/or development, Growth and development strategies, Evaluation of growth and development strategies)</li> </ol>
Didactics methods	Lectures: A range of teaching and learning strategies will be adopted in this course. The course will generally involve lectures, tutorial activities and presentations.



	Seminars: Learning will occur through group work, structured exercises, case study analysis, group discussion, and through private reading and reflection.
Course requirements	Lectures: Continuous assessment (reading preparation for lecture) 50% , Final examination (test)- 50% Seminars: Class participation (inclusive of Mini Presentation) 50%, Seminar paper - 50%
Literature (basic and supplementary)	Basic: 1. Mankiw M, Brief Principles of Macroeconomics, TL 2009 2. McDowellM, Principles of Economics, McGraw-Hill, 2009 3. Arnold M., Principles of Macroeconomics 10e, TL 2001 4. Gwartney James G., Understanding Microeconomics, Cengage Learning 2012 5. Begg D., Economics 10 ed., McGraw-Hill, 2011 Supplementary: 1. Stiglitz J., Freefall Free Markets and the Sinking of the Global Economy, Allen Lane 2009 2. Black J., The Dictionary of Economics, Oxford University Press 2012 3. Begg D., Economics with Connect Plus Card, McGraw-Hill ed. 10, 2011
The effects of the education - knowledge - skills - social competences	- knowledge the economic behaviour of individuals, firms, institutions and governments the function and operation of markets the operation and management of economies contemporary economic problems and issues facing individuals, firms and governments - skills investigate and engage in effective analysis, synthesis and evaluation of economic information from a variety of sources communicate economic information, ideas and issues in appropriate forms - social competences – kompetencji społecznych informed participation in economic debate and decision-making responsible approaches towards people, societies and environments.

The title of the course	<b>Fundamentals of Corporate Finance</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) / Postgraduate (MA)
Semester	Winter/summer
The form of classes and number of hours	Lectures
Language of instruction	English
The number of ECTS	4
Teacher	Dominika Dusza (Doctor of Economic Science)
The aims of the course (maximum 500 characters)	<p>The course is focusing on the three pillars of finance: concepts and tools; instruments and transactions; participants and markets. Concepts and tools of finance provide the essential background needed to understand the mechanics of finance. Then it is demonstrated how specific assets, liabilities, off balance sheet contracts and restructuring transactions are used to achieve particular goals of increasing value by profit maximization, prudent liquidity, solvency management and risk management. Company's goals are being achieved in a methodical way with the aid of three-stage financial process encompassing financial reporting, short- and long term financial planning and financial decision - making. All decisions made by financial managers are influenced by a series of internal and external market forces. To react to external factors and influence internal ones one has to know key market participants, and the key drivers in the financial market place.</p>
The content of the course: main topics and key ideas	<p>I. Financial concepts and tools</p> <ol style="list-style-type: none"> <li>1. Financial statement analysis and reporting</li> <li>2. Risk considerations: the nature of risk and return, risk diversification and value maximization</li> <li>3. The price of capital: determination of interest rates/yield curves, stock prices, and weighted cost of capital</li> <li>4. Time value of money</li> <li>5. Investment decisions and capital budgeting: the use of Net Present Value, Internal Rate of Return, decision rules.</li> </ol> <p>II. Instruments and transactions</p> <ol style="list-style-type: none"> <li>1. Common and preferred stock</li> <li>2. Loans and bonds</li> <li>3. Investment funds</li> <li>4. Derivatives and insurance</li> <li>5. Corporate finance: the nature and use of corporate restructuring transactions</li> </ol> <p>II. Participants and Markets</p>

	<ol style="list-style-type: none"> <li>1. Financial participants: intermediaries, end- users, investors</li> <li>2. Global financial markets: macro – structure of the markets, macro variables, monetary policy, the nature of the contemporary marketplace.</li> </ol>
Didactics methods	<p>Individual literature studies  Formal lecture with formulae description  Solving exercises with personal calculator</p>
Course requirements	<p>Attendance  Individual presentation/ paperwork</p>
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Bodie Z, Merton R.: Finance, Prentice Hall 1999</li> <li>2. Banks E.: Finance: The Basics, Kindle Edition, 2007</li> <li>3. Brealey R.A, Myers S.C,, Allen F.: Principles of Corporate Finance, McGraw-Hill 2008</li> <li>4. Fabozzi F. J: Handbook of Financial Instruments, John Willey &amp; Sons, 2002</li> <li>5. Thomas A.: Introduction to Financial Accounting, McGraw-Hill, 2002</li> <li>6. Valdez S.: Introduction to Global Financial Markets, Palgrave Macmillan, 2000</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Damodaran A.: Damodaran on Valuation, New York: John Wiley &amp; Sons, 1994</li> <li>2. Lumby S.: Corporate Finance Theory &amp; Practice, Thomson Learning 2003</li> <li>3. Madura J.: Financial Institutions and Markets, Thomson Learning 2006</li> <li>4. Banks E., The Simple Rules of Risk, John Wiley &amp; Sons, 2002</li> <li>5. Blake D.: Financial market analysis, Wiley &amp; Sons, 2000, 2<sup>nd</sup> Revised edition</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<ol style="list-style-type: none"> <li>1. Knowledge:  Student should have a basic knowledge on concepts, applications and systems that affect the value (or wealth) of individuals, companies and countries over the short and long term.  Student should understand the nature and use of financial reporting.  Student should have solid knowledge of the key drivers in the financial marketplace</li> <li>2. Skills  The ability to recognize and evaluate factors that impact the wealth or value of individuals, companies and nations</li> </ol>

	<p>Understand financial press by applying and relating financial concepts Interpret and use financial statements in the decision – making process.</p> <p>3. Social competences Student has an understanding of the lifer long learn concept, can complete and broaden knowledge, rise personal and professional skills as well as competencies</p>
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The title of the course	<b>Human Resources Management</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA)
Semester	Summer
The form of classes and number of hours	Lectures/30h
Language of instruction	English
The number of ECTS	4 ECTS
Teacher	Dr Sylwia Gąsiorek-Madzia
The aims of the course (maximum 500 characters)	<ul style="list-style-type: none"> <li>• understand the meaning and the role of human resources in organisations and the strategic approach to human resources management;</li> <li>• identify main conceptions of human resources management and internal and external conditions of human resources management process;</li> <li>• know procedures and tools to plan human resources, recruit employees select candidates and introduce new employees to the organisation;</li> <li>• recognise main techniques and methods to evaluate employees and construct simple system of employee evaluation which includes rules of effective employee evaluation;</li> <li>• recognize the force and meaning of different motivation tools;</li> <li>• know methods of improving staff;</li> <li>• understand the meaning of knowledge in temporary organisation, identify its resources and recognise the ways to shape it and stimulate it in human resources management process;</li> <li>• know personal strategies, be able to choose them and adjust them to temporary and future situation in organisation;</li> <li>• identify and solve main problems of immoral behaviours of staff;</li> </ul>
The content of the course: main topics and key ideas	<p>Main aspects of human resources management. The meaning of human resources in organisations. Human resources management evolution. Models of personal policy and the role of human and intellectual capital. Traditional and modern employment forms. Main processes of human resources management and their mutual relations. Personal controlling. Tools of human resources management. International aspects of human resources management. Methods of gathering and transformation of personal information. Ethics and human resources management. Methods of human resources management</p>

	analysis. Personal strategies. Conditions of personal strategy.
Didactics methods	Lecture with multimedia presentation
Course requirements	Exam
Literature (basic and supplementary)	<p>Basic literature:</p> <ol style="list-style-type: none"> <li>1. Baron-Puda M., Human resource management in production engineering, Wydawnictwo Naukowe Akademii Techniczno-Humanistycznej, Bielsko-Biała 2012.</li> <li>2. Boselie P., Strategic human resource management: a balanced approach, McGraw-Hill Higher Education, Maidenhead 2010.</li> <li>3. Legge K., Human resource management: rhetorics and realities, Palgrave Macmillan, Basingstoke 2005.</li> <li>4. Swart J., Human resource development: strategy and tactics, Elsevier Butterworth Heinemann, Amsterdam 2005.</li> </ol> <p>Supplementary literature</p> <ol style="list-style-type: none"> <li>5. Cowling A., Mailer Ch., Managing human resources, London 1998.</li> <li>6. Gibb S., Human resource development: foundations, process, contexts, Palgrave Macmillan, Basingstoke 2011.</li> <li>7. Holbeche L., Aligning human resources and business strategy, Elsevier Butterworth Heinemann, Amsterdam 2009.</li> <li>8. Tyson S., Essentials of human resource management, Elsevier Butterworth Heinemann, Amsterdam 2008.</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Student:</p> <p>Knows procedures and tolls of human recourses management</p> <p>Analyzes and solves typical problems of human recourses management</p> <p>Organizes his own work and keep professional and ethical roles</p>

The title of the course	<b>Quality management</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA)
Semester	Winter
The form of classes and number of hours	Seminars 10 hours
Language of instruction	English
The number of ECTS	5
Teacher	Grzegorz Biesok PhD. Eng.
The aims of the course (maximum 500 characters)	Course develops knowledge of basic ideas on quality management. Students acquire the skills of designing and implementing selected parts of quality management system.
The content of the course: main topics and key ideas	Idea of quality and quality management principles. Quality Management Systems (QMS). ISO 9000 series standards. Process approach. Quality policy. Fulfilling the requirements of ISO 9001. QMS auditing and documentation. Satisfaction measuring. Quality tools. Corrective and preventive actions.
Didactics methods	Practical exercises, presentations made by students, problem solving and discussion.
Course requirements	Seminar paper (project)
Literature (basic and supplementary)	<p>Jens J. Dahlgaard , Kai Kristensen, Ghopal K. Khanji, Fundamentals of Total Quality Management, Routledge, 2005, ISBN 978-0748772933.</p> <p>International Standard ISO 9000:2005, Quality management systems — Fundamentals and vocabulary.</p> <p>International Standard ISO 9001:2008, Quality management systems — Requirements.</p> <p>International Standard ISO 9004:2009, Managing for the sustained success of an organization — A quality management approach</p> <p>Divya Singhal , K. R. Singhal, Implementing ISO 9001:2008 Quality Management System: A Reference Guide, PHI Learning, 2012, ISBN 978-8120345744.</p> <p>ISO 9000 Quality Systems Handbook — updated for the ISO 9001:2008 standard, Sixth Edition: Using the standards as a framework for business improvement, Taylor &amp; Francis, 2009, ISBN 978-1856176842.</p>

	David Hoyle, Quality Management Essentials, Butterworth-Heinemann, 2007, ISBN 978-0750667869.
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Student:</p> <p>(K) Knows the components and principles of a quality management system according to ISO 9000 standards.</p> <p>(S) Designs elements of a quality management system for a selected organization.</p> <p>(SC) Working in groups, planning and developing elements of a quality management system.</p>



The title of the course	<b>Project management</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA)
Semester	Winter/summer
The form of classes and number of hours	Lectures/ 10 hours
Language of instruction	English
The number of ECTS	4
Teacher	mgr inż. Barbara Słowiak bslowiak@ath.eu
The aims of the course (maximum 500 characters)	To understand the concepts of project planning and organization, budgeting and control, and project life cycles. To master several basic project scheduling techniques including WBS, CPM, PERT, GANTT CHARTS; To learn concepts related to organizational workflow including the staffing process, project planning elements, and the project plan contents and project communications.
The content of the course: main topics and key ideas	This course discusses: <ul style="list-style-type: none"> <li>• Introduction to Project Management</li> <li>• Beginning a Project</li> <li>• Project Planning</li> <li>• Project Budgeting</li> <li>• Project Scheduling</li> <li>• Project Execution</li> <li>• Monitoring and Controlling the Project</li> <li>• Summary of Project Management Knowledge</li> <li>• Tools To Help Make a Project Manager Succeed</li> </ul>
Didactics methods	Presentations, conversations, case studies.
Course requirements	Students are expected to: <ul style="list-style-type: none"> <li>• read the assigned material and work the assigned problems before class and be prepared to discuss them in class;</li> <li>• prepare project on chosen topic.</li> </ul>
Literature (basic and supplementary)	Kerzner H., Project management best practices: achieving global excellence, International Institute For Learning, 2nd ed., Hoboken, NJ: John Wiley & Sons, 2010. Kerzner H., Project management: a systems approach to planning, scheduling, and controlling, 8th ed., New York: John Wiley & Sons, 2003. Dow W., Taylor B., Project management communications: bible, Indianapolis: Wiley Publishing, 2008. Leader A.H. (ed.), Project management the TOC way: critical chain project management,

	<p>Goldratt Schools, Zhubei City, Taiwan: Chinese Goldratt Alliance, 2010.</p> <p>Shtub A., Bard J.F., Globerson S., Project management: processes, methodologies, and economics. 2nd ed., Upper Saddle River, NJ: Pearson/Prentice Hall, 2005.</p>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Students are expect to:</p> <ul style="list-style-type: none"> <li>• know the importance and scope of project management; understand the concepts of project planning and organization, budgeting and control, and project life cycles.;</li> <li>• plan resources to keep current with trends and best practices in the resolution of complex project management issues;</li> <li>• develop critical thinking and reasoning skills.</li> </ul>

The title of the course	<b>Introduction to foreign exchange market</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA)/Postgraduate (MA)
Semester	Summer
The form of classes and number of hours	Lectures
Language of instruction	English
The number of ECTS	
Teacher	Dominika Dusza (Doctor of Economic Science)
The aims of the course (maximum 500 characters)	This class provides an introduction to the way foreign exchange markets operate, factors impacting the course of exchange rates and the nature of foreign exchange risk. The class covers following topics: major FOREX market players, differences between spot and forward market, Forex instruments, foreign exchange exposure and risk, FOREX traders and trading.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Foreign exchange market (history of FOREX)</li> <li>2. Organisational structure of the forex market.(central banks, banking institutions, investment funds, hedge funds, retail FOREX brokers ...)</li> <li>3. International spot rate quotation conventions (two-way spot prices, spread, cross rates)</li> <li>4. Derivative forex markets <ol style="list-style-type: none"> <li>a. Forwards: definition, types, functions and pricing</li> <li>b. Futures, options and swaps</li> </ol> </li> <li>5. Foreign exchange exposure and risk (interest rate risk, credit risk, country risk, hedging strategies)</li> <li>6. FOREX traders and trading (arbitrage, cross rate, covered interest rate parity, speculation, short selling, forward-forward speculation, option speculation)</li> <li>7. Factors influencing exchange rate movements (trade flow, investment flow and money flow)</li> </ol>
Didactics methods	<ol style="list-style-type: none"> <li>1. Formal lectures</li> <li>2. Individual literature studies</li> <li>3. Discussion</li> <li>4. Group work: solving exercises with personal calculator</li> </ol>
Course requirements	<ol style="list-style-type: none"> <li>1. Attendance</li> </ol>

	2. Individual presentation/ paperwork
Literature (basic and supplementary)	<p>Basic literature:</p> <ol style="list-style-type: none"> <li>1. Jagerson, J. 2011. <i>All About Forex Trading</i>. McGraw-Hill 2011</li> <li>2. Cornelius, L. 2007. <i>Trading in the Global Currency Markets</i>. Prentice Hall Press 2007</li> <li>3. Romey, B. 2011. <i>Inside the Currency Market: Mechanics, Valuation and Strategies</i>. Bloomberg Press 2011</li> <li>4. Moffett M., A. Stonehill, D. Eiteman, <i>Fundamentals of Multinational Finance</i>, Pearson Addison Wesley 2006.</li> <li>5. Das S., <i>Structured Products, tom 1 i 2</i>, John Wiley &amp; Sons (Asia) Pte Ltd, Singapore 2006</li> </ol> <p>Supplementary literature:</p> <ol style="list-style-type: none"> <li>1. <i>International Financial Management</i> by P.G.Apte, TMH Publication, 4th Ed.</li> <li>2. <i>International Finance Management</i>, Eun &amp; Resnick TMH Publication, 4th Ed.</li> <li>3. <i>International Finance Management</i>, Jeff Madura, Thomson Publication, 7th Ed.</li> <li>4. <i>Multinational Business Finance</i> by David K Eiteman, Arthur I Stonehill, Michael H Moffett , Alok Pandey , Pearson Publication, 10th Ed.</li> <li>5. <i>Multinational Financial Management</i>, by Alan C. Shapiro, Wiley India, 8th Ed</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<p>Knowledge:</p> <ol style="list-style-type: none"> <li>1. Student is familiar with international financial transactions and operational aspects of foreign exchange markets;</li> <li>2. Student has a basic knowledge on factors impacting the course of exchange rates,</li> <li>3. Student knows the nature of foreign exchange risk.</li> </ol> <p>Skills:</p> <ul style="list-style-type: none"> <li>○ Student can identify and analyse factors impacting the course of exchange rate</li> <li>○ Student knows Exchange Rate Arithmetic and can calculate cross rates for spot and forward quotation</li> </ul> <p>Social competences:</p> <p>Student has an understanding of the lifelong learning concept, can complete and broaden knowledge, rise personal and professional skills as well as competencies</p>

The title of the course	<b>Entrepreneurship</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Agnieszka Barcik, Ph.D.
The aims of the course (maximum 500 characters)	The aim of the course is to provide the students with fundamental information concerning entrepreneurship and its practical aspects. During the course students receive knowledge in areas: the essence of entrepreneurship, basic entrepreneurial attitudes, setting up and conducting an economic activity, forms of support for entrepreneurs.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Entrepreneurship concept, origin, development</li> <li>2. Types and forms of entrepreneurship (the so-called minor entrepreneurship. small business, corporate entrepreneurship, innovation entrepreneurship, entrepreneurship outside the sphere of the economy)</li> <li>3. Formal-legal requirements for establishing and maintaining business</li> <li>4. Entrepreneurship and employment</li> <li>5. Institutions and forms of business support</li> <li>6. The international dimension of entrepreneurship / freedom of establishment within the European Union</li> </ol>
Didactics methods	Power point presentations, case studies, conversation
Course requirements	Presentation, attendance
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. A. Lundstrom, L. A. Stevenson, <i>Entrepreneurship Policy: Theory and Practice</i>, Springer, New York 2005</li> <li>2. S. C. Parker, <i>The Economics of Entrepreneurship</i>, Cambridge University Press 2009</li> <li>3. Z. J. Ács, L. Szerb, E. Autio, <i>Global Entrepreneurship and Development Index</i>, Global Entrepreneurship Development Institute, Washington 2014</li> </ol>

	<p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. J. R. Baum, M. Frese, R. Baron, <i>Psychology of Entrepreneurship</i>, Priceton University Press. Priceton, NJ nad Oxford 2010</li> <li>2. V. Wadhwa, A. R. B. Freeman, B. Rissing, <i>Education and Tech Entrepreneurship</i>, Duke University, Berkelley 2008</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> </ul> <p>social competences</p>	<p>The student can define the entrepreneurship. Student knows rules, concepts, methods and tools of entrepreneurial attitudes. Student can register economic activity, prepare documents related to applying for a form of support of entrepreneurship.</p>

The title of the course	<b>Ethics in management</b>
Faculty	Faculty of Management and Transport
The level of studies	Postgraduate (MA)
Semester	Winter
The form of classes and number of hours	Lectures and workshops 20 hours
Language of instruction	English
The number of ECTS	2
Teacher	Dr inż. Sylwia Gąsiorek-Madzia
The aims of the course (maximum 500 characters)	<p>The subject is to introduce students with chosen concepts and important ethical problems which appear in the process of management. As a result of attained knowledge student should:</p> <ul style="list-style-type: none"> <li>• understand ethical rules in management;</li> <li>• understand the meaning of ethics in the management process;</li> <li>• choose the proper ethical behavior as a worker and as a manager;</li> <li>• judge ethical aspects of organizational functions and the behavior on the market</li> </ul>
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Introduction to ethics in management</li> <li>2. Ethical concepts</li> <li>3. Ethics in management</li> <li>4. Professional ethics of manager</li> <li>5. Social responsibility of the firm</li> <li>6. Social responsibility of the firm to workers</li> <li>7. Ethics in competition</li> <li>8. Ethics in marketing</li> <li>9. Ethical aspects of globalization</li> </ol>
Didactics methods	Power point presentations, case studies
Course requirements	Attendance, individual and group work
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Vallance E., <i>Business ethics at work</i>, Cambridge University Press, Cambridge 2001.</li> <li>2. Valero-Silva N., Lovell A., Fisher C., <i>Business ethics and values</i>, Pearson Education, 2012</li> </ol> <p>Supplementary:</p>
The effects of the education	
- knowledge	Students know ethical and social rules and norms in the organization
- skills	Students can use obtained ethical knowledge to solve moral dilemmas in their occupation work Students indentify and decide about ethical dilemmas in occupational work
- social competences	Students respect different ethical opinions

The title of the course	<b>Organisational Analysis</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	
Teacher	Dr Zbigniew Zontek
The aims of the course (maximum 500 characters)	Assumptions and goals of the subject: <ul style="list-style-type: none"> <li>•familiarizing students with the new trends, concepts and methods of management,</li> <li>•updating the knowledge of management,</li> <li>•preparing students for the practical application of modern management approach.</li> <li>•presenting conditions the efficiency of managerial work in the process of business management</li> </ul>
The content of the course: main topics and key ideas	Management and its process, Environmental analyses, Managements structures, Human resources, knowledge transfer and motivation, Core competencies and innovation, Product Life cycle, Chosen aspects of marketing and consumer behaviour
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	presentation/attendance/projects
Literature (basic and supplementary)	Basic: ) Samuel C. Certo, S. Trevis Certo, Shayak Barman, Modern Management: Concepts and Skills, Pearson Prentice Hall, 2012. 2) Ricky Griffin, Gregory Moorhead, Organizational Behavior: Managing People and Organizations, South-Western, 2013.  Supplementary: Chosen Papers in: "Harvard Business Review" and other business magazines.
The effects of the education <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<ul style="list-style-type: none"> <li>- Student knows contemporary trends occurring in organizations.</li> <li>- Student uses the correct terms from the management concepts and analyze processes in managing.</li> <li>- A student works in a team to solve management problems.</li> </ul>



The title of the course	<b>The enterprise management in the conditions of European Integration</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Agnieszka Barcik, Ph.D.
The aims of the course (maximum 500 characters)	The aim of the course is to provide the students with fundamental information concerning the effective management of the enterprise in the conditions of Polish integration with the European Union, as well as to explain the principles and conditions for operation of enterprises in the EU internal market.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>7. The economic dimension of European integration</li> <li>8. The functioning of the company in the EU internal market</li> <li>9. Freedom of establishment - establishment / enlargement of business in geographical terms</li> <li>10. Human Resource Management and the free movement of people / workers</li> <li>11. Financial management in the enterprise in terms of policy, economic and monetary union</li> <li>12. Competition on the EU internal market</li> <li>13. SMEs in EU policy</li> <li>14. Transnational forms of European companies: the European Company, the European Economic Interest Grouping, European Cooperative, etc.).</li> </ol>
Didactics methods	Power point presentations, case studies, conversation
Course requirements	Presentation, attendance
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>4. L.P. Dana, I. M. Welpel, M. Han, V. Ratten, Handbook of Research on European Business and Entrepreneurship. Towards a Theory of Internationalization, E. Elgar Publishing, Cheltenham 2008</li> <li>5. M. Liebcher, European Economic Integration, E. Elgar Publishing, Cheltenham 2005</li> </ol>

	<p>Supplementary</p> <ol style="list-style-type: none"> <li>3. J. Pelkans, European Integrattion. Methods and Economic Analysis, Pearson Education Limited, London 2014</li> <li>4. B. W. Taylor, Introduction to Managements Science, Prentice Hall , New Jersey 2007</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> </ul> <p>social competences</p>	<p>Student can define the conditions of the enterprise on the EU internal market, is able to identify the most important economic policies of the EU and their impact on the choice of management strategy.</p>

The title of the course	<b>The enterprise management within the area of antitrust supervision</b>
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Agnieszka Barcik, Ph.D.
The aims of the course (maximum 500 characters)	The aim of the course is give the students fundamental information concerning the economic substance and legal conditions of competition (anti-trust protection) and sector-specific regulation. During the course the student acquires knowledge of the implementation of competition rules and sector-specific regulation (in particular in the fight against cartels, abuse of dominance and merger control) based on the outcome of the EU and the Polish antitrust authorities
The content of the course: main topics and key ideas	<ul style="list-style-type: none"> <li>15. Competition, competitiveness and competitive strategies of firms</li> <li>16. Competition policy and antitrust supervision (institutional aspects)</li> <li>17. The anti-competitive policies and practices of firms</li> <li>18. Competition Compliance Management System</li> <li>19. Management company operating in the independent sector regulation</li> </ul>
Didactics methods	Power point presentations, case studies, conversation
Course requirements	Presentation, attendance
Literature (basic and supplementary)	<p>Basic:</p> <ul style="list-style-type: none"> <li>6. M. Motta, <i>Competition Policy: Theory and Practice</i>, Cambridge University Press 2004</li> <li>7. M. E. Porter, <i>Competitive Strategy. Techniques for Analyzing Industries and Competitors</i>, New York, 1980</li> </ul> <p>Supplementary:</p> <ul style="list-style-type: none"> <li>5. M. E. Porter, <i>Competitive Advantage: Creating and Sustaining Superior Performance</i>, New York 1985</li> </ul>

<p>The effects of the education</p> <ul style="list-style-type: none"><li>- knowledge</li><li>- skills</li></ul> <p>social competences</p>	<p>Students can participate in the construction of business management strategies in the context of the requirements of compliance with EU and Polish competition rules and sectoral regulations</p>
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The title of the course	<b>Forecasting and Simulation in Enterprise</b>
Faculty	Faculty of Mechanical Engineering and Computer Science
The level of studies	Postgraduate (MA) Engineer (BSc)
Semester	Winter/summer
The form of classes and number of hours	Laboratories/seminars Sem. 2 - 10 h. Sem. 3 - 10 h.
Language of instruction	English
The number of ECTS	S - 5 ECTS W - 2 ECTS
Teacher	dr hab. inż. Dariusz Plinta, prof. ATH
The aims of the course (maximum 500 characters)	<p><b>Semester: Summer</b> The main purpose of the course is to give the students an introduction to principles of production processes analysis with the usage of the modelling and simulation method. The main part of the course will be focus on practical application of the computer systems aiding designing and analysing of production processes, and on realization of the project.</p> <p><b>Semester: Winter</b> During the next semester, there will be realized more detailed simulation analyses (forecasting, costs, internal transport).</p>
The content of the course: main topics and key ideas	<p><b>Semester: Summer</b></p> <ol style="list-style-type: none"> <li>1. Introduction - rules for realization of simulation projects, areas of usage, forecasting and simulation in practice.</li> <li>2. Intuitive presentation of simulation - the run of designing activities and their labour consumption, determination of goals, modelling of processes, process control and analyze, statistical data preparation, verification and validation, simulation experiments, evaluation and presentation of results.</li> <li>3. Software for modelling and simulation - simulation package ARENA.</li> <li>4. Planning and conducting of simulation experiments - quantity of variants, sequence of simulations and simulation time.</li> <li>5. Preparation of data for simulation – value stream mapping, finding improvements</li> </ol>

	<p>6. Simulation of the logistics system – simulation model creating, experiments, results, conclusions.</p> <p><b>Semester: Summer</b></p> <p>7. The use of computer simulation in forecasting -evaluation and interpretation of simulation results.</p> <p>8. Detailed simulation analyses – production costs, internal transport.</p> <p>9. New approaches in simulation - methodology of realization simulation projects, quick modelling techniques and expert systems in simulation.</p> <p>10. Summary of the course area.</p>
Didactics methods	Seminar and project
Course requirements	Presentation and seminar paper
Literature (basic and supplementary)	<p>Basic</p> <p>[1] GREGOR M., HALUŠKOVA M., HROMADA J., KOŠTURIK J., MATUSZEK J.: Simulation of Manufacturing System. Politechnika Łódzka Filia w Bielsku-Białej, Bielsko-Biała 1998.</p> <p>[2] MATUSZEK J., KOŠTURIK J., GREGOR M., CHAL J., KRIŠŤAK J.: Lean Company. Akademia Techniczno-Humanistyczna, Bielsko-Biała 2003.</p> <p>[3] ROTHER M., SHOOK J.: Learning to See. Lean Enterprise Institute, Inc., Brookline, Massachusetts 2003.</p> <p>[4] SADOWSKI R. P.: Simulation with ARENA. McGraw-Hill, New York 2003.</p> <p>[5] Online Books for ARENA software – included in the software.</p> <p>Supplementary:</p> <p>[1] GREGOR M., MEDVECKÝ Š., MIČIETA B., MATUSZEK J., HRČEKOVÁ A.: Digital Factory. KRUPA print, Zilina 2007.</p> <p>[2] HARRIS R., HARRIS C., WILSON E.: Making material flow. Lean Enterprise Institute, Inc., Cambridge 2003.</p> <p>[3] PLINTA D.: Modelling and simulation of the production processes in the conditions of the group working of machine elements. (Doctor's thesis), University of Zilina, 2002.</p> <p>[4] ROTHER M., HARRIS R.: Creating Continuous Flow. Lean Enterprise Institute, Inc., Cambridge 2001.</p> <p>[5] VOLLMAN T.E., BERRY W.L., WHYBARK D.C.: Manufacturing Planning and Control Systems. Down Jones-Irwin 1998.</p>
The effects of the education - knowledge - skills	Knowledge:

<ul style="list-style-type: none"><li>- social competences</li></ul>	<ul style="list-style-type: none"><li>- about the basic criteria for evaluation of the manufacturing enterprises functioning,</li><li>- tools for forecasting and simulation of production processes.</li></ul> <p>Skills:</p> <ul style="list-style-type: none"><li>- to evaluate the impact of changes in the manufacturing process on the selected parameters of production systems functioning with the use of simulation tools,</li><li>- to design and improve manufacturing systems.</li></ul> <p>Social competences:</p> <ul style="list-style-type: none"><li>- can work independently and in a team.</li></ul>
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The title of the course	<b>Management of Technology and Innovation</b>
Faculty	Faculty of Mechanical Engineering and Computer Science
The level of studies	Postgraduate (MA) Engineer (BSc)
Semester	Summer
The form of classes and number of hours	Seminars (Tutorial system)
Language of instruction	English
The number of ECTS	5 ECTS
Teacher	Dr inż. Aleksander Moczala
The aims of the course (maximum 500 characters)	This course Management of Technology and Innovation looks at the importance of scanning the environment for signals which can help shape and focus effective technological change, which of these signals to respond to , and the form that response should take - the development of a technology strategy, tools and techniques, explores the different routes through which a firm can acquire the technological knowledge it needs to exploit strategic option, the design of technology implementation projects, implementation problems, learning the development of improved knowledge and capacity to do things comes about in two ways: development of improved technical capability, ' development of more effective management of the process of technological change.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Signals for change</li> <li>2. Technology strategy</li> <li>3. Technology acquisition</li> <li>4. Implementing technology</li> <li>5. Learning to improve technology management</li> </ol>
Didactics methods	multimedia presentation
Course requirements	seminar paper
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. ICS, UNIDO: Training Course on Technology Management</li> <li>2. Everett M. Rogers, Diffusion of Innovations, 5th Edition</li> <li>3. Dogson M., Gann D., Salter A., The management of technological innovation. Strategy and practice. Oxford University Press.</li> <li>4. Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</li> </ol>



	<p>5. Praveen Gupta, Brett E. Trusko, Global Innovation Science Handbook</p> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Moczala A.: <i>Zarządzanie Innowacjami</i>, Wydawnictwo Akademii Techniczno-Humanistycznej, Bielsko-Biała 2005. Knosala R., Boratyńska-Sala A., Jurczyk-Bunkowska M., Moczala A.: <i>Zarządzanie Innowacjami</i>, PWE, Warszawa 2014</li> <li>2. Mauborgne Renee, <i>Strategia błękitnego oceanu</i> MT Biznes</li> <li>3. Matusiak K.: <i>Innowacje i transfer technologii</i>, PARP, Warszawa 2005</li> <li>4. Krawiec F.: <i>Zarządzanie projektem innowacyjnym produktu i usługi</i>, DIFIN, Warszawa 2000.</li> <li>5. Sojkin B. Red.: <i>Zarządzanie produktem</i>, PWE, Warszawa 2002.</li> </ol>
<p>The effects of the education</p> <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> <li>- social competences</li> </ul>	<ul style="list-style-type: none"> <li>• The student knows process and problems and tools of Management of Technology and Innovation.</li> <li>• The student is able to use the basic methods and tools of Innovation Management.</li> <li>• The student understands the importance of innovation and the potential of technology</li> </ul>