

**



Faculty
of Economics

FACULTY OF ECONOMICS

**WEST POMERANIAN UNIVERSITY OF TECHNOLOGY
IN SZCZECIN, POLAND**

**THE OFFER FOR INTERNATIONAL STUDENTS
FOR THE YEAR 2018/19**

	Course code	Course title	Person responsible for the course	Semester (winter/summer)	ECTS points	Hours
1.	AGI	Agritourism	Assoc. Prof. Agnieszka Brelik	winter/summer	6	30
2.	BEP	Basics of Economic Policy	Wojciech Lewicki PhD	winter/summer	6	30
3.	BSP	Basics of Social Policy	Wojciech Lewicki PhD	winter/summer	4	15
4.	BEC	Business Economics	Prof. Elferios Thalassinos	winter/summer	6	30
5.	BSE	Business Ethics	Wojciech Lewicki PhD	winter/summer	6	30
6.	BSM	Business Management	Prof. Elferios Thalassinos	winter/summer	6	30
7.	BPC	Business Planning and Controlling	Prof. Andra Zvirbule	winter/summer	6	30
8.	v	BSS	Business Statistics Prof. Kleanthis Sirakoulis Prof. Elferios Thalassinos	winter/summer	6	30
9.	CAM	Capital Market	Dawid Dawidowicz PhD	winter/summer	6	30
10.	CIM	Communication in marketing – diploma seminar	Prof. Maurice Codourey	winter/summer	6	30
11.	CVM	Constructing viral marketing - content architecture and ubiquitous language	Prof. Maurice Codourey	winter/summer	6	30
12.	COF	Corporate Finance	Prof. Patrik Moore/ Prof. Constantious Calarambous	winter/summer	4	20
13.	COG	Corporate Governance	Assoc. Prof. Gunta Grinberga-Zalite,	winter/summer	6	30
14.	CSR	Corporate Social Responsibility	Joanna Hernik PhD Elżbieta Jaworska PhD	winter/summer	4	20
15.	DHM	Destination and Hotel Management	Prof. Zoran Tuntev	winter/summer	6	30
16.	DIM	Diversity Management	Assoc. Prof Joanna Hernik	winter/summer	4	20
17.	EAL	Economic Analysis	Dawid Dawidowicz PhD	winter/summer	6	30
18.	ECF	Economic Forecasting	Joanna Perzyńska PhD Maciej Oesterreich PhD	winter/summer	6	30
19.	E	ECS	Econometrics Joanna Perzyńska PhD Maciej Oesterreich PhD	winter/summer	6	30
20.	ENS	Entrepreneurship	Błażej Suproń MSc	winter/summer	6	30

21.	EEP	European Economic Policies	Prof. Ileana Tache	winter/summer	6	30	
22.	EI	European Integration	Assoc. Prof. Agnieszka Brelik	winter/summer	6	30	
23.	EIT	Economy of International Transport	Błażej Suproń MSc	winter/summer	6	30	
24.	FDM	Finance for Decision Making	Prof. Patrick Moore	winter/summer	4	20	
25.	GL	Globalization	Assoc. Prof. Aleksandra Grzesiuk	winter/summer	6	30	
26.	HEI	History of European Integration	Prof. Ileana Tache	winter/summer	6	30	
27.	HST	History Sport and Tourism	Wojciech Lewicki PhD	winter/summer	4	15	
28.	HRM	Human Resources Management	Wojciech Lewicki PhD	winter/summer	6	30	
29.	IMA	International Marketing	Joanna Hernik PhD	winter/summer	6	30	
30.	INT	International Trade	Constantinos Charalambous PhD	summer	4	20	
31.	LM	Logistic Management	Prof. Andra Zvirbule Wojciech Lewicki PhD	winter/summer	6	30	
32.	MAT	Mathematics	Joanna Perzyńska PhD	winter/summer	6	30	
33.	2	MNO	Marketing in Nonprofit Sector	Assoc. Prof Joanna Hernik	winter/summer	6	30
34.	MKR	Marketing Research	Assoc. Prof Joanna Hernik	winter/summer	4	20	
35.	m	MMC	Modern Management Concepts	Anna Sworowska PhD	winter/summer	4	15
36.	MUF	Multinational Finance	Constantinos Charalambous, PhD	summer	4	20	
37.	OPR	Operational Research	Joanna Perzyńska, PhD Maciej Oesterreich, PhD	winter/summer	6	30	
38.	OAM	Organization and Management	Wojciech Lewicki, PhD	winter/summer	6	30	
39.	OPT	Organization and Planning of Transport	Wojciech Lewicki, PhD	winter/summer	6	15	
40.	POM	Principles of Marketing	Assoc. Prof Joanna Hernik	winter/summer	6	30	
41.	PM	Principles of Microeconomics	Constantinos Charalambous, PhD	winter/summer	4	20	
42.	POT	Principles of Tourism	Assoc. Prof. Agnieszka Brelik	winter/summer	6	30	

43.	PMT	Project Management Tools and Techniques	Prof. Kleanthis Sirakoulis	winter	6	30	
44.	QMB	Quality Management in Business	Wojciech Lewicki, PhD	winter/summer	6	30	
45.	ECS	Quantitative Methods of Economics	Joanna Perzyńska, PhD Maciej Oesterreich, PhD	winter/summer	6	30	
46.	STM	Strategic Management	Assoc. Prof. Gunta Grinberga-Zalite Anna Sworowska, PhD	winter/summer	6	30	
47.	STA	Statistics	Joanna Perzyńska, PhD Maciej Oesterreich, PhD	winter/summer	6	30	
48.	SIV	Strategic Investing	Prof. Patrick Moore	winter/summer	6	30	
49.	SD	Sustainable Development	Assoc. Prof. Aleksandra Grzesiuk	winter/summer	6	30	
50.	TC	Theory of Consumption	Constantinos Charalambous, PhD	winter/summer	4	20	
51.	TE	Tourism and Environment	Prof. Zoran Tuntev	winter/summer	6	30	
52.	4	TBE	Tourism Business in European Union	Assoc. Prof. Agnieszka Brelik	winter/summer	6	30
53.	TMG	Tourism Management	Assoc. Prof. Agnieszka Brelik	winter/summer	6	30	
54.	TS	Thesis seminar (preparation of thesis)	TBT	winter/summer	30	30	
На русском языке							
55.	ЭКМ	Эконометрика	Joanna Perzyńska д.э.н.	зимний /летний	6	30	
56.	ЭКУ	Экономика Управления	Grażyna Karmowska	зимний /летний	5	30	
57.	СТА	Статистика	Joanna Perzyńska д.э.н.	зимний /летний	6	30	
58.	МАТ	Математика	Joanna Perzyńska д.э.н.	зимний /летний	6	30	
59.	МАЭ	Математическая экономика	Grażyna Karmowska	зимний /летний	6	30	
60.	МИР	Методы измерения регионального развития	Grażyna Karmowska	зимний /летний	5	30	
En idioma español							
61.	DF	Dirección Financiera	Antonio Miguez-Vera PhD	winter	6	30	
62.	EF	Economía Financiera	Antonio Miguez-Vera PhD	winter	6	30	

Course title	AGRITOURISM Lecture		
Field of study	Economics, management		
Teaching method	lecture / seminar		
Person responsible for the course	Agnieszka Brelik Assoc. Prof.	E-mail address to the person responsible for the course	Agnieszka.Brelik@zut.edu.pl
Course code (if applicable)	AGI	ECTS points	6
Type of course	Optional	Level of course	bachelor/master
Semester	winter/summer	Language of instruction	English
Hours per week	3 h	Hours per semester	30
Objectives of the course	Students learn about basic issues of agritourism and this will give an overview of economic and social importance of agritourism. This module is introduced to make students familiar with the subject. It provides an overview of multifunctional development of rural areas.		
Entry requirements	Basic economic knowledge		
Course contents	<ol style="list-style-type: none"> 1. The concept of agritourism 2. The economic and social importance of agritourism 3. Multifunctional development of rural areas 4/5. Agritourism ventures- case study 6. Agritourist service and products 7. Mobility in agritourism 8/9/10. Agritourism yesterday, today and tomorrow 		
Assessment methods	A case study presentation.		
Recommended readings	<ol style="list-style-type: none"> 1. Hall D., Kirkpatrick I. And Morag M. (2005) Rural tourism and Sustainable Business (Aspects of Tourism). Multilingual Matters, Clevedon UK. 2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman. 3. Hegarty C., Przeborska L. 2005: Rural and Agr-tourism as a Tool for Reorganising Areas in Old and New Member States – a Comparison Study of Ireland and Poland. International Journal of Tourism Research 7, 63-77. 4. Brelik A. Sustainable tourism development – case of the wolin region. Scientiarum Polonorum ACTA Oeconomia 11(2) 2012. Wydawnictwo Szkoła Główna Gospodarstwa Wiejskiego w Warszawie, Warszawa 2012 s.19-27. 		
Additional information			

Course title	BASICS FOR ECONOMIC POLICY Lecture		
Field of study	Economics, management		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	Wojciech Lewicki PhD	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	BEP	ECTS points	6
Type of course	Compulsory	Level of course	S1, N1;
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	Development of the student's ability to identify principal dilemmas of economic policy making in advanced market oriented economies, arguments applied by different policy making bodies within the framework of different institutional frameworks and organisational cultures prevailing both in the developed as well as in the emerging market economies and the developing countries.		
Entry requirements / prerequisites	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. Introduction – 20th century: macroeconomics, economic policy and basic data 2. Economic growth 1900 – 2000 and gold standard 3. First World War consequences and economic policies of 1930s 4. Great Depression and end of gold standard 5. Keynesian revolution 6. Bretton-Woods system, economic policies of post WWII reconstruction 7. Economic policy of 1980s, neoclassical synthesis 8. Monetarism 9. End of Bretton-Woods system, floating exchange rates, stagflation and subsequent disinflation, liberalization at beginning of 1980s. 10. Stabilization policies UE 1980 – 2007 11. Euro zone 12. Financial crisis in different parts of the world 2007 – 2013 		
Assessment methods	attendance, in-class participation and project		
Learning outcomes	<ul style="list-style-type: none"> - familiarity with different approaches to the study of politics and an ability to apply these to contemporary collective and political problems, and political behavior -an ability to formulate and construct logical arguments about political phenomena and an ability to evaluate these through empirical and theoretical methods -an understanding of how political institutions emerge, how they operate, how they interact with their external environment, and how they shape individual and collective behavior -knowledge of basic factual information about politics within an area of specialization including but not limited to American politics, political behavior, comparative politics, international relations, or political theory and methodology. 		
Required readings	Stone, Deborah. Policy Paradox: The Art of Political Decision Making. New York, NY: W.W. Norton, 2001. ISBN:WWW.amazon.com 0393976254		
Supplementary readings			

Course title	BASICS OF SOCIAL POLICY Lecture		
Field of study	Economics, management		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	Wojciech Lewicki PhD	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	BSP	ECTS points	4
Type of course	Compulsory	Level of course	S1, N1;
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	15
Objectives of the course	This course provides theoretically based models for the analysis and presentation of social policy in legislative, administrative, and agency arenas. The course focuses on both the content and process of social welfare policy.		
Entry requirements / prerequisites	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. The Generalist Model of Social Work 2. The Policy Based Profession 3. Defining Social Welfare Policy 4. Social Welfare Policy Analysis 5. Policy Analysis from an Historical Perspective 6. Social/Economic Analysis 7. Politics and Social Welfare Policy 		
Assessment methods	Written short exam, attendance, in-class participation and project		
Learning outcomes	<ul style="list-style-type: none"> - familiarity with different approaches to the study of social policy and an ability to apply these to contemporary collective and, and political behavior -an ability to formulate and construct logical arguments about social policy and an ability to evaluate these through empirical and theoretical methods -an understanding of how social policy institutions emerge, how they operate, how they interact with their external environment, and how they shape individual and collective behavior -knowledge of basic factual information about social policy an area of specialization including but not limited to UE politics,, comparative politics, international relations, or political theory and methodology. 		
Required readings	Henry, Ian P The politics of leisure policy London Macmillan 1994		
Supplementary readings			
Additional information	www.oecd.org		

Course title	BUSINESS ECONOMICS Lecture		
Field of study	Economic Sciences and Business Administration		
Teaching method	Lectures and case studies		
Person responsible for the course	Prof. Elferios Thalassinos	E-mail address to the person responsible for the course	Thalassinos@ersj.eu
Course code (if applicable)	BEC	ECTS points	6
Type of course	Optional	Level of course	BSc and/or MSc
Semester	Wintersummer	Language of instruction	English
Hours per week	15	Hours per semester	30
Objectives of the course	Students to be able to understand how to apply economic theoretical issues to business. Different types of businesses, market structures and financial issues related to SMEs from the prospective of a changeable world.		
Entry requirements / prerequisites	At least two courses in Economics and/or business discipline.		
Course contents	Economic models apply to businesses, types of companies, SMEs definition problems and prospective, labor and financial issues.		
Assessment methods	In class evaluation, 2 written case studies and oral examination.		
Learning outcomes	Learn how to use economic tools in real business world, how to evaluate economic performance, how to set up a new firm, how to get the best possible finance for a start up and an SME in the European content.		
Required readings	Principles of Business Economics, Joseph Nellis and David Parker, ed, Pearson, ISBN: 978-027-3693-062		
Supplementary readings	Managerial Economics, Paul Keat and Philip Young, ed, Pearson, ISBN: 978-027-3791-935 Economic Approaches to Organizations, Sytse Douma and Hein Schreuder, ed, Pearson, ISBN: 978-027-3735-298		
Additional information	Selected case studies depending on the level of the course and the students' characteristics (interests, disciplines, employed or not etc).		

Course title	BUSINESS ETHICS Lecture		
Field of study	Economics, management		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies		
Person responsible for the course	Wojciech Lewicki PhD	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	BSE	ECTS points	6
Type of course	Compulsory	Level of course	bachelor
Semester	Summer/winter	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	To raise students' general awareness of ethical dilemmas at work To better understand differing perceptions of interests in business-related situations To present the concept of Corporate Social Responsibility, and explore its relevance to ethical business activity Analyze Business Ethics case studies		
Entry requirements / prerequisites	No requirements		
Course contents	Perspectives on business ethics and values Ethical issues in business Ethical theories and how to use them Personal values in the workplace Values and ethical thinking Individual responses to ethical situations Ethical conformance: standards, culture and leadership Global and local values and international business		
Assessment methods	Written short exam, attendance, in-class participation and project		
Learning outcomes	After taking this course, students will be able to Identify ethical issues that arise in everyday business and social situations. Demonstrate knowledge and application of ethical principles. Apply ethical reasoning and critical analysis to real-world scenarios. Formulate reasonable solutions to ethical dilemmas.		
Required readings	1. Megone Ch. And Robinson S.J., Case Histories in Business Ethics, Routledge, London and New York 2002; 2. Michael M.L., Business Ethics: The Law of Rules, Harvard University, Working paper No. 19, March 2006; 3. Hooker J.N., Toward Professional Ethics in Business, Graduate School of Industrial Administration Carnegie Mellon University, Pittsburgh, PA 15213 USA, March 1996;		
Supplementary readings	4. Manuel G. Velasquez Business Ethics: Concepts and Cases (7th Edition) 7th Edition		
Additional information			

Course title	BUSINESS MANAGEMENT Lecture		
Field of study	Business Administration		
Teaching method	Lectures and case studies		
Person responsible for the course	Prof. Elferios Thalassinos	E-mail address to the person responsible for the course	Thalassinos@ersj.eu
Course code (if applicable)	BSM	ECTS points	6
Type of course	Optional	Level of course	BSc and/or MSc
Semester	Winter/summer	Language of instruction	English
Hours per week	15	Hours per semester	30
Objectives of the course	Students to be able to understand the importance of Business Strategy for a sustainable growth in the competitive market.		
Entry requirements / prerequisites	At least two courses in Economics and/or business discipline.		
Course contents	Business structure, business objectives, business plan, budgeting, social responsibility, ecological business issues.		
Assessment methods	In class evaluation, 2 written case studies, oral examination.		
Learning outcomes	Learn how to contact a market research, how to prepare a business plan, how to evaluate business goals.		
Required readings	Strategic Management, Neil Ritson, ed, bookboon.com, ISBN: 978-87-403-0506-7		
Supplementary readings	Strategic Financial Management, Robert Alan Hill, ed, bookboon.com, ISBN: 978-87-7681-425-0 Operations Strategy, Ted James, ed, bookboon.com, ISBN: 978-87-7681-828-9		
Additional information	Selected case studies depending on the level of the course and the students' characteristics (interests, disciplines, employed or not etc).		

Course title	BUSINESS PLANNING AND CONTROLLING Lecture		
Field of study	Economics / Management		
Teaching method	Lectures, Seminars-/exercises		
Person responsible for the course	Prof. Andra Zvirbule	E-mail address to the person responsible for the course	Andra.Zvirbule@llu.lv
Course code (if applicable)	BPC	ECTS points	6
Type of course	Elective	Level of course	S1, S2
Semester	Winter/summer	Language of instruction	English
Hours per week	-- Block teaching --	Hours per semester	30
Objectives of the course	After the present subject attendance the students acquire knowledge about the business plan systematization and control system making process in enterprises. The main advantages of the subject are a system of knowledge development and controlling creation. The study subject's main concern is the common indicators teams of different levels of plans and planning performance analysis and control. The course covers all levels of business planning and the main scope is characterizing controlling points in enterprises and the controlling parameters analysis.		
Entry requirements / prerequisites	There aren't any.		
Course contents	Introduction to Planning and Strategic Planning Strategy and strategies- types of strategy for planning Macro Environment Factors effect to Planning Costs- Revenue controlling ABC XYZ analysis The business plan: an entrepreneurial tool Business strategy :The dimensions of Business Growth Entrepreneurship Analysis for Planning and Controlling		
Assessment methods	class discussion, attendance, practical calculations		
Learning outcomes	After completing the course student will have: <ul style="list-style-type: none"> • knowledge – students are able to demonstrate profound and extended knowledge and understanding of planning and controlling the use of companies and organizations; • skills – students can independently use theory and methods of planning and controlling approaches. Students are able to independently use the theory of planning and controlling issues. Students are able to independently perform the planning and use of controlling elements in the company; • competence – students are able to independently formulate and critically analyse problems in the field of planning and controlling, justify their decisions, and conduct an additional analysis if necessary. 		
Required readings	<ol style="list-style-type: none"> 1. Bruce R. Barringer, R. Entrepreneurship : successfully launching new ventures Pearson/Prentice Hall, 2010. 584p. 2. The theory and practice of entrepreneurship : frontiers in european entrepreneurship research/edited by David Smallbone. Edward Elgar Pub., 2010. 322p. 3. Birkinshaw, Julian M. Entrepreneurship in the Global Firm London : SAGE Publications Ltd. 2000 eBook 		

	<p>4. Lumpkin, G. T., Katz, Jerome A. Entrepreneurial Strategic Processes. Amsterdam : JAI. 2007 eBook.</p> <p>5. Management Systems for Sustainability : How to Connect Strategy and Action By: Cumming, Phil. In: DoShorts. London : DoSustainability. 2013. eBook.</p> <p>6. Cognitive Planning and Executive Functions : Applications in Management and Education. By: Das, J. P.; Misra, Sasi B. Los Angeles : Sage Publications Pvt. Ltd. 2014. eBook.</p>
Supplementary readings	<p>Journal Harvard Business Review https://hbr.org/</p> <p>Business Process Management Journal ISSN: 1463-7154</p> <p>Journal of Business Research ISSN: 0148-2963</p>
Additional information	

Course title	BUSINESS STATISTICS Lecture		
Field of study	Management, Economics, Marketing		
Teaching method	Informational lecture - illustrated with slides and examples of a practical nature in a chosen utility environment, discussion about solutions from literature and practice. Classes based on solving problems and practical standard exercises. Students use handbooks, statistical tables and statistical software.		
Person responsible for the course	Kleanthis Sirakoulis, Professor, Elferios Thalassinos, Professor	E-mail address to the person responsible for the course	sirakoul@teilar.gr
Course code (if applicable)	STA	ECTS points	6
Type of course	Elective	Level of course	S1, S2; N1, N2
Semester	Winter/summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	<p>The objective of the course is to provide students with knowledge on the basic descriptive methods and inferential statistics. The acquired knowledge should serve as a basis for further advanced courses.</p> <p>During the course the students get familiar with basic methods of descriptive statistics and statistical inference. These methods are intended to provide tools for decision making under uncertainty, using sample data. The course contains an overview of graphical and numerical methods for summarizing data as well as basic notions of inferential statistics, including basic distributions, estimation theory, confidence intervals, statistical hypothesis testing, simple linear regression, and index numbers.</p>		
Entry requirements / prerequisites	Basic, academic level of knowledge in mathematics, basics of information technology, as well as general knowledge of economics.		
Course contents	<ol style="list-style-type: none"> 1. Introduction to statistics. Populations and samples. Building simple statistical models. Data sources. Different Types of Data. Measuring central tendency and variation. 2. The art of presenting data. The appropriate graph for each case 3. The confidence interval. Using statistical models to test research questions. One –and two- tailed tests. Type I and Type II errors. Effect sizes and statistical power. 4. Exploring assumptions. The assumption of normality. Quantifying normality with numbers. Testing a distribution. The Kolmogorov-Smirnov test and the Shapiro-Wilk test. Reporting the tests. Testing the homogeneity of variance. Levene’s test. Chi-square test. One-way ANOVA F test. 5. Regression and correlation analysis. Two-dimensional distributions or measuring relationships. Contingency tables and chi-square test for independence. Significance tests for Spearman’s and Pearson’s correlation coefficients. Simple linear regression model. Testing the significance of the structural parameters. 		
Assessment methods	The final exam has a written form and consists of two parts: standard exercises and a test.		
Learning outcomes	<p>Understanding the contribution of Statistics in Economics and Management Science</p> <p>Applying appropriate statistical techniques in the investigation of problems in Economics and Management Science</p> <p>Being able for further studying in Statistics and Quantitative Methods</p>		
Required readings	Field A., (2009) Discovering Statistics Using SPSS (3rd edition), SAGE.		

Supplementary readings	<ol style="list-style-type: none">1. Ramsey J. B., (2001) The Elements of Statistics with Applications to Economics and the Social Sciences, South-Western College Pub,2. Curwin, J. and R. Slater, (2002) Quantitative Methods for Business Decisions, Thomson-Learning.3. Anderson, D., Sweeney, D. and T. Williams, (2003) Essentials of Statistics for Business and Economics, Thomson-South-Western.4. Hill T. and T. Lewicki (2008), STATISTICS Methods and Applications, Statsoft.5. Landers, R. (2013) A Step by Step Introduction to Statistics for Business, SAGE.
Additional information	

Course title	CAPITAL MARKET Lecture		
Field of study	Economics, Management		
Teaching method	Classical lecture and materials prepared for students, workshop; interactive: discussions, case studies		
Person responsible for the course	Dawid Dawidowicz PhD	E-mail address to the person responsible for the course	dawid.dawidowicz@zut.edu.pl
Course code (if applicable)	CM	ECTS points	6
Type of course	Optional	Level of course	S1, N1, S2; N2
Semester	Winter, summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	After this course students should know definition of capital market and they should understand meaning of the capital market for the economy. Students should have knowledge about stock exchange and capital market ratios, Students should know basic capital market's instruments, e.g. Stocks, Treasury Bonds, investment funds units, derivatives, and they should know how to use them.		
Entry requirements / prerequisites	Basic knowledge about micro and macroeconomics		
Course contents	The definition and division of Capital market The participants of the market Stock Exchange and the stock exchange trading rules Capital market ratios Technical analysis and fundamental analysis Instruments of the capital market – Stocks Instruments of the capital market - Bonds Instruments of the capital market - Investment funds' units, investment funds' certificates Instruments of the capital market – Derivatives (options, futures and forward contracts)		
Assessment methods	• oral exam or test, attendance, in-class activity and participation,		
Learning outcomes	After completing the course students should know the basic institutions and instruments of the capital market, students should know how to calculate capital market ratios and know how to interpret them		
Required readings	<ol style="list-style-type: none"> 1. Fabozzi J. F., Modigliani F., Capital Markets – Institutions and Instruments, 3rd Edition, Publisher: Prentice Hall, 2002 2. Fabozzi F. J, Peterson Drake P., Finance: Capital Markets, Financial Management, and Investment Management, Publisher: John Wiley & Sons, New Jersey, 2009 3. Dalton J. M., How the Stock Market Works, 3rd Edition New York Institute of Finance Series New York, Publisher: Prentice Hall, 2001 4. Sharpe W. F., Portfolio Theory and Capital Markets, New York, Publisher: McGraw-Hill, 2000 		
Supplementary readings			
Additional information			

Course title	COMMUNICATION IN MARKETING – DIPLOMA SEMINAR Lecture and workshop		
Field of study	Economics, Management		
Teaching method	Lecture and workshop		
Person responsible for the course	Prof. Maurice Codourey	E-mail address to the person responsible for the course	fish@fishwishion.com
Course code (if applicable)	CIM	ECTS points	6
Type of course	Elective	Level of course	S1, S2
Semester	Winter 2017/18	Language of instruction	English
Hours per week	----- block teaching -----	Hours per semester	30
Objectives of the course	Being able to construct a communication with viral effects alongside the main marketing strategy		
Entry requirements	-		
Course contents	Power of Communication The tell-a-friend effect, viral effects Language Strategy; get to the point Chatbots & Storytelling Didactics; the constructivistic way of transferring knowledge Rapid prototyping with method 635 3 cases		
Assessment methods	Group of two; design of an event with viral effects		
Recommended readings	<ol style="list-style-type: none"> 1. Nudge: Improving Decisions About Health, Wealth, and Happiness, Richard H. Thaler and Cass R. Sunstein, 2008. 2. Marketing Communication: An Introduction to Contemporary Issues, Richard Varey, 2002. 3. Die Theorie der Subjektiven Didaktik, Edmund Kösel, 2002. 		
Additional information	Homeless: http://www.youtube.com/watch?v=DwmMqABWxDw Woman Parking: http://www.youtube.com/watch?v=xh5CeJALLBg		

Course title	CONSTRUCTING VIRAL MARKETING - CONTENT ARCHITECTURE AND UBIQUITOUS LANGUAGE		
Field of study	Economics, Management		
Teaching method	Lecture and workshop		
Person responsible for the course	Prof. Maurice Codourey	E-mail address to the person responsible for the course	fish@fishwishion.com
Course code (if applicable)	CVM	ECTS points	6
Type of course	Elective	Level of course	S1, S2
Semester	Winter 2012/13	Language of instruction	English
Hours per week	----- block teaching -----	Hours per semester	30
Objectives of the course	Understand marketing as a 360 degree instrument and viral marketing as an additional package to conventional marketing		
Entry requirements			
Course contents	Introduction in viral marketing Word-of-mouth campaigns Disruptors, Influencers, Shapers, Builders Aspects of headlines and body copy Didactics; deepdrilling instead of overload Unlogical logical content architecture Best practices		
Assessment methods	Rough draft of an own project		
Recommended readings	<ol style="list-style-type: none"> 1. Nudge: Improving Decisions About Health, Wealth, and Happiness, Richard H. Thaler and Cass R. Sunstein, 2008. 2. Verstehen lehren: Genetisch - Sokratisch – Exemplarisch, Martin Wagenschein, 2e Auflage 2010. 		
Additional information	The Carpet: http://www.youtube.com/watch?v=nXsejgZ5BVk The Cow: http://www.youtube.com/watch?v=QZlJT_OVF7Y&feature=relmfu		

Course title	CORPORATE FINANCE Lecture		
Field of study	Economics, Management		
Teaching method	Lecture and workshop		
Person responsible for the course	Patrik Moore, Prof Constantinos Charalambous, PhD	E-mail address to the person responsible for the course	charalambous@everyday-economist.com
Course code (if applicable)	COF	ECTS points	4
Type of course	elective	Level of course	S1/S2
Semester	Winter/summer	Language of instruction	English
Hours per week	block teaching	Hours per semester	20
Teaching method	In-class lectures		
Objectives of the course	<ul style="list-style-type: none"> • Learn to calculate Net Present Value • Develop a knowledge of investment opportunities for businesses • Examine a number of financial instruments such as bonds, shares and derivatives 		
Entry requirements	No entry requirements		
Course contents	<ol style="list-style-type: none"> 1. Finance and the Financial Manager 2. Financial Assets 3. How to calculate Present Value 4. Valuing Bonds 5. Valuing Shares 6. Risk and Return 7. The opportunity cost of Capital 8. Payout Policy 9. Derivatives 		
Assessment methods	Written short exam, attendance, in-class participation and project		
Recommended readings	Principles of Corporate Finance; Brealey, Myers, Allen, 10th Edition		
Additional information	Lecture slides and notes will be provided to accompany book chapters.		

Course title	CORPORATE GOVERNANCE Lecture		
Field of study	Economics, management		
Teaching method	Lectures: interactive teaching in order to engage students and stimulate their critical thinking. Conventional lectures will be enriched with video presentations and lectures given by the representatives from the practice. Seminars-/-exercises: In this part of the learning activities, the students will have the opportunity to actively participate in the discussion that refers primarily to the analysis of case studies with the aim of linking theory and practice.		
Person responsible for the course	Gunta Grinberga-Zalite, Associate Professor	E-mail address to the person responsible for the course	gunta.grinberga@llu.lv
Course code (if applicable)	COG	ECTS points	6
Type of course	Elective	Level of course	S1, S2
Semester	Winter/Summer	Language of instruction	English
Hours per week	Block teaching	Hours per semester	30
Objectives of the course	<p>Corporate governance, the set of policies, processes and customs, by which an institution is directed, is a topic of increasing importance in strategic management. How a company is governed influences rights and relationships among organizational stakeholders, and ultimately how an organization is managed. This course teaches the fundamentals of Corporate Governance from a variety of angles – the board of directors, senior management, investors, the media, proxy advisors, regulator and other stakeholders – and focuses on assessing the effectiveness and execution of governance roles and responsibilities.</p> <p>The purpose of the subject is to introduce students to the theoretical foundations of corporate governance and to develop an awareness of the practical problems associated with the interaction of the board, CEO and management, shareholders, auditors and other stakeholders of a corporation. Through the course, students will develop the technical skills necessary to evaluate the governance of a company from the perspective of an investor or potential investor in the company. The subject will also explore the link between shareholder value and corporate governance practices. We discuss how firm value depends on corporate governance practices and investor protection around the world.</p>		
Entry requirements / prerequisites	There aren't any.		
Course contents	<ul style="list-style-type: none"> • International corporate governance. • Compensation, equity ownership, incentives, and the labour market for CEOs. • Optimal board structure, trade-offs, and consequences. • Governance, organizational strategy, business models, and risk management. • Succession planning. • Financial reporting and external audit. • The market for corporate control. • Roles of institutional and activist shareholders. • Governance ratings • Corporate governance cases and practices 		
Assessment methods	class discussion, attendance		
Learning outcomes	Students have understanding of the main theoretical approaches to corporate governance aspects in a company and are aware of the most typical problems of corporate governance, their solution and the development of sustainable corporate governance programmes.		

<p>Required readings</p>	<ol style="list-style-type: none"> 1. Hite K. A., Seitz J. L. Global Issues: an Introduction. 5th Edition. Wiley Backwell Ltd., 2016. 335 p. ISBN 978-1-118-96885-7 OECD. OECD Principles of Corporate Governance 2. Larcker, David and Tayan, Brian, Corporate Governance Matters: A Closer Look at Organizational Choices and Their Consequences, (Pearson Education 2011) ISBN: 978-0-13-218026-9 (www.oecd.org/daf/governance/principles/html); 2004. 3. Meadowcroft J. Governance, Democracy and Sustainable Development : Moving Beyond the Impasse. USA : Edward Elgar Publishing Ltd, 2012. 340 p. ISBN 978-1-78254-491-3
<p>Supplementary readings</p>	<p>Cordon C., Ferreiro T. The Vaue chain shift : Seven future challenges facing top executives. Switzeland : IMD International, 2014. 137 p. ISBN 978-2-940485-08-6</p>
<p>Additional information</p>	

Course title	CORPORATE SOCIAL RESPONSIBILITY (CSR) LECTURES		
Field of study	Business Management		
Teaching method	Lectures with case studies		
Person responsible for the course	Joanna Hernik Assoc. Prof Elżbieta Jaworska PhD	E-mail address to the person responsible for the course	jhernik@zut.edu.pl
Course code (if applicable)	CRS	ECTS points	4
Type of course	Optional	Level of course	bachelor/master
Semester	winter / summer	Language of instruction	English
Hours per week	2 h	Hours per semester	20
Objectives of the course	This module provides an overview of corporate social responsibility (CSR) and responsible investment, focusing on today's interplay between large corporations and governments, intergovernmental institutions, investors and non-governmental organizations (NGOs). Over the past several decades many factors have contributed to increased expectations for corporations to adopt CSR programs as governments have reduced their regulatory and ownership roles in favor of market-based approaches. Advocates have seen CSR as a means of addressing governance gaps where government is weak.		
Entry requirements / prerequisites	No requirements		
Course contents	<ol style="list-style-type: none"> 1. The scope and complexity of CSR. 2. Evolution of CSR 3. Social and cultural factors shaping CSR 4. The role of business in society. 5. Globalization and CSR 6. The strategic lens: vision, mission, strategy and tactics 7. CSR and competitive advantage 8. CSR and EU regulations 		
Assessment methods	Participation in discussion forums, reflection exercises/homework - continuous assessment		
Learning outcomes	<ol style="list-style-type: none"> 1. student is able to forecast processes and socio-economic phenomena related to business responsibility 2. has the ability to analyze proposed solutions, suggests appropriate elucidations 3. is able to analyze properly problems of CSR 4. can prepare a CSR program for a company 5. can cooperate in a group 		
Required readings	Karin Buhmann, Lynn Roseberry, Mette Morsing, Corporate Social and Human Rights Responsibilities. Global, Legal and Management Perspectives, Palgrave Macmillan 2010. William Werther, David Candler, Strategic corporate responsibility, Thousand Oaks, 2011.		
Supplementary readings	Philip Kotler, Nancy Lee, Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Wiley 2005.		
Additional information			

Course title	DESTINATION & HOTEL MANAGEMENT Lecture		
Field of study	Economics, management		
Teaching method	Oral lectures, power point presentations		
Person responsible for the course	Zoran Tuntev	E-mail address to the person responsible for the course	germanoff.ohrid@gmail.com
Course code (if applicable)	DHM	ECTS points	6
Type of course	elective	Level of course	S1/S2
Semester	summer	Language of instruction	English
Hours per week	Block teaching	Hours per semester	30
Objectives of the course	Comprehensive knowledge about modern trends in tourism, destination management and hotel business		
Entry requirements	Students (both under and post graduate), Tourism Managers; Hotel Managers		
Course contents	Tourist Destination Contemporary trends in Tourism Destination Management Hotel Business 20 Top Lessons for all Hotel Managers		
Assessment methods	Oral Examination; Written Test (if necessary)		
Recommended readings	<ol style="list-style-type: none"> 1. Tuntev Z. (2009): Tourist Destination, FTU Ohrid 2. Tuntev Z. (2007): Hotel Lexicon, FTU Ohrid 3. Cerovic Z. (2010): Hotel Management, FTHM Opatia, Croatia 		
Additional information	Zoran Tuntev, Ph.D. St. Kliment University Faculty of Tourism and Hospitality Ohrid, Macedonia +389 70 261 301		

Course title	DIVERSITY MANAGEMENT lectures		
Field of study	Business Management		
Teaching method	Classes will be conducted in a format of a lecture, with films and case studies and discussion, promoting extensive student participation		
Person responsible for the course	Joanna Hernik Assoc. Prof	E-mail address to the person responsible for the course	jhernik@zut.edu.pl
Course code (if applicable)	DiM	ECTS points	4
Type of course	Optional	Level of course	bachelor/master
Semester	Winter / summer	Language of instruction	English
Hours per week	2 h	Hours per semester	20
Objectives of the course	The primary objectives of the course are to: Develop a working knowledge of diversity Link diversity theory with management practice Develop and analyze diversity management cases		
Entry requirements / prerequisites	Fundamentals of management		
Course contents	<ol style="list-style-type: none"> 1. Essence and importance of diversity 2. Ethics and business vs., diversity 3. Diversity at work 4. Success factors of diversity 5. Diversity programs 6. Organizational teams and systems 7. Diversity training process 8. Effective leader 9. Valuing diversity 		
Assessment methods	in-class participation, essay and project		
Learning outcomes	<ol style="list-style-type: none"> 1. can forecast social processes and phenomena related to diversity 2. can use theoretical knowledge to manage people in a company 3. has the ability to analyze proposed solution, suggests appropriate elucidations 4. is able to properly analyze causes of phenomena 5. can cooperate in a group 		
Required readings	P.L. Gerhardt, Diversity at work, Xlibris Corporation, 2007 K.W. Rice, Strategic diversity, Xlibris Corporation, 2009		
Supplementary readings	C. Nowak, Managing diversity, GRIN Verlag, 2009 M. Loden, Implementing diversity, McGraw hill, 1996 EC materials: http://ec.europa.eu/justice/discrimination/diversity/charters/index_en.htm		
Additional information			

Course title	ECONOMIC ANALYSIS lecture		
Field of study	Economy, Management		
Teaching method	Classical lecture and materials prepared for students, workshop; interactive: discussions, case studies		
Person responsible for the course	Dawid Dawidowicz PhD	E-mail address to the person responsible for the course	dawid.dawidowicz@zut.edu.pl
Course code (if applicable)	EAL	ECTS points	6
Type of course	Optional	Level of course	S1, N1, S2; N2
Semester	Winter/ summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	After this course students should know definition of economic analysis and they should understand meaning of the economic analysis. Students should have elementary knowledge about financial analysis (including ratio analysis) Students should have basic knowledge about the methods and tools of the economic analysis Students should know how to interpret the results of financial ratios		
Entry requirements / prerequisites	Basic knowledge about micro and macroeconomics		
Course contents	Definition, functions and types of economic analysis Financial statements Preliminary analysis of financial statements Financial ratio analysis (liquidity ratios, profitability ratios, activity ratios and debt ratios) Du Pont analysis Management of the working capital The concept, measurement and analysis of production Financial leverage Operating leverage Methods of assessment of investment projects Case studies		
Assessment methods	oral exam or test, attendance, in-class activity and participation,		
Learning outcomes	After completing the course, students should be able to assess the economic situation of the enterprise, students should know financial ratios and should be able to interpret them		
Required readings	<ol style="list-style-type: none"> 1. Zvi Bodie, Robert C. Merton., Finance, Upper Saddle River, NJ : Prentice Hall, Upper Saddle River, NJ, 2000 2. Lawrence J. Gitman., Principles of managerial finance, Reading, Massachusetts : Addison-Wesley, Reading, Massachusetts, 2000 3. Alan C. Shapiro, Sheldon D. Balbirer, Modern corporate finance: a multidisciplinary approach to value creation, Prentice Hall, Upper Saddle River, NJ, 2000 		
Supplementary readings			
Additional information			

Course title	ECONOMIC FORECASTING lecture		
Field of study	Economics		
Teaching method	Lectures, laboratory		
Person responsible for the course	Joanna Perzyńska PhD Maciej Oesterreich PhD	E-mail address to the person responsible for the course	joanna.perzynska@zut.edu.pl maciej.oesterreich@zut.edu.pl
Course code (if applicable)	ECF	ECTS points	6
Type of course	compulsory	Level of course	S1, S2, N1; N2
Semester	Winter/summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	The primary objectives of the course is to gain basic knowledge about application various statistical and econometric methods to forecasting economics phenomena based on time series. In course will be used various statistical software packages.		
Entry requirements / prerequisites	Completed courses on mathematics and statistics. Basic knowledge on economics.		
Course contents	Application of classical time series models. Application of hierarchical models. Application of exponential smoothing models. Measuring of forecasts accuracy. Building of combine forecasts. Forecasting procedures in various software packages (i.e. R, Statistica). Forecasting of missing data in time series.		
Assessment methods	In-class activity and participation, written tests.		
Learning outcomes	Student will obtain skills in: estimation and verification of various types econometric models, build forecasts on the basis of econometric models and measure their accuracy, application of computer software to solving econometric problems, forecasting missing data in time series.		
Required readings	<ol style="list-style-type: none"> 1. D.R. Anderson, D.J. Sweeney, T.A. Williams, Statistics for business and economics, South-Western Cengage Learning 2011. 2. J.S.G. Armstrong, Principles of forecasting, Kluwer Academic Publishers 2002. 3. G. Maddala, Introduction to Econometrics, John Wiley & Sons, 2001. 		
Supplementary readings	Additional readings: <ol style="list-style-type: none"> 1. J. Perzyńska, Comparative analysis of accuracy of selected methods of building of combined forecasts and meta-forecast, Econometrics, Nr 1 (39), p. 152-161, ISSN 1507-3866, Wrocław 2013. 2. M. Oesterreich, Application of descriptive models to forecasting seasonal time series with gaps - article in printing, Econometrics, Nr 1 (47), p. 78-88, ISSN 1507-3866, Wrocław 2015. 		
Additional information	The primary objectives of the course is to gain basic knowledge about application various statistical and econometric methods to forecasting economics phenomena based on time series. In course will be used various statistical software packages.		

Course title	ECONOMETRICS lecture		
Field of study	Economics		
Teaching method	Lectures, laboratory		
Person responsible for the course	Joanna Perzyńska PhD Maciej Oesterreich PhD	E-mail address to the person responsible for the course	joanna.perzynska@zut.edu.pl maciej.oesterreich@zut.edu.pl
Course code (if applicable)	ECS	ECTS points	6
Type of course	Compulsory	Level of course	S1, S2, N1, N2
Semester	Winter/ summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	The main goal of the course is to gain by student theoretical and practical knowledge about application econometric models to description of economic phenomena.		
Entry requirements / prerequisites	Completed courses on mathematics and statistics. Basic knowledge on economics.		
Course contents	Linear econometric model. Ordinary last squares method. Nonlinear econometric models. Estimation and verification of econometric models. Gauss-Markov theorem. Autocorrelation and heteroscedasticity. Aitken's theorem. Generalized last squares method. Time series. Trend models. Time series models with seasonal fluctuations.		
Assessment methods	In-class activity and participation, written tests.		
Learning outcomes	Student Gaining basic knowledge of econometrics theory, models and methods. Student will obtain skills in: estimation and verification of econometric models, forecasting on the basis of econometric models, application of computer software to solving econometric problems, use of econometric models for the analysis of economic and managerial issues.		
Required readings	1. Gujarati D., Econometrics by example, Palgrave Macmillan, 2011 2. Maddala G., Introduction to Econometrics, John Wiley & Sons, 2001 3. Davidson J., Econometrics Theory, Blackwell, 2000		
Supplementary readings			
Additional information			

Course title	ENTREPRENEURSHIP lecture		
Field of study	Economy		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with practice exercises.		
Person responsible for the course	Błażej Suproń MSc	E-mail address to the person responsible for the course	bsupron@zut.edu.pl
Course code (if applicable)	ENS	ECTS points	6
Type of course	Elective	Level of course	S1, S2, N1, N2
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	<p>The primary objectives of the course are to:</p> <ol style="list-style-type: none"> 1. Develop a working knowledge of Entrepreneurship in Poland. 2. Develop a tax laws in Poland. 3. Analyze forms of business. 4. Understanding the tax law in Poland. 5. Understanding the principles of supporting entrepreneurship in Poland. 		
Entry requirements / prerequisites	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. Basic information's about entrepreneurship. 2. Legal forms of business in Poland. 3. Personal income tax. 4. Corporate income tax. 5. Fundamentals of accounting small businesses. 6. Rules of employment in Poland 7. Social insurance 8. Planning in transport. 9. Support for enterprises in Poland 10. Workshop 		
Assessment methods	Activity exercises during classes, presentation, attendance.		
Learning outcomes	<ol style="list-style-type: none"> 1. Knowledge of basic problems of the company. 2. Preparation for active participation in the management. 3. Uses basic categories of entrepreneurship. 4. Able to think and act in the way of entrepreneurship. 		
Required readings	Bygrave W. D., Entrepreneurship 3rd Edition, Publisher: John Wiley & Sons, 2014, ISBN: 9781118582893.		
Supplementary readings	-		
Additional information	https://www.biznes.gov.pl/przedsiębiorcy/		

Course title	EUROPEAN ECONOMIC POLICIES lecture		
Field of study	Economic Studies		
Teaching method	Lectures, Seminar discussions.		
Person responsible for the course	Ileana Tache	E-mail address to the person responsible for the course	ileanatache@unitbv.ro
Course code (if applicable)	EEP	ECTS points	6
Type of course	Elective	Level of course	S1, S2, N1, N2
Semester	summer	Language of instruction	English
Hours per week	block	Hours per semester	30
Objectives of the course	The major aim of the course will be to introduce students to a study of the development of European Union economic policies with a focus on the Economic and Monetary Union (EMU), Trade Policy, the Common Agricultural Policy (CAP), Competition and Industrial/Enterprise Policy, Regional/Structural Policy, Budget and Taxation.		
Entry requirements / prerequisites	Micro and Macroeconomics		
Course contents	<ol style="list-style-type: none"> 1. Conceptualizing European Economic Policies Eu Integration theories / Economic Theories / Global economic integration 2. Introduction to EU Economic Policies – Overview and Basic Facts Background to EU Economic policies – Political and Macroeconomic Context / Limits and results of EU Economic Policies 3. Stages of EU Economic Integration – Constructing the Common Market A Post-war starting point: the European Coal and Steel Community / Dimensions of the EC Customs Union / Completion of the Internal Market 1993 / Policy implications and spill-over effects 4. Stages of EU Economic Integration – the Economic and Monetary Union (EMU) and its policy-making Maastricht Criteria and Three Stages of the European Monetary Union (EMU) / European Central Bank and European System of Central Banks / Introduction of Euro coins and bills 2002 / Relations between Eurozone countries and other member states 5. The external dimension of the Euro Euro and international trade / Euro and the enlarged EU / Euro as a world currency and rival of the US Dollar? 6. The EMU Stability and Growth Pact, Macroeconomic Policy Coordination and the EU's Lisbon Strategy Conflicts about EMU Stability and Growth Pact / Difficulties of the Lisbon Strategy 7. Financing the European Union – the Community Budget Budget contributions and spending / Budgetary Process / Financial Perspectives and enlargement 8. European Union Horizontal Policies – Competition Policy European Commission as powerful guardian of EU competition rules / Market domination / State intervention / Recent developments – a renationalization of the EU's successful policy? European Union Horizontal Policies – Taxation Policy Indirect Taxation / Direct Taxation / Tax Competition or Tax Coordination? / Should there be an EU Tax? 		

	<p>9. European Union Horizontal Policies – Regional and Structural Policy Europe's diverse regions / Economic and Social Cohesion / EU Structural Funds / The enlarged EU as a special challenge for EU Regional Policy</p> <p>10. European Union Sectoral Policies – Industrial and Enterprise Policy Concerns of Competitiveness / Small and medium sized enterprises / Information and Telecommunications industries</p> <p>11. European Union Sectoral Policies – Common Agricultural Policy (CAP) Reasons for special treatment of agriculture / Principles of the CAP / Recent CAP reforms / WTO negotiation strategies in the field of Agriculture</p> <p>12. The European Union Consumer Policy Consumer Protection as an element of the Common Market / Food Scandals in Europe / Precautionary principle / Impact on EU Trade Policy</p> <p>13. The Common Commercial Policy and EU External Trade Instruments of the Common Commercial Policy / European Trade Policy Process / European Union in the WTO</p>
Assessment methods	<p>Exam (70%), Essays (20%), Participation in class (10%). The essays will cover topics assigned by the instructor.</p> <p>The exam consists of multiple choice identification questions (stages of EU economic integration, Economic and Monetary Union, basic role of political institutions in the European Union in policy-making and key aspects of Common Market, Monetary Union and different EU economic policies), based upon the compulsory readings and other material distributed by the instructor in class.</p> <p>Research Essays (8-10 pages) must deal with one of several EU economic policy topics to be selected from a list given by the instructor. The research essays must meet certain academic standards suggested by the instructor.</p>
Learning outcomes	<p>Students will be able to understand, analyze and assess the developments, actors, institutions and challenges of policy-making in general, and European integration in particular; acquire a solid understanding of the EU institutions, decision-making, policies and theoretical approaches</p>
Required readings	<p>Wallace, H., Pollack, M.A. and Young, A.R., Policy Making in the European Union, Seventh edition, Oxford University Press, 2014.</p> <p>Moussis, N., Guide to European Policies, European Study Services, Euroconfidentiel, 2008.</p> <p>McCormick, J., Understanding the European Union, Palgrave Macmillan, 2008.</p> <p>Townsend, M., The Euro and Economic and Monetary Union, John Harper Publishing, 2007</p>
Supplementary readings	<p>El-Agraa, A., The European Union – Economics and Policies, Cambridge University Press, 2007</p> <p>Howarth, D. and Sadeh, T. (editors), The Political Economy of Europe's Incomplete Single Market, Routledge, 2012.</p>
Additional information	-

Course title	EUROPEAN INTEGRATION lecture		
Field of study	Economic Studies		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	Agnieszka Brelik Assoc. Prof.	E-mail address to the person responsible for the course	Agnieszka.Brelik@zut.edu.pl
Course code (if applicable)	EI	ECTS points	6
Type of course	optional	Level of course	bachelor/master
Semester	winter/summer	Language of instruction	English
Hours per week	3 h	Hours per semester	30
Objectives of the course	This course offers an introduction to European integration. It analyzes the process of European integration and examines basic institutions, policies, and issues of the European Union (EU). In this course, the students are required to attend the class and read the course material regularly and participate class discussions.		
Entry requirements	No requirements.		
Course contents	<p>Introduction What is Integration? The Meaning of the European Integration The Origins and Motivations of the European Integration Process Institutions and Actors of the European Union The Functions and Effects of the European Commission The European Council and the Council of the European Union The Evolution, Power and the Influence of the European Parliament The Composition, Structure and the Procedures of the European Court of Justice The Court of Auditors and the Other Institutions Decision-Making Policy of the European Union The Ordinary Legislative Procedure The Open Method Coordination Some Policies of the European Integration The EU's External Relations and Policy Objectives The Enlargement Process and Actors European Union's Foreign, Security and Defense Policies Explaining the Economic and Monetary Union The Future of the EU and the European Integration Process</p>		
Assessment methods	A case study presentation		
Recommended readings	Cini, Michelle and Nieves Perez-Solorzano Borragan. European Union Politics, 4th Edition, Oxford U. Press, 2013. Richard Nicolaus Coudenhove-Kalergi: Memorandum on the Organization of a European Parliament. 27 January 1947. In: Walter Lipgens and Wilfried Loth: Documents on the History of European Integration. 4. Walter de Gryter, Berlin, New York, 1991. 122-123.		
Additional information	Agnieszka Brelik PhD Department of European and Regional Studies agnieszka.brelik@zut.edu.pl		

Course title	ECONOMY OF INTERNATIONAL TRANSPORT lecture		
Field of study	Economy		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with practice exercises.		
Person responsible for the course	Błażej Suproń MSc	E-mail address to the person responsible for the course	bsupron@zut.edu.pl
Course code (if applicable)	EIT	ECTS points	6
Type of course	Elective	Level of course	S1, S2, N1, N2
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	<p>The primary objectives of the course are to:</p> <ol style="list-style-type: none"> 1. Develop a working knowledge of international transport. 2. Analyze transport policy in European Union. 3. Develop a working knowledge about transport markets. 4. Planning transport operations. 		
Entry requirements	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. Basic information's about transport. 2. Economic aspects of transport. 3. Transport costs and international trade 4. Cost functions for transport firms 5. Transport regulation in European Union. 6. Transport markets. 7. International freight forwarding. 8. International standards of drivers work time. 9. Planning in transport. 		
Assessment methods	Activity exercises during classes, presentation, attendance.		
Recommended readings	<ol style="list-style-type: none"> 1. Cowie J., <i>The Economics of Transport, A theoretical and applied perspective</i>, Taylor&Francis e-Library, New York. 2010, ISBN 0-203-87410-2. 2. Button K., <i>Transport Economics 3rd edition</i>, Edward Elgar Publishing Limited, Cheltenham, 2010, ISBN 1840641894. 3. Regulation (Ec) No 561/2006 Of The European Parliament And Of The Council. 4. Regulation (Ec) No 1071/2009 of the European Parliament and of the Council. 		
Additional information	<p>Interesting information can be found also here:</p> <ol style="list-style-type: none"> 1. Palma A., Lindsey R., Quinet E., Vickerman R., <i>A handbook of transport economics</i>, Edward Elgar Publishing Inc., Cheltenham 2011, ISBN 978-1-84720-203-1. 2. http://ec.europa.eu/transport/road/doc/road_transport_policy_en.pdf/ (Road Transport Policy). 3. http://ec.europa.eu/transport/index_en.htm (News about transport policy in EU). 4. http://www.theguardian.com/uk/transport (News about transport). 		

Course title	FINANCE FOR DECISION MAKING lecture		
Teaching method	Lecture, workshop		
Person responsible for the course	Prof. Dr. Patrick Moore	E-mail address to the person responsible for the course	patrick.moore@fh-stralsund.de
Course code (if applicable)	FDM	ECTS points	4
Type of course	Elective	Level of course	S2
Semester	Winter/Summer	Language of instruction	English
Hours per week	- block teaching -	Hours per semester	20
Objectives of the course	The aim of the course is to briefly recall or to learn the core topics as they are taught in detail in corporate finance and then to move over to more sophisticated tools and to introduce the student into the world of mezzanines, derivatives and fundamentals of financial engineering		
Entry requirements	The students should have a basic understanding of economics, accounting and finance.		
Course contents	<ol style="list-style-type: none"> 1 Basic Definitions Cash flow analysis – Working capital – Economic Value Added - Time value of money – Capital Budgeting 2 Financing with equity, debt and mezzanine – Equity financing – Debt financing (bank loans, bonds, promissory notes and others) – Mezzanine financing - Hedging with plain vanilla options, forwards, futures and swaps, and using the money market 3 A brief insight into derivatives Combined Swaps – Exotic Options – Swaptions – Others 4 Basics of Financial Engineering and Structured Finance Special Purpose Vehicles (SPV) – Early defeasance with zero bonds - Over-collateralisation – Tranching – Structuring investments – Others 		
Assessment methods	The students will hold two short presentation on a) asset respectively b) liability aspects of finance		
Recommended readings	<p>Jeff Madura, Roland Fox, International Financial Management, 2nd ed. 2011 Brealey, Richard A. and Myers, Stewart C; Franklin Allen: Principles of Corporate Finance, 10th ed. 2010 Richard Brealey, Stewart C. Myers, Franklin, Allen, .: Principles of Corporate Finance, Global Ed. 2013 Ephraim Clark, International Finance, 2nd Edition 2002 Mishkin, Frederic S.; The Economics of Money, Banking and Financial Markets, 7th Edition 2003 Tavakoli, Janet M., Credit Derivatives & Synthetic Structures: A Guide to Instruments and Applications, 2nd Edition Barclays Bank (publisher), The Barclays Capital Guide to Cash Flow Collateralized Debt Obligations and other bank-publications</p>		
Additional information	www.cengage.co.uk/madura_fox2e www.investopedia.com http://markets.ft.com/research/Markets/Overview?ftauth=1227981316545		

Course title	GLOBALIZATION lecture		
Field of study	Economy		
Teaching method	Lecture & workshop		
Person responsible for the course	. Aleksandra Grzesiuk Assoc. Prof	E-mail address to the person responsible for the course	aleksandra.grzesiuk@zut.edu.pl
Course code (if applicable)	GL	ECTS points	6
Type of course	elective	Level of course	S2
Semester	Winter/Summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	Provide fundamental understanding of globalization process from perspective of global economies and running the business Improve skills and abilities in analysis of political, social and economic segments of global environment		
Entry requirements / prerequisites	No entry requirements		
Course contents	<p>The course is designed to help students understand fundamental elements of economic, social, political and environmental principles of globalization.</p> <ul style="list-style-type: none"> • Introduction to globalization • Globalization: economic perspective • Globalization: social and cultural perspective • Globalization vs economic development • Globalization vs customer awareness • Globalization vs global corporation and their role in global economy • Globalization and natural environment. 		
Assessment methods	activity exercises during classes; essay and presentation		
Learning outcomes	<p>Student characterizes and identifies relationships between international business and the processes of globalization</p> <p>Student analyzes and interprets processes in global business environment</p> <p>Student understand social consequences of globalization processes</p> <p>Student identifies social, political and economic problems connected with multinational corporations operating on global scale</p>		
Required readings	<p>J. Stiglitz, Globalization and Its Discontents Revisited: Anti-Globalization in the Era of Trump, New York 2017</p> <p>J. Stiglitz, Globalization and Its Discontents, Penguin Books, New York 2002</p> <p>J. Stiglitz, Making Globalization Work, W.W. Norton & Company, New York 2006</p>		
Supplementary readings	G. Ritzer, Globalization: A Basic Text, Wiley-Blackwell, 2011		
Additional information			

Course title	HISTORY OF EUROPEAN INTEGRATION lecture		
Field of study	Economic Studies		
Teaching method	Lectures, Seminar discussions.		
Person responsible for the course	Ileana Tache	E-mail address to the person responsible for the course	ileanatache@unitbv.ro
Course code (if applicable)	HEI	ECTS points	6
Type of course	Elective	Level of course	S1, S2, N1, N2
Semester	Summer	Language of instruction	English
Hours per week	30	Hours per semester	30
Objectives of the course	The aim of this course is to present the development of the European Integration process after the Second World War. In order to explain the genesis of the idea of European integration, it starts with exploring the contradicting tendencies of unification and separation of Europe. The main theories and currents of thought concerning integration are discussed. The course elaborates on the steps undertaken by diverse European governments and international organizations to build the European Union, as it is known today. The explanation is designed to transmit the students the principles and vision of the European integration construction process.		
Entry requirements / prerequisites	Micro and Macroeconomics		
Course contents	<p>I. Between Unity and Division</p> <ol style="list-style-type: none"> 1. Historical survey of the struggling ideas of unification and the motives of division of Europe 2. The concept of united Europe – pan-European policies since the Peace of Westfalia (1648); The “Concert of Europe” policies of balance of power – Viena Congress (1815) 3. The Great War (1914-1919) and the division of Europe 4. Second World War and the new division of Europe <p>II. Post 1945 Impetus</p> <ol style="list-style-type: none"> 1. Reconstruction of Europe under the superpowers (1945-1949); Atlantic versus European integration. 2. The years of growth and creation of the Communities; Organization for European Economic Cooperation and the Council of Europe (1948); Schuman Declaration, European Community for Coal and Steel (Paris Treaty, 1951). 3. Crucial decisions – Jean Monnet' role for integrating Europe; Setting up of the European Political Community (1953). 4. First steps towards a Customs Union and an Atomic Energy Community; The Rome Treaty (1957); Development of the European Economic Community; The free trade area debate. 5. Development and limits of integration during the 60's; Formulation of the economic and financial union concept – the Hague Summit (1969). 6. The enlargement of the communities – accession treaties in the 70's; The Conference of Security and Cooperation in Europe (1973); The Helsinki Conference (1975); The Dublin European Council Meeting (1975). <p>III. The new European Architecture</p> <ol style="list-style-type: none"> 1. Foundation of the European Parliament (1979). 2. State-centric versus multi-level governance – European Community development during the 80's. 3. The Single European Act (1986). 		

	<ol style="list-style-type: none"> 4. Schengen Agreement and its mechanisms. 5. The challenging options of the Eastern European enlargement after 1989. 6. Maastricht Summit – Jacques Delors' ideas (1992). 7. The enlargement after 1995 8. Functions and impact of EU institutions; EU specific policies – economy, finance, social issues, ecology, security, education; EU facing the new Millennium. 9. Brexit and the future of the European Union
Assessment methods	Exam (70%), Essays (20%), Participation in class (10%). The essays will cover topics assigned by the instructor.
Learning outcomes	Students will gain a detailed knowledge and understanding of the history of economic and political integration in Europe since World War II; they will be familiar with the different ways in which historians have conceptualized and explained European integration. At the same time, students will be able to critically reflect on the history of European integration and place contemporary and current development in a broader historical context.
Required readings	<p>Dedman, M. J., <i>The Origins and Development of the European Union, 1945-95: A History of European Integration</i>, London: Routledge, 1996.</p> <p>Gilbert, M., <i>European Integration – A Concise History</i>, Rowman & Littlefield Publishers, UK, 2012</p> <p>Jones, E., Menon, A., and Weatherill S., <i>The Oxford Handbook of the European Union</i>, Oxford University Press, 2013</p>
Supplementary readings	<p>Salmon, T., Nicoll, W. (ed.), <i>Building European Union: A Documentary History and Analysis</i>, Manchester and New York: Manchester University Press, 1997.</p> <p>Dinan, D., <i>Ever Closer Union – An Introduction to European Integration</i>, Palgrave Macmillan, 2005.</p>
Additional information	-

Course title	HISTORY SPORT AND TOURISM lecture		
Field of study	Economics, Tourism		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	Wojciech Lewicki PhD	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	HST	ECTS points	4
Type of course	elective	Level of course	S1, N1;
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	15
Objectives of the course	The primary objectives of the course are to: The interconnectedness of sport and tourism will be analyzed from behavioral, historical, economic, management, marketing, environmental and policy perspectives.		
Entry requirements / prerequisites	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. Defining Sport Tourism 2. The Sport and Tourism Connection 3. Sport in the Development of Destination Image: The Case of the City 4. Sport in the Development of Destination Image: The Case of the City 5. Economic Impacts and Sport Tourism 6. Sport Tourism and the Environment 		
Assessment methods	Written short exam, attendance, in-class participation and project		
Learning outcomes	<p>- familiarity with different approaches to the study of History Sport and Tourism and an ability to apply these to contemporary collective and, and political behavior</p> <p>-an ability to formulate and construct logical arguments economic History Sport and Tourism</p> <p>ability to evaluate these through empirical and theoretical methods</p> <p>-an understanding of how works of History Sport and Tourism in UE.</p>		
Required readings	Mike Weed: Sport and Tourism 2007 ISBN: 9780415426886 http://www.amazon.com/		
Supplementary readings			
Additional information	<p>Interesting information can be found also here:</p> <p>www. Journal of Sport & Tourism</p> <p>www.Journal of Sport Management,</p> <p>www. Annals of Tourism Research</p> <p>Journal of Leisure Research</p>		

Course title	HUMAN RESOURCES MANAGEMENT lecture		
Field of study	Economics, management		
Teaching method	Lectures (based on ppt presentations, inter-activity and dialogue), Seminar discussions, Case studies		
Person responsible for the course	Wojciech Lewicki PhD	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	HRM	ECTS points	6
Type of course	Compulsory	Level of course	bachelor
Semester	Summer/winter	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	The objectives of this course are: To teach relevant, practical and applicable human resource management skills to equip the student with the foundation competencies for working as HR practitioners in business. To improve the student's self-confidence to be able to analyze and decide upon HR issues and problems. To introduce contemporary theory and practice in modern human resource management and the range of tools and methods available to address HR challenges and problems.		
Entry requirements / prerequisites	No requirements		
Course contents	<p>Functions of human resources Roles of HR specialists Functional and strategic HR Motivation The importance of communication. Managing conflict Handling people problems Managing stress Principles of managing your top talent Disciplinary handling</p>		
Assessment methods	Written short exam, attendance, in-class participation and project		
Learning outcomes	At the successful completion of this course students will be able to: Describe what human resource management is and how human resource management relates to effective and successful organizations. Identify the important elements that constitute the roles and functions associated with human resource management in contemporary organizations. Apply critical thinking and problem solving skills to the analysis and resolution of human resource problems as presented in case studies.		
Required readings	1. M. Armstrong, The Handbook of Human Resource Management Practice, Kogan Page 2003; 2. M. Dale, Successful Recruitment and Selection. A Practical Guide for Managers, Kogan Page, London 1995; 3. L. Rae, Planning and Designing Training Programmes, Gower, Aldershot, Hampshire 1997;		
Supplementary readings	F. Poels, Job Evaluation and Remuneration Strategies, Kogan Page, London 1997.		
Additional information			

Course title	INTERNATIONAL MARKETING lecture		
Field of study	Business Management		
Teaching method	Classes will be conducted in a lecture format, with group exercises and case studies, and discussion promoting student participation		
Person responsible for the course	.Joanna Hernik Assoc. Prof	E-mail address to the person responsible for the course	jhernik@zut.edu.pl
Course code (if applicable)	IMA	ECTS points	6
Type of course	optional	Level of course	bachelor/master
Semester	winter / summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	<p>The primary objectives of the course are to:</p> <p>Develop a working knowledge of marketing from international scope</p> <p>Link marketing theory with marketing practice</p> <p>Analyze marketing cases from globalization perspective</p>		
Entry requirements / prerequisites	Marketing Principles		
Course contents	<ol style="list-style-type: none"> 1. The nature of international marketing 2. Environment of international marketing. 3. International marketing opportunities and strategies. 4. International product and brand management. 5. International marketing channels. 6. International and global pricing approaches. 7. International advertising. 8. Future developments in global marketing. 		
Assessment methods	in-class participation and project discussing the best practices in international branding		
Learning outcomes	<ol style="list-style-type: none"> 1. can forecast social processes and phenomena related to international business 2. can use theoretical knowledge to manage marketing activities in a company 3. has the ability to analyze proposed solution, suggests appropriate elucidations 4. is able to properly analyze problems of international marketing 5. develop marketing programs for international companies 6. can cooperate in a group 		
Required readings	<p>R. Bennett, J. Blythe, International marketing, Kogan Page, London-Philadelphia 2008.</p> <p>B. Kleindl, International marketing, Thomson Publ., Mason 2007.</p>		
Supplementary readings	Interesting information can be found also here: http://adage.com/ (Ad & Marketing news)		
Additional information			

Course title	INTERNATIONAL TRADE lecture		
Field of study	Economics, management		
Person responsible for the course	Constantinos Charalambous, PhD	E-mail address to the person responsible for the course	charalambous@everyday-economist.com
Course code (if applicable)	INT	ECTS points	4
Type of course	elective	Level of course	S1/S2
Semester	summer	Language of instruction	English
Hours per week	block teaching	Hours per semester	20
Teaching method	In-class Lectures		
Objectives of the course	<ul style="list-style-type: none"> • Learn why Multinational Enterprises are formed • Discover the reasons for the existence of international trade • Develop an understanding of absolute and comparative advantage • Learn about the foreign exchange market 		
Entry requirements	No entry requirements		
Course contents	<ol style="list-style-type: none"> 1. Globalisation and the Multinational Enterprise 2. The International Monetary System 3. The Balance of Payments 4. The Foreign Exchange Market 5. Financial goals and corporate governance in international trade 6. International Parity Conditions 		
Assessment methods	Written short exam, attendance, in-class participation and project		
Recommended readings	Fundamentals of Multinational Finance, International 3rd Edition, Michael Moffett, Arthur Stonehill, David Eiteman		
Additional information	Lecture notes will be provided to supplement book chapters		

Course title	LOGISTICS MANAGEMENT lecture		
Field of study	Economics, management, transport		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	Wojciech Lewicki PhD Prof. Andra Zvirbule	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl Andra.Zvirbule@llu.lv
Course code (if applicable)	FCLM	ECTS points	6
Type of course	Elective	Level of course	S1, N1;
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	This course provides a practical, management perspective of the following areas of logistics: distribution, transportation, international logistics, inventory control, sustainable logistics practices, key performance indicators, supply chain finance, leadership in a supply chain role, and an introduction to logistics technology including RFID and ERP systems. The course is designed for students who have had little or no previous coursework or professional experience in logistics.		
Entry requirements / prerequisites	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. Overview of Logistics 2. Supply Chain Management 3. Inventory Management 4. International Logistics 5. Supply Chain Finance 6. Logistics IT 7. Outsourcing Logistics 9. Future Logistics Management 		
Assessment methods	attendance, in-class participation and project		
Learning outcomes	<ul style="list-style-type: none"> - familiarity with different approaches to the study of future concepts logistics management and an ability to apply these to contemporary collective and, and political behavior - an ability to formulate and construct logical arguments economic future concepts logistics management and developments and an ability to evaluate these through empirical and theoretical methods - an understanding of how works of future concepts logistics management. 		
Required readings	Contemporary Logistics, 10th edition. Coyle, Langley, Murphy & Wood. ISBN-13: 978-0-13-611077-4 Textbook is offered in both paper and digital versions. The paper version can be purchased from many sources including amazon.com and The University Bookstore in Madison. The digital version is available through www.coursesmart.com		
Supplementary readings			
Additional information	<ol style="list-style-type: none"> 1. http://ec.europa.eu/transport/road/doc/road_transport_policy_en.pdf/ (Road Transport Policy). 2. http://ec.europa.eu/transport/index_en.htm (News about transport policy in EU) 3. http://www.theguardian.com/uk/transport (News about transport and Logistics) 		

Course title	MATHEMATICS Lecture, laboratory		
Field of study	Economics; Management		
Teaching method	Lectures, laboratory		
Person responsible for the course	Joanna Perzyńska PhD	E-mail address to the person responsible for the course	joanna.perzynska@zut.edu.pl
Course code (if applicable)	MAT	ECTS points	6
Type of course	Compulsory	Level of course	S1, S2, N1, N2.
Semester	winter / summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	The primary objective of the course is to gain theoretical and practical knowledge about use various mathematical tools in analysis of two variables functions and matrix theory.		
Entry requirements / prerequisites	Foundations of mathematics (single variable calculus, derivatives).		
Course contents	Partial derivatives of two variables functions. Extremum problems (traditional and computer solving). Linear Algebra. Matrix Theory. Matrix multiplication. Determinants. Finding the inverse of a matrix. Systems of linear equations. Methods for solving systems of equations.		
Assessment methods	In-class activity and participation, written tests.		
Learning outcomes	Gaining basic knowledge of two variables functions and matrix theory. Students will obtain skills in: finding local and global extremum of two variables functions, matrix operations, solving systems of linear equations, application of computer software to solving mathematical problems.		
Required readings	Dr. SC Aggarwal, Dr. RK Rana, Basic Mathematics for Economists, FK Publications, 2010, C.P.Simon, L.E.Blume, Mathematics for Economists, W.W.Norton & Company; 1 edition (April 17, 1994), M.Pemberton, N.Rau, Mathematics for Economists, Manchester University Press 2012.		
Supplementary readings			
Additional information			

Course title	MARKETING IN NONPROFIT SECTOR Lecture		
Field of study	Business Management		
Teaching method	Lectures with PP presentations, films, case studies, brainstorming, texts analysis		
Person responsible for the course	Joanna Hernik Assoc. Prof.	E-mail address to the person responsible for the course	jhernik@zut.edu.pl
Course code (if applicable)	MNO	ECTS points	6
Type of course	Optional	Level of course	Bachelor/master
Semester	Winter / summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	Students ought to know the essence of nonprofit sector in a comparison with a profit one, and ought to discuss genesis of noncommercial marketing, to design marketing tools for nonprofit organizations, to create and manage new offers, to plan communication strategy and to organize cooperation with business; finally they ought to discuss the role of nonprofits in modern economy and society.		
Entry requirements / prerequisites	No requirements		
Course contents	<ol style="list-style-type: none"> 1. Nonprofit sector – hallmarks 2. Genesis of nonprofit marketing 3. Marketing planning 4. Designing marketing mix 5. Launching new offerings 6. Managing perceived costs 7. Formulating communication strategies 8. Public relations at the organization level 9. Working with the private sector 10. Nonprofit organizations` role in healthcare system, tourism and the youth sport 		
Assessment methods	Project discussing communication strategy of chosen nonprofit organization		
Learning outcomes	<ol style="list-style-type: none"> 1. student is able to analyze properly problems of nonprofit 2. is able to forecast processes and socio-economic phenomena related to nonprofit sector 3. has the ability to analyze proposed solutions, suggests appropriate elucidations 4. can prepare a marketing program for an NGO 5. can cooperate in a group 		
Required readings	A.R. Andreasen, Ph. Kotler, Strategic marketing for nonprofit organizations, Pearson Education Inc., New Jersey 2008. J.G. Dees, J. Emerson, P. Economy, Strategic tools for social entrepreneurs, John Wiley & Sons, New York 2002.		
Supplementary readings	B.J. McLeish, Successful marketing for nonprofit organizations, John Wiley & Sons, New York 1995.		
Additional information	Interesting information can be found also here: http://nonprofit.alltop.com/ (Nonprofit News) http://www.thenonproffitimes.com/ (The Nonprofit Times)		

Course title	MARKETING RESEARCH Lecture		
Field of study	Business Management		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with case studies, practical training and research in a field		
Person responsible for the course	. Joanna Hernik Assoc. Prof	E-mail address to the person responsible for the course	jhernik@zut.edu.pl
Course code (if applicable)	MKR	ECTS points	4
Type of course	Optional	Level of course	Bachelor/master
Semester	Winter / summer	Language of instruction	English
Hours per week	2 h	Hours per semester	20
Objectives of the course	The primary objectives of the course is to: develop a working knowledge of marketing research and develop own market research project		
Entry requirements / prerequisites	No requirements		
Course contents	<ol style="list-style-type: none"> 1. Role of marketing research in management 2. Stages and types of marketing research 3. Process of research sample selection 4. Methods of data collection 5. Methods of data analysis 6. Research report and presentation of results 		
Assessment methods	In-class participation, attendance and research project		
Learning outcomes	<ol style="list-style-type: none"> 1. student is able to analyze the essence of market research 2. knows methods of research and can apply them properly 3. can prepare a research project useful for a company 4. can cooperate in a group 		
Required readings	Jr., Joseph Hair , Essentials of Marketing Research, McGraw Hill Higher Education, 2012. R. Mcneil, Business to Business Market Research: Understanding and Measuring Business Markets, The market research Society, 2005 .		
Supplementary readings	Other useful resources: http://blog.hubspot.com/marketing/market-research-tools-resources http://www.sbtcd.org/resources/online-marketing-resources/		
Additional information			

Course title	MODERN MANAGEMENT CONCEPTS Lecture		
Field of study	Business economics and management		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with case studies.		
Person responsible for the course	Anna Sworowska, PhD	E-mail address to the person responsible for the course	anna.sworowska@zut.edu.pl
Course code (if applicable)	MMC	ECTS points	4
Type of course	elective	Level of course	S1, N1
Semester	Winter/Summer	Language of instruction	English
Hours per week	1	Hours per semester	15
Objectives of the course	Development of a working knowledge of assumptions of chosen modern management concepts. Development of management cases effectively utilizing modern methods of strategic analysis.		
Entry requirements / prerequisites	Chosen fundamental concepts of management		
Course contents	<ol style="list-style-type: none"> 1. Enterprise's characteristics. 2. SWOT analysis. 3. Stakeholder analysis. 4. Business Model Canvas. 5. Balanced scorecard. 		
Assessment methods	Oral short exam, in-class participation and project exercises		
Learning outcomes	Student is able to describe some chosen modern management concepts. Students are able to conduct strategic analysis with the use of modern methods. Students are able to make business decisions appropriate for a particular business case.		
Required readings	<p>Friedman A.L., Miles S. (2006). Stakeholders: Theory and Practice. Oxford University Press. New York, US.</p> <p>Osterwalder A., Pigneur Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Self published. Wiley, US.</p> <p>Kaplan R.S., Norton D.P. (1996). The Balanced Scorecard: Translating Strategy into Action. Harvard Business Review Press. US.</p>		
Supplementary readings	-		
Additional information	<p>Interesting information can be found also here:</p> <p>http://knowledge.apm.org.uk/bok/stakeholder-management (materials on stakeholder management from Association for Project Management)</p> <p>http://www.businessmodelgeneration.com/canvas/bmc (tools for Business Model Canvas from Strategyzer)</p> <p>https://hbr.org/2007/07/using-the-balanced-scorecard-as-a-strategic-management-system (materials on balanced scorecard from Harvard Business Review)</p>		

Course title	MULTINATIONAL FINANCE Lecture		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation through case studies.		
Person responsible for the course	Prof. Constantinos Charalambous	E-mail address to the person responsible for the course	charalambous@gmail.com
Course code (if applicable)	MUF	ECTS points	4
Type of course	compulsory	Level of course	S1, N1 (bachelor)
Semester	summer	Language of instruction	English
Hours per week	Block Teaching	Hours per semester	20
Objectives of the course	The primary objectives of the course are to: Understand how Multinational Enterprises are formed Comprehend how the Foreign Exchange market works Understand the different financial instruments in Multinational Finance		
Entry requirements	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. Foreign Exchange Rate Determination & Forecasting 2. Foreign Currency Derivatives 3. Financing the Global Firm 4. Global Cost and Availability of Capital 5. Sourcing Equity Capital Globally 6. Financial Structure and International Debt 7. Interest Rate and Currency Swaps 8. International Portfolio Theory and Diversification 		
Assessment methods	Written short exam, attendance, in-class participation.		
Recommended readings	Fundamentals of Multinational Finance, International 3rd Edition, Michael Moffett, Arthur Stonehill, David Eiteman		
Additional information	Interesting information can be found also here: www.everyday-economist.com		

Course title	OPERATIONAL RESEARCH Lecture, laboratory		
Field of study	Economy, Management		
Teaching method	Lectures, laboratory		
Person responsible for the course	tbt Joanna Perzyńska PhD Maciej Oesterreich PhD	E-mail address to the person responsible for the course	joanna.perzynska@zut.edu.pl maciej.oesterreich@zut.edu.pl
Course code (if applicable)	OPR	ECTS points	6
Type of course	Compulsory	Level of course	S1, S2, N1, N2
Semester	Winter/ summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	The primary objective of the course is to gain basic theoretical and practical knowledge about application of linear programming methods to help make decisions which minimize or maximize economic effect (profit / cost). There will be also presented network deterministic and stochastic methods of optimization scheduling of a set of project activities (project management).		
Entry requirements / prerequisites	Completed courses on mathematics, statistics, econometrics. Basic knowledge on economics.		
Course contents	Geometric method. Integer programming. Simplex method. Transportation problem. Critical path method. PERT method.		
Assessment methods	In-class activity and participation, written tests.		
Learning outcomes	Student will obtain skills in: construction of decision models, application of linear programming methods to solve various types of economic problems, application of net methods in project management, application computer software in calculation.		
Required readings	F. S. Hillier, G.J. Lieberman, Introduction to Operations Research		
Supplementary readings	Completed courses on mathematics, statistics, econometrics. Basic knowledge on economics.		
Additional information			

Course title	ORGANIZATION AND MANAGEMENT lectures		
Field of study	Economics, management		
Teaching method	Lectures (based on ppt presentations, inter-activity and dialogue), Seminar discussions, Case studies		
Person responsible for the course	Wojciech Lewicki PhD	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	OAM	ECTS points	6
Type of course	Compulsory	Level of course	bachelor
Semester	Summer/winter	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	To give knowledge about organizational management and internal organization of companies required for managing an enterprise. Also to make familiar with personnel management, case study, management information system motivation and leadership for developing managerial skills.		
Entry requirements / prerequisites	No requirements		
Course contents	Organizaation Management Theory of Management Forms of Ownership Organziational Structure Motivation, Leadership Entrepreneurship		
Assessment methods	class discussion, attendance, oral exam		
Learning outcomes	At the successful completion of this course students will be able to: Describe in general terms a number of change management theories and how they might apply in practice. Articulate what change management is and why it is important in the contemporary business environment. Discriminate between different types of change process for different purposes and outcomes. Explain how to effectively manage the human aspects of change such as employee engagement in the change process and how to reduce employee resistance to change.		
Required readings	<ol style="list-style-type: none"> 1. Michael Armstrong (2010) "Armstrong's Essential Human Resource Management Practice. A Guide to People Management", Kogan Page 2. Michael Armstrong (2009) "Armstrong's Handbook of Human Resource Management Practice", 11th Edition, Kogan Page London and Philadelphia 3. John Adair (2003) "Not Bosses but Leaders: How to Lead the Way to Success" 3rd Edition, Kogan Page 4. David R. Caruso, Peter Salovey (2004) "The Emotionally Intelligent Manager: How to Develop and Use the Four Key Emotional Skills of Leadership", Jossey-Bass 		
Supplementary readings	<ol style="list-style-type: none"> 1. Michael Morris (2005) "The First-Time Manager. The First Steps to a Brilliant Management Career" 3rd Edition, Kogan Page, London and Sterling, VA 2. Michael Armstrong (1994) "How To Be an Even Better Manager", Kogan Page, London. 3. Tom Batley (1989) "Management Skills for Professionals", Philip Allan Publishers Oxford and New Jersey 		
Additional information			

Course title	ORGANIZATION AND PLANNING OF TRANSPORT lectures		
Field of study	economics, management, transport		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	Wojciech Lewicki PhD	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	EAUTSD	ECTS points	6
Type of course	compulsory	Level of course	S1, N1;
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	15
Objectives of the course	<p>Organization and planning of transport form, and the varied instruments available to planners seeking to influence this relationship We take a historical look at how technological innovations, sociodemographic shifts and political decision-making shaped the way people and goods move around cities today. We explore the contemporary “urban transportation problem,” that extends beyond satisfying mobility needs into addressing the impact of transportation choices on equity, congestion, air pollution, safety, urban sprawl, etc. Second, the course looks at how transportation planners craft projects and policies that are both technically sound and politically feasible, introducing (and critiquing) some of the tools and skills used by professionals in this field. Third, this course provides an overview of alternatives available to transportation planners, as they attempt to reduce the public’s need for long and unnecessary motorized travel and shift the movement of people to more socially efficient modes such as walking, biking, and public transit. In this section, we survey transportation innovations increasingly implemented in cities around the world, such as congestion charging, bus rapid transit and bike-sharing.</p>		
Entry requirements / prerequisites	No requirements.		
Course contents	<ol style="list-style-type: none"> 1. Introduction and course overview 2. History of the urban transport system and its impact on urban form W 3. History of the urban transport system and its impact on urban form 4. The Evolution of the Transportation Planning Process The Evolution of the Transportation Planning Process (II) 5. Trends in modal choice, plausible determinants 6. Transport planning as a technocratic activity 7. Managing the automobile 8. Transport Planning in the information age 9. Walking and cycling in the city (bike share) 10. Transport Finance 		
Assessment methods	attendance, in-class participation and project		
Learning outcomes	<p>- familiarity with different approaches to the study of Organization and planning of transport an ability to apply these to contemporary collective and, and political behavior -an ability to formulate and construct logical arguments economic aspects of urban transport systems and developments and an ability to evaluate these through empirical and theoretical methods -an understanding of how works economic organization and planning of transport in UE</p>		

Required readings	<p>1. Schorpp, S., Dynamic Fleet Management for International Truck Transportation, Gabler Verlag, Wiesbaden, 2011 www.amazon.com</p> <p>2. Regulation (Ec) No 561/2006 Of The European Parliament And Of The Council. 3</p> <p>3. Regulation (Ec) No 1071/2009 of the European Parliament and of the Council.</p>
Supplementary readings	
Additional information	<p>http://greenlineextension.eot.state.ma.us/</p> <p>http://www.thetransportpolitic.com/2010/10/13/transit-mode-share-trends-looking-steady-railappears-to-encourage-non-automobile-commutes/ (These sources are mere suggestions. Feel free to look around)</p> <p>http://www.eco-logica.co.uk/pdf/wtpp18.4.pdf</p>

Course title	PRINCIPLES OF MARKETING lectures		
Field of study	Business Management		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation, with films and case studies.		
Person responsible for the course	. Joanna Hernik Assoc. Prof	E-mail address to the person responsible for the course	jhernik@zut.edu.pl
Course code (if applicable)	POM	ECTS points	6
Type of course	optional	Level of course	bachelor/master
Semester	winter / summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	The primary objectives of the course are to: Develop a working knowledge of marketing Link marketing theory with marketing practice Develop and analyze marketing cases effectively utilizing marketing diagnostics		
Entry requirements / prerequisites	No requirements		
Course contents	<ol style="list-style-type: none"> 1. Marketing – creating and capturing customer value. 2. Company and marketing strategy. 3. Analyzing the marketing micro- and macro- environment. 4. Marketing research. 5. Market segmentation. 6. Product and service decisions, branding strategy. 7. Marketing channels, delivering customer value. 8. Retailing and wholesaling. 9. Promotion mix, communication process. 10. Pricing strategies. 11. Direct and online marketing. 		
Assessment methods	Written short exam, attendance, in-class participation, homework and project		
Learning outcomes	<ol style="list-style-type: none"> 1. student is able to analyze properly problems of marketing management 2. is able to forecast processes and socio-economic phenomena related to business activity 3. has the ability to analyze proposed solutions, suggests appropriate elucidations 4. can prepare a marketing program for a company 5. can cooperate in a group 		
Required readings	Ph. Kotler and G. Armstrong, "Principles of Marketing", Prentice Hall 2010.		
Supplementary readings	Interesting information can be found also here: http://adage.com/ (Ad & Marketing news) http://www.marketingpower.com/ (Marketing News from AMA, Resource Library)		
Additional information			

Course title	PRINCIPLES OF MICROECONOMICS lectures		
Field of study	Economics, Management, Tourism		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation through case studies.		
Person responsible for the course	Prof. Constantinos Charalambous	E-mail address to the person responsible for the course	charalambous@gmail.com
Course code (if applicable)	PM	ECTS points	4
Type of course	compulsory	Level of course	S1, N1 (bachelor)
Semester	summer	Language of instruction	English
Hours per week	Block Teaching	Hours per semester	20
Objectives of the course	The primary objectives of the course are to: Understand the basic economic problem of scarcity Comprehend how individual consumers make decisions and allocate their scarce resources Understand how firms decide what to produce and how		
Entry requirements	No requirements.		
Course contents	I.DEFINITIONS AND FUNDAMENTAL CONCEPTS. 1. The Scope and Method of Economics. 2. The Economic Problem: Scarcity and Choice. 3. Demand, Supply, and Market Equilibrium. 4. Demand and Supply Applications . 5. Elasticity II. FOUNDATIONS OF MICROECONOMICS: CONSUMERS AND FIRMS. 6. Household Behavior and Consumer Choice 7. The Production Process: The Behavior of Profit-Maximizing Firms. 8. Short-Run Costs and Output Decisions. 9. Long-Run Costs and Output Decisions.		
Assessment methods	Written short exam, attendance, in-class participation.		
Recommended readings	Case, K.E. and Fair, R.C (2012) Principles of Microeconomics. 10th edition. Prentice Hall.		
Additional information	Interesting information can be found also here: www.everyday-economist.com		

Course title	PRINCIPLES OF TOURISM lectures		
Field of study	Economics, Management, Tourism		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	Agnieszka Brelik Assoc. Prof	E-mail address to the person responsible for the course	agnieszka.brelik@zut.edu.pl
Course code (if applicable)	POT	ECTS points	6
Type of course	Compulsory	Level of course	S1, N1, S2, N2
Semester	winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	Students learn about basic issues of tourism and this will give an overview of tourism and definitions connected with tourism movement services. This module is introduced to make students familiar with the subject. It provides an overview of principle and the elements of tourism demand, destinations and tourism futures.		
Entry requirements	Basic knowledge about micro and macroeconomics		
Course contents	<ol style="list-style-type: none"> 1. Introduction to the tourism 2. Definitions of tourism. 3. Forms of tourism. 4. Study approaches – basic approaches to the study of tourism 5. Europe and tourism – how does it look like in Europe? 6. How tourism is organized: World, National, Local and Regional Organizations 7. How tourism is organized: Industry Segments and Trade Associations 8. International Tourism for Life's enrichment 9. Trends in European and world tourism. 		
Assessment methods	A case study presentation		
Recommended readings	<ol style="list-style-type: none"> 1. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman. 2. McIntosh Robert W., Goeldner Charles R., Tourism. Principles, Practices, Philosophies. John Wiley&Sons Inc. USA 1986. 3. Norma Polovitz Nickeson Foundations of Tourism Prntice Hall 1996 		
Additional information	Agnieszka Brelik PhD Department of Political Economics and Tourism agnieszka.brelik@zut.edu.pl		

Course title	PROJECT MANAGEMENT TOOLS AND TECHNIQUES lectures		
Field of study	Management , Interdisciplinary		
Teaching method	Lectures		
Person responsible for the course	Kleanthis SIRAKOULIS, Associate Professor, TEI of Thessaly, GREECE	E-mail address to the person responsible for the course	sirakoul@teilar.gr
Course code (if applicable)	PMT	ECTS points	6
Type of course	Elective	Level of course	S1, S2, N1, N2
Semester	Winter	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	Gaining basic knowledge on managing by project methodology. Students will obtain skills in: problem identification, exploring the need for a change, project planning. They will make practice on project scheduling using PERT/CPM and they will discover the problem of accuracy in project duration and cost estimations.		
Entry requirements / prerequisites	Basic mathematics and economics		
Course contents	<ol style="list-style-type: none"> 1. Project, programme and portfolio: definitions. Identifying the problem. The Project (Life)-Cycle Management. Stakeholder analysis. Needs analysis. Aims analysis. Analysis of strategies. The Logical Framework Approach. 2. The Goal Oriented Project Planning methodology. Simulation of the method. Completing the LFA project matrix. 3. Planning activities. Early time and cost estimates. Interpreting the project in a network. The PERT/CPM method. Estimating the duration and the cost of the project. Total and free float of each activity. The critical path. 4. Time – cost tradeoffs. Monitoring and controlling the project in terms of duration and expenditures. 5. Earned Value Management: Making estimations for the duration and the budget. The Planned Value Method. The Earned Duration method. The Earned Schedule method. Comparing the results. The problem of accuracy. 		
Assessment methods	In-class activity and participation, written exam.		
Learning outcomes	Understanding the role and the significance of the triangle time – cost – quality in any project. Analyzing the constraints in the above parameters in any phase of the project life-cycle. Applying and evaluating the resource availability for an effective schedule. Applying and evaluating the appropriate techniques in project scheduling and project controlling.		
Required readings	Vanhoucke, M. (2012) <i>Project Management with Dynamic Scheduling: Baseline Scheduling, Risk Analysis and Project Control</i> , Springer Science+ Business Media.		
Supplementary readings	<ol style="list-style-type: none"> 1. Jozefowska J. and J. Weglarz (2006) <i>Perspectives in Modern Project Scheduling</i>, Springer. 2. Mantel, S.J. Meredith, J.R. Shafer, S.M. and M.M. Sutton (2001) <i>Project Management in Practice</i>, New York: John Wiley & Sons, Inc. 3. Nicholas, J. and H. Steyn (2008) <i>Project Management for Business, Engineering and Technology</i> (3rd edition), Elsevier: Burlington MA 		

	<ol style="list-style-type: none">4. Thomas, J. and M. Mullaly (2008) <i>Researching the Value of Project Management</i>, Pennsylvania: Project Management Institute5. Turner, J.R. (2009) <i>The Handbook of Project-Based Management</i>, McGraw-Hill6. Vanhoucke, M. (2009) <i>Measuring Time: Improving Project Performance Using Earned Value Management</i>, Springer Science+ Business Media.
Additional information	

Course title	QUALITY MANAGEMENT IN BUSINESS lectures		
Field of study	Economics, management		
Teaching method	Lectures (based on ppt presentations, inter-activity and dialogue), Seminar discussions, Case studies		
Person responsible for the course	Wojciech Lewicki PhD	E-mail address to the person responsible for the course	Wojciech.Lewicki@zut.edu.pl
Course code (if applicable)	OMB	ECTS points	6
Type of course	Compulsory	Level of course	bachelor
Semester	Summer/Winter	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	Explain the concepts of Quality Management in Business. Diagnose problems in the quality improvement process. Identify ethical and unethical behavior in Quality Management in Business. Apply various quality improvement techniques.		
Entry requirements / prerequisites	No requirements		
Course contents	The definition of Quality Management in Business The nature of Quality Management in Business Quality Management principles Defining Quality Cost of Quality Recognizing Quality Benefits of Quality Management Implementing of Quality Management in Business		
Assessment methods	class discussion, attendance, oral exam, project		
Learning outcomes	At the end of the courses, students can ; explain basic topics about quality management in business. - explain evolution of quality management business. Explain the basic elements of total quality management business. explain the importance of leadership and motivation in quality management business.		
Required readings	1. Hoyle D., Quality Management Essentials, Butterworth-Heinemann, Oxford 2007; 2. Nanda V., Quality Management System Handbook for Product Development Companies, CRC Press, Florida 2005; 3. Bartley R., Tools for Quality Management, Bureau of International Recycling, Brussels;		
Supplementary readings	1. Goetsch, D. L., & Davis, S. B. (2016). <i>Quality management for organizational excellence: Introduction to total quality</i> (8th ed.). Upper Saddle River, NJ: Pearson.		
Additional information			

Course title	QUANTITATIVE METHODS OF ECONOMICS Lectures, laboratory		
Field of study	Economics		
Teaching method	Lectures, laboratory		
Person responsible for the course	tbt Joanna Perzyńska PhD Maciej Oesterreich PhD	E-mail address to the person responsible for the course	Joanna Perzyńska PhD Maciej Oesterreich PhD
Course code (if applicable)	ECS	ECTS points	6
Type of course	Compulsory	Level of course	Compulsory
Semester	Winter/ summer	Language of instruction	Winter/ summer
Hours per week	2	Hours per semester	30
Objectives of the course	The primary objectives of the course is to gain theoretical and practical knowledge about application of various methods of econometric analysis - analysis of the production process; efficiency analysis; cost analysis; breakeven analysis. There will be also presented linear programming method to optimization transport routes (cost and time criteria).		
Entry requirements / prerequisites	Completed courses on mathematics, statistics, econometrics. Basic knowledge on economics.		
Course contents	Estimation and validation of production function (Cobb-Douglas function). Application of production function and work efficiency function. Classical and econometrical breakeven analysis. Cost production analysis. Transportation problem.		
Assessment methods	In-class activity and participation, written tests.		
Learning outcomes	Student will obtain skills in: estimation and verification of econometric models of production, forecasting on the basis of econometric models of production and work efficiency function, analysis of breakeven, cost production analysis, solving transportation problems (time / cost criteria)		
Required readings	F. S. Hillier, G.J. Lieberman, Introduction to Operations Research Paul G. Farnham, Economics for Managers		
Supplementary readings			
Additional information			

Course title	STRATEGIC MANAGEMENT Lectures		
Field of study	Economics; Management		
Teaching method	Lectures: interactive teaching in order to engage students and stimulate their critical thinking. Conventional lectures will be enriched with video presentations and lectures given by the representatives from the practice. Seminars-/-exercises: In this part of the learning activities, the students will have the opportunity to actively participate in the discussion that refers primarily to the analysis of case studies with the aim of linking theory and practice.		
Person responsible for the course	Gunta Grinberga-Zalite, Associate professor Anna Sworowska, PhD	E-mail address to the person responsible for the course	gunta.grinberga@llu.lv anna.sworowska@zut.edu.pl
Course code (if applicable)	STM	ECTS points	6
Type of course	Elective	Level of course	S1, S2
Semester	Winter/Summer	Language of instruction	English
Hours per week	Block teaching	Hours per semester	30
Objectives of the course	This is one of the key subjects in the field of business economics and management, and the very nature of the subject which is primarily related to the close connection between theory and practice, sets its main goals, as well as the methods of learning. The overall goal of the subject is to offer students, in a simple but systematic way, a good foundation in the field of strategic management and to interest them to a greatest possible extent in further studies in relevant areas. In terms of academic content, the subject has three objectives: a) allow students to learn and understand the conceptual issues of the subject and its integral relationship with other fields in economics and management, b) provide students with understanding the strategic management by combining general theoretical settings of strategic management with practical implications in the modern enterprise whose management is dictated by the dynamic business environment, and c) to provide students with tangible strategic analysis, design, implementation, and skills that can be easily applied in practice.		
Entry requirements / prerequisites	There aren't any.		
Course contents	Strategy and management: a conceptual and contextual understanding; analysis of external factors-the structure and sector analysis; analysis of internal factors – analysis of company resources, value chain analysis and analysis of other suitable methods; business strategy and new paradigms of business strategy; strategies of corporations and enterprise growth; growth strategy through mergers and acquisitions, strategic management in the public sector; strategic management in the public sector; strategic management of the innovations; innovations and business networking; strategy of international enterprises and strategy of internationalization of enterprises; international market and the strategy of its conquest; strategic response to recent changes in the global market.		
Assessment methods	class discussion, attendance		
Learning outcomes	Students have understanding of theoretical aspects and practical skills necessary for strategic management of a business entity: analysis of business environment; selection of the most appropriate corporate, business and functional level strategies as well as development of the system of their adoption and supervision to meet the overall company's goals.		
Required readings	<ol style="list-style-type: none"> 1. Dersky H. (2016) International Management: Managing Across Borders and Cultures, Text and Cases (9th Edition) 2016 , 504p. 2. Parnell J. (2016) Strategic Management : Theory and Practice 4th Revised edition. London: SAGE Publications Inc. , 2014. 641 lpp. ISBN 978-4522-3498-4 		

	<ol style="list-style-type: none">3. Clegg S., Carter C. (2011) Strategy : Theory & Practice. London : SAGE Publications Ltd, 460 lpp. ISBN 978-1-84920-151-34. Dagnino G., Cinci M. (2016) Research Methods for Strategic Management : A Research Methods Handbook. New York: Routledge, 2016. 377 lpp. ISBN 978-0-415-50620-5
Supplementary readings	
Additional information	

Course title	STATISTICS Lectures		
Field of study	Economics; Management		
Teaching method	Lectures, laboratory		
Person responsible for the course	tbt Joanna Perzyńska PhD Maciej Oesterreich PhD	E-mail address to the person responsible for the course	joanna.perzynska@zut.edu.pl Maciej.oesterreich@zut.edu.pl
Course code (if applicable)	STA	ECTS points	6
Type of course	Compulsory	Level of course	S1, S2, N1, N2
Semester	Winter/ summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	The main goal of the course is to gain by student theoretical and practical knowledge of descriptive statistics and statistical inference.		
Entry requirements / prerequisites	Completed course on mathematics. Basic knowledge on economics.		
Course contents	Basic notions of statistics. Presentation of statistical data. Stages of statistical survey. Analysis of mass phenomena structure. Numerical summary measures. Exploratory data analysis. Analysis of mass phenomena interdependence. Regression and correlation analysis. Simple and multiple linear regression. Analysis of time series. Dynamics index. Decomposition of time series. Basic notions of probability theory. Random variable and its distribution. Estimation of population parameters. Estimator and its properties. Confidence interval. Testing statistical hypothesis. Parametric and nonparametric significance tests.		
Assessment methods	In-class activity and participation, written tests.		
Learning outcomes	Obtaining skills in: presentation and analysis of statistical data, application of computer software to solving statistical problems, use of statistical method for the analysis of economic and managerial issues.		
Required readings	Anderson D., Sweeney D., Williams T., <i>Statistics for Business and Economics</i> , South-Western Cengage Learning, 2011 Ramsey J., <i>The Elements of Statistics with Applications to Economics and the Social Sciences</i> , South-Western College Pub, 2001. Gentle J., <i>Elements of Computational Statistics</i> , Springer, 2005.		
Supplementary readings			
Additional information			

Course title	STRATEGIC INVESTING Lecture, workshop		
Field of study	Economics; Management		
Teaching method	Lecture, workshop		
Person responsible for the course	Prof. Patrick Moore	E-mail address to the person responsible for the course	patrick.moore@fh-stralsund.de
Course code (if applicable)	S IV	ECTS points	6
Type of course	Elective	Level of course	S1
Semester	Winter/Summer	Language of instruction	English
Hours per week	- block teaching -	Hours per semester	30
Objectives of the course	<p>Students learn how to invest financial means</p> <p>a) as this is done by institutional investors such as fund companies, insurances or highly profitable and liquid non-banks.</p> <p>b) as provision for the own retirement, as the state retirement will hardly secure a subsistence level.</p> <p>In doing so we shall have a close look at targets, asset classes and investment strategies.</p>		
Entry requirements	The students should have a basic understanding of economics, accounting and finance (e.g. Corporate Finance).		
Course contents	<ol style="list-style-type: none"> 1. Introduction: Remembering the Main Themes of Investments such as Multinational Capital Budgeting, Multinational Cost of Capital and Capital Structure, Real Assets vs. Financial Assets or Direct Foreign Investments vs. Capital or Portfolio Investment 2. Markets and Instruments; Such as Money Markets, Fixed-Income Capital Markets, Equities, Indexes, Derivatives, Countries 3. Portfolio Theory Risk and Risk Aversion - Asset Allocation - Portfolio Management - Investment Strategies 		
Assessment methods	<ol style="list-style-type: none"> a. You shall work on a selected theoretical topic ... and b. You shall work on developing a special fund, a Euro-based investment fund (even if for the next years Poland will not have the Euro as currency). Here we may distinguish between <ol style="list-style-type: none"> 4. a private portfolio and 5. a commercially run fund <p>You will hold a short (10 minutes) presentation on (1) and a comprehensive presentation on (2)</p>		
Recommended readings	<p>Zvi Bodie, Alex Kane and Alan Marcus, Investments, 2013</p> <p>Madura, Jeff and Fox, Roland: International Financial Management, 3rd ed.; South Western / Cengage Learning EMEA, Hampshire UK, 2014</p> <p>William Sharpe: Portfolio Theory and Capital Markets: The Original Edition (of 1970, reprint) – December 17, 1999</p> <p>Sharpe, William F.; Alexander, Gordon J.; Bailey, Jeffery V.: Investments, 6th ed., Hall 1999</p> <p>Armstrong, Frank: Investment Strategies for the 21st Century, http://investorsolutions.com/media/books/investment-strategies-for-the-21st-century/</p>		
Additional information	<p>www.investopedia.com</p> <p>http://markets.ft.com/research/Markets/Overview?ftauth=1227981316545</p> <p>Investment-pages of banks</p>		

Course title	SUSTAINABLE DEVELOPMENT Lectures		
Field of study	Economics; Management		
Teaching method	Lecture & workshop		
Person responsible for the course	Aleksandra Grzesiuk Assoc. Prof.	E-mail address to the person responsible for the course	aleksandra.grzesiuk@zut.edu.pl
Course code (if applicable)	SD	ECTS points	6
Type of course	elective	Level of course	S2
Semester	Winter/summer	Language of instruction	English
Hours per week	2	Hours per semester	30
Objectives of the course	<p>The core course objectives and learning goals for this course include:</p> <ol style="list-style-type: none"> 1. Basic understanding of the historical evolution and impact of SD; examples from Poland and other countries 2. The critical assessment of alternative approaches to SD based on an understanding of the fundamental environmental and economic concepts and principles of SD 3. A basic understanding of the influence of national cultures, diverse political systems, interest groups, social movements and other social structures on SD 4. An appreciation for the impact of business based operational systems, management philosophies, ethical considerations and decision making styles in respect to SD to support career development. 		
Entry requirements / prerequisites	Principles of Economics		
Course contents	<ol style="list-style-type: none"> 1. From Malthus to Sustainable Development 2. Challenges of Sustainable Development 3. Global Environmental Issues 4. Sustainable Development Indicators 5. Environmental Assessment 6. Environmental Management: Trends and Issues 7. Best Practices – case studies 		
Assessment methods	activity exercises during classes; essay and presentation		
Learning outcomes	<ol style="list-style-type: none"> 1. Student characterizes and identifies the key issues of sustainable development concept. 2. Student analysis and interprets the processes of SD 3. Student identifies social, political and economic problems connected with SD 		
Required readings	<p>J. Blewitt, Understanding Sustainable Development, Taylor & Francis 2017 Jeffrey D. Sachs, The Age of Sustainable Development, Columbia University Press, New York 2015 Peter Rogers, Kazi F. Jalal, John A. Boyd, An Introduction to Sustainable Development, Glen Educational Foundation, 2008</p>		
Supplementary readings	Challenges of Sustainable Development in Poland, Sendzimir Foundation Krakow 2010, http://www.sendzimir.org.pl/images/Challenges_of_Sustainable_Development_in_Poland.pdf		
Additional information			

Course title	THEORY OF CONSUMPTION Lectures		
Field of study	Economics; Management		
Person responsible for the course	Constantinos Charalambous, PhD	E-mail address to the person responsible for the course	charalambous@everyday-economist.com
Course code (if applicable)	TC	ECTS points	4
Type of course	elective	Level of course	S1/S2
Semester	summer	Language of instruction	English
Hours per week	block teaching	Hours per semester	20
Teaching method	In-class Lectures		
Objectives of the course	<ol style="list-style-type: none"> 1. Learn about the basic economic problem 2. Discover how preferences are formed 3. Link preferences and demand function 4. Learn about market theory 		
Entry requirements	No entry requirements		
Course contents	<ol style="list-style-type: none"> 1. The economic problem, scarcity and choice 2. Demand and the factors affecting demand 3. Market equilibrium 4. Elasticity 5. Household behavior and consumer choice 6. Utility and maximization 		
Assessment methods	Written short exam, attendance, in-class participation and project		
Recommended readings	Case, K.E. and Fair, R.C (2012) Principles of Microeconomics. 10 th edition. Prentice Hall.		
Additional information	Lecture notes will be provided to supplement book chapters		

Course title	TOURISM AND ENVIRONMENT Lectures		
Field of study	Economics, Management, Tourism		
Person responsible for the course	Zoran Tuntev	E-mail address to the person responsible for the course	germanoff.ohrid@gmail.com
Course code (if applicable)	TE	ECTS points	6
Type of course	Elective	Level of course	S1/S2
Semester	Winter/summer	Language of instruction	English
Hours per week	Block teaching	Hours per semester	30
Teaching method	Oral lectures, power point presentations		
Objectives of the course	Lectures focused on modern trends in tourism vis-à-vis protection of the environment; Sustainable development of tourism		
Entry requirements	Students (both under and post graduate)		
Course contents	Economy versus Ecology Tourism Exploitation and Nature Protection Agenda 21 in Tourism Sustainable Tourism Development Future of Tourism		
Assessment methods	Oral Examination; Written Test (if necessary)		
Recommended readings	Tuntev Z. (2005): Tourism and Environment, FTU Ohrid		
Additional information	Zoran Tuntev, Ph.D. St. Kliment University Faculty of Tourism and Hospitality Ohrid, Macedonia +389 70 261 301		

Course title	TOURISM BUSINESS IN THE EUROPEAN UNION Lectures		
Field of study	Economics; Management		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	Agnieszka Brelik Assoc. Prof.	E-mail address to the person responsible for the course	Agnieszka.Brelik@zut.edu.pl
Course code (if applicable)	TBE	ECTS points	6
Type of course	Compulsory	Level of course	Bachelor/master
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	Students learn about basic issues of tourism business in European Union and this will give an overview of tourism industry and various organizations. This module is introduced to make students familiar with the subject. It provides an overview of principle and the elements of tourism policy, financing and statistics.		
Entry requirements	No requirements.		
*Course contents	<ol style="list-style-type: none"> 1. Introduction 2. The importance of tourism in EU 3. Position of tourism in the organizational structure of EU 4. Competences of EU in the field of tourism 5. Directives-solutions of EU in the field of tourism 6. Tourism statistics - arrivals, receipts, expenditure and other economic indicators 7. Information sources in the field of tourism 8. Financing of the programs in the field of tourism 9. Tourism policy in the EU 		
Assessment methods	A case study presentation		
Recommended readings	<ol style="list-style-type: none"> 1. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi 2. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi 3. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition) 4. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985 5. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990 6. Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976 		
Additional information	Agnieszka Brelik PhD Department of Political Economics and Tourism agnieszka.brelik@zut.edu.pl		

Course title	TOURISM MANAGEMENT lectures		
Field of study	Economics, Management, Tourism		
Teaching method	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
Person responsible for the course	. Agnieszka Brelik Assoc. Prof	E-mail address to the person responsible for the course	Agnieszka.Brelik@zut.edu.pl
Course code (if applicable)	TMG	ECTS points	6
Type of course	Compulsory	Level of course	Bachelor/master
Semester	Winter/summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	Students learn about basic issues of tourism management and this will give an overview of tourism industry and various organizations. This module is introduced to make students familiar with the subject. It provides an overview of principle and the elements of tourism demand, destinations and tourism futures.		
Entry requirements	No requirements.		
Course contents	0. An introduction to tourism 1. Managing tourism demand 2. Tourism consumer behaviour 3. The economic impact of tourism 4. The environmental impact of tourism 5. Tourism development and planning 6. Tourism under crises 7. The tourism sector (attractions, accommodation, public sector and policy) 8. Managing marketing for tourism 9. Information technology in tourism 10. The future of tourism		
Assessment methods	A case study presentation		
Recommended readings	1. Gill, S. Pushpinder, "Tourism Planning and Management", Anmol Publications, 2003. 2. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth. 3. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman. 4. Seth, P.N., (1999) Successful Tourism Management (Vol1&2)		
Additional information	Agnieszka Brelik PhD Department of Political Economics and Tourism agnieszka.brelik@zut.edu.pl		

Course title	THESIS SEMINAR (PREPARATION OF THESIS) seminar		
Field of study	Business Management / Economics / Tourism		
Teaching method	Individual meetings with a student depending on the topic of thesis and research needs		
Person responsible for the course	Tbt	E-mail address to the person responsible for the course	tbt
Course code (if applicable)	TS	ECTS points	30 (including 28 points for own work on a survey and preparation of thesis)
Type of course	Optional	Level of course	Bachelor/master
Semester	Winter / summer	Language of instruction	English
Hours per week	2 h	Hours per semester	30
Objectives of the course	Student should be able to: Prepare a concept of a thesis Explain rules of thesis and research questions principles Select an appropriate method of research Conduct analysis of the research part of the thesis Solve research problems Obey standards of writing theses Present results of research		
Entry requirements / prerequisites	Basic knowledge of economics and management		
Course contents	Verification of concept and plan of a thesis (10 hours of own work) Formulation and rules on research questions (20 hours of own work) Methods of research (20 hours of own work) Analysis of research part of a thesis (30 hours of own work) Solving research problems (20 hours of own work) Standards of theses writing (20 hours of own work) Presentation of research results (30 hours of own work)		
Assessment methods	Assessment of progress based on materials delivered by a student and attendance at meetings		
Learning outcomes	student has the ability to analyze research problems student has the ability to create own research plan scientific texts research reports student can present results of work in a form of multimedia presentations		
Required readings	Rowena Murray, "How to Write a Thesis", Open University Press 2006 David Evans; Paul Gruba; Justin Zobel, "How to Write a Better Thesis", Springer 2014		
Supplementary readings	Please go also to: Kim Kastens, Stephanie Pfirman, Martin Stute, Bill Hahn, Dallas Abbott, and Chris Scholz : "How to Write Your Thesis" http://www.ideo.columbia.edu/~martins/sen_sem/thesis_org.html		
Additional information			

Название курса	ЭКОНОМЕТРИКА		
Область исследования	Экономика, Менеджмент		
Методы обучения	Лекции, лаборатории		
Осуществляющее лицо	Joanna Perzyńska PhD	E-mail	joanna.perzynska@zut.edu.pl
Код курса	ЭКТР	Кредиты ECTS	6
Тип курса	Обязательный	Уровень обучения	S1, S2, N1, N2.
Семестр	Зимний /летний	Язык преподавания	Русский
Количество часов в неделю	2	Количество часов в семестре	30
Цели обучения	Получение базовых знаний в области теории эконометрики, эконометрических моделей и методов, а также их использование для описания экономических явлений.		
Предварительные требования	Завершенные курсы по математике и статистике. Базовые знания по экономике.		
Содержание курса	<p>Линейные эконометрические модели. Метод наименьших квадратов. Нелинейные эконометрические модели. Оценка и проверка эконометрических моделей. Теорема Гаусса – Маркова. Автокорреляция и гетероскедастичность. Теорема Эйткена. Обобщенный метод наименьших квадратов. Модели временных рядов. Эконометрическое прогнозирование. Ошибки прогнозов.</p>		
Методы оценки	Участие и активность в классе, письменные тесты.		
Результаты обучения	Получение навыков: оценка и проверка эконометрических моделей, прогнозирование на основе эконометрических моделей, применение компьютерных программ для решения эконометрических проблем, применение эконометрических моделей для анализа экономических вопросов.		
Литература	Доугерти К., <i>Введение в эконометрику</i> , ИНФРА-М, 2009 <i>Эконометрика</i> П/р Елисейевой И., Проспект, 2009		
Дополнительная литература	Елисейева И., Юзбашев М. , <i>Библиотека статистики</i> М, 2003		
Дополнительная информация			

Название курса	ЭКОНОМИКА УПРАВЛЕНИЯ		
Область исследования	Экономика, Менеджмент		
Методы обучения	лекции, семинары		
Осуществляющее лицо	Grażyna Karmowska	E-mail	grazyna.karmowska@zut.edu.pl
Код курса		Кредиты ECTS	5
Тип курса (обязательны / по выбору)		Уровень обучения	II
Семестр зима / лето		Язык преподавания	русский
Количество часов / неделю		Количество часов в семестре	30
Цели обучения			
Предварительные требования	Основы экономики предприятия Основы математики, алгебры и математического анализа;		
Содержание (предмет)	<p>Анализ производства. Средняя производительность, производительность маргинальная, гибкость производства, масштабы производства, изокванты, относительный рост.</p> <p>Анализ затрат. Математические функции затрат. Затраты средние, маргинальные, оптимальные.</p> <p>Анализ эффективности. Эффективность и производительность - математические функций: командные и индивидуальные.</p> <p>Анализ спроса. Спрос и математические функций спроса.</p>		
Методы оценки	решения задач и интерпретации решений		
Литература	<ol style="list-style-type: none"> 1. Е. Н. Ломкова, А. А. Эпов, Экономико-математические модели управления производством (теоретические аспекты) Учебное пособие. Волг ГТУ, Волгоград, 2005. http://www.aup.ru/books/m997/ 2. Моделирование экономических процессов, ред. М.В. Грачевой, Л.Н. Фадеевой, Ю.Н. Черемных. – Москва.: ЮНИТИ-ДАНА, 2005. 3. Математические методы в экономике, Замков О.О., Толстопятенко А.В., Черемных Ю.Н., Москва.: Дело и Сервис, 2001. 4. Фомин, Г. П., Математические методы и модели в коммерческой деятельности, Москва : Финансы и статистика : Инфра-М, 2009. 		
Дополнительные информации			

Название курса	СТАТИСТИКА		
Область исследования	Экономика, Менеджмент		
Методы обучения	Лекции, лаборатории		
Осуществляющее лицо	Joanna Perzyńska PhD	E-mail	joanna.perzynska@zut.edu.pl
Код курса	СТАТ	Кредиты ECTS	6
Тип курса	Обязательный	Уровень обучения	S1, S2, N1, N2.
Семестр	Зимний /летний	Язык преподавания	Русский
Количество часов в неделю	2	Количество часов в семестре	30
Цели обучения	Получение базовых знаний описательной статистики и статистических выводов.		
Предварительные требования	Завершенный курс по математике. Базовые знания по экономике.		
Содержание курса	<p>Основные понятия статистики. Представление статистических данных. Этапы статистического исследования. Анализ структуры массовых явлений. Анализ взаимозависимости массовых явлений. Регрессионный и корреляционный анализ. Анализ временных рядов. Разложение временного ряда. Основные понятия теории вероятностей. Оценка параметров распределения. Статистические проверка гипотез.</p>		
Методы оценки	Участие и активность в классе, письменные тесты.		
Результаты обучения	Получение навыков: представление и анализ статистических данных, применение компьютерного программного обеспечения для решения статистических задач, использование статистических методов для анализа экономических и управленческих вопросов.		
Литература	Елисеева И., Юзбашев М., <i>Статистика</i> М, 2003 Балинова В., <i>Статистические методы в экономике</i> , Проспект, 2004		
Дополнительная литература			
Дополнительная информация			

Название курса	МАТЕМАТИКА		
Область исследования	Экономика, Менеджмент		
Методы обучения	Лекции, лаборатории		
Осуществляющее лицо	Joanna Perzyńska PhD	E-mail	joanna.perzynska@zut.edu.pl
Код курса	MAT	Кредиты ECTS	6
Тип курса	Обязательный	Уровень обучения	S1, S2, N1, N2.
Семестр	Зимний /летний	Язык преподавания	Русский
Количество часов в неделю	2	Количество часов в семестре	30
Цели обучения	Теоретические и практические знания об использовании математических инструментов в анализе функций двух переменных и теории матриц.		
Предварительные требования	Основы математики.		
Содержание курса	Частные производные функций. Экстремум функции двух переменных. Линейная алгебра – матрицы. Системы линейных уравнений. Методы решения систем уравнений.		
Методы оценки	Участие и активность в классе, письменные тесты.		
Результаты обучения	Получение навыков: находя локального и глобального экстремум функции двух переменных, матричные операции, решение систем линейных уравнений, применение компьютерного программного обеспечения для решения математических задач.		
Литература	Пучков Н. П., Денисова А. Л., Щербакова А. В. Тамбов, <i>Математическое Учение</i> Изд-во Тамб. гос. техн. ун-та, 2002		
Дополнительная литература			
Дополнительная информация			

Название курса	МАТЕМАТИЧЕСКАЯ ЭКОНОМИКА		
Методы обучения	лекции, семинары		
Осуществляющее лицо	Grażyna Karmowska	E-mail	grazyna.karmowska@zut.edu.pl
Код курса		Кредиты ECTS	6
Тип курса (обязательны / по выбору)		Уровень обучения	II
Семестр зима / лето		Язык преподавания	русский
Количество часов / неделю		Количество часов в семестре	30
Цели обучения	<p>Студент узнает, что такое "математическая экономика", каковы ее цели и задачи, ознакомится с ее специфической методологией;</p> <p>Поймет роль математического моделирования в экономике, основные свойства и требования к нему, ознакомится с этапами и содержанием экономико-математических исследований;</p> <p>Получит представление о моделях оптимизации и принятия решения в экономике, как описываются математически поведения экономических субъектов.</p>		
Предварительные требования	Основы математики, алгебры и математического анализа; экономики		
Содержание (предмет)	<p>Модели инпут-аутпут. Компании, работающей в условиях совершенной конкуренции, монополии условиях. Базовые модели дуополии и олигополии. Модели потребительского выбора. Предельный доход и средний доход. Излишек потребителя. Выбор между работой и отдыхом. Баланс. Сравнительная статика. Общее равновесие. Экономическое регулирование. Экономическая динамика.</p>		
Методы оценки	решения задач и интерпретации решений		
Литература	<p>1. Математическая экономика: Учебник для вузов, Колемаев В.А. Изд. ЮНИТИ-ДАНА, 2012</p> <p>2. Учебник по математической экономике с теорией и задачами, Данилов Н.Н. Иноземцева Л.П. http://www.math.kemsu.ru/kmk/subsites/matekon/zaglav.html</p> <p>3. Аллен Р. Математическая экономика, Москва. Ил, 1963</p>		
Дополнительные информации			

Название курса	МЕТОДЫ ИЗМЕРЕНИЯ РЕГИОНАЛЬНОГО РАЗВИТИЯ		
Методы обучения	лекции, семинары		
Осуществляющее лицо	Grażyna Karmowska	E-mail	grazyna.karmowska@zut.edu.pl
Код курса		Кредиты ECTS	5
Тип курса (обязательны / по выбору)		Уровень обучения	II
Семестр зима / лето		Язык преподавания	русский
Количество часов / неделю	2 h	Количество часов в семестре	30
Цели обучения	Студент должен получить знания о существенных факторах, которые определяют социо-экономическое развитие отдельных регионов; уметь проводить региональные анализы с помощью наиболее распространенных методов, выявлять слабые и сильные стороны отдельных регионов		
Предварительные требования	Основы экономики и математики		
Содержание (предмет)	Метода анализа иерархий Определение оценки - Цели и задачи оценки - Фазы процесса оценивания Методы оценки - Анализ достижения целей - Анализ влияний и проверка эффективности - Анализ успехов - Когзэртный анализ		
Методы оценки	курсовые работы		
Литература	1. С.Н. Бобылев, Индикаторы устойчивого развития: Региональное измерение. http://www.ecologyandculture.ru/upload/File/Bobylev_1.pdf 2. Региональная экономика и управление. <i>Филиппов Г.Г., Филиппов В.П.</i> М.: ИНФРА-М, 2006 3. Управление экономическими системами: электронный научный журнал. http://uecs.ru/uecs42-422012/item/1401-2012-06-14-08-44-22		
Дополнительны е информации			

IN SPANISH LANGUAGE / EN IDIOMA ESPAÑOL

Course title	DIRECCIÓN FINANCIERA		
Field of study	F i n a n c e		
Teaching method	Clases magistrales, resolución de ejercicios, prácticas en Excel		
Person responsible for the course	Antonio Minguez-Vera PhD	E-mail address to the person responsible for the course	minver@um.es
Course code (if applicable)	DF	ECTS points	6
Type of course	compulsory	Level of course	S1, S2,
Semester	Winter	Language of instruction	Español
Hours per week	15 h	Hours per semester	30
Objectives of the course	Tras cursar esta asignatura el alumno deberá ser capaz de analizar los efectos de las distintas estructuras financieras sobre los niveles de rentabilidad y riesgo de la empresa, analizar su política de dividendos, conocer las alternativas de financiación disponibles a largo plazo para la empresa, determinar las necesidades operativas de fondos y gestionar el circulante de la empresa.		
Entry requirements / prerequisites	No se necesitan conocimientos previos		
Course contents	<ol style="list-style-type: none"> 1. Introducción a la Estructura de Capital 2. Teoría de la Estructura de Capital 3. Política de Dividendos 4. Gestión de Deudores 5. Gestión de Tesorería 6. Gestión de los Recursos Financieros a corto plazo 		
Assessment methods	Examen con preguntas cortas y ejercicios, asistencia, participación en clase, presentación de prácticas		
Learning outcomes	Tras cursar esta asignatura el alumno deberá ser capaz de analizar los efectos de las distintas estructuras financieras sobre los niveles de rentabilidad y riesgo de la empresa, analizar su política de dividendos, conocer las alternativas de financiación disponibles a largo plazo para la empresa, determinar las necesidades operativas de fondos, gestionar el circulante de la empresa, así como realizar previsiones financieras.		
Required readings	Brealey, R. y Myers, S. (2003): <i>Principios de Finanzas Corporativas</i> , McGraw-Hill, Madrid. Faus, J. y Tàpies, J. (1999): <i>Finanzas operativas</i> . Universidad de Navarra, Pamplona		
Supplementary readings	Ross, S.A.; Westerfield, R.W. y Jaffe, J.F. (2012): <i>Finanzas Corporativas</i> . Irwin. México. Suárez Suárez, A.S (2003): <i>Decisiones óptimas de inversión y financiación en la empresa</i> . Ediciones Pirámide. Madrid		
Additional information	http://cincodias.com/ http://www.expansion.com/ http://www.eleconomista.es/		

Course title	ECONOMÍA FINANCIERA		
Field of study	Finance		
Teaching method	Clases magistrales, resolución de ejercicios, prácticas en Excel		
Person responsible for the course	Antonio Minguez-Vera PhD	E-mail address to the person responsible for the course	minver@um.es
Course code (if applicable)	EF	ECTS points	6
Type of course	compulsory	Level of course	S1, S2,
Semester	Winter	Language of instruction	Español
Hours per week	15 h	Hours per semester	30
Objectives of the course	En esta asignatura se inicia el estudio de las decisiones de inversión en mercados y activos financieros. Al cursar esta asignatura el alumno debe ser capaz de interpretar las cotizaciones y formas de negociación de los distintos mercados y activos financieros, conocer los conceptos básicos de rentabilidad y riesgo, poder diversificar riesgos mediante la adecuada selección de activos dentro de una cartera así como evaluar su performance, y comprender la valoración de activos financieros tanto de renta variable como de renta fija.		
Entry requirements / prerequisites	Los conocimientos recomendables para cursar la asignatura son: experiencia en el uso de hojas de cálculo, estadística básica y matemática financiera		
Course contents	<ol style="list-style-type: none"> 1. La Economía Financiera 2. Teoría de la Formación de Carteras 3. Teoría del Mercado de Capitales 4. Valoración de acciones 5. Valoración de bonos. 		
Assessment methods	Examen con preguntas cortas y ejercicios, asistencia, participación en clase, presentación de prácticas		
Learning outcomes	Al cursar esta asignatura el alumno debe ser capaz de interpretar las cotizaciones y formas de negociación de los distintos mercados y activos financieros, conocer los conceptos básicos de rentabilidad y riesgo, poder diversificar riesgos mediante la adecuada selección de activos dentro de una cartera así como evaluar su performance, y comprender la valoración de activos financieros tanto de renta variable como de renta fija. La guía docente de la asignatura se presenta con total flexibilidad, de tal modo que la dinámica del proceso formativo marcará las posibles modificaciones a realizar en cualquier elemento de la misma.		
Required readings	Ross, S.A.; Westerfield, R.W. y Jaffe, J.F. (2012): Finanzas Corporativas. Irwin. México. Suárez Suárez, A.S (2003): Decisiones óptimas de inversión y financiación en la empresa. Ediciones Pirámide. Madrid		
Supplementary readings	Ferrando, M.; Gómez. A. R.; Lassala, C; Piñol, J. y Reig, A. (2005): Teoría de la Financiación I. Pirámide. Madrid.		
Additional information	http://www.bolsamadrid.es/esp/asp/Portada/Portada.aspx http://www.cnmv.es/portal/home.aspx http://www.bde.es/bde/es/ http://www.bolsasymercados.es/ http://www.bmerf.es/ http://www.bmerv.es/esp/asp/Portada/Portada.aspx http://cincodias.com/ http://www.expansion.com/ http://www.eleconomista.es/		