

The title of the course	<b>Fundamentals 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>

<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>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 light of new developments in business practice and management science.</p>
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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	1) Tourism demand. 2) travel motivation and behavior of buyers. 3) tourist market segmentation. 4) Development of the tourism product. 5) The role of prices. 6.Promotion in tourism 7) providing access to the product. 8) Marketing attractions, transport and accommodation.
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	presentation/attendance/
Literature (basic and supplementary)	Basic: <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> Supplementary: <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	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.

	<p>The effects of the education in the area of competences</p> <p>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

	<p>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.</p>
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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> </ol>

	<p>3. The handbook of logistics &amp; distribution management / Alan Rushton, Phil Croucher, 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 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> </ol>

	<ol style="list-style-type: none"> <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> <li>4. International Journal of Logistics Management / ed. Douglas M. Lambert, Martin G. Christopher. - Bradford : Emerald Group Publishing Limited, 2004-2009.</li> <li>5. Quantitative measurements for logistics / Philip T. Frohne. - New York : McGraw-Hill, 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>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.</p> <p>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> </ol>

	<p>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)</p> <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> </ol>

	<p>4. Effective operations and controls for the small privately held business , Rob Reider. - Hoboken, NJ : John Wiley &amp; Sons, 2008</p> <p>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</p> <p>Supplementary:</p> <p>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</p> <p>2. Business plans made easy: David H. Bangs, Jr. Irvine, CA: Entrepreneur Press, 2005</p> <p>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</p> <p>4. Barringer B.R., Entrepreneurship: successfully launching new ventures, N.J Pearson Prentice Hall, Upper Saddle River 2006</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><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	<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%, Seminar paper - 50%</p>
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Mankiw M, Brief Principles of Macroeconomics, TL 2009</li> <li>2. McDowellM, Principles of Economics, McGraw-Hill, 2009</li> <li>3. Arnold M., Principles of Macroeconomics 10e, TL 2001</li> <li>4. Gwartney James G., Understanding Microeconomics, Cengage Learning 2012</li> <li>5. Begg D., Economics 10 ed., McGraw-Hill, 2011</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Stiglitz J., Freefall Free Markets and the Sinking of the Global Economy, Allen Lane 2009</li> <li>2. Black J., The Dictionary of Economics, Oxford University Press 2012</li> <li>3. Begg D., Economics with Connect Plus Card, McGraw-Hill ed. 10, 2011</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>- knowledge</li> <li>the economic behaviour of individuals, firms, institutions and governments</li> <li>the function and operation of markets</li> <li>the operation and management of economies</li> <li>contemporary economic problems and issues facing individuals, firms and governments</li> <li>- skills</li> <li>investigate and engage in effective analysis, synthesis and evaluation of economic information from a variety of sources</li> <li>communicate economic information, ideas and issues in appropriate forms</li> <li>- social competences – kompetencji społecznych</li> <li>informed participation in economic debate and decision-making</li> </ul>

	responsible approaches towards people, societies and environments.
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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> </ol>

	<ol style="list-style-type: none"> <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.</li> </ol>

	<p>Student should understand the nature and use of financial reporting.</p> <p>Student should have solid knowledge of the key drivers in the financial marketplace</p> <p>2. Skills</p> <p>The ability to recognize and evaluate factors that impact the wealth or value of individuals, companies and nations</p> <p>Understand financial press by applying and relating financial concepts</p> <p>Interpret and use financial statements in the decision – making process.</p> <p>3. Social competences</p> <p>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</p>

	recourses management. Methods of gathering and transformation of personal information. Ethics and human recourses management. Methods of human recourses management 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</p>

	<p>framework for business improvement, Taylor &amp; Francis, 2009, ISBN 978-1856176842.</p> <p>David Hoyle, Quality Management Essentials, Butterworth-Heinemann, 2007, ISBN 978-0750667869.</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>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.

	<p>Dow W., Taylor B., Project management communications: bible, Indianapolis: Wiley Publishing, 2008.</p> <p>Leader A.H. (ed.), Project management the TOC way: critical chain project management, 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)	<p>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.</p> <p>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.</p>
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> </ol>

	<ol style="list-style-type: none"> <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> <li>2. Individual presentation/ paperwork</li> </ol>
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>o Student can identify and analyse factors impacting the course of exchange rate</li> </ul>

	<ul style="list-style-type: none"><li>○ Student knows Exchange Rate Arithmetic and can calculate cross rates for spot and forward quotation</li></ul> <p>Social competences: Student has an understanding of the lifelong learning 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>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 and Oxford 2010</li> <li>2. V. Wadhwa, A. R. B. Freeman, B. Rissing, <i>Education and Tech Entrepreneurship</i>, Duke University, Berkeley 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 - knowledge - skills - social competences	- Student knows contemporary trends occurring in organizations. - Student uses the correct terms from the management concepts and analyze processes in managing.

	- A student works in a team to solve management problems.
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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> </ol>

	<p>5. M. Liebcher, European Economic Integration, E. Elgar Publishing, Cheltenham 2005</p> <p>Supplementary</p> <p>3. J. Pelkans, European Integrattion. Methods and Economic Analysis, Pearson Education Limited, London 2014</p> <p>4. B. W. Taylor, Introduction to Managements Science, Prentice Hall , New Jersey 2007</p>
<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>

The effects of the education - knowledge - skills social competences	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

The title of the course	<b>Fundamentals of Entrepreneurship</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
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	<ul style="list-style-type: none"> <li>20. Entrepreneurship concept, origin, development</li> <li>21. 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>22. Formal-legal requirements for establishing and maintaining business</li> <li>23. Entrepreneurship and employment</li> <li>24. Institutions and forms of business support</li> <li>25. The international dimension of entrepreneurship / freedom of establishment within the European Union</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>8. A. Lundstrom, L. A. Stevenson, <i>Entrepreneurship Policy: Theory and Practice</i>, Springer, New York 2005</li> <li>9. S. C. Parker, <i>The Economics of Entrepreneurship</i>, Cambridge University Press 2009</li> <li>10. Z. J. Ács, L. Szerb, E. Autio, <i>Global Entrepreneurship and Development Index</i>, Global Entrepreneurship Development Institute, Washington 2014</li> </ul>

	<p>Supplementary:</p> <ol style="list-style-type: none"> <li>6. J. R. Baum, M. Frese, R. Baron, <i>Psychology of Entrepreneurship</i>, Priceton University Press. Pronceton, NJ nad Oxford 2010</li> <li>7. 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>HR Business Partnering</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and <u>workshops</u> 15 hours in 2 days (8 hours – first day, 7 hours – second day date well-fitting for participants)
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Agnieszka Zielińska
The aims of the course (maximum 500 characters)	<p>The aim of the course is to provide the students with fundamental information concerning HR business partnering, which is definitely more popular than human resources management in traditional form.</p> <p>Lessons based on experience form entrepreneurs and conduct as practical exercises and workshops.</p> <p>Course is dedicate for students who aspire to become HR managers, team leaders or directors in entrepreneurs.</p>
The content of the course: main topics and key ideas	<p>During the course students receive knowledge and skills in areas:</p> <ul style="list-style-type: none"> <li>✓ HR business partnering challenges</li> <li>✓ Employees motivation</li> <li>✓ Candidates experience</li> <li>✓ On-boarding process</li> <li>✓ Employer branding</li> <li>✓ Talent management</li> <li>✓ Tools for management human resources issues</li> </ul>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance, individual and group work
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. HR Business Partnering Shirley Dalziel, Judith Strange, Mike Walters, EAN: 9781843981541</li> <li>2. HR - The Business Partner (The HR Series) 1st Edition, Kindle Edition by Barbara Kenton (Author), Jane Yarnall (Author) ISBN-13: 978-0750664547</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Best Practices for Driving Employee Engagement: Leading HR Executives On Partnering with Managers and Workers to Build a Motivated and Loyal Team (Inside the Minds) (English) 2014 Jim Link (Autor), Robert Rigby-Hall (Autor), Gail McKee (Autor), Lisa A.</li> </ol>

	Whittington (Autor), Susan Quackenbush (Autor). ISBN-13: 978-0314293190
<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 how in effective way manage people in organisation.</p> <p>Student knows current rules, concepts, methods and tools of human resources using in entrepreneur. Student can register social activity, has ability to work in team and support business in development.</p>

The title of the course	<b>Coaching and mentoring</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and <u>workshops</u> 15 hours in 2 days (8 hours – first day, 7 hours – second day date well-fitting for participants)
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Agnieszka Zielińska
The aims of the course (maximum 500 characters)	<p>The aim of the course is to provide the students with fundamental information concerning coaching and mentoring. Students get to know when coaching and mentoring is using, what is possible to achieve.</p> <p>Course is dedicate for students who aspire to become more awareness of their streights, what to know tool for personal development.</p> <p>Lessons based on experience form entrepreneurs and conduct as practical exercises and workshops.</p>
The content of the course: main topics and key ideas	<p>During the course students receive knowledge and skills in areas:</p> <ul style="list-style-type: none"> <li>✓ Different between coaching and mentoring</li> <li>✓ Personal development and personal efficient</li> <li>✓ Coaching and mentoring during studies</li> <li>✓ Coaching and mentoring after recruitment process</li> <li>✓ Coaching and mentoring in eterprises</li> <li>✓ Management Goals &amp; Objectives</li> <li>✓ Tools for achiving goals</li> </ul>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance, individual and group work
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1.Developing Mentoring and Coaching Relationships in Early Care and Education: A Reflective Approach (Practical Resources in ECE) 1st Edition, Kindle Edition ISBN-13: 978-0132658232</li> <li>2.Coaching and Mentoring First-Year and Student Teachers 2nd Edition, Kindle Edition by Vicki Denmark (Author), India J. Podsen (Author) ISBN-13: 978-1138135055</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1.The Leader's Guide to Coaching &amp; Mentoring: How to Use Soft Skills to Get Hard Results Kindle Edition by Fiona Dent (Author), Mike Brent (Author)</li> </ol>
The effects of the education - knowledge - skills social competences	<p>The student can define difeerece between coaching and mentoring.</p> <p>Student knows difference between coaching and mentoring and he has ability to ude those methods in basic level.</p> <p>Student can define benefits from using this metods during studies, during enering on labor market and in entrepreneurs.</p>

The title of the course	<b>Agile Project Management</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and <u>workshops</u> 15 hours in 2 days (8 hours – first day, 7 hours – second day date well-fitting for participants)
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Agnieszka Zielińska
The aims of the course (maximum 500 characters)	<p>The aim of the course is to provide the students with fundamental information concerning project management. During course student get to know different between Prince2 and Agile project management.</p> <p>Lessons based on experience form entrepreneurs and conduct as practical exercises and workshops.</p> <p>Course is dedicate for students who aspire to become team leaders or directors in entrepreneurs.</p>
The content of the course: main topics and key ideas	<p>During the course students receive knowledge and skills in areas:</p> <ul style="list-style-type: none"> <li>✓ Introduction to management project</li> <li>✓ Different methodology of management: Prince 2, Six Sigma, Lean Management, Agile</li> <li>✓ Immersion in agile based on scrum</li> <li>✓ Testing methodology in practice</li> <li>✓ Simulation game</li> <li>✓ Risk defining</li> <li>✓ Team management</li> <li>✓ Tools which make project management easier</li> </ul>
Didactics methods	Power point presentations, case studies, conversation, working in groups, simulation game
Course requirements	Attendance, individual and group work
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Agile Project Management, A Complete Beginner's Guide To Agile Project Management! Kindle Edition by Marcus Ries (Author), Diana Summers</li> <li>2.A Gentle Introduction to Agile Software Development (Agile, Agile Coaching, Agile Software Development, Agile Project Management, Scrum, Scrum Product Owner, XP, Lean, Lean Software) Kindle Edition by Stephen Haunts</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1.Essential Scrum: A Practical Guide to the Most Popular Agile Process (Addison-Wesley Signature Series (Cohn)) 1st Edition, Kindle Edition by Kenneth S. Rubin (Author) ISBN-13: 978-0137043293</li> </ol>
The effects of the education - knowledge - skills social competences	<p>The student can define how in effective way manage project in organisation.</p> <p>Student knows rules, concepts, methods and tools of project management. Student can register enerprinser activity, has ability to lead internal and external project.</p>

The title of the course	<b>Interpersonal communication and effective team work</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
The form of classes and number of hours	Lectures and <u>workshops</u> 15 hours in 2 days (8 hours – first day, 7 hours – second day date well-fitting for participants)
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Agnieszka Zielińska
The aims of the course (maximum 500 characters)	<p>The aim of the course is to provide the students with fundamental information concerning interpersonal communication and effective team work. During course student get to know in which way improve above skills in order to achieve better results in work in other.</p> <p>Lessons based on experience form entrepreneurs and conduct as practical exercises and workshops.</p> <p>Course is dedicate for students who aspire to become sealers, marketing manager, team leaders or directors in entrepreneurs.</p>
The content of the course: main topics and key ideas	<p>During the course students receive knowledge and skills in areas:</p> <ul style="list-style-type: none"> <li>✓ Introduction to psychology and sociology</li> <li>✓ Psychology of communications</li> <li>✓ Different ways to transfer information – comparing in practice</li> <li>✓ Teamwork – learning by developing</li> <li>✓ Testing and improving communication skills in practice</li> <li>✓ Tools which make workteam easier</li> </ul>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance, individual and group work
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Effective Teamwork: Practical Lessons from Organizational Research 3rd Edition, Kindle Edition by Michael A. West, ISBN-13: 978-0470974988</li> <li>2. The Science of Interpersonal Relations: A Practical Guide to Building Healthy Relationships, Improving Your Soft Skills and Learning Effective Communication ... Psychology Coaching Series Book 16) Kindle Edition by Ian Tuhovsky</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Team Collaboration: Using Microsoft Office for More Effective Teamwork (Business Skills) 1st Edition, Kindle Edition by John Pierce, ASIN: B011DADHHI</li> <li>2. The 17 Indisputable Laws of Teamwork: Embrace Them and Empower Your Team Kindle Edition by John C. Maxwell</li> </ol>
The effects of the education - knowledge - skills social competences	<p>The student can define how in effecive way communicate information and work in team.</p> <p>Student knows basic concepts methods and tools of interpersonaln communication and teamwork. Student can register social activity, has ability to transfer information and teamwork.</p>

The title of the course	<b>Basics of Marketing Management</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
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	Katarzyna Żyminkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of marketing management, familiarizing students with theoretical concepts and presenting its implementation in business practice.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Understanding marketing management</li> <li>2. Conducting marketing research</li> <li>3. Marketing planning and plans</li> <li>4. STP strategy in marketing</li> <li>5. Marketing mix strategy</li> <li>6. Marketing performance and basics of marketing control</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Kotler P. and Keller K. L. (2016). Marketing Management, 15<sup>th</sup> ed. Upper Saddle River, NJ : Pearson Prentice Hall.</li> <li>2. Kotler P. and Armstrong G. (2018). Principles of Marketing, 17<sup>th</sup> ed., Upper Saddle River, NJ : Pearson Prentice Hall.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Piercy, N. (2009). Market-Led Strategic Change, 4<sup>th</sup> ed., Elsevier.</li> <li>2. Aaker, D. A. (2001). Strategic Market Management, 6<sup>th</sup> ed., John Wiley &amp; Sons.</li> </ol>
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 marketing management stages and methods</li> <li>- Student uses the correct marketing management terms and tools</li> <li>- Student works in a team to solve marketing management business problem.</li> </ul>

The title of the course	<b>Business Model Innovation</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
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	Katarzyna Żyminkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of business model and its innovation process.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Introduction to business model structure</li> <li>2. Networks and relationship portfolio in business model innovation</li> <li>3. Open business models infrastructure and effectiveness</li> <li>4. Customer centric business model innovation</li> <li>5. Process architecture, resource, capability and competence base in business model innovation</li> <li>6. Basics of finance and accounting in designing business model profit mechanisms.</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Foss N.J., and Saebi T. (eds.) (2015). Business Model Innovation: The Organizational Dimension, 1<sup>st</sup> ed., Oxford University Press.</li> <li>2. Afuah A. (2014). Business Model Innovation: Concepts, Analysis, and Cases, 1<sup>st</sup> ed., Routledge.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Wirtz, B. W (2016). International Business - Design, Process, Instruments, 2<sup>nd</sup> ed.</li> <li>2. Hague P. (2018). The Business Models Handbook: Templates, Theory and Case Studies.</li> </ol>
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 business model structure and process of innovation</li> <li>- Student uses the correct terms to discuss the rules of customer centric business model innovation</li> <li>- Student works in a team to develop network and relationship portfolio in business model design.</li> </ul>

The title of the course	<b>Global Marketing Research</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
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	Katarzyna Żyminkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of global marketing research and its methods.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Introduction to marketing research for the emerging and developed markets</li> <li>2. Designing and administering the research process</li> <li>3. Survey research</li> <li>4. Development of scales</li> <li>5. Questionnaire design</li> <li>6. Sampling</li> <li>7. Data analysis</li> <li>8. Reporting the results</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Kumar V. (2015). Global Marketing Research, 1<sup>st</sup> ed., Sage.</li> <li>2. Keegan W.J and Green M.C.(2013). Global marketing, 7<sup>th</sup> ed., Boston, Pearson.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Kotler P., Armstrong G., Harris L.C.,and Piercy N. (2017). Principles of Marketing European Edition, 7<sup>th</sup> ed.</li> <li>2. Czinkota M.R., Ronkainen I., Sutton-Brady C., Beal T., and Stegemann N. (2014). International Marketing: Asia Pacific Edition, 3<sup>rd</sup> ed.</li> </ol>
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 global marketing research process and methods</li> <li>- Student uses the correct terms to develop research design</li> <li>- Student works in a team to develop research questionnaire and sampling.</li> </ul>

The title of the course	<b>Brand management</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter
The form of classes and number of hours	Lectures and workshops 30 hours
Language of instruction	English
The number of ECTS	2
Teacher	Honorata Howaniec
The aims of the course (maximum 500 characters)	The aim of the course is to provide knowledge about the brand and its components. The course is designed to develop critical thinking skills of students in design of new brand. Ultimately, students should develop decision-making skills, including the ability to analyze problems, evaluate alternatives, and make better branding decisions.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. THE ESSENCE OF BRAND</li> <li>2. BRAND NAME AND LOGO</li> <li>3. BRAND POSITIONING</li> <li>4. BRAND AWARENESS</li> <li>5. BRAND LOYALTY</li> <li>6. BRAND IMAGE vs. BRAND IDENTITY</li> <li>7. BRAND EQUITY</li> <li>8. NEW BRAND'S PROJECT - student presentations.</li> </ol>
Didactics methods	Lecture, Case discussion, Lab experiences, Group works, Powerpoint presentations
Course requirements	Presentation and attendance
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Keller, K. (2006) Strategic Brand Management (3Ed). Prentice Hall. Singapore, Melbourne.</li> <li>2. Sharp, B. (2010) How Brands Grow. Oxford University Press. Melbourne.</li> <li>3. Aaker, D. (1991) Managing Brand Equity — Capitalizing on the Value of a Brand Name, The Free Press, New York.</li> <li>4. Kapferer, J. (1992) Strategic Brand Management. New Approaches to Creating and Evaluating Brand Equity, The Free Press, New York.</li> <li>5. Murphy, J. M. (1994) Branding: a Key Marketing Tool, Macmillan Press, Houndmills.</li> </ol>

	<p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Upshaw, L. B. (1999) Building Brand Identity — A Strategy for Success in a Hostile Marketplace, John Wiley&amp;Sons, New York.</li> <li>2. Reichheld, F. (1996), The Loyalty Effect, Harvard Business School Press, Boston.</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>This course is designed for students to:</p> <ol style="list-style-type: none"> <li>1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.</li> <li>2. Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).</li> <li>3. Learn how to identify brand meaning and to measure brand strength for any particular market offering.</li> <li>4. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.</li> </ol>

The title of the course	<b>Introduction to marketing</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
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
Teacher	Honorata Howaniec
The aims of the course (maximum 500 characters)	The objective of this course is to introduce you to the concepts, analyses, and activities that comprise marketing management and to provide practice in assessing and solving marketing problems. The course is designed to develop critical thinking skills of students in design of basic instruments of marketing. Ultimately, students should develop decision-making skills, including the ability to analyze problems, evaluate alternatives, and make better marketing decisions.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. THE MARKETING ENVIRONMENT Format: Lecture, Case discussion</li> <li>2. CUSTOMER ORIENTATION Format: Case discussion</li> <li>3. DESIGNING A MARKETING STRATEGY (CUSTOMER SEGMENTATION, PRODUCT AND BRAND STRATEGY, PRICING, CHANNEL MANAGEMENT, PROMOTION) Format: Lecture, Discussion, Lab exercise</li> <li>4. FINAL EXAMINATION Format: Student presentations</li> </ol>
Didactics methods	Lecture, Case discussion, Lab experiences, Powerpoint presentations
Course requirements	Presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Marketing : an introduction / Gary Armstrong, Philip Kotler. - 8th ed. - Upper Saddle River, NJ: Pearson Prentice Hall, 2006.</li> <li>2. A framework for marketing management / Philip Kotler, Kevin Lane Keller. - 6th global ed. - Boston [etc.] : Pearson, cop. 2016.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Marketing management / Philip Kotler [et al.]. - Upper Saddle River, NJ : Pearson Prentice Hall, 2009.</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>This course is designed to provide students with a basic understanding of the fundamental principles of Marketing. There will be a focus on the management of the marketing activities and how marketing relates to the overall organisational functioning and how the individual elements of marketing are coordinated in a strategic manner. Additionally, the course aims to provide some opportunities for the practical implementation of the main concepts covered and the development of problem solving skills through the use of case studies.</p>
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The title of the course	<b>Professional Ethics and Corporate Responsibility</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3
Teacher	Honorata Howaniec
The aims of the course (maximum 500 characters)	The main objective of this course is to grow in personal commitment to building organizational cultures that promote and reinforce ethical conduct and corporate responsibility.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. THE ROLE OF ETHICS IN BUSINESS. INDIVIDUAL RESPONSIBILITY AND MORAL JUDGMENTS IN BUSINESS</li> <li>2. MANAGERIAL ETHICS AND CORPORATE SOCIAL RESPONSIBILITY</li> <li>3. STRATEGIC CSR: CREATING SHARED VALUE.</li> <li>4. HOW TO MANAGE CORPORATE SOCIAL RESPONSIBILITY? REPORTING, DASHBOARDS, ACCOUNTABILITY</li> <li>5. FINAL EXAM – final project and its resenatation</li> </ol>
Didactics methods	Lecture, Case discussion, Powerpoint presentations
Course requirements	There will be one final project written assignment of 15 pages minimum consisting of a case study on ethical leadership in business proposed by each person and approved by the lecturer.
Literature (basic and supplementary)	<p>Basic:</p> <p>6. The Oxford handbook of corporate social responsibility / ed. by Andrew Crane, et al. - Oxford, New York : Oxford University Press Inc., 2008.</p> <p>Supplementary:</p> <p>3. Strategic CSR communication / ed. Mette Morsing, Suzanne C. Beckmann. - Copenhagen : Jurist- og Okonomforbundets Forlag, 2006.</p>
The effects of the education - knowledge	This course is designed for students to: <ol style="list-style-type: none"> <li>1. To understand the role of ethics in business</li> </ol>

<ul style="list-style-type: none"><li>- skills</li><li>- social competences</li></ul>	<ol style="list-style-type: none"><li>2. To acquire an idea of the mainstream theories and approaches used in business ethics</li><li>3. To identify the risks to misconducts, malpractice and other unethical actions in business</li><li>4. To understand the fundamental tools used in corporations to develop ethical cultures and corporate responsibility</li><li>5. To manage the main tools of CSR management: strategy, materiality, reporting, accountability and measuring</li><li>6. To understand the value generated by the CSR implementing inside and outside the Company</li><li>7. To appropriate a desire to help oneself and others act ethically at work and in life in general</li></ol>
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The title of the course	<b>Game Theory and Its Applications</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
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	4
Teacher	Jarosław Jabłonka
The aims of the course (maximum 500 characters)	The aims of the course are: 1. Introduction to basic notions of the game theory. 2. Applications in economics and transportation
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Basic notions: a game, a strategy, cooperation, rationality, an equilibrium, solving a game, normal and extensive forms of a game.</li> <li>2. Zero and non-zero sum games with two players.</li> <li>3. Games against the Nature.</li> <li>4. Multi-player games.</li> <li>5. Applications in Economic.</li> <li>6. Applications in Transportation Systems.</li> </ol>
Didactics methods	Presentations, conversation, working in groups
Course requirements	Presentation, homework, attendance
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Straffin Philip D., Game Theory and Strategy, MAA, 2004</li> <li>2. Watson J., Strategy: An Introduction to Game Theory, W. W. Norton &amp; Company, 2009</li> <li>3. Binmore K., Game Theory: A Very Short Introduction, Oxford University Press, 2007</li> </ol>
The effects of the education - knowledge - skills social competences	<p>Knowledge: understanding basic notions of game theory, paradoxes in Game Theory.</p> <p>Skills: solving simple games, modelling simple economic and transportation situation by use of game theory, drawing comprehensive conclusions.</p> <p>Social competences: the art of argumentation, criticism in expressing opinions, independent and group work skills.</p>

The title of the course	<b>Designing of quality management systems in a company</b>
Faculty	Faculty of Management and Transport
The level of studies	Bachelor and Master
Semester	Winter/Summer
The form of classes and number of hours	Lectures, 10 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 systems. During the course students receive knowledge in areas: quality management, quality management system according to ISO norm 9001 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 9001 (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 (areas of requirements, obligatory procedures, management requirements, resources management, audits).</li> </ol>
Didactics methods	Presentation, case studies, conversation
Course requirements	Presentation
Literature (basic and supplementary)	A. Barcik, P. Dziwiński, M. Jakubiec, Management of enterprise in the 21 <sup>st</sup> century. Perspectives and conditions of growth, Difin, Warsaw, 2015.

The title of the course	<b>Improvement of quality management systems in a company</b>
Faculty	Faculty of Management and Transport
The level of studies	Bachelor and Master
Semester	Winter/Summer
The form of classes and number of hours	Lectures, 10 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 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 assessment of quality management systems.
The content of the course: main topics and key ideas	<p>4. 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 9001, integration of management systems, methods and tools of quality management).</p> <p>5. Methods of analysis and assessment 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 norms 9004 and 10014).</p>
Didactics methods	Presentation, case studies, conversation
Course requirements	Presentation
Literature (basic and supplementary)	A. Barcik, P. Dziwiński, M. Jakubiec, Management of enterprise in the 21 <sup>st</sup> century. Perspectives and conditions of growth, Difin, Warsaw, 2015.
The effects of the education <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> </ul>	Student knows requirements of quality management system in enterprise.

- social competences	Student can improve quality management system according to different instruments.
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The title of the course	<b>Introduction to quality management in a company</b>
Faculty	Faculty of Management and Transport
The level of studies	Bachelor and Master
Semester	Winter/Summer
The form of classes and number of hours	Lectures, 10 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 9001, 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>6. Creators of quality fundamentals.</li> <li>7. Quality of a client and a producer perspectives.</li> <li>8. Product quality.</li> <li>9. Measure and grade of product quality.</li> <li>10. Concepts of quality management (TQM, Kaizen and Six Sigma).</li> <li>11. Quality management system according to ISO norm 9001 – implementing, functioning and improving.</li> <li>12. Rules, methods and tools of quality management.</li> </ol>
Didactics methods	Presentation, case studies, conversation
Course requirements	Presentation
Literature (basic and supplementary)	A. Barcik, P. Dziwiński, M. Jakubiec, Management of enterprise in the 21 <sup>st</sup> century. Perspectives and conditions of growth, Difin, Warsaw, 2015.
The effects of the education <ul style="list-style-type: none"> <li>- knowledge</li> <li>- skills</li> </ul>	Student can define quality, including product quality.

<p>- social competences</p>	<p>Student knows rules, concepts, methods and tools of quality management in enterprise. Student can prepare exemplary document in quality management system.</p>
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The title of the course	<b>Marketing Planning Essentials</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
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	Katarzyna Żyminkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of marketing planning regarding its stages, styles and barriers.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Understanding marketing planning process in business</li> <li>2. Marketing planning dimensions</li> <li>3. Methods and styles of marketing planning</li> <li>4. Marketing plan types and structure</li> <li>5. Barriers to effective marketing planning</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. McDonald M., Wilson H. (2016): Marketing plans: How to prepare them, how to profit from them, 8<sup>th</sup> ed., Wiley.</li> <li>2. Kotler P. and Keller K. L. (2016). Marketing Management, 15<sup>th</sup> ed. Upper Saddle River, NJ : Pearson Prentice Hall.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Piercy, N. (2009). Market-Led Strategic Change, 4<sup>th</sup> ed., Elsevier.</li> <li>2. Morschett D., Schramm-Klein &amp; Zentes J. (2010). Strategic International Management. Text and Cases, 2nd ed., Gabler.</li> </ol>
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 marketing planning process, dimensions, styles, methods, and barriers</li> <li>- Student uses the correct terms to discuss marketing plan structure and types</li> <li>- Student works in a team to prepare the marketing plan.</li> </ul>

The title of the course	<b>Open Innovation in Business Management</b>
Faculty	<a href="#">Faculty of Management and Transport</a>
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	Katarzyna Żyminkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of open innovation in contemporary business management.
The content of the course: main topics and key ideas	<ol style="list-style-type: none"> <li>1. Innovation process in business management</li> <li>2. Open innovation modes</li> <li>3. Customer engagement in open innovation</li> <li>4. Strategies for open innovations</li> <li>5. Practice of open innovation</li> <li>6. Metrics for open innovation</li> </ol>
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	<p>Basic:</p> <ol style="list-style-type: none"> <li>1. Chesbrough H.W., and Vanhaverbeke W. (2017). <i>New Frontiers in Open Innovation</i>, Oxford University Press.</li> <li>2. Chesbrough H.W. (2005). <i>Open Innovation: The New Imperative for Creating And Profiting from Technology</i>, Harvard Business School Publishing Corporation.</li> </ol> <p>Supplementary:</p> <ol style="list-style-type: none"> <li>1. Kumar, V. (2016). <i>Profitable Customer Engagement. Concepts, Metrics and Strategies</i>, Sage.</li> <li>2. Daniels J., Radebaugh L., and Sullivan D. (2018). <i>International Business</i>, 16<sup>th</sup> ed., Pearson.</li> </ol>
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 the notion and modes of open innovation</li> <li>- Student uses the correct terms to present strategies and metrics for open innovation</li> <li>- Student works in a team to develop customer engagement strategy.</li> </ul>