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<b>Course code</b>	<b>Course title</b>	<b>Person responsible for the course</b>	<b>Semester (winter/summer)</b>	<b>ECTS points</b>
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## **FACULTY OF ECONOMICS**

### **LIST OF COURSES FOR ACADEMIC YEAR 2017/2018**

If you have any questions regarding courses please contact person responsible for the course or faculty coordinator directly.

<http://www.ekonomia.zut.edu.pl/incoming-students.html>

<http://www.facebook.com/EconomicsWPUT>

ACP	<b>Advertising Concepts and Principles</b>	Karolina Ertmanska PhD	winter/summer	5
AGI	<b>Agritourism</b>	Associate Professor Agnieszka Brelik	winter/summer	6
BEP	<b>Basics of Economic Policy</b>	Wojciech Lewicki PhD	winter/summer	6
BSP	<b>Basics of Social Policy</b>	Wojciech Lewicki PhD	winter/summer	4
BEC	<b>Business Economics</b>	Prof. Eleftherios Thalassinios	summer	6
BSE	<b>Business Ethics</b>	Elwira Leśna-Wierszołowicz PhD	winter/summer	6
BSM	<b>Business Management</b>	Prof. Eleftherios Thalassinios	summer	6
BPC	<b>Business Planning and Controlling</b>	Prof. Andra Zvirbule	winter/summer	6
BSS	<b>Business Statistics</b>	Prof. Eleftherios Thalassinios Prof. Kleantlis Sirakoulis	summer	6
CB	<b>Consumer Behaviour</b>	Karolina Ertmanska PhD	winter/summer	5
CAM	<b>Capital Market</b>	Dawid Dawidowicz PhD	winter/summer	6
CAC	<b>Commercial agreements and contracts</b>	Bartosz Dąbrowski PhD	winter/summer	6
CIM	<b>Communication in marketing – workshop</b>	Prof. Maurice Codourey Prof. Eleftherios Thalassinios	winter	4
COF	<b>Corporate Finance</b>	Prof. Patrick Moore	winter/summer	4
COG	<b>Corporate Governance</b>	Gunta Grinberga-Zalite, Dr.oec., Associate Professor	winter/summer	6
CSR	<b>Corporate Social Responsibility (CSR)</b>	Joanna Hernik PhD	winter/summer	4
DHM	<b>Destination and Hotel Management</b>	Prof. D-r Zoran Tuntev	winter/summer	4
DIM	<b>Diversity Management</b>	Joanna Hernik PhD	winter/summer	4
EAL	<b>Economic Analysis</b>	Dawid Dawidowicz PhD	winter/summer	6
ECF	<b>Economic Forecasting</b>	Joanna Perzyńska PhD Maciej Oesterreich PhD	winter/summer	6
ECS	<b>Econometrics</b>	Joanna Perzyńska PhD Maciej Oesterreich PhD	winter/summer	6
ENS	<b>Entrepreneurship</b>	Błażej Suproń MSc	winter/summer	6
EEP	<b>European Economic Policies</b>	Professor Ileana Tache, Ph.D.	winter/summer	6
EI	<b>European Intergration</b>	Associate Professor Agnieszka Brelik	winter/summer	6
EIT	<b>Economy of International Transport</b>	Błażej Suproń MSc	winter/summer	6
FDM	<b>Finance for Decision Making</b>	Prof. Patrick Moore	winter/summer	4
GL	<b>Globalization</b>	Associate Professor Irena Łącka	winter/summer	6
HEI	<b>History of European Integration</b>	Professor Ileana Tache, Ph.D.	winter/summer	6
HST	<b>History Sport and Tourism</b>	Wojciech Lewicki PhD	winter/summer	4
HRM	<b>Human Resources Management</b>	Elwira Leśna-Wierszołowicz PhD	winter/summer	6
IHR	<b>International HRM</b>	Joanna Hernik PhD	winter/summer	8
IMA	<b>International Marketing</b>	Joanna Hernik PhD Prof. Eleftherios Thalassinios	winter/summer	6
INT	<b>International Trade</b>	Constantinos Charalambous, PhD	summer	4
LM	<b>Logistic Management</b>	Wojciech Lewicki PhD Prof. Andra Zvirbule	winter/summer	4

LSI	<b>Logistic and Shipping I</b>	Marco Tregua, PhD	winter/summer	6
LSII	<b>Logistic and Shipping I</b>	Marco Tregua, PhD	winter/summer	6
MAT	<b>Mathematics</b>	Joanna Perzyńska PhD	winter/summer	6
MNO	<b>Marketing in Nonprofit Sector</b>	Joanna Hernik PhD	winter/summer	6
MKR	<b>Marketing Research</b>	Joanna Hernik PhD	winter/summer	4
MMC	<b>Modern Management Concepts</b>	Anna Sworowska PhD	winter/summer	4
MUF	<b>Multinational Finance</b>	Constantinos Charalambous, PhD	summer	4
OPR	<b>Operational Research</b>	Joanna Perzyńska PhD Maciej Oesterreich PhD	winter/summer	6
OAM	<b>Organization and Management</b>	Elwira Leśna-Wierszołowicz PhD	winter/summer	6
OPT	<b>Organization and Planning of Transport</b>	Wojciech Lewicki PhD	winter/summer	6
PBF	<b>Principles of Banking and Finance</b>	Wojciech Lewicki PhD	winter/summer	4
POM	<b>Principles of Marketing</b>	Joanna Hernik, PhD	winter/summer	6
PM	<b>Principles of Microeconomics</b>	Constantinos Charalambous, PhD	summer	4
POT	<b>Principles of Tourism</b>	Associate Professor Agnieszka Brelik	winter/summer	6
PMT	<b>Project Management Tools and Techniques</b>	Prof. Kleantith Sirakoulis	winter	6
QMB	<b>Quality Management in Business</b>	Elwira Leśna-Wierszołowicz PhD	winter/summer	6
ECS	<b>Quantitative Methods of Economics</b>	Joanna Perzyńska PhD Maciej Oesterreich PhD	winter/summer	6
LRP	<b>Real Estate Management</b>	Bartosz Dąbrowski, PhD	winter/summer	6
STM	<b>Strategic Management</b>	Gunta Grinberga-Zalite, Dr.oec., associate professor	winter/summer	6
STA	<b>Statistics</b>	Joanna Perzyńska PhD Maciej Oesterreich PhD	winter/summer	6
SIV	<b>Strategic Investing</b>	Prof. Patrick Moore	winter/summer	6
SD	<b>Sustainable Development</b>	Associate Professor Irena Łącka	winter/summer	4
TC	<b>Theory of Consumption</b>	Constantinos Charalambous, PhD	Summer	4
TE	<b>Tourism and Environment</b>	Prof. D-r Zoran Tuntev	winter/summer	4
TBE	<b>Tourism Business in European Union</b>	Agnieszka Brelik PhD	winter/summer	6
TMG	<b>Tourism Management</b>	Agnieszka Brelik PhD	winter/summer	6
CVM	<b>Constructing Viral Marketing</b>	Prof. Maurice Codourey	winter	4
ÖSM	<b>Der öffentliche Sektor in der Marktwirtschaft. Zusammenarbeit zwischen Privatwirtschaft und öffentlichem Sektor.</b>	Janusz Myszczyzyn PhD	Winter/Sommer	6
WUW	<b>Wirtschaftsgeschichte und Wirtschaftswachstum des 19. und die ersten Jahrzehnte des 20. Jahrhunderts- Ursachen und Folgen</b>	Janusz Myszczyzyn PhD	Winter/Sommer	6
ЭКМ	<b>Эконометрика</b>	Joanna Perzyńska д.э.н.	зимний /летний	6
ЭКУ	<b>Экономика Управления</b>	Grażyna Karmowska	зимний /летний	5
СТА	<b>Статистика</b>	Joanna Perzyńska д.э.н.	зимний /летний	6

МАТ	<b>М а т е м а т и к а</b>	Joanna Perzyńska д.э.н.	зимний /летний	6
МАЭ	<b>Математическая экономика</b>	Grażyna Karmowska	зимний /летний	6
МИР	<b>Методы измерения регионального развития</b>	Grażyna Karmowska	зимний /летний	5
DF	<b>Dirección Financiera</b>	Antonio Minguez-Vera PhD	winter	6
EF	<b>Economía Financiera</b>	Antonio Minguez-Vera PhD	winter	6

### COURSES IN ENGLISH LANGUAGE

<b>Course title</b>	<b>ADVERTISING CONCEPTS AND PRINCIPLES</b>		
<b>Teaching method</b>	Lecture & workshop		
<b>Person responsible for the course</b>	Karolina Ertmanska PhD	<b>E-mail address to the person responsible for the course</b>	Karolina.ertmanska@zut.edu.pl
<b>Course code (if applicable)</b>	ACP	<b>ECTS points</b>	6
<b>Type of course</b>	elective	<b>Level of course</b>	bachelor
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	5	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>The primary objectives of the course are to:</p> <ul style="list-style-type: none"> <li>- develop a clear understanding of traditional advertising tools</li> <li>- understand how key elements within the marketing communications mix are integrated</li> <li>- learn how consumer behavior, creative strategies, the communication process, market research, and program evaluation tools are used to design effective advertising programs</li> <li>- know how broadcast media, print media, support media, direct marketing and interactive media are used in advertising</li> </ul>		
<b>Entry requirements</b>	Knowledge of marketing principles		
<b>Course contents</b>	<ul style="list-style-type: none"> <li>▪ The communication process</li> <li>▪ Source, message and channel factors</li> <li>▪ Organizing for advertising: the role of ad agencies and other marketing communication organizations</li> <li>▪ Creative strategy: planning, development, implementation, evaluation</li> <li>▪ Social, ethical, and economic aspects of advertising</li> <li>▪ Measuring the effectiveness of the advertising campaigns</li> </ul>		
<b>Assessment methods</b>	written test; activity exercises during classes; essay and presentation		
<b>Recommended readings</b>	<p>Literature:</p> <ol style="list-style-type: none"> <li>1. Mitchell WM, Advertising: Principles &amp; Practice, Prentice Hal, Inc , 2009.</li> <li>2. Wells WD, Moriarty S., Burnett J. Advertising : Principles and Practice, Upper Saddle River, NJ Prentice Hall, 2003.</li> </ol>		

	Additional literature: 1. Kleppner O., Russell T, Verrill G., Otto Kleppner's advertising procedure, Prentice-Hall, 1983
<b>Additional information</b>	minimum No of course participants: 3

<b>Course title</b>	<b>AGRITOURISM</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Agnieszka Brelik Asssoc. Prof.	<b>E-mail address to the person responsible for the course</b>	Agnieszka.Brelik@zut.edu.pl
<b>Course code (if applicable)</b>	AGI	<b>ECTS points</b>	6
<b>Type of course</b>	elective	<b>Level of course</b>	bachelor
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	6	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	Basic economic knowledge		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The concept of agritourism</li> <li>2. the economic and social importance of agritourism</li> <li>3. Multifunctional development of rural areas</li> <li>4/5 Agritourism ventures- case study</li> <li>6. Agritourist service and products</li> <li>7. Mobility in agritourism</li> <li>8/9/10 Agritourism yesterday, today and tomorrow</li> </ol>		
<b>Assessment methods</b>	A case study presentation.		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Hall D., Kirkpatrick I. And Morag M. (2005) Rural tourism and Sustainable Business (Aspects of Tourism). Multilingual Matters, Clevedon UK.</li> <li>2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.</li> <li>3. Hegarty C., Przezborska 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.</li> <li>4. Brelik A. Sustainable tourism developement – case of the wolin region. Scientiarum Polonorum ACTA Oeconomia 11(2) 2012. Wydawnictwo Szkoła Główna Gospodarstwa Wiejskiego w Warszawie, Warszawa 2012 s.19-27.</li> </ol>		
<b>Additional information</b>			

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

<b>Supplementary readings</b>	
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<b>Course title</b>	<b>BASICS OF SOCIAL POLICY</b>		
<b>Field of study</b>	Economics, management		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Wojciech Lewicki PhD	<b>E-mail address to the person responsible for the course</b>	Wojciech.Lewicki@zut.edu.pl
<b>Course code (if applicable)</b>	BSP	<b>ECTS points</b>	4
<b>Type of course</b>	compulsory	<b>Level of course</b>	bachelor
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	15
<b>Objectives of the course</b>	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.		
<b>Entry requirements / prerequisites</b>	No requirements.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The Generalist Model of Social Work</li> <li>2. The Policy Based Profession</li> <li>3. Defining Social Welfare Policy</li> <li>4. Social Welfare Policy Analysis</li> <li>5. Policy Analysis from an Historical Perspective</li> <li>6. Social/Economic Analysis</li> <li>7. Politics and Social Welfare Policy</li> </ol>		
<b>Assessment methods</b>	Written short exam, attendance, in-class participation and project		
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>- familiarity with different approaches to the study of social policy and an ability to apply these to contemporary collective and, and political behavior</li> <li>-an ability to formulate and construct logical arguments about social policy and an ability to evaluate these through empirical and theoretical methods</li> <li>-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</li> <li>-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.</li> </ul>		
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Henry, Ian P The politics of leisure policy London Macmillan 1994</li> </ol>		

<b>Supplementary readings</b>	
<b>Additional information</b>	<a href="http://www.oecd.org">www.oecd.org</a>

<b>Course title</b>	<b>BUSINESS ECONOMICS</b>		
<b>Field of study</b>	Economic Sciences and Business Administration		
<b>Teaching method</b>	Lectures and case studies		
<b>Person responsible for the course</b>	Prof. E. Thalassinos	<b>E-mail address to the person responsible for the course</b>	Thalassinos@ersj.eu
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Optional	<b>Level of course</b>	BSc and/or MSc
<b>Semester</b>	Spring	<b>Language of instruction</b>	English
<b>Hours per week</b>	15	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students to be able to understand how to apply economic theoretical issues to business. Different types of businesses, market structures and financial issues related to SMEs from the perspective of a changeable world.		
<b>Entry requirements / prerequisites</b>	At least two courses in Economics and/or business discipline.		
<b>Course contents</b>	Economic models apply to businesses, types of companies, SMEs definition problems and prospective, labor and financial issues.		
<b>Assessment methods</b>	In class evaluation, 2 written case studies and oral examination.		
<b>Learning outcomes</b>	Learn how to use economic tools in real business world, how to evaluate economic performance, how to set up a new firm, how to get the best possible finance for a start up and an SME in the European content.		
<b>Required readings</b>	1. Principles of Business Economics, Joseph Nellis and David Parker, ed, Pearson, ISBN: 978-027-3693-062		
<b>Supplementary readings</b>	1. Managerial Economics, Paul Keat and Philip Young, ed, Pearson, ISBN: 978-027-3791-935 2. Economic Approaches to Organizations, Sytse Douma and Hein Schrender, ed, Pearson, ISBN: 978-027-3735-298		
<b>Additional information</b>	Selected case studies depending on the level of the course and the students' characteristics (interests, disciplines, employed or not etc).		



<b>Course title</b>	<b>BUSINESS ETHICS</b>		
<b>Teaching method</b>	classical lecture and materials prepared for students; interactive: discussions, case studies		
<b>Person responsible for the course</b>	Elwira Leśna-Wierszołowicz PhD	<b>E-mail address to the person responsible for the course</b>	elwira.lesna@zut.edu.pl
<b>Course code (if applicable)</b>	BUSINESS ETHICS	<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Summer/winter	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• Develop a working knowledge of Business Ethics</li> <li>• Link Business Ethics theory with Business Business Ethics practice</li> <li>• Analyze Business Ethics case studies</li> </ul>		
<b>Entry requirements</b>	There aren't any.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The definition of Business Ethics</li> <li>2. Why is business ethics important?</li> <li>3. Business dilemmas: ethical decision-making in business</li> <li>4. Business ethics and the law</li> <li>5. Job Discrimination</li> <li>6. Business and ecology</li> <li>7. Tools to manage unethical behaviour</li> </ol>		
<b>Assessment methods</b>	• oral exam, attendance, in-class activity and participation		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Megone Ch. And Robinson S.J., Case Histories in Business Ethics, Routledge, London and New York 2002;</li> <li>2. Michael M.L., Business Ethics: The Law of Rules, Harvard University, Working paper No. 19, March 2006;</li> <li>3. Hooker J.N., Toward Professional Ethics in Business, Graduate School of Industrial Administration Carnegie Mellon University, Pittsburgh, PA 15213 USA, March 1996;</li> <li>4. Gray J.W., Notes on Business Ethics, This ebook was created on 6/22/2011;</li> </ol>		
<b>Additional information</b>			

<b>Course title</b>	<b>BUSINESS MANAGEMENT</b>		
<b>Field of study</b>	Business Administration		
<b>Teaching method</b>	Lectures and case studies		
<b>Person responsible for the course</b>	Prof. E. Thalassinos	<b>E-mail address to the person responsible for the course</b>	Thalassinos@ersj.eu

<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Optional	<b>Level of course</b>	BSc and/or MSc
<b>Semester</b>	Spring	<b>Language of instruction</b>	English
<b>Hours per week</b>	15	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students to be able to understand the importance of Business Strategy for a sustainable growth in the competitive market.		
<b>Entry requirements / prerequisites</b>	At least two courses in Economics and/or business discipline.		
<b>Course contents</b>	Business structure, business objectives, business plan, budgeting, social responsibility, ecological business issues.		
<b>Assessment methods</b>	In class evaluation, 2 written case studies, oral examination.		
<b>Learning outcomes</b>	Learn how to conduct a market research, how to prepare a business plan, how to evaluate business goals.		
<b>Required readings</b>	Strategic Management, Neil Ritson, ed, bookboon.com, ISBN: 978-87-403-0506-7		
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. Strategic Financial Management, Robert Alan Hill, ed, bookboon.com, ISBN: 978-87-7681-425-0</li> <li>2. Operations Strategy, Ted James, ed, bookboon.com, ISBN: 978-87-7681-828-9</li> </ol>		
<b>Additional information</b>	Selected case studies depending on the level of the course and the students' characteristics (interests, disciplines, employed or not etc).		

<b>Course title</b>	<b>BUSINESS PLANNING AND CONTROLLING</b>		
<b>Field of study</b>	Economics/Management		
<b>Teaching method</b>	<p>Lectures: interactive teaching in order to engage students and stimulate their critical thinking. Conventional lectures will be enriched with power point presentations and the representatives from the practice.</p> <p>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. On second part students are involve in practical calculations for controlling.</p>		
<b>Person responsible for the course</b>	Prof. Andra Zvirbule (visiting professor, Latvia)	<b>E-mail address to the person responsible for the course</b>	Andra.Zvirbule@llu.lv
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English

<b>Hours per week</b>	-- Block teaching --	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements / prerequisites</b>	There aren't any.		
<b>Course contents</b>	Introduction to Planning and Strategic Planning Strategy and strategies- types of strategy for planning Macro Environment Factors effect to Planning Costs- Revenue controlling ABC XYZ analysis The business plan: an entrepreneurial tool Business strategy :The dimensions of Business Growth Entrepreneurship Analysis for Planning and Controlling		
<b>Assessment methods</b>	class discussion, attendance, practical calculations		
<b>Learning outcomes</b>	After completing the course student will have: <ul style="list-style-type: none"> <li>• knowledge – students are able to demonstrate profound and extended knowledge and understanding of planning and controlling the use of companies and organizations;</li> <li>• skills – students can independently use theory and methods of planning and controlling approaches. Students are able to independently use the theory of planning and controlling issues. Students are able to independently perform the planning and use of controlling elements in the company;</li> <li>• competence – students are able to independently formulate and critically analyse problems in the field of planning and controlling, justify their decisions, and conduct an additional analysis if necessary.</li> </ul>		
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Bruce R. Barringer, R. Entrepreneurship : successfully launching new ventures Pearson/Prentice Hall, 2010. 584p.</li> <li>2. The theory and practice of entrepreneurship : frontiers in european entrepreneurship research/edited by David Smallbone. Edward Elgar Pub., 2010. 322p.</li> <li>3. Birkinshaw, Julian M. Entrepreneurship in the Global Firm London : SAGE Publications Ltd. 2000 eBook</li> <li>4. Lumpkin, G. T., Katz, Jerome A. Entrepreneurial Strategic Processes. Amsterdam : JAI. 2007 eBook.</li> <li>5. Management Systems for Sustainability : How to Connect Strategy and Action By: Cumming, Phil. In: DoShorts. London : DoSustainability. 2013. eBook.</li> <li>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.</li> </ol>		
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. Journal Harvard Business Review <a href="https://hbr.org/">https://hbr.org/</a></li> <li>2. Business Process Management Journal ISSN: 1463-7154</li> <li>3. Journal of Business Research ISSN: 0148-2963</li> </ol>		
<b>Additional information</b>			

<b>Course title</b>	<b>BUSINESS STATISTICS</b>		
<b>Field of study</b>	Economic Sciences and Business Administration		
<b>Teaching method</b>	Lectures and case studies		
<b>Person responsible for the course</b>	Prof. E. Thalassinos Prof. K. Sirakoulis	<b>E-mail address to the person responsible for the course</b>	Thalassinos@ersj.eu
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Optional	<b>Level of course</b>	BSc and/or MSc
<b>Semester</b>	Spring	<b>Language of instruction</b>	English
<b>Hours per week</b>	13	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students to be able to understand how to apply statistical methodologies to business. How to evaluate results and market research findings, how to analyse data and how to make managerial conclusions.		
<b>Entry requirements / prerequisites</b>	At least two courses in Economics and/or business discipline.		
<b>Course contents</b>	Statistical models apply to businesses, analysis of variance and econometric models used in business's evaluation. Time series analysis using financial data.		
<b>Assessment methods</b>	In class evaluation, 2 written case studies and oral examination.		
<b>Learning outcomes</b>	Learn how to use statistical and econometric tools in real business world, how to make managerial conclusions, how to evaluate projects using financial indicators and how to contact a research.		
<b>Required readings</b>	Quantitative Methods for Business and Economics, Teresa Bradley, ed, Wiley, ISBN: 978-0-470-05694-3		
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. An Essential Guide to Business Statistics, Dawn A. Willoughby, ed, Wiley</li> <li>2. ISBN: 978-1-118-71563-5</li> <li>3. Statistics for Business and Economics, European Edition,</li> <li>4. Carlos Cortinhas, Ken Black, ed, Wiley</li> <li>5. ISBN : 978-1-118-79322-0</li> </ol>		
<b>Additional information</b>	Selected case studies depending on the level of the course and the students' characteristics (interests, disciplines, employed or not etc).		

<b>Course title</b>	<b>CONSUMER BEHAVIOUR</b>		
<b>Teaching method</b>	Lecture & workshop		
<b>Person responsible for the course</b>	Karolina Ertmanska PhD	<b>E-mail address to the person responsible for the course</b>	Karolina.ertmanska@zut.edu.pl

<b>Course code (if applicable)</b>	TCN	<b>ECTS points</b>	5
<b>Type of course</b>	compulsory	<b>Level of course</b>	bachelor
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 (L: 1, W: 1)	<b>Hours per semester</b>	30 (L: 15, W: 15)
<b>Objectives of the course</b>	<p>The primary objectives of the course are to:</p> <ul style="list-style-type: none"> <li>▪ be able to describe the key components of the decision making process</li> <li>▪ understand the influences on how people acquire information, form attitudes, make choices, translate those choices into behaviour, and evaluate their experiences</li> <li>▪ understand the role of changing technologies (e.g. social media) in shaping how marketers respond to consumers.</li> </ul>		
<b>Entry requirements</b>	Knowledge of marketing principles		
<b>Course contents</b>	<ul style="list-style-type: none"> <li>▪ Terminology and typology of the consumer behaviour</li> <li>▪ The needs and preferences of consumers</li> <li>▪ Consumer decision-making process</li> <li>▪ Influences on consumer behaviour</li> <li>▪ Sources of information and methods of consumer research</li> <li>▪ Globalization and its influence on the consumption</li> </ul>		
<b>Assessment methods</b>	written test; activity exercises during classes; essay and presentation		
<b>Recommended readings</b>	<p>Literature:</p> <ol style="list-style-type: none"> <li>1. Antonides G., van Raaij W.F., Consumer Behaviour: A European Perspective, J. Wiley &amp; Sons, 1998.</li> <li>2. East R., Consumer Behaviour: Advances and Applications in Marketing, London: Prentice Hall, 1997.</li> </ol> <p>Additional literature:</p> <ol style="list-style-type: none"> <li>1. Evans, M., Moutinho, L., van Raaij W.F. Applied consumer behavior, Harlow: Addison-Wesley Publ. Co. 1996.</li> </ol>		
<b>Additional information</b>	<p>MINIMUM NO of COURSE PARTICIPANTS: 5          MAXIMUM NO of COURSE PARTICIPANTS: 10</p>		

<b>Course title</b>	<b>CAPITAL MARKET</b>		
<b>Teaching method</b>	classical lecture and materials prepared for students, workshop; interactive: discussions, case studies		
<b>Person responsible for the course</b>	dr Dawid Dawidowicz	<b>E-mail address to the person responsible for the course</b>	dawid.dawidowicz@zut.edu.pl
<b>Course code (if applicable)</b>	CAPITAL MARKET	<b>ECTS points</b>	6
<b>Type of course</b>	Optional	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter, summer	<b>Language of instruction</b>	English

<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>After this course students should know definition of capital market and they should understand meaning of the capital market for the economy.            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.</p>		
<b>Entry requirements</b>	Basic knowledge about micro and macroeconomics		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The definition and division of Capital market</li> <li>2. The participants of the market</li> <li>3. Stock Exchange and the stock exchange trading rules</li> <li>4. Capital market ratios</li> <li>5. Technical analysis and fundamental analysis</li> <li>6. Instruments of the capital market – Stocks</li> <li>7. Instruments of the capital market - Bonds</li> <li>8. Instruments of the capital market - Investment funds' units, investment funds' certificates</li> <li>9. Instruments of the capital market – Derivatives (options, futures and forward contracts)</li> </ol>		
<b>Assessment methods</b>	• oral exam or test, attendance, in-class activity and participation,		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Fabozzi J. F., Modigliani F., Capital Markets – Institutions and Instruments, 3<sup>rd</sup> Edition, Publisher: Prentice Hall, 2002</li> <li>2. Fabozzi F. J, Peterson Drake P., Finance: Capital Markets, Financial Management, and Investment Management, Publisher: John Wiley &amp; Sons, New Jersey, 2009</li> <li>3. Dalton J. M., How the Stock Market Works, 3rd Edition New York Institute of Finance Series New York, Publisher: Prentice Hall, 2001</li> <li>4. Sharpe W. F., Portfolio Theory and Capital Markets, New York, Publisher: McGraw-Hill, 2000</li> </ol>		
<b>Additional information</b>			

<b>Course title</b>	<b>COMMERCIAL AGREEMENTS AND CONTRACTS</b>		
<b>Teaching method</b>	lecture and workshop		
<b>Person responsible for the course</b>	Bartosz Dąbrowski PhD	<b>E-mail address to the person responsible for the course</b>	bdabrowski@zut.edu.pl
<b>Course code (if applicable)</b>	CAC	<b>ECTS points</b>	6
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	winter / summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2	<b>Hours per semestr</b>	30

<b>Objectives of the course</b>	Ability to know and understand most common contractual provisions and clauses. Knowledge of most common agreements and contracts. Ability to construct simple commercial contracts and agreements.
<b>Entry requirements</b>	Good command of English. Basic knowledge in the field of law institutions at the level of students of Economy.
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Parties of the agreements.</li> <li>2. Definitions and Interpretations.</li> <li>3. Division of contracts and agreements.</li> <li>4. INCOTERMS and other international regulations referring to contracts and agreements.</li> <li>5. Typical clauses and provisions: Payment Provisions, Description of Good or Services, Terms of contract, Termination provisions etc.</li> <li>6. Liability and limitation of liability.</li> <li>7. Intellectual Property Rights.</li> <li>8. Confidentiality and non-disclosure clauses.</li> <li>9. Dispute and Jurisdiction Resolutions.</li> <li>10. Warranties and Indemnity.</li> <li>11. Applicable law.</li> <li>12. Constructing simple agreements.</li> </ol>
<b>Assessment methods</b>	oral / written exam project work)
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. R.Lawson, S.Singleton, Commercial Contracts: Practical Guide to Standard Terms, Bloomsbury Professional</li> <li>2. F.Adoranti, The Managers Guide to Understanding Commercial Contract Negotiation (Commercial Contracts for Managers), Financial World Publishing 2005</li> </ol>
<b>Additional information</b>	Materials will be provided by the lecturer in PDF format

<b>Course title</b>	<b>COMMUNICATION IN MARKETING – WORKSHOP</b>		
<b>Teaching method</b>	Lecture and workshop		
<b>Person responsible for the course</b>	Prof. Maurice Codourey Prof. Eleftherios Thalassinos	<b>E-mail address to the person responsible for the course</b>	fish@fishwishion.com
<b>Course code (if applicable)</b>	CIM	<b>ECTS points</b>	4
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter	<b>Language of instruction</b>	English
<b>Hours per week</b>	----- block teaching -----	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Being able to construct a communication with viral effects alongside the main marketing strategy		
<b>Entry requirements</b>	Principles of marketing		

<b>Course contents</b>	Power of Communication The tell-a-friend effect, viral effects Language Strategy; get to the point Didactics; the constructivistic way of transferring knowledge Rapid prototyping with method 635 (3 cases to discuss)
<b>Assessment methods</b>	Group of two; design of an event with viral effects
<b>Recommended readings</b>	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.
<b>Additional information</b>	Homeless: <a href="http://www.youtube.com/watch?v=DwmMqABWxDw">http://www.youtube.com/watch?v=DwmMqABWxDw</a> Woman Parking: <a href="http://www.youtube.com/watch?v=xh5CeJALLBg">http://www.youtube.com/watch?v=xh5CeJALLBg</a>

<b>Course title</b>	<b>CORPORATE FINANCE</b>		
<b>Teaching method</b>	Lecture, workshop		
<b>Person responsible for the course</b>	Prof. Dr. Patrick Moore (visiting professor)	<b>E-mail address to the person responsible for the course</b>	patrick.moore@fh-stralsund.de
<b>Course code (if applicable)</b>	COF	<b>ECTS points</b>	4
<b>Type of course</b>	Elective	<b>Level of course</b>	bachelor
<b>Semester</b>	Winter/Summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	- block teaching -	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	The aim of this lecture is, to introduce students to problems of financial planning and financial management of enterprises – the basis for entrepreneurial success. The student will learn how to assess whether an investment is worthwhile and what kind of funding besides equity and a bank loan exist.		
<b>Entry requirements</b>	Previous knowledge of finance is not necessary; nevertheless students should have knowledge of general economic features, mathematics and accounting.		
<b>Course contents</b>	1 The financial environment 2 Investment calculation – time value of money and others 3 Risk – return – uncertainty and the optimal budget 2 Financial planning and financial management		
<b>Assessment methods</b>	The course will be held in two blocks. At the end of the second block there will be a 2-hour test. Of 100 available points candidates will have to achieve 50 to pass.		
<b>Recommended readings</b>	1. Brealey, Richard A. and Myers, Stewart C. Franklin Allen: Principles of Corporate Finance,,10 <sup>th</sup> ed.; McGraw-Hill 2010 2. Richard Brealey, Stewart C. Myers (Autor), Franklin Allen, .: Principles of Corporate Finance, Global Ed. 2013 3. Levy, Haim: Principles of Corporate Finance; South-Western College Publishing (1997)		



<b>Additional information</b>	<a href="http://www.investopedia.com">www.investopedia.com</a>
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<b>Course title</b>	<b>CORPORATE GOVERNANCE</b>		
<b>Field of study</b>			
<b>Teaching method</b>	Lectures: interactive teaching in order to engage students and stimulate their critical thinking. Conventional lectures will be enriched with video presentations and lectures given by the representatives from the practice. 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.		
<b>Person responsible for the course</b>	Gunta Grinberga-Zalite, Dr.oec., associate professor	<b>E-mail address to the person responsible for the course</b>	gunta.grinberga@llu.lv
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/Summer	<b>Language of instruction</b>	
<b>Hours per week</b>		<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<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>		
<b>Entry requirements / prerequisites</b>	There aren't any.		

<b>Course contents</b>	<ul style="list-style-type: none"> <li>• International corporate governance.</li> <li>• Compensation, equity ownership, incentives, and the labour market for CEOs.</li> <li>• Optimal board structure, trade-offs, and consequences.</li> <li>• Governance, organizational strategy, business models, and risk management.</li> <li>• Succession planning.</li> <li>• Financial reporting and external audit.</li> <li>• The market for corporate control.</li> <li>• Roles of institutional and activist shareholders.</li> <li>• Governance ratings</li> <li>• Corporate governance cases and practices</li> </ul>
<b>Assessment methods</b>	class discussion, attendance
<b>Learning outcomes</b>	Students have understanding of the main theoretical approaches to corporate governance aspects in a company and are aware of the most typical problems of corporate governance, their solution and the development of sustainable corporate governance programmes.
<b>Required readings</b>	<ol style="list-style-type: none"> <li>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</li> <li>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</li> <li>3. (<a href="http://www.oecd.org/daf/governance/principles/html">www.oecd.org/daf/governance/principles/html</a>); 2004.</li> <li>4. 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</li> </ol>
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. Cordon C., Ferreiro T. The Vaue chain shift : Seven future challenges facing top executives. Switzeland : IMD International, 2014. 137 p.</li> <li>2. ISBN 978-2-940485-08-6</li> </ol>
<b>Additional information</b>	

<b>Course title</b>	<b>CORPORATE SOCIAL RESPONSIBILITY (CSR)</b>		
<b>Teaching method</b>	Lectures with case studies		
<b>Person responsible for the course</b>	Joanna Hernik PhD	<b>E-mail address to the person responsible for the course</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2h (7 weeks)	<b>Hours per semester</b>	20

<b>Objectives of the course</b>	<p>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.</p> <p>Having completed the course students should understand the essence of CSR as well as its importance in modern society. Should also assess CSR from different perspectives.</p>
<b>Entry requirements</b>	No requirements
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The scope and complexity of CSR.</li> <li>2. Evolution of CSR</li> <li>3. Social and cultural factors shaping CSR</li> <li>4. The role of business in society. Globalization and CSR</li> <li>5. The strategic lens: vision, mission, strategy and tactics</li> <li>6. CSR and competitive advantage</li> <li>7. Corporate tax avoidance vs. responsibility</li> <li>8. The environment and business responsibility</li> <li>9. Corporate philanthropy</li> <li>10. CSR and economic development</li> </ol>
<b>Assessment methods</b>	Participation in discussion forums, reflection exercises/homework, presence
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Haynes K. (et al.), Corporate Social Responsibility. A Research Handbook, Routledge, London 2013.</li> <li>2. Philip Kotler, Nancy Lee, Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Wiley 2005.</li> <li>3. Karin Buhmann, Lynn Roseberry, Mette Morsing, Corporate Social and Human Rights Responsibilities. Global, Legal and Management Perspectives, Palgrave Macmillan 2010.</li> <li>4. William Werther, David Candler, Strategic corporate responsibility, Thousand Oaks, 2011.</li> </ol>

<b>Course title</b>	<b>DESTINATION AND HOTEL MANAGEMENT</b>		
<b>Field of study</b>	Tourism		
<b>Teaching method</b>	Oral Lectures, Power Point Presentation		
<b>Person responsible for the course</b>	Prof. D-r Zoran Tuntev	<b>E-mail address to the person responsible for the course</b>	<a href="mailto:germanoff.ohrid@gmail.com">germanoff.ohrid@gmail.com</a>
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>		<b>Level of course</b>	
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>		<b>Hours per semester</b>	

<b>Objectives of the course</b>	Broad approach and general knowledge about contemporary trends in both macro and micro levels of management: Destination management in general and role of the hotel within the destination.
<b>Entry requirements / prerequisites</b>	
<b>Course contents</b>	Basic tourism system; Destination – definition, types, old and modern connotation; Destination area; Product of tourist destination; Hotel's role in the destination; Identity and image of destination and hotel; Destination management; Balkan Peninsula as tourist destination
<b>Assessment methods</b>	Presence, Power Point Presentation (Erasmus students); Presence, Activity on class (Polish students)
<b>Learning outcomes</b>	Among general knowledge about destination and hotel management, students will also find out about Macedonia and Balkan Peninsula as tourist destinations. Besides improving their skills in English language, Polish students will also find out more information about all countries where Erasmus students come from.
<b>Required readings</b>	-
<b>Supplementary readings</b>	-
<b>Additional information</b>	Lectures will be done in order to be easily understood by both foreign (Erasmus) and Polish students. Preferable option is to put them together in the same class in order to get know each other, to hang out together, to get familiar with the different cultures, to improve the English language (but also learn basic Polish language for Erasmus students).

<b>Course title</b>	<b>DIVERSITY MANAGEMENT</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Joanna Hernik PhD	<b>E-mail address to the person responsible for the course</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	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		
<b>Entry requirements</b>	No requirements.		

<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Essence and importance of diversity</li> <li>2. Ethics and business vs., diversity</li> <li>3. Diversity at work</li> <li>4. Success factors of diversity</li> <li>5. Diversity programs</li> <li>6. Organizational teams and systems</li> <li>7. Diversity training process</li> <li>8. Effective leader</li> <li>9. Valuing diversity</li> </ol>
<b>Assessment methods</b>	Attendance, in-class participation and project
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. P.L. Gerhardt, Diversity at work, Xlibris Corporation, 2007</li> <li>2. K.W. Rice, Strategic diversity, Xlibris Corporation, 2009</li> <li>3. C. Nowak, Managing diversity, GRIN Verlag, 2009</li> <li>4. M. Loden, Implementing diversity, McGraw hill, 1996</li> </ol>
<b>Additional information</b>	Encouraging companies to implement and develop diversity policies – EC materials: <a href="http://ec.europa.eu/justice/discrimination/diversity/charters/index_en.htm">http://ec.europa.eu/justice/discrimination/diversity/charters/index_en.htm</a>

<b>Course title</b>	<b>ECONOMIC ANALYSIS</b>		
<b>Teaching method</b>	classical lecture and materials prepared for students, workshop; interactive: discussions, case studies		
<b>Person responsible for the course</b>	dr Dawid Dawidowicz	<b>E-mail address to the person responsible for the course</b>	dawid.dawidowicz@zut.edu.pl
<b>Course code (if applicable)</b>	Economic Analysis	<b>ECTS points</b>	6
<b>Type of course</b>	Optional	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter, summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>After this course students should know definition of economic analysis and they should understand meaning of the economic analysis.</p> <p>Students should have elementary knowledge about financial analysis (including ratio analysis)</p> <p>Students should have basic knowledge about the methods and tools of the economic analysis</p> <p>Students should know how to interpret the results of financial ratios</p>		
<b>Entry requirements</b>	Basic knowledge about micro and macroeconomics		

<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Definition, functions and types of economic analysis</li> <li>2. Financial statements</li> <li>3. Preliminary analysis of financial statements</li> <li>4. Financial ratio analysis (liquidity ratios, profitability ratios, activity ratios and debt ratios)</li> <li>5. Du Pont analysis</li> <li>6. Management of the working capital</li> <li>7. The concept, measurement and analysis of production</li> <li>8. Financial leverage</li> <li>9. Operating leverage</li> <li>10. Methods of assessment of investment projects</li> <li>11. Case studiem</li> </ol>
<b>Assessment methods</b>	<ul style="list-style-type: none"> <li>• oral exam or test, attendance, in-class activity and participation,</li> </ul>
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Zvi Bodie, Robert C. Merton., Finance, Upper Saddle River, NJ : Prentice Hall, Upper Saddle River, NJ, 2000</li> <li>2. Lawrence J. Gitman., Principles of managerial finance, Reading, Massachusetts : Addison-Wesley, Reading, Massachusetts, 2000</li> <li>3. Alan C. Shapiro, Sheldon D. Balbirer, Modern corporate finance: a multidisciplinary approach to value creation, Prentice Hall, Upper Saddle River, NJ, 2000</li> </ol>
<b>Additional information</b>	

<b>Course title</b>	<b>ECONOMIC FORECASTING</b>		
<b>Field of study</b>	Economics		
<b>Teaching method</b>	Lectures, laboratory		
<b>Person responsible for the course</b>	tbt Joanna Perzyńska PhD Maciej Oesterreich PhD	<b>E-mail address to the person responsible for the course</b>	joanna.perzynska@zut.edu.pl maciej.oesterreich@zut.edu.pl
<b>Course code (if applicable)</b>	ECF	<b>ECTS points</b>	6
<b>Type of course</b>	compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	The primary objectives of the course 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.		
<b>Entry requirements / prerequisites</b>	Completed courses on mathematics and statistics. Basic knowledge on economics.		
<b>Course contents</b>	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.
<b>Assessment methods</b>	In-class activity and participation, written tests.
<b>Learning outcomes</b>	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.
<b>Required readings</b>	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. G. Maddala, Introduction to Econometrics, John Wiley & Sons, 2001.
<b>Supplementary readings</b>	Additional readings: 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.
<b>Additional information</b>	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.

<b>Course title</b>	<b>ECONOMETRICS</b>		
<b>Field of study</b>	Economics		
<b>Teaching method</b>	Lectures, laboratory		
<b>Person responsible for the course</b>	tbt Joanna Perzyńska PhD Maciej Oesterreich PhD	<b>E-mail address to the person responsible for the course</b>	joanna.perzynska@zut.edu.pl maciej.oesterreich@zut.edu.pl
<b>Course code (if applicable)</b>	ECS	<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/ summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	The main goal of the course is to gain by student theoretical and practical knowledge about application econometric models to description of economic phenomena.		
<b>Entry requirements / prerequisites</b>	Completed courses on mathematics and statistics. Basic knowledge on economics.		
<b>Course contents</b>	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.
<b>Assessment methods</b>	In-class activity and participation, written tests.
<b>Learning outcomes</b>	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.
<b>Required readings</b>	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
<b>Supplementary readings</b>	
<b>Additional information</b>	

<b>Course title</b>	<b>ENTREPRENEURSHIP</b>		
<b>Field of study</b>	Economy		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with practice exercises.		
<b>Person responsible for the course</b>	Błażej Suproń MSc	<b>E-mail address to the person responsible for the course</b>	<a href="mailto:bsupron@zut.edu.pl">bsupron@zut.edu.pl</a>
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	The primary objectives of the course are to: <ol style="list-style-type: none"> <li>1. Develop a working knowledge of Entrepreneurship in Poland.</li> <li>2. Develop a tax laws in Poland.</li> <li>3. Analyze forms of business.</li> <li>4. Understanding the tax law in Poland.</li> <li>5. Understanding the principles of supporting entrepreneurship in Poland.</li> </ol>		
<b>Entry requirements / prerequisites</b>	No requirements.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Basic information's about entrepreneurship.</li> <li>2. Legal forms of business in Poland.</li> <li>3. Personal income tax.</li> <li>4. Corporate income tax.</li> <li>5. Fundamentals of accounting small businesses.</li> <li>6. Rules of employment in Poland</li> </ol>		



	<ol style="list-style-type: none"> <li>7. Social insurance</li> <li>8. Planning in transport.</li> <li>9. Support for enterprises in Poland</li> <li>10. Workshop</li> </ol>
<b>Assessment methods</b>	Activity exercises during classes, presentation, attendance.
<b>Learning outcomes</b>	<ol style="list-style-type: none"> <li>1. Knowledge of basic problems of the company.</li> <li>2. Preparation for active participation in the management.</li> <li>3. Uses basic categories of entrepreneurship.</li> <li>4. Able to think and act in the way of entrepreneurship.</li> </ol>
<b>Required readings</b>	1. Bygrave W. D., Entrepreneurship 3rd Edition, Publisher: John Wiley & Sons, 2014, ISBN: 9781118582893.
<b>Supplementary readings</b>	-
<b>Additional information</b>	<a href="https://www.biznes.gov.pl/przedsiębiorcy/">https://www.biznes.gov.pl/przedsiębiorcy/</a>

<b>Course title</b>	<b>EUROPEAN ECONOMIC POLICIES</b>		
<b>Field of study</b>	European Integration		
<b>Teaching method</b>	Lectures (based on ppt presentations, inter-activity and dialogue), Seminar discussions, Case studies.		
<b>Person responsible for the course</b>	Professor Ileana Tache, Ph.D.	<b>E-mail address to the person responsible for the course</b>	ileanatache@unitbv.ro
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>		<b>Level of course</b>	
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	30	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>The aim of the course is to introduce participants to a study of the development of European Union economic policies since the end of World War II, putting the economic analysis into a historical perspective which emphasizes the responses of policy makers to external shocks like the Cold War, oil shocks, German reunification, and the collapse of the Soviet Union. The course shows also how the EU policy process continues to operate and to evolve in the enlargement context, with the associated need for institutional reforms. The main policy issues discussed in the course and accompanied by case studies focus on the Single Market, Economic and Monetary Union (EMU), Trade Policy, the Common Agricultural Policy (CAP), Competition and Industrial/Enterprise Policy, Regional/Structural Policy, Budget and Taxation.</p>		
<b>Entry requirements / prerequisites</b>	Microeconomics and Macroeconomics, History of European Integration.		
<b>Course contents</b>	1. Conceptualizing European Economic Policies (2 hours) EU Integration theories / Economic theories / Global economic integration		

	<p>2. Introduction to EU Economic Policies – Overview and Basic Facts (2 hours) Background to EU economic policies – Political and macroeconomic context / Limits and results of EU economic policies</p> <p>3. Stages of EU Economic Integration – Constructing the Common Market (2 hours) A Post-war starting point: the European Coal and Steel Community / Dimensions of the EC Customs Union / Completion of the Internal Market 1993 / Policy implications and spill-over effects</p> <p>4. Stages of EU Economic Integration – the Economic and Monetary Union (EMU) and its policy-making (2 hours) Maastricht Criteria and Three Stages of the European Monetary Union (EMU) / European Central Bank and European System of Central Banks / Introduction of Euro coins and bills 2002 / Relations between Eurozone countries and other member states</p> <p>5. The external dimension of the Euro (2 hours) Euro and international trade / Euro and the enlarged EU / Euro as a world currency and rival of the US Dollar?</p> <p>6. The EMU Stability and Growth Pact, Macroeconomic Policy Coordination and the EU Lisbon Strategy (2 hours) Conflicts about EMU Stability and Growth Pact / Difficulties of the Lisbon Strategy</p> <p>7. Financing the European Union – the Community Budget (2 hours) Budget contributions and spending / Budgetary Process / Financial Perspectives and enlargement</p> <p>8. Competition Policy (2 hours) European Commission as powerful guardian of EU competition rules / Market domination / State intervention / Recent developments – a renationalization of the EU’s successful policy?</p> <p>9. Taxation Policy (2 hours) Indirect Taxation / Direct Taxation / Tax Competition or Tax Coordination? / Should there be an EU Tax?</p> <p>10. Regional and Structural Policy (2 hours) Europe’s diverse regions / Economic and Social Cohesion / EU Structural Funds / The enlarged EU as a special challenge for EU Regional Policy</p> <p>11. Industrial and Enterprise Policy (2 hours) Concerns of Competitiveness / Small and medium sized enterprises / Information and Telecommunications industries</p> <p>12. Common Agricultural Policy (CAP) (2 hours) Reasons for special treatment of agriculture / Principles of the CAP / Recent CAP reforms / WTO negotiation strategies in the field of Agriculture</p> <p>13. The European Union Consumer Policy (2 hours) Consumer Protection as an element of the Common Market / Food Scandals in Europe / Precautionary principle / Impact on EU Trade Policy</p> <p>14. The Common Commercial Policy and EU External Trade (2 hours) Instruments of the Common Commercial Policy / European Trade Policy Process / European Union in the WTO</p> <p>15. Brexit impact on European Economic Policies (2 hours) Assessment of the impact of Brexit on euro area stability/Consequences for the EU budget/impact on trade policy and customs union</p>
<p><b>Assessment methods</b></p>	<p>Exam (60%), Research Essays (30%), Participation in Class (10%).</p>
<p><b>Learning outcomes</b></p>	<ul style="list-style-type: none"> <li>- Knowledge and capacity to understand economic and historical phenomena;</li> <li>- Independent thinking: acquisition of the tools required to analyze and discuss the process of economic and political evolution in the European context.</li> <li>- Offering students a solid grounding in theories and empirics of EU policy-making</li> <li>- Enhancement of communication skills related to the main topics of the course.</li> </ul>

<b>Required readings</b>	<ol style="list-style-type: none"> <li>Wallace, H., Pollack, M.A., Young, A.R (2014), Policy Making in the European Union, Seventh Edition, Oxford University Press.</li> <li>McCormick, J. (2008), The European Union – Politics and Policies, 4<sup>th</sup> edition, Westview Press.</li> <li>El-Agraa, A, M. (2011), The European Union: Economics and Policies, 9th edition, Cambridge University Press.</li> <li>McCormic, John (2013), Why Europe matters? The Case for the European Union, London: Palgrave Macmillan, 2013.</li> </ol>
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>Goddard, J. et al. (2009), 'The Financial Crisis in Europe: Evolution, Policy Responses and Lessons for the Future', Journal of Financial Regulation and Compliance, Vol. 17, No. 4, pp. 362-80.</li> <li>Buckley, J. and Howarth, D. (2010), 'Internal Market: Gesture Politics? Explaining the EU's Response to the Financial Crisis', Journal of Common Market Studies, Vol. 48, Supplement S1, pp. 119–141.</li> <li>Matthijs, M. and Blyth, M. (eds.) (2015), The Future of the Euro, Oxford: Oxford University Press.</li> </ol>
<b>Additional information</b>	-

<b>Course title</b>	<b>EUROPEAN INTEGRATION</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Agnieszka Brelik Assoc. Prof.	<b>E-mail address to the person responsible for the course</b>	Agnieszka.Brelik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<p>Introduction</p> <ul style="list-style-type: none"> <li>What is Integration?</li> <li>The Meaning of the European Integration</li> <li>The Origins and Motivations of the European Integration Process</li> <li>Institutions and Actors of the European Union</li> <li>The Functions and Effects of the European Commission</li> <li>The European Council and the Council of the European Union</li> <li>The Evolution, Power and the Influence of the European Parliament</li> <li>The Composition, Structure and the Procedures of the European Court of Justice</li> </ul>		

	<p>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>
<b>Assessment methods</b>	A case study presentation
<b>Recommended readings</b>	<p>1. 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.</p>
<b>Additional information</b>	<p>Agnieszka Brelik PhD Department of Political Economics and Tourism <a href="mailto:agnieszka.brelik@zut.edu.pl">agnieszka.brelik@zut.edu.pl</a></p>

<b>Course title</b>	<b>ECONOMY OF INTERNATIONAL TRANSPORT</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with practice exercises.		
<b>Person responsible for the course</b>	Błażej Suproń MSc	<b>E-mail address to the person responsible for the course</b>	bsupron@zut.edu.pl
<b>Course code (if applicable)</b>	EIT	<b>ECTS points</b>	6
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>The primary objectives of the course are to:</p> <ol style="list-style-type: none"> <li>1. Develop a working knowledge of international transport.</li> <li>2. Analyze transport policy in European Union.</li> <li>3. Develop a working knowledge about transport markets.</li> <li>4. Planning transport operations.</li> </ol>		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Basic information's about transport.</li> <li>2. Economic aspects of transport.</li> <li>3. Transport costs and international trade</li> <li>4. Cost functions for transport firms</li> <li>5. Transport regulation in European Union.</li> <li>6. Transport markets.</li> <li>7. International freight forwarding.</li> <li>8. International standards of drivers work time.</li> </ol>		

	9. Planning in transport.
<b>Assessment methods</b>	Activity exercises during classes, presentation, attendance.
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Cowie J., <i>The Economics of Transport, A theoretical and applied perspective</i>, Taylor&amp;Francis e-Library, New York. 2010, ISBN 0-203-87410-2.</li> <li>2. Button K., <i>Transport Economics 3<sup>rd</sup> edition</i>, Edward Elgar Publishing Limited, Cheltenham, 2010, ISBN 1840641894.</li> <li>3. Regulation (Ec) No 561/2006 Of The European Parliament And Of The Council.</li> <li>4. Regulation (Ec) No 1071/2009 of the European Parliament and of the Council.</li> </ol>
<b>Additional information</b>	<p>Interesting information can be found also here:</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. <a href="http://ec.europa.eu/transport/road/doc/road_transport_policy_en.pdf/">http://ec.europa.eu/transport/road/doc/road_transport_policy_en.pdf/</a> (Road Transport Policy).</li> <li>3. <a href="http://ec.europa.eu/transport/index_en.htm">http://ec.europa.eu/transport/index_en.htm</a> (News about transport policy in EU).</li> <li>4. <a href="http://www.theguardian.com/uk/transport">http://www.theguardian.com/uk/transport</a> (News about transport).</li> </ol>

<b>Course title</b>	<b>FINANCE FOR DECISION MAKING</b>		
<b>Teaching method</b>	Lecture, workshop		
<b>Person responsible for the course</b>	Prof. Dr. Patrick Moore	<b>E-mail address to the person responsible for the course</b>	patrick.moore@fh-stralsund.de
<b>Course code (if applicable)</b>	FDM	<b>ECTS points</b>	4
<b>Type of course</b>	Elective	<b>Level of course</b>	master
<b>Semester</b>	Winter/Summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	- block teaching -	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	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		
<b>Entry requirements</b>	The students should have a basic understanding of economics, accounting and finance.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1 Basic Definitions Cash flow analysis – Working capital – Economic Value Added - Time value of money – Capital Budgeting</li> <li>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</li> <li>3 A brief insight into derivatives Combined Swaps – Exotic Options – Swaptions – Others</li> </ol>		

	4 Basics of Financial Engineering and Structured Finance Special Purpose Vehicles (SPV) – Early defeasance with zero bonds - Over-collateralisation – Tranching – Structuring investments – Others
<b>Assessment methods</b>	The students will hold two short presentation on a) asset respectively b) liability aspects of finance
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Jeff Madura, Roland Fox, International Financial Management, 2nd ed. 2011</li> <li>2. Brealey, Richard A. and Myers, Stewart C; Franklin Allen: Principles of Corporate Finance, 10th ed. 2010</li> <li>3. Richard Brealey, Stewart C. Myers, Franklin, Allen, .: Principles of Corporate Finance, Global Ed. 2013</li> <li>4. Ephraim Clark, International Finance, 2nd Edition 2002</li> <li>5. Mishkin, Frederic S.; The Economics of Money, Banking and Financial Markets, 7th Edition 2003</li> <li>6. Tavakoli, Janet M., Credit Derivatives &amp; Synthetic Structures: A Guide to Instruments and Applications, 2nd Edition</li> <li>7. Barclays Bank (publisher), The Barclays Capital Guide to Cash Flow Collateralized Debt Obligations and other bank-publications</li> </ol>
<b>Additional information</b>	<a href="http://www.cengage.co.uk/madura_fox2e">www.cengage.co.uk/madura_fox2e</a> <a href="http://www.investopedia.com">www.investopedia.com</a> <a href="http://markets.ft.com/research/Markets/Overview?ftauth=1227981316545">http://markets.ft.com/research/Markets/Overview?ftauth=1227981316545</a>

<b>Course title</b>	<b>GLOBALIZATION</b>		
<b>Field of study</b>	Economics		
<b>Teaching method</b>	Lecture & workshop		
<b>Person responsible for the course</b>	Associate Professor Irena Łącka	<b>E-mail address to the person responsible for the course</b>	irena.lacka@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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		
<b>Entry requirements / prerequisites</b>	No entry requirements		
<b>Course contents</b>	The course is designed to help students understand fundamental elements of economic, social, political and environmental principles of globalization. <ul style="list-style-type: none"> <li>• Introduction to globalization</li> <li>• Globalization: economic perspective</li> <li>• Globalization: social and cultural perspective</li> <li>• Globalization vs economic development</li> </ul>		

	<ul style="list-style-type: none"> <li>• Globalization vs customer awareness</li> <li>• Globalization vs global corporation and their role in global economy</li> <li>• Globalization and natural environment..</li> </ul>
<b>Assessment methods</b>	activity exercises during classes; essay and presentation
<b>Learning outcomes</b>	<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>
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. J. Stiglitz, Globalization and Its Discontents, W.W. Norton &amp; Company, New York 2002</li> <li>2. J. Stiglitz, Making Globalization Work, W.W. Norton &amp; Company, New York 2006</li> </ol>
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. G. Ritzer, Globalization: A Basic Text, Wiley-Blackwell, 2011</li> </ol>
<b>Additional information</b>	

<b>Course title</b>	<b>HISTORY OF EUROPEAN INTEGRATION</b>		
<b>Field of study</b>	European Integration		
<b>Teaching method</b>	Lectures (based on ppt presentations, inter-activity and dialogue), Seminar discussions, Case studies.		
<b>Person responsible for the course</b>	Professor Ileana Tache, Ph.D.	<b>E-mail address to the person responsible for the course</b>	ileanatache@unitbv.ro
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>		<b>Level of course</b>	
<b>Semester</b>	II	<b>Language of instruction</b>	English
<b>Hours per week</b>	30	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>The aim of this course is to present the development of the European integration process after the Second World War. The main theories and currents of thought concerning integration are discussed. The course elaborates on the steps undertaken by diverse European governments to build the European Union, as it is known today. Besides presenting the integration evolution, the course offers possible explanations behind the nature of the European project. How could member states initially decide to delegate their sovereignty in key areas of policy competence? How have external factors and internal momentums interacted in creating European dynamics? In answering these questions, the course adopts an interdisciplinary perspective, combining economic history with international relations history approaches and concepts developed by social science.</p>		
<b>Entry requirements / prerequisites</b>	Microeconomics and Macroeconomics		

<b>Course contents</b>	<p>I. First steps towards integration (1945-1959) - 4 hours</p> <p>I.1 Reconstruction of Europe under the superpowers (1945-1949); Atlantic versus European integration.</p> <p>I.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).</p> <p>I.3 Crucial decisions – Jean Monnet’s role for integrating Europe; Setting up of the European Political Community (1953).</p> <p>I.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.</p> <p>II. Development and limits of integration during the 60’s – 4 hours</p> <p>II.1 A period of economic growth</p> <p>II.2 Removal of customs duties on goods</p> <p>II.3 Formulation of the economic and financial union concept – the Hague Summit (1969)</p> <p>III. The new European Architecture in the 70’s – 4 hours</p> <p>III.1 The first plan for a single currency</p> <p>III.2 The Conference of Security and Cooperation in Europe (1973)</p> <p>III.3 The Helsinki Conference</p> <p>III.4 The Dublin European Council Meeting (1975)</p> <p>III.5 First direct election of members of the European Parliament</p> <p>IV. European Community development during the 80’s: state centric versus multi-level governance – 4 hours</p> <p>IV.1 The Single European Act (1986)</p> <p>IV.2 Schengen Agreement and its mechanisms</p> <p>IV.3 The fall of the Berlin wall and the collapse of communism across Central and Eastern Europe</p> <p>V. A Europe without frontiers: 1990-1999 - 4 hours</p> <p>V.1 The challenging options of the Eastern European enlargement after 1989</p> <p>V.2 Maastricht Summit and Jacques Delors’ contribution (1992)</p> <p>V.3 The importance of Amsterdam Treaty (1997)</p> <p>V.4 Introduction of the euro on 1 January 1999</p> <p>VI. A decade of further expansion: 2000-at present – 4 hours</p> <p>VI.1 Arrival of euro notes and coins</p> <p>VI.2 The greatest enlargement of the EU (1 May 2004 and 1 January 2007) and the institutional adaptation in the EU 27</p> <p>VI.3 The long constitutional stalemate and the Treaty of Lisbon</p> <p>VI.4 The European response to the global economic and financial crisis</p> <p>VII. Theories of European Integration – 4 hours</p> <p>VII.1 Federalism, Functionalism and Transactionalism</p> <p>VII.2 Neofunctionalism</p> <p>VII.3 Theorizing the “New Europe”</p> <p>VII.4 Europe and the World: Contemporary International Theory and European Integration</p> <p>VII.5 Integration Theory and Social Science</p> <p>VIII. The future of the European Union – 2 hours</p> <p>VIII.1 Brexit influence on the future European Union</p> <p>VIII.2 Candidates and potential candidates (Turkey, Iceland, Serbia, Macedonia, Albania, Bosnia-Herzegovina)</p>
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<b>Assessment methods</b>	Exam (60%), Essays (30%), Participation in class (10%). The essays will cover topics assigned by the instructor.
<b>Learning outcomes</b>	Students will know to analyze EU evolution, will understand the main theories of European integration and will be able to assess the cognitive value of these theories, and will better understand the past and present of Europe and the European Union.
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Dinan, D. (2014), Europe Recast: A History of European Union, 2nd edition, Boulder: Lynne Rienner.</li> <li>2. McCormick, J. (2011), Understanding the European Union. A Concise Introduction, 5 th edition, Palgrave Macmillan, Basingstoke.</li> <li>3. Dinan, D. (2005), Ever Closer Union – An Introduction to European Integration, Third Edition, Palgrave Macmillan.</li> <li>4. Baldwin, R. and Wyplosz, C. (2004), The Economics of European Integration, McGraw Hill.</li> <li>5. Rosamond. B. (2000), Theories of European Integration, Palgrave Macmillan.</li> </ol>
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. Nugent, N. (2010), The Government and Politics of the European Union, 7th edition, Palgrave Macmillan, Basingstoke.</li> <li>2. Pelkmans, J.(2001),European Integration: Methods and Economic Analysis, 2nd ed. Prentice Hall, 2001</li> </ol>
<b>Additional information</b>	-

<b>Course title</b>	<b>HISTORY SPORT AND TOURISM</b>		
<b>Field of study</b>	economics, tourism		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Wojciech Lewicki PhD	<b>E-mail address to the person responsible for the course</b>	Wojciech.Lewicki@zut.edu.pl
<b>Course code (if applicable)</b>	HST	<b>ECTS points</b>	4
<b>Type of course</b>	elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	15
<b>Objectives of the course</b>	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.		
<b>Entry requirements / prerequisites</b>	No requirements.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Defining Sport Tourism</li> <li>2. The Sport and Tourism Connection</li> <li>3. Sport in the Development of Destination Image: The Case of the City</li> <li>4. Sport in the Development of Destination Image: The Case of the City</li> <li>5. Economic Impacts and Sport Tourism</li> </ol>		

	6. Sport Tourism and the Environment
<b>Assessment methods</b>	Written short exam, attendance, in-class participation and project
<b>Learning outcomes</b>	- 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 -an ability to formulate and construct logical arguments economic History Sport and Tourism ability to evaluate these through empirical and theoretical methods -an understanding of how works of History Sport and Tourism in UE.
<b>Required readings</b>	1. Mike Weed: Sport and Tourism 2007 ISBN: 9780415426886 <a href="http://www.amazon.com/">http://www.amazon.com/</a>
<b>Supplementary readings</b>	
<b>Additional information</b>	Interesting information can be found also here: <a href="http://www.JournalofSport&amp;Tourism">www.Journal of Sport &amp; Tourism</a> <a href="http://www.JournalofSportManagement">www.Journal of Sport Management.</a> <a href="http://www.AnnalsofTourismResearch">www.Annals of Tourism Research</a> Journal of Leisure Research

<b>Course title</b>	<b>HUMAN RESOURCES MANAGEMENT</b>		
<b>Teaching method</b>	During the course of study many different teaching methods will be used: self study, case study, lecture, discussion, movies. Students have to prepare a number of projects, which are real life problems to be resolved by them.		
<b>Person responsible for the course</b>	dr Elwira Leśna-Wierszołowicz	<b>E-mail address to the person responsible for the course</b>	elwira.lesna@zut.edu.pl
<b>Course code (if applicable)</b>	HUMAN RESOURCES MANAGEMENT	<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Summer/winter	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• Develop a working knowledge of Human Resources Management</li> <li>• Link Human Resources Management theory with Human Resources Management practice</li> <li>• Analyze Human Resources Management case studies</li> </ul>		
<b>Entry requirements</b>	There aren't any.		

<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The meaning and aims of human resources management (HRM)</li> <li>2. Human resource planning</li> <li>3. Recruitment and selection</li> <li>4. Motivation</li> <li>5. The importance of communication</li> <li>6. Appraisal, training and counselling</li> <li>7. Managing conflict</li> <li>8. Handling people problems</li> <li>9. Managing stress</li> <li>10. Disciplinary handling</li> </ol>
<b>Assessment methods</b>	class discussion, attendance, written exam
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. M. Armstrong, The Handbook of Human Resource Management Practice, Kogan Page 2003;</li> <li>2. M. Dale, Successful Recruitment and Selection. A Practical Guide for Managers, Kogan Page, London 1995;</li> <li>3. L. Rae, Planning and Designing Training Programmes, Gower, Aldershot, Hampshire 1997;</li> <li>4. F. Poels, Job Evaluation and Remuneration Strategies, Kogan Page, London 1997.</li> </ol>
<b>Additional information</b>	

<b>Course title</b>	<b>INTERNATIONAL HRM</b>		
<b>Teaching method</b>	Lectures with PP presentations, films, case studies, brainstorming, texts analysis		
<b>Person responsible for the course</b>	Joanna Hernik PhD	<b>E-mail address to the person responsible for the course</b>	jhernik@zut.edu.pl
<b>Course code</b>		<b>ECTS points</b>	8
<b>Type of course</b>	Compulsory	<b>Level of course</b>	master
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	3 h	<b>Hours per semester</b>	45
<b>Objectives of the course</b>	Students ought to know the essence of International HRM in a context of general management. Students will be prepared to provide programs for international HRM, train and develop personnel, conduct job design and analysis, and realize other processes of human resource management from international environment point of view.		
<b>Entry requirements</b>	Principles of management		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Introduction – Fordlandia case study</li> <li>2. Processes of human resource management</li> <li>3. HR planning</li> <li>4. Job design and analysis</li> <li>5. Diversity management – new trends in HRM</li> <li>6. Job function</li> <li>7. Recruitment and selection in international environment</li> <li>8. Training and development – Harrods case study</li> <li>9. Performance management and evaluation</li> </ol>		

	<ul style="list-style-type: none"> <li>10. Appraisal methods – IKEA case study</li> <li>11. Successful employee communication</li> <li>12. Country and international labor law</li> <li>13. Safety and health at work – European regulations</li> <li>14. International factors influencing HRM</li> </ul>
<b>Assessment methods</b>	Continuous assessment based on group work, small projects, presence and activity
<b>Recommended readings</b>	<ul style="list-style-type: none"> <li>1. Chris Brewster, Paul Sparrow, Guy Vernon and Elizabeth Houldsworth, International Human Resource Management, Chartered Institute of Personnel and Development 2011, open access:</li> <li>2. <a href="http://www3.ul.ie/ulearning/html%20files/global%20hrm/pdfs/International%20Human%20Resource%20Management.pdf">http://www3.ul.ie/ulearning/html%20files/global%20hrm/pdfs/International%20Human%20Resource%20Management.pdf</a></li> <li>3. Laura Portolese Dias, Human Resource Management, Libraries Publishing 2016,  open access : <a href="http://open.lib.umn.edu/humanresourcemanagement/">http://open.lib.umn.edu/humanresourcemanagement/</a></li> </ul>
<b>Additional information</b>	Course will be taught from practical and international perspective Teacher with international experience

<b>Course title</b>	<b>INTERNATION MARKETING</b>		
<b>Teaching method</b>	Classes will be conducted in lecture format, with group exercises and case studies, and discussion promoting student participation.		
<b>Person responsible for the course</b>	Joanna Hernik PhD	<b>E-mail address to the person responsible for the course</b>	jhernik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>The primary objectives of the course are to:</p> <ul style="list-style-type: none"> <li>Develop a working knowledge of marketing from international scope</li> <li>Link marketing theory with marketing practice</li> <li>Analyze marketing cases</li> </ul> <p>Students should discuss marketing problems from globalization point of view and develop marketing programs for international companies.</p>		
<b>Entry requirements</b>	Completed course of Marketing Principles		
<b>Course contents</b>	<ul style="list-style-type: none"> <li>1. The Dynamic Environment of International Trade</li> <li>2. The nature of international marketing</li> <li>3. Environment of international marketing</li> <li>4. International marketing opportunities and strategies</li> <li>5. International product and brand management</li> <li>6. International marketing channels</li> <li>7. International and global pricing approaches</li> <li>8. International advertising</li> </ul>		

	9. Implementing Global Marketing Strategies 10. Future developments in global marketing
<b>Assessment methods</b>	Attendance, in-class participation and project discussing the best practices in international branding.
<b>Recommended readings</b>	1. Cateora Ph. (et al.), International marketing, McGraw Hill, New York 2011 2. R. Bennett, J. Blythe, International marketing, Kogan Page, London-Philadelphia 2008 3. B. Kleindl, International marketing, Thomson Publ., Mason 2007
<b>Additional information</b>	Interesting information can be found also here: <a href="http://adage.com/">http://adage.com/</a> (Ad & Marketing news)

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

<b>Course title</b>	<b>LOGISTICS &amp; SHIPPING I</b>
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<b>Teaching method</b>	Lectures with PowerPoint presentation (60%), exercises (20%), case studies (15%), data analysis (5%)		
<b>Person responsible for the course</b>	Marco Tregua, PhD (visiting professor, Italy)	<b>E-mail address to the person responsible for the course</b>	marco.tregua@unina.it
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	compulsory	<b>Level of course</b>	
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	- Block teaching -	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students should firstly understand the main concepts of logistics, then they will in-depth analyse the criticalities and the most recent evolutions of this topic. Additionally, they will pay attention to practical issues, as route planning, fleet management, repairing and maintenance management, and trend forecasting.		
<b>Entry requirements</b>	Basic knowledge on management		
<b>Course contents</b>	1 – Introduction to transport and logistics industries 2 – Transport market 3 - Shipping and freight rate mechanisms 4 – Bulk shipping market 5 – Container shipping market 6 – Business strategy in shipping 7 – Liner shipping network 8 – Container transport chain 9 - Fleet mix decision 10 – Costs' analysis and demand forecasting		
<b>Assessment methods</b>	Written test (70%), practical issues through exercises (30%)		
<b>Recommended readings</b>	1 - Lun, Lai and Cheng - Shipping and Logistics Management – Springer (2010) 2 – Lester - Blue Collar Fleet Management – Lulu (2015) 3 – Schönsleben, M. – Logistics, operations and supply chain management – CRC Press (2015)		
<b>Additional information</b>	The case studies proposed to students will be: <ul style="list-style-type: none"> <li>- The Algeciras port</li> <li>- Catone Group</li> <li>- CHKY Shipping Alliance</li> </ul>		

<b>Course title</b>	<b>LOGISTICS &amp; SHIPPING II</b>		
<b>Teaching method</b>	Lectures with PowerPoint presentation (50%), exercises (25%), case studies (25%)		
<b>Person responsible for the course</b>	Marco Tregua, PhD (visiting professor, Italy)	<b>E-mail address to the person responsible for the course</b>	marco.tregua@unina.it
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6

<b>Type of course</b>	compulsory	<b>Level of course</b>	
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	Block teaching	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students should focus on the key role played by interfirm activities and fleet management in conveying efficacy and efficiency in logistics firms. Moreover, the roles of macro- and meta-actors will be analysed to investigate on the fourth-generation port and in relation with the changes to green logistics.		
<b>Entry requirements</b>	Basic knowledge on logistics		
<b>Course contents</b>	1 – Introduction to logistics, bulk shipping and containers 2 – Managing empty containers 3 – Container transport security 4 – Port operations 5 – Managing container terminals 6 – Agile ports 7 – Warehousing and picking systems 8 – Logistics and sustainability 9 – Green logistics 10 – Fleet management		
<b>Assessment methods</b>	Written test (70%), practical issues through exercises (30%)		
<b>Recommended readings</b>	1 - Lun, Lai and Cheng - Shipping and Logistics Management – Springer (2010) 2 – Lester - Blue Collar Fleet Management – Lulu (2015) 3 – Gunjal et al. – Green Logistics – Paper on IJSTM (2015) 4 – World Bank Report – Green logistics 5 - Gleissner H. and Femerling, J.C. - Logistics, Springer Texts in Business and Economics – Springer (2013)		
<b>Additional information</b>	The case studies proposed to students will be: <ul style="list-style-type: none"> <li>- Maersk</li> <li>- The Port of Marad</li> <li>- Long Beach Port</li> </ul>		

<b>Course title</b>	<b>LOGISTICS MANAGEMENT</b>		
<b>Field of study</b>	Economics, management, transport		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Wojciech Lewicki PhD	<b>E-mail address to the person responsible for the course</b>	Wojciech.Lewicki@zut.edu.pl
<b>Course code (if applicable)</b>	FCLM	<b>ECTS points</b>	4
<b>Type of course</b>	Elective	<b>Level of course</b>	bachelor

<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the</b>	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		
<b>Course title</b>	<b>MATHEMATICS</b>		
<b>Field of study</b>	Economics; Management No requirements.		
<b>Teaching method</b>	Lectures, laboratory 1. Overview of Logistics 2. Supply Chain Management		
<b>Person responsible for the course</b>	3. Inventory Management Joanna Perzynska PhD 4. International Logistics 5. Supply Chain Finance	<b>E-mail address to the person responsible for the course</b>	joanna.perzynska@zut.edu.pl
	6. Logistics IT 7. Outsourcing Logistics 9. Future Logistics Management		
<b>Assessment methods</b>	attendance, in-class participation and project		
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>- familiarity with different approaches to the study of future concepts logistics management and an ability to apply these to contemporary collective and, and political behavior</li> <li>-an ability to formulate and construct logical arguments economic future concepts logistics management and developments and an ability to evaluate these through empirical and theoretical methods</li> <li>-an understanding of how works of future concepts logistics management.</li> </ul>		
<b>Required readings</b>	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		
<b>Supplementary readings</b>			
<b>Additional information</b>	<ul style="list-style-type: none"> <li>1. <a href="http://ec.europa.eu/transport/road/doc/road_transport_policy_en.pdf/">http://ec.europa.eu/transport/road/doc/road_transport_policy_en.pdf/</a> (Road Transport Policy).</li> <li>2. <a href="http://ec.europa.eu/transport/index_en.htm">http://ec.europa.eu/transport/index_en.htm</a> (News about transport policy in EU).</li> <li>3. <a href="http://www.theguardian.com/uk/transport">http://www.theguardian.com/uk/transport</a> (News about transport and Logistics)</li> </ul>		



<b>Course code (if applicable)</b>	MAT	<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	winter / summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	The primary 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.		
<b>Entry requirements / prerequisites</b>	Foundations of mathematics (single variable calculus, derivatives).		
<b>Course contents</b>	<p>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.</p>		
<b>Assessment methods</b>	In-class activity and participation, written tests.		
<b>Learning outcomes</b>	<p>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.</p>		
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Dr. SC Aggarwal, Dr. RK Rana, Basic Mathematics for Economists, FK Publications, 2010,</li> <li>2. C.P.Simon, L.E.Blume, Mathematics for Economists, W.W.Norton &amp; Company; 1 edition (April 17, 1994),</li> <li>3. M.Pemberton, N.Rau, Mathematics for Economists, Manchester University Press 2012.</li> </ol>		
<b>Supplementary readings</b>			
<b>Additional information</b>			

<b>Course title</b>	<b>MARKETING IN NONPROFIT SECTOR</b>		
<b>Teaching method</b>	Lectures with PP presentations, films, case studies, brainstorming, texts analysis		
<b>Person responsible for the course</b>	Joanna Hernik PhD	<b>E-mail address to the person responsible for the course</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master

<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	Basic knowledge on marketing principles		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Nonprofit sector – hallmarks</li> <li>2. Genesis of nonprofit marketing</li> <li>3. Marketing planning</li> <li>4. Designing marketing mix</li> <li>5. Launching new offerings</li> <li>6. Managing perceived costs</li> <li>7. Formulating communication strategies</li> <li>8. Public relations at the organization level</li> <li>9. Working with the private sector</li> <li>10. Nonprofit organizations` role in healthcare system, tourism and the youth sport</li> </ol>		
<b>Assessment methods</b>	Project discussing communication strategy of chosen nonprofit organization		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. A.R. Andreasen, Ph. Kotler, Strategic marketing for nonprofit organizations, Pearson Education Inc., New Jersey 2008.</li> <li>2. J.G. Dees, J. Emerson, P. Economy, Strategic tools for social entrepreneurs, John Wiley &amp; Sons, New York 2002.</li> <li>3. B.J. McLeish, Successful marketing for nonprofit organizations, John Wiley &amp; Sons, New York 1995.</li> </ol>		
<b>Additional information</b>	Interesting information can be found also here: <a href="http://nonprofit.alltop.com/">http://nonprofit.alltop.com/</a> (Nonprofit News) <a href="http://www.thenonprofittimes.com/">http://www.thenonprofittimes.com/</a> (The Nonprofit Times)		

<b>Course title</b>	<b>MARKETING RESEARCH</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with case studies, practical training and research in a field		
<b>Person responsible for the course</b>	Joanna Hernik PhD	<b>E-mail address to the person responsible for the course</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h (7 weeks)	<b>Hours per semester</b>	15

<b>Objectives of the course</b>	The primary objectives of the course is to develop a working knowledge of marketing research
<b>Entry requirements</b>	No requirements.
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Role of marketing research in management</li> <li>2. Stages and types of marketing research</li> <li>3. Process of research sample selection</li> <li>4. Methods of data collection</li> <li>5. Methods of data analysis</li> <li>6. Research report and presentation of results</li> </ol>
<b>Assessment methods</b>	In-class participation, attendance and research project
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Jr., Joseph Hair (et. al), Essentials of Marketing Research, McGraw Hill Higher Education, 2012</li> <li>2. R. Mcneil, Business to Business Market Research: Understanding and Measuring Business Markets, The market research Society, 2005</li> </ol>
<b>Additional information</b>	Other useful resources: <a href="http://blog.hubspot.com/marketing/market-research-tools-resources">http://blog.hubspot.com/marketing/market-research-tools-resources</a> <a href="http://www.sbtcd.org/resources/online-marketing-resources/">http://www.sbtcd.org/resources/online-marketing-resources/</a>

<b>Course title</b>	<b>MODERN MANAGEMENT CONCEPTS</b>		
<b>Field of study</b>	Economics		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with case studies.		
<b>Person responsible for the course</b>	Anna Sworowska, PhD	<b>E-mail address to the person responsible for the course</b>	anna.sworowska@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>	Optional	<b>Level of course</b>	Bachelor
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	1h (L)	<b>Hours per semester</b>	15h (L)
<b>Objectives of the course</b>	The primary objectives of the course are to: Develop a working knowledge of assumptions of chosen modern management concepts Develop management cases effectively utilizing modern methods of strategic analysis		
<b>Entry requirements / prerequisites</b>	Chosen fundamental concepts of management		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Enterprise's characteristics.</li> <li>2. SWOT analysis.</li> <li>3. Stakeholder analysis.</li> <li>4. Business Model Canvas.</li> <li>5. Balanced scorecard.</li> </ol>		

<b>Assessment methods</b>	- oral short exam - in-class participation - project work
<b>Learning outcomes</b>	Student is able to explain strategic aspects in making management decisions. Student is able to analyze key factors for the choice of management methods and techniques.
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Friedman A.L., Miles S. (2006). Stakeholders: Theory and Practice. Oxford University Press. New York, US.</li> <li>2. Osterwalder A., Pigneur Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Self published. Wiley, US.</li> <li>3. Kaplan R.S., Norton D.P. (1996). The Balanced Scorecard: Translating Strategy into Action. Harvard Business Review Press. US.</li> </ol>
<b>Supplementary readings</b>	<p>Interesting information can be found also here:</p> <ol style="list-style-type: none"> <li>1. <a href="http://knowledge.apm.org.uk/bok/stakeholder-management">http://knowledge.apm.org.uk/bok/stakeholder-management</a> (materials on stakeholder management from Association for Project Management)</li> <li>2. <a href="http://www.businessmodelgeneration.com/canvas/bmc">http://www.businessmodelgeneration.com/canvas/bmc</a> (tools for Business Model Canvas from Strategyzer)</li> <li>3. <a href="https://hbr.org/2007/07/using-the-balanced-scorecard-as-a-strategic-management-system">https://hbr.org/2007/07/using-the-balanced-scorecard-as-a-strategic-management-system</a> (materials on balanced scorecard from Harvard Business Review)</li> </ol>
<b>Additional information</b>	-

<b>Course title</b>	<b>MULTINATIONAL FINANCE</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation through case studies.		
<b>Person responsible for the course</b>	Prof. Constantinos Charalambous	<b>E-mail address to the person responsible for the course</b>	charalambous@gmail.com
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>	Compulsory	<b>Level of course</b>	bachelor
<b>Semester</b>	Summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	Block Teaching	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	<p>The primary objectives of the course are to:</p> <p>Understand how Multinational Enterprises are formed</p> <p>Comprehend how the Foreign Exchange market works</p> <p>Understand the different financial instruments in Multinational Finance</p>		
<b>Entry requirements</b>	No requirements.		

<b>Course contents</b>	<ol style="list-style-type: none"> <li>1) Foreign Exchange Rate Determination &amp; Forecasting</li> <li>2) Foreign Currency Derivatives</li> <li>3) Financing the Global Firm</li> <li>4) Global Cost and Availability of Capital</li> <li>5) Sourcing Equity Capital Globally</li> <li>6) Financial Structure and International Debt</li> <li>7) Interest Rate and Currency Swaps</li> <li>8) International Portfolio Theory and Diversification</li> </ol>
<b>Assessment methods</b>	Written short exam, attendance, in-class participation.
<b>Recommended readings</b>	Fundamentals of Multinational Finance, International 3rd Edition, Michael Moffett, Arthur Stonehill, David Eiteman
<b>Additional information</b>	Interesting information can be found also here: <a href="http://www.everyday-economist.com">www.everyday-economist.com</a>

<b>Course title</b>	<b>OPERATIONAL RESEARCH</b>		
<b>Field of study</b>	Economy, Management		
<b>Teaching method</b>	Lectures, laboratory		
<b>Person responsible for the course</b>	tbt Joanna Perzyńska PhD Maciej Oesterreich PhD	<b>E-mail address to the person responsible for the course</b>	joanna.perzynska@zut.edu.pl maciej.oesterreich@zut.edu.pl
<b>Course code (if applicable)</b>	OPR	<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/ summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	The primary 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).		
<b>Entry requirements / prerequisites</b>	Completed courses on mathematics, statistics, econometrics. Basic knowledge on economics.		
<b>Course contents</b>	Geometric method. Integer programming. Simplex method. Transportation problem. Critical path method. PERT method.		
<b>Assessment methods</b>	In-class activity and participation, written tests.		

<b>Learning outcomes</b>	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.
<b>Required readings</b>	1. F. S. Hillier, G.J. Lieberman, Introduction to Operations Research
<b>Supplementary readings</b>	Completed courses on mathematics, statistics, econometrics. Basic knowledge on economics.
<b>Additional information</b>	

<b>Course title</b>	<b>ORGANIZATION AND MANAGEMENT</b>		
<b>Teaching method</b>	classical lecture and given materials interactive: discussions, case studies		
<b>Person responsible for the course</b>	dr Elwira Leśna-Wierszołowicz	<b>E-mail address to the person responsible for the course</b>	elwira.lesna@zut.edu.pl
<b>Course code (if applicable)</b>	ORGANIZATION AND MANAGEMENT	<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Summer/winter	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	After this course students should be able to recognize the basic principles and laws of management as well as apply them in non-complicated business situations in all fields of management.		
<b>Entry requirements</b>	There aren't any.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The process of management</li> <li>2. The manager and the organisation</li> <li>3. Management styles</li> <li>4. Delegation</li> <li>5. Motivation</li> <li>6. Leadership</li> <li>7. Managing stress</li> <li>8. Managing conflict</li> <li>9. The control process</li> </ol>		
<b>Assessment methods</b>	class discussion, attendance, oral exam		

<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Michael Armstrong (2010) "Armstrong's Essential Human Resource Management Practice. A Guide to People Management", Kogan Page</li> <li>2. Michael Armstrong (2009) "Armstrong's Handbook of Human Resource Management Practice", 11th Edition, Kogan Page London and Philadelphia</li> <li>3. John Adair (2003) "Not Bosses but Leaders: How to Lead the Way to Success" 3rd Edition, Kogan Page</li> <li>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</li> <li>5. Michael Morris (2005) "The First-Time Manager. The First Steps to a Brilliant Management Career" 3rd Edition, Kogan Page, London and Sterling, VA</li> <li>6. Michael Armstrong (1994) "How To Be an Even Better Manager", Kogan Page, London</li> <li>7. Tom Batley (1989) "Management Skills for Professionals", Philip Allan Publishers Oxford and New Jersey</li> <li>8. Arthur Young (1989) "The Manager's Handbook. The Practical Guide to Successful Management", Sphere Reference London &amp; Sydney</li> <li>9. David Lewis (1995) "10-Minute Time and Stress Management. How to Gain an Extra 10 Hours a Week", Piatkus</li> <li>10. Marilyn Manning, Patricia Handdock (1990) "Office Management. Increasing Efficiency and Effectiveness", Kogan Page</li> <li>11. David Rees (1991) "The Skills of Management", Routledge</li> </ol>
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<b>Course title</b>	<b>ORGANIZATION AND PLANNING OF TRANSPORT</b>		
<b>Field of study</b>	economics, management, transport		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Wojciech Lewicki PhD	<b>E-mail address to the person responsible for the course</b>	Wojciech.Lewicki@zut.edu.pl
<b>Course code (if applicable)</b>	EAUTSD	<b>ECTS points</b>	6
<b>Type of course</b>	compulsory	<b>Level of course</b>	bachelor
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	15

<b>Objectives of the course</b>	<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>
<b>Entry requirements / prerequisites</b>	<p>No requirements.</p>
<b>Course contents</b>	<ol style="list-style-type: none"> <li>8. Introduction and course overview</li> <li>9. History of the urban transport system and its impact on urban form W</li> <li>10. History of the urban transport system and its impact on urban form</li> <li>11. The Evolution of the Transportation Planning Process The Evolution of the Transportation Planning Process (II)</li> <li>12. Trends in modal choice, plausible determinants</li> <li>13. Transport planning as a technocratic activity</li> <li>14. Managing the automobile</li> <li>15. Transport Planning in the information age</li> <li>16. Walking and cycling in the city (bike share)</li> <li>17. Transport Finance</li> </ol>
<b>Assessment methods</b>	<p>attendance, in-class participation and project</p>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>- 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</li> <li>-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</li> <li>-an understanding of how works economic organization and planning of transport in UE</li> </ul>
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Schorpp, S., Dynamic Fleet Management for International Truck Transportation, Gabler Verlag, Wiesbaden, 2011 <a href="http://www.amazon.com">www.amazon.com</a></li> <li>2.Regulation (Ec) No 561/2006 Of The European Parliament And Of The Council. 3</li> <li>3. Regulation (Ec) No 1071/2009 of the European Parliament and of the Council.</li> </ol>
<b>Supplementary readings</b>	
<b>Additional information</b>	<p><a href="http://greenlineextension.eot.state.ma.us/">http://greenlineextension.eot.state.ma.us/</a>  <a href="http://www.thetransportpolitic.com/2010/10/13/transit-mode-share-trends-looking-steady-railappears-to-encourage-non-automobile-commutes/">http://www.thetransportpolitic.com/2010/10/13/transit-mode-share-trends-looking-steady-railappears-to-encourage-non-automobile-commutes/</a>. (These sources are mere suggestions. Feel free to look around),  <a href="http://www.eco-logica.co.uk/pdf/wtpp18.4.pdf">http://www.eco-logica.co.uk/pdf/wtpp18.4.pdf</a></p>



<b>Course title</b>	<b>PRINCIPLES OF BANKING AND FINANCE</b>		
<b>Field of study</b>	Economics, management		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Wojciech Lewicki PhD	<b>E-mail address to the person responsible for the course</b>	Wojciech.Lewicki@zut.edu.pl
<b>Course code (if applicable)</b>	FUI	<b>ECTS points</b>	4
<b>Type of course</b>	compulsory	<b>Level of course</b>	bachelor
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	15
<b>Objectives of the course</b>	Upon completion of the course, students will be able to: Understand the notion of ethical and sustainable financing; Note the difference between the main sustainable financing instruments, like SRI, microfinance, impact investing, and philanthropy; Understand the business model of banking; Apply SRI analysis; Develop analytical tools for evaluating different investment strategies; Demonstrate the strengths and weaknesses of the existing legal and regulatory framework of sustainable financing and banking; Interrelate ESG and finance issues in study format		
<b>Entry requirements / prerequisites</b>	No requirements.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Introduction to Financial Systems</li> <li>2. Comparative Financial Systems</li> <li>3 Role of Financial Intermediation:</li> <li>4. Regulation of Bank:</li> <li>5 Risk Management in Banking</li> <li>6 Financial Markets: Transmission of information;</li> </ol>		
<b>Assessment methods</b>	Written short exam, attendance, in-class participation and project		
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>- familiarity with different approaches to the study of and an ability to apply these to contemporary principles of banking and finance</li> <li>-an ability to formulate and construct logical arguments on principles of banking and finance and an ability to evaluate these through empirical and theoretical methods</li> <li>-an understanding of how works the market of banking and finance</li> <li>-knowledge of basic factual information about the market of banking and finance</li> </ul>		
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Mishkin, F. and S. Eakins Financial Markets and Institutions. (Addison Wesley) Allen, F. and D. Gale Comparing Financial Systems. (MIT Press)</li> </ol>		
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. Brealey, R.A. and S.C. Myers Principles of Corporate Finance. (McGraw-Hill/Irwin)</li> </ol>		
<b>Additional information</b>	<a href="http://www.moneyandbanking.com/">http://www.moneyandbanking.com/</a> <a href="http://www.globalfinanceportal.com/">www.globalfinanceportal.com/</a> <a href="http://unfccc.int/climatefinance?home">http://unfccc.int/climatefinance?home</a>		

<b>Course title</b>	<b>PRINCIPLES OF MARKETING</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Joanna Hernik PhD	<b>E-mail address to the person responsible for the course</b>	joanna.hernik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	<p>The primary objectives of the course are to:</p> <ul style="list-style-type: none"> <li>Develop a working knowledge of marketing</li> <li>Link marketing theory with marketing practice</li> <li>Develop and analyze marketing cases effectively utilizing marketing diagnostics</li> </ul>		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Marketing – creating and capturing customer value.</li> <li>2. Company and marketing strategy.</li> <li>3. Analyzing the marketing micro- and macro- environment.</li> <li>4. Marketing research.</li> <li>5. Market segmentation.</li> <li>6. Product and service decisions, branding strategy.</li> <li>7. Marketing channels, delivering customer value.</li> <li>8. Retailing and wholesaling.</li> <li>9. Promotion mix, communication process.</li> <li>10. Pricing strategies.</li> <li>11. Direct and online marketing.</li> </ol>		
<b>Assessment methods</b>	Written short exam, attendance, in-class participation, homework and project		
<b>Recommended readings</b>	1. Ph. Kotler and G. Armstrong, "Principles of Marketing", Prentice Hall 2010.		
<b>Additional information</b>	<p>Interesting information can be found also here:</p> <p><a href="http://adage.com/">http://adage.com/</a> (Ad &amp; Marketing news)</p> <p><a href="http://www.marketingpower.com/">http://www.marketingpower.com/</a> (Marketing News from AMA, Resource Library)</p>		

<b>Course title</b>	<b>PRINCEPLES OF MICROECONOMICS</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation through case studies.		
<b>Person responsible for the course</b>	Prof. Constantinos Charalambous	<b>E-mail address to the person responsible for the course</b>	charalambous@gmail.com
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>	compulsory	<b>Level of course</b>	bachelor
<b>Semester</b>	summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	Block Teaching	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	<p>The primary objectives of the course are to:</p> <p>Understand the basic economic problem of scarcity</p> <p>Comprehend how individual consumers make decisions and allocate their scarce resources</p> <p>Understand how firms decide what to produce and how</p>		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<p>I. DEFINITIONS AND FUNDAMENTAL CONCEPTS.</p> <ol style="list-style-type: none"> <li>1. The Scope and Method of Economics.</li> <li>2. The Economic Problem: Scarcity and Choice.</li> <li>3. Demand, Supply, and Market Equilibrium.</li> <li>4. Demand and Supply Applications .</li> <li>5. Elasticity</li> </ol> <p>II. FOUNDATIONS OF MICROECONOMICS: CONSUMERS AND FIRMS.</p> <ol style="list-style-type: none"> <li>6. Household Behavior and Consumer Choice</li> <li>7. The Production Process: The Behavior of Profit-Maximizing Firms.</li> <li>8. Short-Run Costs and Output Decisions.</li> <li>9. Long-Run Costs and Output Decisions.</li> </ol>		
<b>Assessment methods</b>	Written short exam, attendance, in-class participation.		
<b>Recommended readings</b>	1. Case, K.E. and Fair, R.C (2012) Principles of Microeconomics. 10th edition. Prentice Hall.		
<b>Additional information</b>	Interesting information can be found also here: <a href="http://www.everyday-economist.com">www.everyday-economist.com</a>		

<b>Course title</b>	<b>PRINCIPLES OF TOURISM</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Agnieszka Brelik PhD	<b>E-mail address to the person responsible for the course</b>	Agnieszka.brelik@zut.edu.pl

<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements</b>	Basic knowledge about micro and macroeconomics		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Introduction to the tourism</li> <li>2. Definitions of tourism.</li> <li>3. Forms of tourism.</li> <li>4. Study approaches – basic approaches to the study of tourism</li> <li>5. Europe and tourism – how does it look like in Europe?</li> <li>6. How tourism is organized: World, National, Local and Regional Organizations</li> <li>7. How tourism is organized: Industry Segments and Trade Associations</li> <li>8. International Tourism for Life's enrichment</li> <li>9. Trends in European and world tourism.</li> </ol>		
<b>Assessment methods</b>	A case study presentation		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.</li> <li>2. McIntosh Robert W., Goeldner Charles R., Tourism. Principles, Practices, Philosophies. John Wiley&amp;Sons Inc. USA 1986.</li> <li>3. Norma Polovitz Nickeson Foundations of Tourism Prntice Hall 1996</li> </ol>		
<b>Additional information</b>	Agnieszka Brelik PhD Department of Political Economics and Tourism agnieszka.brelik@zut.edu.pl		

<b>Course title</b>	<b>PROJECT MANAGEMENT TOOLS AND TECHNIQUES</b>		
<b>Teaching method</b>	Lectures and case studies		
<b>Person responsible for the course</b>	Prof. Kleanthis Sirakoulis (Greece)	<b>E-mail address to the person responsible for the course</b>	sirakoul@teilar.gr
<b>Course code (if applicable)</b>	ECS	<b>ECTS points</b>	6
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter	<b>Language of instruction</b>	English
<b>Hours per week</b>	-- Block teaching --	<b>Hours per semester</b>	30

<b>Objectives of the course</b>	Gaining basic knowledge on managing by project methodology. Students will obtain skills in: problem identification, exploring the need for a change, project planning. They will make practice on project scheduling using PERT/CPM and they will discover the problem of accuracy in project duration and cost estimations.
<b>Entry requirements</b>	Basic mathematics and economics
<b>Course contents</b>	<ol style="list-style-type: none"> <li>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.</li> <li>2) The Goal Oriented Project Planning methodology. Simulation of the method. Completing the LFA project matrix.</li> <li>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.</li> <li>4) Time – cost tradeoffs. Monitoring and controlling the project in terms of duration and expenditures.</li> <li>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.</li> </ol>
<b>Assessment methods</b>	In-class activity and participation, written exam.
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1) Jozefowska J. and J. Weglarz (2006) Perspectives in Modern Project Scheduling, Springer.</li> <li>2) Mantel, S.J. Meredith, J.R. Shafer, S.M. and M.M. Sutton (2001) Project Management in Practice, New York: John Wiley &amp; Sons, Inc.</li> <li>3) Nicholas, J. and H. Steyn (2008) Project Management for Business, Engineering and Technology (3rd edition), Elsevier: Burlington MA</li> <li>4) Thomas, J. and M. Mullaly (2008) Researching the Value of Project Management, Pennsylvania: Project Management Institute</li> <li>5) Turner, J.R. (2009) The Handbook of Project-Based Management, McGraw-Hill</li> <li>6) Vanhoucke, M. (2009) Measuring Time: Improving Project Performance Using Earned Value Management, Springer Science+ Business Media.</li> </ol>
<b>Additional information</b>	Vanhoucke, M. (2012) Project Management with Dynamic Scheduling: Baseline Scheduling, Risk Analysis and Project Control, Springer Science+ Business Media.

<b>Course title</b>	<b>QUALITY MANAGEMENT IN BUSINESS</b>		
<b>Teaching method</b>	classical lecture and materials prepared for students; interactive: discussions, case studies		
<b>Person responsible for the course</b>	Elwira Leśna-Wierszołowicz PhD	<b>E-mail address to the person responsible for the course</b>	elwira.lesna@zut.edu.pl
<b>Course code (if applicable)</b>	QUALITY MANAGEMENT IN BUSINESS	<b>ECTS points</b>	6
<b>Type of course</b>	compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Summer/winter	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30

<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• Develop a working knowledge of Quality Management in Business</li> <li>• Link Quality Management in Business theory with Quality Management in Business practice</li> <li>• Analyze Quality Management in Business case studies</li> </ul>
<b>Entry requirements</b>	There aren't any.
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The definition of Quality Management</li> <li>2. The nature of Quality Management</li> <li>3. Quality Management principles</li> <li>4. Quality planning</li> <li>5. Quality control</li> <li>6. Quality assurance</li> <li>7. Quality improvement</li> </ol>
<b>Assessment methods</b>	<ul style="list-style-type: none"> <li>• oral exam, attendance, in-class activity and participation, project</li> </ul>
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Hoyle D., Quality Management Essentials, Butterworth-Heinemann, Oxford 2007;</li> <li>2. Nanda V., Quality Management System Handbook for Product Development Companies, CRC Press, Florida 2005;</li> <li>3. Bartley R., Tools for Quality Management, Bureau of International Recycling, Brussels;</li> </ol>
<b>Additional information</b>	

<b>Course title</b>	<b>QUANTATIVE METHODS IN ECONOMICS</b>		
<b>Field of study</b>	Economics		
<b>Teaching method</b>	Lectures, laboratory		
<b>Person responsible for the course</b>	Tbt Joanna Perzyńska PhD Maciej Oesterreich PhD	<b>E-mail address to the person responsible for the course</b>	Joanna Perzyńska PhD Maciej Oesterreich PhD
<b>Course code (if applicable)</b>	ECS	<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Compulsory
<b>Semester</b>	Winter/ summer	<b>Language of instruction</b>	Winter/ summer
<b>Hours per week</b>	2	<b>Hours per semester</b>	2
<b>Objectives of the course</b>	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).		
<b>Entry requirements / prerequisites</b>	Completed courses on mathematics, statistics, econometrics. Basic knowledge on economics.		
<b>Course contents</b>	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.
<b>Assessment methods</b>	In-class activity and participation, written tests.
<b>Learning outcomes</b>	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)
<b>Required readings</b>	1. F. S. Hillier, G.J. Lieberman, Introduction to Operations Research 2. Paul G. Farnham, Economics for Managers
<b>Supplementary readings</b>	
<b>Additional information</b>	

<b>Course title</b>	<b>REAL ESTATE MANAGEMENT</b>		
<b>Teaching method</b>	Lecture		
<b>Person responsible for the course</b>	dr Bartosz Dąbrowski	<b>E-mail address of the person responsible for the course</b>	bartosz.dabrowski@zut.edu.pl
<b>Course code (if applicable)</b>	LEM	<b>ECTS points</b>	6
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	summer/winter	<b>Language of instruction</b>	English
<b>Hours per week</b>	3	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	The main aim of the course is to provide students the basics of property law regulations. The course will focus on legal acts that refer to property turn-over and management, including civil aspects, lease, perpetual usage, right to use, right to property, as well as limited rights in property. By the end of the course the students are supposed to have basic knowledge of legal acts and regulations, both in practical and theoretical way, concerning property management and turn-over.		
<b>Entry requirements</b>	It is required that the student possesses basic knowledge concerning legal rules and definitions which are included in the contents of the course of the subject "Law" or similar which is conducted during the first years of studies.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Definitions and institutions referring to property law.</li> <li>2. Legal titles to the property; distinction of rights and agreements to the property.</li> <li>3. Co-ownership.</li> <li>4. Co-operatives and rights to a flat in co-operatively owned buildings.</li> <li>5. Mortgage and Land Registry.</li> <li>6. Clauses and provisions in civil agreements.</li> <li>7. Lease agreement. Lease of the property / apartment / business premises.</li> <li>8. Timeshairng.</li> </ol>		

	<p>9. Joint land property. Management of the property.</p> <p>10. Lease issues.</p> <p>11. Role of property manager.</p> <p>12. Eviction and other aspects of execution from the property.</p>
<b>Assessment methods</b>	Written exam which consists of a multiply-choice test (30-40 questions) with additional (2/4) open questions. Student must achieve more than 60% of points. Multiply-choice questions are scored 1 point for a good answer and open questions – up to 5 points.
<b>Recommended readings</b>	<p>1. The Polish civil code published by Polish Society of Economic. Legal and Court Translators, 1994.</p> <p>2. D.Martin, A-Z of Facilities and Property Management, Thorogood; illustrated edition edition 2007</p>
<b>Additional information</b>	The course of the subject prepares students for the position of a real estate agent, manager of e real property.

<b>Course title</b>	<b>STRATEGIC MANAGEMENT</b>		
<b>Field of study</b>			
<b>Teaching method</b>	Lectures: interactive teaching in order to engage students and stimulate their critical thinking. Conventional lectures will be enriched with video presentations and lectures given by the representatives from the practice. 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.		
<b>Person responsible for the course</b>	Gunta Grinberga-Zalite, Dr.oec., associate professor	<b>E-mail address to the person responsible for the course</b>	gunta.grinberga@llu.lv
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/Summer	<b>Language of instruction</b>	English
<b>Hours per week</b>		<b>Hours per semester</b>	30
<b>Objectives of the course</b>	This is one of the key subjects in the field of business economics and management, and the very nature of the subject which is primarily related to the close connection between theory and practice, sets its main goals, as well as the methods of learning. The overall goal of the subject is to offer students, in a simple but systematic way, a good foundation in the field of strategic management and to interest them to a greatest possible extent in further studies in relevant areas. In terms of academic content, the subject has three objectives: a) allow students to learn and understand the conceptual issues of the subject and its integral relationship with other fields in economics and management, b) provide students with understanding the strategic management by combining general theoretical settings of strategic management with practical implications in the modern enterprise whose management is dictated by the dynamic business environment, and c) to provide students with tangible strategic analysis, design, implementation, and skills that can be easily applied in practice.		
<b>Entry requirements / prerequisites</b>	There aren't any.		



<b>Course contents</b>	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.
<b>Assessment methods</b>	class discussion, attendance
<b>Learning outcomes</b>	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.
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Dersky H. (2016) International Management: Managing Across Borders and Cultures, Text and Cases (9th Edition) 2016 , 504p.</li> <li>2. Parnell J. (2016) Strategic Management : Theory and Practice 4th Revised edition. London : SAGE Publications Inc. , 2014. 641 lpp. ISBN 978-4522-3498-4</li> <li>3. Clegg S., Carter C. (2011) Strategy : Theory &amp; Practice. London : SAGE Publications Ltd, 460 lpp. ISBN 978-1-84920-151-3</li> <li>4. 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</li> </ol>
<b>Supplementary readings</b>	
<b>Additional information</b>	

<b>Course title</b>	<b>STATISTICS</b>		
<b>Field of study</b>	Economics; Management		
<b>Teaching method</b>	Lectures, laboratory		
<b>Person responsible for the course</b>	Tbt Joanna Perzyńska PhD Maciej Oesterreich PhD	<b>E-mail address to the person responsible for the course</b>	joanna.perzynska@zut.edu.pl Maciej.oesterreich@zut.edu.pl
<b>Course code (if applicable)</b>	STA	<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/ summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2	<b>Hours per semester</b>	30

<b>Objectives of the course</b>	The main goal of the course is to gain by student theoretical and practical knowledge of descriptive statistics and statistical inference.
<b>Entry requirements / prerequisites</b>	Completed course on mathematics. Basic knowledge on economics.
<b>Course contents</b>	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.
<b>Assessment methods</b>	In-class activity and participation, written tests.
<b>Learning outcomes</b>	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.
<b>Required readings</b>	<ol style="list-style-type: none"> <li>Anderson D., Sweeney D., Williams T., Statistics for Business and Economics, South-Western Cengage Learning, 2011</li> <li>Ramsey J., The Elements of Statistics with Applications to Economics and the Social Sciences, South-Western College Pub, 2001.</li> <li>Gentle J., Elements of Computational Statistics, Springer, 2005.</li> </ol>
<b>Supplementary readings</b>	
<b>Additional information</b>	

<b>Course title</b>	<b>STRATEGIC INVESTING</b>		
<b>Teaching method</b>	Lecture, workshop		
<b>Person responsible for the course</b>	Prof. Dr. Patrick Moore (visiting professor)	<b>E-mail address to the person responsible for the course</b>	patrick.moore@fh-stralsund.de
<b>Course code (if applicable)</b>	S IV	<b>ECTS points</b>	6
<b>Type of course</b>	Elective	<b>Level of course</b>	bachelor
<b>Semester</b>	Winter/Summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	- block teaching -	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students learn how to invest financial means a) as this is done by institutional investors such as fund companies, insurances or highly		

	<p>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>
<b>Entry requirements</b>	The students should have a basic understanding of economics, accounting and finance (e.g. Corporate Finance).
<b>Course contents</b>	<p>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</p> <p>2 Markets and Instruments Such as Money Markets, Fixed-Income Capital Markets, Equities, Indexes, Derivatives, Countries</p> <p>3 Portfolio Theory Risk and Risk Aversion - Asset Allocation - Portfolio Management - Investment Strategies</p>
<b>Assessment methods</b>	<p>a. You shall work on a selected theoretical topic ... and</p> <p>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</p> <p>1. a private portfolio and</p> <p>2. a commercially run fund</p> <p>You will hold a short (10 minutes) presentation on (1) and a comprehensive presentation on (2)</p>
<b>Recommended readings</b>	<p>1. Zvi Bodie, Alex Kane and Alan Marcus, Investments, 2013</p> <p>2. Madura, Jeff and Fox, Roland: International Financial Management, 3rd ed.; South Western / Cengage Learning EMEA, Hampshire UK, 2014</p> <p>3. William Sharpe: Portfolio Theory and Capital Markets: The Original Edition (of 1970, reprint) – December 17, 1999</p> <p>4. Sharpe, William F.; Alexander, Gordon J.; Bailey, Jeffery V.: Investments, 6th ed., Hall 1999</p> <p><a href="http://investorsolutions.com/media/books/investment-strategies-for-the-21st-century/">Armstrong, Frank: Investment Strategies for the 21st Century,</a> <a href="http://investorsolutions.com/media/books/investment-strategies-for-the-21st-century/">http://investorsolutions.com/media/books/investment-strategies-for-the-21st-century/</a></p>
<b>Additional information</b>	<p><a href="http://www.investopedia.com">www.investopedia.com</a></p> <p><a href="http://markets.ft.com/research/Markets/Overview?ftauth=1227981316545">http://markets.ft.com/research/Markets/Overview?ftauth=1227981316545</a></p> <p><a href="#">Investment-pages of banks</a></p>

<b>Course title</b>	<b>SUSTAINABLE DEVELOPMENT</b>		
<b>Field of study</b>			
<b>Teaching method</b>	Lecture & workshop		
<b>Person responsible for the course</b>		<b>E-mail address to the person responsible for the course</b>	
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>	elective	<b>Level of course</b>	master

<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	1	<b>Hours per semester</b>	15
<b>Objectives of the course</b>	<p>The core course objectives and learning goals for this course include:</p> <ul style="list-style-type: none"> <li>• Basic understanding of the historical evolution and impact of SD; examples from Poland and other countries</li> <li>• The critical assessment of alternative approaches to SD based on an understanding of the fundamental environmental and economic concepts and principles of SD</li> <li>• A basic understanding of the influence of national cultures, diverse political systems, interest groups, social movements and other social structures on SD</li> <li>• 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.</li> </ul>		
<b>Entry requirements / prerequisites</b>	Principles of Economics		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. From Malthus to Sustainable Development</li> <li>2. Challenges of Sustainable Development</li> <li>3. Global Environmental Issues</li> <li>4. Sustainable Development Indicators</li> <li>5. Environmental Assessment</li> <li>6. Environmental Management: Trends and Issues</li> <li>7. Best Practices – case studies</li> </ol>		
<b>Assessment methods</b>	activity exercises during classes; essay and presentation		
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>• Student characterizes and identifies the key issues of sustainable development concept.</li> <li>• Student analysis and interprets the processes of SD</li> <li>• Student identifies social, political and economic problems connected with SD</li> </ul>		
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Jeffrey D. Sachs, The Age of Sustainable Development, Columbia University Press, New York 2015</li> <li>2. Peter Rogers, Kazi F. Jalal, John A. Boyd, An Introduction to Sustainable Development, Glen Educational Foundation, 2008</li> </ol>		
<b>Supplementary readings</b>	Challenges of Sustainable Development in Poland, Sendzimir Foundation Krakow 2010, <a href="http://www.sendzimir.org.pl/images/Challenges_of_Sustainable_Development_in_Poland.pdf">http://www.sendzimir.org.pl/images/Challenges_of_Sustainable_Development_in_Poland.pdf</a>		
<b>Additional information</b>			

<b>Course title</b>	<b>THEORY OF CONSUMPTION</b>		
<b>Person responsible for the course</b>	Constantinos Charalambous, PhD	<b>E-mail address to the person responsible for the course</b>	charalambous@everyday-economist.com
<b>Course code (if applicable)</b>	X	<b>ECTS points</b>	4
<b>Type of course</b>	elective	<b>Level of course</b>	Bachelor/master

<b>Semester</b>	summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	block teaching	<b>Hours per semester</b>	20
<b>Teaching method</b>	In-class Lectures		
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• Learn about the basic economic problem</li> <li>• Discover how preferences are formed</li> <li>• Link preferences and demand function</li> <li>• Learn about market theory</li> </ul>		
<b>Entry requirements</b>	No entry requirements		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. The economic problem, scarcity and choice</li> <li>2. Demand and the factors affecting demand</li> <li>3. Market equilibrium</li> <li>4. Elasticity</li> <li>5. Household behavior and consumer choice</li> <li>6. Utility and maximization</li> </ol>		
<b>Assessment methods</b>	Written short exam, attendance, in-class participation and project		
<b>Recommended readings</b>	1. Case, K.E. and Fair, R.C (2012) Principles of Microeconomics. 10 <sup>th</sup> edition. Prentice Hall.		
<b>Additional information</b>	Lecture notes will be provided to supplement book chapters		

<b>Course title</b>	<b>TOURISM AND ENVIRONMENT</b>		
<b>Field of study</b>	Tourism		
<b>Teaching method</b>	Oral Lectures, Power Point Presentation		
<b>Person responsible for the course</b>	Prof. D-r Zoran Tuntev	<b>E-mail address to the person responsible for the course</b>	germanoff.ohrid@gmail.com
<b>Course code (if applicable)</b>		<b>ECTS points</b>	4
<b>Type of course</b>		<b>Level of course</b>	
<b>Semester</b>	Winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>		<b>Hours per semester</b>	
<b>Objectives of the course</b>	General objective of this course is to bring students closer to environmental problems in the world vis-à-vis tourism development; to get them familiar with Balkan Peninsula and Macedonia as good example of destinations where tourism product is declared to be predominantly based on natural attractions.		

<b>Entry requirements / prerequisites</b>	
<b>Course contents</b>	History of tourism; Modern trends in tourism; Future of Tourism; Environmental problems in the world; Environment and tourism; Sustainable development; Tourist attractions – natural and human; SWOT analysis of tourism; Tourism policy; Development of tourism in protected areas and national parks; Tourism in Macedonia and Balkan Peninsula.
<b>Assessment methods</b>	Presence, Power Point Presentation (Erasmus students); Presence, Activity on class (Polish students)
<b>Learning outcomes</b>	Among general knowledge connected with environmental problems vis-à-vis tourism development, students will also find out about Macedonia and Balkan Peninsula as tourist destination. Besides improving their skills in English language, Polish students will also find out more information about all countries where Erasmus students come from.
<b>Required readings</b>	-
<b>Supplementary readings</b>	-
<b>Additional information</b>	Lectures will be done in order to be easily understood by both foreign (Erasmus) and Polish students. Preferable option is to put them together in the same class in order to get know each other, to hang out together, to get familiar with the different cultures, to improve the English language (but also learn basic Polish language for Erasmus students).

<b>Course title</b>	<b>TOURISM BUSINESS IN THE EUROPEAN UNION</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Agnieszka Brelik PhD	<b>E-mail address to the person responsible for the course</b>	Agnieszka.brelik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students learn about basic issues of tourism business in European Union and this will give an overview of tourism industry and various organizations. This module is introduced to make students familiar with the subject. It provides an overview of principle and the elements of tourism policy, financing and statistics.		
<b>Entry requirements</b>	No requirements.		
<b>*Course contents</b>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. The importance of tourism in EU</li> <li>3. Position of tourism in the organizational structure of EU</li> <li>4. Competences of EU in the field of tourism</li> </ol>		

	<ol style="list-style-type: none"> <li>5. Directives-solutions of EU in the field of tourism</li> <li>6. Tourism statistics - arrivals, receipts, expenditure and other economic indicators</li> <li>7. Information sources in the field of tourism</li> <li>8. Financing of the programs in the field of tourism</li> <li>9. Tourism policy in the EU</li> </ol>
<b>Assessment methods</b>	A case study presentation
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>1. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi</li> <li>2. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi</li> <li>3. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)</li> <li>4. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985</li> <li>5. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990</li> <li>6. Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976</li> </ol>
<b>Additional information</b>	<p>Agnieszka Brelik PhD Department of Political Economics and Tourism agnieszka.brelik@zut.edu.pl</p>

<b>Course title</b>	<b>TOURISM MANAGEMENT</b>		
<b>Teaching method</b>	Classes will be conducted in lecture and discussion format promoting extensive student participation with films and case studies.		
<b>Person responsible for the course</b>	Agnieszka Brelik PhD	<b>E-mail address to the person responsible for the course</b>	Agnieszka.brelik@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	winter/summer	<b>Language of instruction</b>	English
<b>Hours per week</b>	2 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	Students learn about basic issues of tourism management and this will give an overview of tourism industry and various organizations. This module is introduced to make students familiar with the subject. It provides an overview of principle and the elements of tourism demand, destinations and tourism futures.		
<b>Entry requirements</b>	No requirements.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>0. An introduction to tourism</li> <li>1. Managing tourism demand</li> <li>2. Tourism consumer behaviour</li> <li>3. The economic impact of tourism</li> <li>4. The environmental impact of tourism</li> <li>5. Tourism development and planning</li> <li>6. Tourism under crises</li> <li>7. The tourism sector (attractions, accommodation, public sector and policy)</li> </ol>		

	8. Managing marketing for tourism 9. Information technology in tourism 10. The future of tourism
<b>Assessment methods</b>	A case study presentation
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>Gill, S. Pushpinder, "Tourism Planning and Management", Anmol Publications, 2003.</li> <li>Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.</li> <li>Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.</li> <li>Seth, P.N., (1999) Successful Tourism Management (Vol1&amp;2)</li> </ol>
<b>Additional information</b>	Agnieszka Brelik PhD Department of Political Economics and Tourism agnieszka.brelik@zut.edu.pl

<b>Course title</b>	<b>CONSTRUCTING VIRAL MARKETING - content architecture and ubiquitous language</b>		
<b>Teaching method</b>	Lecture and workshop		
<b>Person responsible for the course</b>	Prof. Maurice Codourey (Switzerland)	<b>E-mail address to the person responsible for the course</b>	fish@fishwishion.com
<b>Course code (if applicable)</b>	CVM	<b>ECTS points</b>	4
<b>Type of course</b>	Elective	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter	<b>Language of instruction</b>	English
<b>Hours per week</b>	----- block teaching -----	<b>Hours per semester</b>	20
<b>Objectives of the course</b>	Understand marketing as a 360 degree instrument and viral marketing as an additional package to conventional marketing		
<b>Entry requirements</b>			
<b>Course contents</b>	Introduction in viral marketing Word-of-mouth campaigns Aspects of headlines and body copy Didactics; deepdrilling instead of overload Unlogical logical content architecture Best practices		
<b>Assessment methods</b>	Rough draft of an own project		
<b>Recommended readings</b>	<ol style="list-style-type: none"> <li>Nudge: Improving Decisions About Health, Wealth, and Happiness, Richard H. Thaler and Cass R. Sunstein, 2008.</li> <li>Verstehen lehren: Genetisch - Sokratisch – Exemplarisch, Martin Wagenschein, 2e Auflage 2010.</li> </ol>		
<b>Additional information</b>	The Carpet: <a href="http://www.youtube.com/watch?v=nXsejgZ5BVk">http://www.youtube.com/watch?v=nXsejgZ5BVk</a> The Cow: <a href="http://www.youtube.com/watch?v=QZiJt_OVF7Y&amp;feature=relmfu">http://www.youtube.com/watch?v=QZiJt_OVF7Y&amp;feature=relmfu</a>		



## Courses in German language / In deutscher sprache

<b>Course title</b>	<b>Der öffentliche Sektor in der Marktwirtschaft. Zusammenarbeit zwischen Privatwirtschaft und öffentlichem Sektor - Beispiele</b>		
<b>Field of study</b>	Wirtschaft (Ökonomie), Management		
<b>Teaching method</b>	Vortrag, Workshop		
<b>Person responsible for the course</b>	Janusz Myszczyzyn PhD	<b>E-mail address to the person responsible for the course</b>	jmyszczyzyn@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Obligatorisch	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/Sommer	<b>Language of instruction</b>	German (Deutsch)
<b>Hours per week</b>	1V/1W	<b>Hours per semester</b>	30 Stunden (15 St. V, 15 St. W)
<b>Objectives of the course</b>	Die Hauptziele: Die Bedeutung des öffentlichen Sektors in der Wirtschaft Funktionen des öffentlichen Sektors Wettbewerb und Zusammenarbeit zwischen Privatwirtschaft und öffentlichem Sektor:		
<b>Entry requirements / prerequisites</b>	Grundlagen der Ökonomie (Mikroökonomie , Makroökonomie)		
<b>Course contents</b>	Der öffentliche Sektor, öffentliche Güter, kollektive Bedürfnisse. Institutionen im öffentlichen Sektor . Public Management – Bedarf und Bedeutung. Management im öffentlichen Sektor Wettbewerb zwischen Privatwirtschaft und öffentlichem Sektor Der öffentlichen Sektor - Zielkonflikte und Entwicklungsperspektiven - die Erfahrungen der verschiedenen Länder Die Zusammenarbeit zwischen dem öffentlichen und dem privaten Sektor in Polen- ein Trip zu ausgewählten Unternehmen / Institutionen		
<b>Assessment methods</b>	Kurze schriftliche Prüfung, Anwesenheit, Projekt und Präsentation.		
<b>Learning outcomes</b>	Funktionen des öffentlichen Sektors, Die Stärke und Schwäche des öffentlichen Sektors, Die Zusammenarbeit der öffentlichen und privaten Sektor, Bedeutung öffentlicher Betriebe in der Volkswirtschafts		
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Ch. Nowotny, Der öffentliche Sektor: Einführung in die Finanzwissenschaft, Springer Verlag Berlin Heidelberg GmbH, 1999</li> <li>2. H. Zielinsk. Management im öffentlichen Sektor, Leske + Budrivh, Opladen, 2013</li> <li>3. M. Mroß Betriebswirtschaft im öffentlichen Sektor: Eine Einführung, Springer Gabler, Wiesbaden, 2015</li> </ol>		
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. Öffentliche Betriebswirtschaftslehre: Theorie - Praxis – Consulting, Oldenbourg Wissenschaftsverlag GmbH, München, 2011</li> <li>2. I.Dietrich. Öffentliche Unternehmen in Deutschland: eine Analyse von Mikrodaten der. Eine Analyse von Mikrodaten der amtlichen Statistik, Potsdamer Schriften zu</li> </ol>		

	Statistik und Wirtschaft, Universitätsverlag Potsdam, 2012. Bundesministerium für Wirtschaft und Energie ( <a href="https://www.bundesregierung.de/Webs/Breg/DE/Bundesregierung/Bundesministerien/BMWI/_node.html">https://www.bundesregierung.de/Webs/Breg/DE/Bundesregierung/Bundesministerien/BMWI/_node.html</a> )
<b>Additional information</b>	

<b>Course title</b>	<b>Wirtschaftsgeschichte und Wirtschaftswachstum des 19. und die ersten Jahrzehnte des 20. Jahrhunderts - Ursachen und Folgen</b>		
<b>Field of study</b>	Wirtschaft (Ökonomie), Management		
<b>Teaching method</b>	Vortrag, Workshop		
<b>Person responsible for the course</b>	Janusz Myszczyzyn PhD	<b>E-mail address to the person responsible for the course</b>	jmyszczyzyn@zut.edu.pl
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	Obligatorisch	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter/Sommer	<b>Language of instruction</b>	German (Deutsch)
<b>Hours per week</b>	2W	<b>Hours per semester</b>	30 Stunden
<b>Objectives of the course</b>	Die primären Ziele des Kurses sind: - Haupttrends der allgemeinen Wirtschaftsgeschichte in den 19. und 20. Jahrhundert - Wirtschaftliche Veränderungen in der Technologie und Industrialisierung, Wachstumsökonomie - Entwicklung von neuen wirtschaftlichen Institutionen und internationalen Wirtschaftsbeziehungen.		
<b>Entry requirements / prerequisites</b>	Keine Anforderungen.		
<b>Course contents</b>	Alte und neue Ordnung in der ersten Hälfte des 19. Jahrhunderts. Politische Ordnung in Europa nach dem Fall von Napoleon Bonaparte. Revolutionen, Reformen und Reaktion (Beispiele: Königreich Preußen, Großbritannien, Frankreich, Russland). Die Entwicklung der Industrie und des Kapitalismus - take-off für die westlichen Volkswirtschaften. Die Ära der Freihandel und Protektionismus. Zweite industrielle Revolution und ihre Folgen. Technischer Fortschritt, Wirtschaftspolitik (z.B. Deutschland, England, Französisch). First wave of globalization. Statistik der Wirtschaftswachstum, Bevölkerungswachstum, den internationalen Handel im späten 19. Jahrhundert und Anfang des 20. Jahrhunderts. Determinanten des Wirtschaftswachstums - das Beispiel Deutschland (Deutsches Reich) - Mythen und Fakten. Religion und das Wirtschaftswachstum - M. Weber und K. Marx. Anfang der Globalisierung.		
<b>Assessment methods</b>	Kurze schriftliche Prüfung, Anwesenheit, Projekt oder Präsentation.		

<b>Learning outcomes</b>	Erkenntnis von Studenten: die Mechanismen des Wirtschaftswachstums , die Entwicklung der europäischen Volkswirtschaften, die Kräfte des sozialen Wandels, die Rolle der Staaten.
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. T. Pierenkemper, Wirtschaftsgeschichte: Die Entstehung der modernen Volkswirtschaft, Akademie Verlag, Berlin, 2009</li> <li>2. Ch. Buchheim, Einführung in die Wirtschaftsgeschichte, C.H. Beck., Munchen, 1997.</li> <li>3. Hans W. Niemann, Europäische Wirtschaftsgeschichte, 2014.</li> <li>4. W. Voss, Die langfristige Entwicklung des Eisenbahngüterverkehrs in Deutschland von 1880 bis 1957 in ihrer Abhängigkeit von Wachstum und Strukturwandlungen der Wirtschaft, Hamburg, 1960.</li> </ol>
<b>Supplementary readings</b>	Interessante Informationen finden Sie auch (digitale Bibliothek): <a href="http://www.digitalis.uni-koeln.de">http://www.digitalis.uni-koeln.de</a> , <a href="http://www.digizeitschriften.de/startseite">http://www.digizeitschriften.de/startseite</a>
<b>Additional information</b>	

### Courses in Russian language / Предметы на русском языке

<b>Название курса</b>	<b>Эконометрика</b>		
<b>Область исследования</b>	Экономика, Менеджмент		
<b>Методы обучения</b>	Лекции, лаборатории		
<b>Осуществляющее лицо</b>	Joanna Perzyńska PhD	<b>E-mail</b>	joanna.perzynska@zut.edu.pl
<b>Код курса</b>	ЭКТР	<b>Кредиты ECTS</b>	6
<b>Тип курса</b>	Обязательный	<b>Уровень обучения</b>	Bachelor/master
<b>Семестр</b>	Зимний /летний	<b>Язык преподавания</b>	Русский
<b>Количество часов в неделю</b>	2	<b>Количество часов в семестре</b>	30
<b>Цели обучения</b>	Получение базовых знаний в области теории эконометрики, эконометрических моделей и методов, а также их использование для описания экономических явлений.		
<b>Предварительные требования</b>	Завершенные курсы по математике и статистике. Базовые знания по экономике.		
<b>Содержание курса</b>	Линейные эконометрические модели. Метод наименьших квадратов. Нелинейные эконометрические модели. Оценка и проверка эконометрических моделей. Теорема Гаусса – Маркова. Автокорреляция и гетероскедастичность. Теорема Обобщенный метод наименьших квадратов.		
			Эйткена.

	Модели временных рядов. Эконометрическое прогнозирование. Ошибки прогнозов.
<b>Методы оценки</b>	Участие и активность в классе, письменные тесты.
<b>Результаты обучения</b>	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.
<b>Литература</b>	Доугерти К., Введение в эконометрику, ИНФРА-М, 2009 Эконометрика, П/р Елисеевой И., Проспект, 2009
<b>Дополнительная литература</b>	Елисеева И., Юзбашев М. , Общая теория статистики, М, 2003
<b>Дополнительная информация</b>	

<b>Название курса</b>	<b>Статистика</b>		
<b>Область исследования</b>	Экономика, Менеджмент		
<b>Методы обучения</b>	Лекции, лаборатории		
<b>Осуществляющее лицо</b>	Joanna Perzyńska PhD	<b>E-mail</b>	joanna.perzynska@zut.edu.pl
<b>Код курса</b>	СТАТ	<b>Кредиты ECTS</b>	6
<b>Тип курса</b>	Обязательный	<b>Уровень обучения</b>	Bachelor/master
<b>Семестр</b>	Зимний /летний	<b>Язык преподавания</b>	Русский
<b>Количество часов в неделю</b>	2	<b>Количество часов в семестре</b>	30
<b>Цели обучения</b>	Получение базовых знаний описательной статистики и статистических выводов.		
<b>Предварительные требования</b>	Завершенный курс по математике. Базовые знания по экономике.		
<b>Содержание курса</b>	<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>		

<b>Методы оценки</b>	Участие и активность в классе, письменные тесты.
<b>Результаты обучения</b>	Получение навыков: представление и анализ статистических данных, применение компьютерного программного обеспечения для решения статистических задач, использование статистических методов для анализа экономических и управленческих вопросов.
<b>Литература</b>	Елисеева И., Юзбашев М. , Общая теория статистики, М, 2003 Балинова В., Статистика в вопросах и ответах: Учебное пособие, Проспект, 2004
<b>Дополнительная литература</b>	
<b>Дополнительная информация</b>	

<b>Название курса</b>	<b>М а т е м а т и к а</b>		
<b>Область исследования</b>	Экономика, Менеджмент		
<b>Методы обучения</b>	Лекции, лаборатории		
<b>Осуществляющее лицо</b>	Joanna Perzyńska PhD	<b>E-mail</b>	joanna.perzynska@zut.edu.pl
<b>Код курса</b>	MAT	<b>Кредиты ECTS</b>	6
<b>Тип курса</b>	Обязательный	<b>Уровень обучения</b>	Bachelor/master
<b>Семестр</b>	Зимний /летний	<b>Язык преподавания</b>	Русский
<b>Количество часов в неделю</b>	2	<b>Количество часов в семестре</b>	30
<b>Цели обучения</b>	Теоретические и практические знания об использовании математических инструментов в анализе функций двух переменных и теории матриц.		
<b>Предварительные требования</b>	Основы математики.		
<b>Содержание курса</b>	Частные производные функций. Экстремум функции двух переменных. Линейная алгебра – матрицы. Системы линейных уравнений. Методы решения систем уравнений.		
<b>Методы оценки</b>	Участие и активность в классе, письменные тесты.		
<b>Результаты обучения</b>	Получение навыков: находя локального и глобального экстремум функции двух переменных, матричные операции, решение систем линейных уравнений, применение компьютерного программного обеспечения для решения математических задач.		

<b>Литература</b>	Пучков Н. П., Денисова А. Л., Щербакова А. В. Тамбов, Математика в экономике: Учебное пособие. Изд-во Тамб. гос. техн. ун-та, 2002
<b>Дополнительная литература</b>	
<b>Дополнительная информация</b>	

<b>Название курса</b>	<b>Математическая экономика</b>		
<b>Методы обучения</b>	лекции, семинары		
<b>Осуществляющее лицо</b>	Grażyna Karmowska	<b>E-mail</b>	grazyna.karmowska@zut.edu.pl
<b>Код курса</b>		<b>Кредиты ECTS</b>	6
<b>Тип курса (обязательны / по выбору)</b>		<b>Уровень обучения</b>	II
<b>Семестр</b>	Зимний / летний	<b>Язык преподавания</b>	русский
<b>Количество часов / неделю</b>		<b>Количество часов в семестре</b>	30
<b>Цели обучения</b>	<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>		
<b>Предварительные требования</b>	Основы математики, алгебры и математического анализа; экономики		
<b>Содержание (предмет)</b>	<p>Модели инпут-аутпут.</p> <p>Компании, работающей в условиях совершенной конкуренции, монополии условиях.</p> <p>Базовые модели дуополии и олигополии.</p> <p>Модели потребительского выбора.</p> <p>Предельный доход и средний доход. Излишек потребителя.</p> <p>Выбор между работой и отдыхом.</p> <p>Баланс. Сравнительная статика. Общее равновесие.</p> <p>Экономическое регулирование.</p> <p>Экономическая динамика.</p>		
<b>Методы оценки</b>	решения задач и интерпретации решений		
<b>Литература</b>	<p>1. Математическая экономика: Учебник для вузов, <a href="#">Колемаев В.А.</a> Изд. ЮНИТИ-ДАНА, 2012</p> <p>2. Учебник по математической экономике с теорией и задачами, Данилов Н.Н. Иноземцева Л.П. <a href="http://www.math.kemsu.ru/kmk/subsites/matekon/zaglav.html">http://www.math.kemsu.ru/kmk/subsites/matekon/zaglav.html</a></p> <p>3. Аллен Р. Математическая экономика, Москва. Ил, 1963</p>		

<b>Дополнительные информации</b>	
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<b>Название курса</b>	<b>Методы измерения регионального развития</b>		
<b>Методы обучения</b>	лекции, семинары		
<b>Осуществляющее лицо</b>	Grażyna Karmowska	<b>E-mail</b>	grazyna.karmowska@zut.edu.pl
<b>Код курса</b>		<b>Кредиты ECTS</b>	5
<b>Тип курса (обязательны / по выбору)</b>		<b>Уровень обучения</b>	II
<b>Семестр зима / лето</b>		<b>Язык преподавания</b>	русский
<b>Количество часов / неделю</b>	2 h	<b>Количество часов в семестре</b>	30
<b>Цели обучения</b>	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		
<b>Предварительные требования</b>	Основы экономики и математики		
<b>Содержание (предмет)</b>	<p>Метода анализа иерархий</p> <p>Определение оценки</p> <ul style="list-style-type: none"> <li>- Цели и задачи оценки</li> <li>- Фазы процесса оценивания</li> </ul> <p>Методы оценки</p> <ul style="list-style-type: none"> <li>- Анализ достижения целей</li> <li>- Анализ влияний и проверка эффективности</li> <li>- Анализ успехов</li> <li>- Когэrentный анализ</li> </ul>		
<b>Методы оценки</b>	курсовые работы		
<b>Литература</b>	<p>1.С.Н. Бобылев, Индикаторы устойчивого развития: Региональное измерение. <a href="http://www.ecologyandculture.ru/upload/File/Bobylev_1.pdf">http://www.ecologyandculture.ru/upload/File/Bobylev_1.pdf</a></p> <p>2. Региональная экономика и управление. Фетисов Г.Г., Орешин В.П., М.: ИНФРА-М, 2006</p> <p>3. Управление экономическими системами: электронный научный журнал. <a href="http://uecs.ru/uecs42-422012/item/1401-2012-06-14-08-44-22">http://uecs.ru/uecs42-422012/item/1401-2012-06-14-08-44-22</a></p>		
<b>Дополнительные информации</b>			

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



## In Spanish language / En idioma español

<b>Course title</b>	<b>Dirección Financiera</b>		
<b>Field of study</b>	Finance		
<b>Teaching method</b>	Clases magistrales, resolución de ejercicios, prácticas en Excel		
<b>Person responsible for the course</b>	Antonio Minguez-Vera PhD	<b>E-mail address to the person responsible for the course</b>	minver@um.es
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter	<b>Language of instruction</b>	Español
<b>Hours per week</b>	15 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements / prerequisites</b>	No se necesitan conocimientos previos		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Introducción a la Estructura de Capital</li> <li>2. Teoría de la Estructura de Capital</li> <li>3. Política de Dividendos</li> <li>4. Gestión de Deudores</li> <li>5. Gestión de Tesorería</li> <li>6. Gestión de los Recursos Financieros a corto plazo</li> </ol>		
<b>Assessment methods</b>	Examen con preguntas cortas y ejercicios, asistencia, participación en clase, presentación de prácticas		
<b>Learning outcomes</b>	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.		
<b>Required readings</b>	<ol style="list-style-type: none"> <li>1. Brealey, R. y Myers, S. (2003): Principios de Finanzas Corporativas, McGraw-Hill, Madrid.</li> <li>2. Faus, J. y Tàpies, J. (1999): Finanzas operativas. Universidad de Navarra, Pamplona</li> </ol>		
<b>Supplementary readings</b>	<ol style="list-style-type: none"> <li>1. Ross, S.A.; Westerfield, R.W. y Jaffe, J.F. (2012): Finanzas Corporativas. Irwin. México.</li> <li>2. Suárez Suárez, A.S (2003): Decisiones óptimas de inversión y financiación en la empresa. Ediciones Pirámide. Madrid</li> </ol>		

<b>Additional information</b>	<a href="http://cincodias.com/">http://cincodias.com/</a> <a href="http://www.expansion.com/">http://www.expansion.com/</a> <a href="http://www.eleconomista.es/">http://www.eleconomista.es/</a>
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<b>Course title</b>	<b>Economía Financiera</b>		
<b>Field of study</b>	Finance		
<b>Teaching method</b>	Clases magistrales, resolución de ejercicios, prácticas en Excel		
<b>Person responsible for the course</b>	Antonio Minguez-Vera PhD	<b>E-mail address to the person responsible for the course</b>	minver@um.es
<b>Course code (if applicable)</b>		<b>ECTS points</b>	6
<b>Type of course</b>	compulsory	<b>Level of course</b>	Bachelor/master
<b>Semester</b>	Winter	<b>Language of instruction</b>	Español
<b>Hours per week</b>	15 h	<b>Hours per semester</b>	30
<b>Objectives of the course</b>	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.		
<b>Entry requirements / prerequisites</b>	Los conocimientos recomendables para cursar la asignatura son: experiencia en el uso de hojas de cálculo, estadística básica y matemática financiera		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. La Economía Financiera</li> <li>2. Teoría de la Formación de Carteras</li> <li>3. Teoría del Mercado de Capitales</li> <li>4. Valoración de acciones</li> <li>5. Valoración de bonos.</li> </ol>		
<b>Assessment methods</b>	Examen con preguntas cortas y ejercicios, asistencia, participación en clase, presentación de prácticas		
<b>Learning outcomes</b>	<p>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.</p> <p>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.</p>		

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<b>Required readings</b>	<ol style="list-style-type: none"><li>1. Ross, S.A.; Westerfield, R.W. y Jaffe, J.F. (2012): Finanzas Corporativas. Irwin. México.</li><li>2. Suárez Suárez, A.S (2003): Decisiones óptimas de inversión y financiación en la empresa. Ediciones Pirámide. Madrid</li></ol>
<b>Supplementary readings</b>	<ol style="list-style-type: none"><li>1. Ferrando, M.; Gómez. A. R.; Lassala, C; Piñol, J. y Reig, A. (2005): Teoría de la Financiación I. Pirámide. Madrid.</li></ol>
<b>Additional information</b>	<p><a href="http://www.bolsamadrid.es/esp/asp/Portada/Portada.aspx">http://www.bolsamadrid.es/esp/asp/Portada/Portada.aspx</a> <a href="http://www.cnmv.es/portal/home.aspx">http://www.cnmv.es/portal/home.aspx</a> <a href="http://www.bde.es/bde/es/">http://www.bde.es/bde/es/</a> <a href="http://www.bolsasymercados.es/">http://www.bolsasymercados.es/</a> <a href="http://www.bmerf.es/">http://www.bmerf.es/</a> <a href="http://www.bmerv.es/esp/asp/Portada/Portada.aspx">http://www.bmerv.es/esp/asp/Portada/Portada.aspx</a> <a href="http://cincodias.com/">http://cincodias.com/</a> <a href="http://www.expansion.com/">http://www.expansion.com/</a> <a href="http://www.eleconomista.es/">http://www.eleconomista.es/</a></p>