

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Business economics (ekonomia biznesu) (PODSTAWOWE)					Course code: EFZ214AIJ3432_3S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	3	
		lecture	15	0	e		
Total			30			3	
Course / module coordinator		dr hab. TOMASZ BERNAT					
Course instructor		dr hab. TOMASZ BERNAT					
Course / module objectives		in terms of knowledge: providing students with knowledge about the basic mechanisms of functioning of the market economy and the principles of making economic decisions in an enterprise in terms of skills: developing the ability to analyze and interpret economic phenomena and evaluate managerial decisions in various market structures in the field of social competences: shaping an entrepreneurial attitude, responsibility and readiness to make economic decisions in a dynamic market environment.					
Prerequisites		The student has general knowledge at the high school level in social sciences and basic mathematics, enabling them to understand economic concepts. During the course, the student gradually acquires knowledge of microeconomics and macroeconomics, as well as the principles of market economy functioning. The student takes an interest in current economic events and is able to relate them to the topics discussed. The student develops the ability to solve basic quantitative problems and to interpret graphs illustrating relationships between key economic categories relevant to business operations. The student also builds the ability to think analytically and to draw conclusions based on the acquired knowledge of the economy and business operations.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Knows and understands the basic concepts, categories and mechanisms of the market economy important for making managerial decisions.			K_W02 K_W04 K_W05	
skills	1	EP2	Analyses and interprets the company's situation in various market structures, predicts the effects of economic decisions and is able to propose rational solutions.			K_U01 K_U02 K_U03	
social competences	1	EP3	Is ready to act entrepreneurially, responsibly and ethically in a market economy.			K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Business economics (ekonomia biznesu)							
Format of instruction: lecture							
1. Economics thinking					1	2	0
2. Proces podejmowania decyzji managerskich					1	2	0
3. The market and its impact on management decisions					1	2	0

4. Decision's optimization process - production			1	2	0
5. Optimize the company's profit			1	2	0
6. Firm performance in long run: size, diversification, and scope			1	2	0
7. The role of the market structure in managerial decision			1	3	0
Format of instruction: discussion classes					
1. Economics thinking			1	2	0
2. The process of management decision-making			1	2	0
3. The market and its impact on management decisions			1	2	0
4. Decision's optimization process			1	2	0
5. Optimize the company's profit			1	2	0
6. Firm performance in long run: size, diversification, and scope			1	2	0
7. The role of the market structure in managerial decision			1	3	0
Modes of delivery	lecture case studies graphic and algebraic tasks discussions perform tests and tasks in the e-learning system				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2,EP3	
	KOLOKWIMUM			EP1,EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Exercise Assessment: The exercises will be evaluated based on a written colloquium. The task for the colloquium will involve solving a case study of a business operation set in economic realities, utilizing knowledge from microeconomics theory. Students will be required to answer open-ended questions related to this case study.				
	Final Exam: The final exam will be conducted as tests placed in the e-study system or in a traditional format (printout). These tests will check students' knowledge in the field of microeconomics theory.				
	Grade calculation principles				
	Final Exam: The final exam will be conducted in the form of a case study solution from the operation of an enterprise embedded in economic realities using knowledge from the theory of microeconomics				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Business economics (ekonomia biznesu)		Arytmetyczna	
	1	Business economics (ekonomia biznesu) [ćwiczenia]	zaliczenie z oceną		
	1	Business economics (ekonomia biznesu) [wykład]	egzamin		
Basic reading	Geoffrey Schneider (2024): Microeconomic Principles and Problems: A Pluralist Introduction (Routledge Pluralist Introductions to Economics) 2nd Edition, Kindle Edition, Routledge				
	Christopher Thomas (2019): Managerial Economics, McGrowHill, New York				
	Michael Baye, Jeff Prince (2020): Managerial Economics & Business Strategy 10th Edition, Mcgraw, New York				
	Steven A. Greenlaw, University of Mary Washington David Shapiro, Pennsylvania State University Waldemar Karpa, Akademia Leona Koźmińskiego Piotr Maszczyk, Szkoła Główna Handlowa w Warszawie (2023): Mikroekonomia, OpenStax, on-line				

Supplementary reading	Umar Narejo (2023): Economics, Kindle Edition, on-line	
	CNBS Business	
	Forbes, Forbes	
	Newsweek	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	10	0
Private reading and studying	10	0
Participation in tutorials	8	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	13	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z						
Course title: Business plans and strategic analysis (biznesplan i analiza strategiczna) (KIERUNKOWE)					Course code: EFZ214AIJ3433_16S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	4
		lecture	15	0	e	
Total			30			4
Course / module coordinator		dr KAROLINA BEYER				
Course instructor		dr KAROLINA BEYER				
Course / module objectives		The aim of the course is to present issues related to the preparation of a business plan for enterprises and their strategic analysis. It is important to acquire planning skills in a company that give the opportunity to develop and achieve a competitive advantage on the market				
Prerequisites		In terms of: knowledge: the student knows the concepts of the functioning of the enterprise, enterprise resources, its development strategy, skills: is able to analyze the functioning of the company and its development strategy competences (attitudes): is ready to analyze case studies and work in a group				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	student knows the essence of business planning and the importance of a business plan in strategic management			K_W01 K_W02 K_W05 K_W07
	2	EP2	student has knowledge of the methods of strategic analysis of the enterprise			K_W01 K_W06 K_W07
	3	EP3	student knows the essence, goals and functions of strategic, tactical and operational planning in an enterprise			K_W01 K_W04
skills	1	EP4	student is able to apply the acquired knowledge to create a business plan of an enterprise and indicate the resources needed to implement the project			K_U02 K_U03 K_U05
	2	EP5	student is able to prepare a strategic analysis of a company			K_U01 K_U02 K_U04
	3	EP6	student is able to plan his own and team work in the preparation of a business plan and strategic analysis of a company			K_U08 K_U09
social competences	1	EP7	student is ready to critically evaluate the possessed knowledge and improving it in solving problems related to planning and strategic analysis of an enterprise			K_K01 K_K06
CONTENT					Semester	No. of hours
						including e-learning

Subject title: Business plans and strategic analysis (biznesplan i analiza strategiczna)					
Format of instruction: lecture					
1. The importance and areas of planning in a company			2	2	0
2. A business plan as a strategic planning tool			2	2	0
3. The use of strategic analysis in planning in an enterprise			2	2	0
4. Strategic analysis methods			2	4	0
5. Business plan and its financial part - financial planning and financial analysis			2	5	0
Format of instruction: discussion classes					
1. Business plan and strategic analysis in economic practice - forms, tools, methods of use			2	2	0
2. Introduction to the business plan - Identification of the development needs of the selected company - team work on the project			2	2	0
3. Strategic analysis of the selected company - team work on the project			2	5	0
4. Business plan - team work on the financial part (financial planning, financial analysis)			2	4	0
5. Business plan and strategic analysis of selected companies - project presentations			2	2	0
Modes of delivery	zajęcia z wykorzystaniem prezentacji multimedialnej dyskusje studentów praca z grupach nad projektem, analiza przypadków (case study)				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP7	
	PROJEKT			EP4,EP5,EP6,EP7	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The form and conditions for passing the lectures: The grade for the lectures is the grade obtained from the exam (approx. 5 open questions) The form and conditions for passing the exercises: The grade of the exercises is the assessment of the prepared project of business plan along with the strategic analysis of the selected enterprise				
	Grade calculation principles				
	student receives a grade: - satisfactory with at least 50% of the exam points - good, with at least 70% of the exam points - very good, obtaining at least 90% of the exam points The grade for the subject is the arithmetic mean of the grades obtained from lectures and exercises				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna)		Arytmetyczna	
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna) [wykład]	egzamin		
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Gierszewska G., Romanowska M, (2016): Analiza strategiczna przedsiębiorstwa, PWE, Warszawa				
	Grant R. M. (2015): Contemporary Strategy Analysis: Text and Cases Edition, Wiley				
	Opolski K., Waśniewski K. (2020): Biznesplan. Jak go budować i analizować, CeDeWu, Warszawa				
	Shelton H. (2017): The Secrets to Writing a Successful Business Plan: A Pro Shares A Step-by-Step Guide to Creating a Plan That Gets Results, LIGHTNING SOURCE INC				

Supplementary reading	Beyer K. (2024): Create Your business , karolinabeyer.pl	
	Beyer K., Czerniachowicz B., Wieczorek-Szymańska A. (2020): Przedsiębiorczość i zarządzanie przedsiębiorstwem - wyzwania i dylematy, WNUS, Szczecin	
	Pinson L. (2013): Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future (Small Business Strategies Series), Out Of Your Mind . . . And Into The Mark	
	The Staff of Entrepreneur Media (2015): Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground, Entrepreneur Press, USA	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	8	0
Private reading and studying	15	0
Participation in tutorials	15	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	15	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z						
Course title: Creativity and Innovations (kreatywność i innowacje) (KIERUNKOWE)					Course code: EFZ214AIJ3433_18S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory			Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	conversation	30	0	pg	3
Total			30			3
Course / module coordinator		dr hab. KATARZYNA SZOPIK-DEPCZYŃSKA				
Course instructor		dr hab. KATARZYNA SZOPIK-DEPCZYŃSKA				
Course / module objectives		The main objective of the course will be to learn the basic issues related to innovation in enterprises as well as creativity, along with tools and techniques to support individual and group creativity that can foster the creation of innovative products and services.				
Prerequisites		In terms of knowledge: the student knows the basics of organization and management in an enterprise In terms of skills: student distinguishes between basic economic categories, such as: resources, processes, etc. In terms of social competences: student has instilled habits of lifelong learning.				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	Has a knowledge of the essence of innovation, its determinants, connection with creativity and impact on the development of the organization and in relations between them	K_W02 K_W05		
	2	EP2	Has a knowledge of the role of creativity in managing a small business, knows the factors influencing the creativity of human beings in the organization and its barriers, along with its connections in the area of innovative activity.	K_W06		
skills	1	EP3	On the basis of certain parameters, the student is able to analyze the company and its environment, assess the state of innovation and indicate potential sources of innovation along with a proposal of directions of innovative activities along with the selection of an innovation strategy.	K_U01 K_U02		
	2	EP4	Student is able to apply creative thinking methods.	K_U03 K_U06		
	3	EP6	Student can interact and work in a group, assuming various roles in it	K_U08		
social competences	1	EP5	He is ready to search for information and propose innovative solutions in projects implemented for the benefit of the company or the local community	K_K03		
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Creativity and Innovations (kreatywność i innowacje)						
Format of instruction: conversation						

1. Creativity and innovation			2	2	0
2. Methods and techniques of creative thinking			2	6	0
3. Managing creativity: best practices, case studies			2	4	0
4. Innovations in the enterprise - the essence and types			2	2	0
5. Sources and determinants of innovation			2	2	0
6. Innovative strategies of enterprises - case studies			2	6	0
7. Financing innovation			2	2	0
8. Innovative companies on the local / global market - case studies			2	6	0
Modes of delivery	multimedia presentation, Conversatory classes with the use of case study, work in groups, project development				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2	
	PREZENTACJA			EP3,EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The subject is credited on the basis of a final project and a test.				
	Grade calculation principles				
	The final grade for the subject takes into account the grade for the written test and the presentation and is calculated as the arithmetic mean.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Creativity and Innovations (kreatywność i innowacje)		Arytmetyczna	
	2	Creativity and Innovations (kreatywność i innowacje) [konwersatorium]	zaliczenie z oceną		
Basic reading	ed. by Filip De Beule and Ysabel Nauwelaerts. (2013): Innovation and creativity : pillars of the future global economy, Edward Elgar, Cheltenham				
	ed. Elżbieta Skrzypek and Marek Kunasz. (2009): Determinants of innovativeness, Knowledge & Innovation Institute, Warsaw				
	Goodman, Malcolm. (2013): Creativity and strategic innovation management, Springer, New York				
Supplementary reading	Bhalla, Gaurav (2011): Collaboration and co-creation : new platforms for marketing and innovation, Springer, New York				
	Hippel, Eric von. (2006): Democratizing innovation, MIT Press, Cambridge, London				
	Szopik-Depczyńska, Katarzyna (2021): User-driven innovation in R&D departments in Poland, Uniwersytet Szczeciński, Szczecin				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		0	
Participation in test / exam		2		0	
Preparation for contact hours		4		0	
Private reading and studying		6		0	
Participation in tutorials		13		0	

Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne) (PODSTAWOWE)					Course code: EFZ214AIJ3433_11S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	conversation	30	0	pg	3	
Total			30			3	
Course / module coordinator		dr MALWINA FREUDING					
Course instructor		dr MALWINA FREUDING					
Course / module objectives		The goal is to familiarize students with the basic knowledge of the mechanisms of economic organizations, the principles of their operation, and the internal and external conditions of business and market success.					
Prerequisites		Knowledge: knows basic terms in the field of entrepreneurship (at the level of secondary school). Skills: ability to work in a group, ability to discuss and argue. Competences (attitudes): openness to the knowledge and arguments provided by exercise participants.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Knows the concept of entrepreneur, enterprise and entrepreneurship.			K_W01 K_W05	
	2	EP2	Knows the different types and forms of organizations, legal organization and ownership of businesses.			K_W04 K_W09	
	3	EP3	Recognizes the resources of a business and the elements of its environment.			K_W02 K_W09	
skills	1	EP4	Is able to identify the appropriate legal and organizational form for conducting various types of business activities.			K_U01 K_U03	
social competences	1	EP5	Is ready to cooperate in a group and work as a team in problem-solving tasks.			K_K01 K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne)							
Format of instruction: conversation							
1. Overview of organization concepts, including economic and organization life cycle.					2	2	0
2. The selected theories about entrepreneurs. The essence of entrepreneurship and of its factors and types.					2	2	0
3. Theoretical and practical foundations of business operations. Classification of organizations in terms of various criteria.					2	6	0
4. Vision and mission of the company. Strategic goals. Setting SMART goals.					2	4	0
5. Enterprise resources - the structure of resources in a modern enterprise and their importance in building competitive advantage on the market.					2	2	0
6. Environment of the organization - essence and changes in the macro- and micro environment. Presentation about selected methods of analyzing an organization's environment.					2	4	0

7. The family business as a specific form of conducting business.				2	3	0
8. The global enterprise. Cooperation of enterprises and chosen forms of cooperation. Capital groups. Global and family capital groups as specific examples.				2	5	0
9. An outline of corporate social responsibility.				2	2	0
Modes of delivery	Presentation-based lectures Students' discussions Working in groups of three to four Working in pairs Experiential exercises Task solving, case study					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3,EP4	
	PROJEKT				EP1,EP2,EP3,EP4,EP5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	The evaluation of the classes results from the points accumulated during the written exams, activities, group tasks and projects conducted during the classes.					
	Grade calculation principles					
	Credits for the classes will only be awarded if an overall positive grade is achieved (50% of all points).					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne)			Ważona	
	2	Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsiębiorstw - zasady i podstawy teoretyczne) [konwersatorium]		zaliczenie z oceną		1,00
Basic reading	Kozioł-Nadolna K., Leoński W., Szczepkowska M. (2020): Przedsiębiorstwo we współczesnym otoczeniu: wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin					
	Kožuch B. (2021): Nauka o organizacji , CeDeWu, Warszawa					
Supplementary reading	Adamik A. (2021): Nauka o organizacji, PWN , Warszawa					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		30		0		
Participation in test / exam		2		0		
Preparation for contact hours		7		0		
Private reading and studying		8		0		
Participation in tutorials		10		0		
Preparation of project / essay / etc.		13		0		
Preparation for test / exam		5		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z						
Course title: Fundamentals of finances (podstawy finansów) (PODSTAWOWE)					Course code: EFZ214AIJ3432_7S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator	dr hab. BEATA ŚWIECKA					
Course instructor	dr hab. BEATA ŚWIECKA					
Course / module objectives	Analysis of the main issues in the field of finance. Participation in course allows to acquire practical knowledge and skills in field of financial management. The student collaborates in a team and makes ethical financial decisions.					
Prerequisites	The student has basic knowledge of the social and political framework, as well as a basic understanding of the business environment; is capable of solving basic mathematical problems; is able to use academic sources from both the internet and the literature.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student has in-depth knowledge of the position of finance within the general economic environment and of its links to other disciplines (such as sociology and law), while understanding the main processes, categories and instruments within finance.			K_W01 K_W05
	2	EP2	The student has in-depth knowledge of the rules of financial system functioning, mainly with respect to financial and non-financial institutions (of the private and public sector) and its relations with the real economy.			K_W02 K_W09
	3	EP3	The student understands the role of money in the economy and the money creation mechanism.			K_W02
skills	1	EP4	The student is able to correctly interpret the money creation process in the modern economy, including its sources and link this to macroeconomic outcomes.			K_U01
	2	EP5	The student is able to identify the perspectives and challenges related to changes within modern financial processes, including changes of institutions and markets.			K_U01
	3	EP6	The student has in-depth skills of analyzing the role of financial instruments usage by financial and non-financial institutions.			K_U04 K_U05
	4	EP8	The student is prepared to communicate and present in-depth knowledge on the rules of functioning of the modern financial system.			K_U05 K_U06 K_U07

social competences	1	EP7	The student is able to identify in depth ethical dilemma relating to using financial instruments in the private and public sector, in the context of the moral hazard problem.	K_K05 K_K06	
	2	EP9	The student is interested in further studies and perfecting skills in the field of finance.	K_K01 K_K02 K_K03 K_K04	
CONTENT				Semester	No. of hours
Subject title: Fundamentals of finances (podstawy finansów)					
Format of instruction: lecture					
1. The field and functions of finance. Cash and cashless.				1	2 0
2. Financial and banking systems.				1	3 0
3. Financial and banking system.				1	4 0
4. Behavioral finance.				1	2 0
5. Entrepreneurial Finance.				1	2 0
6. Public finance.				1	2 0
Format of instruction: discussion classes					
1. Cash and cashless management.				1	2 0
2. Personal finance management.				1	4 0
3. Debt management.				1	3 0
4. Heuristics in finance.				1	2 0
5. Young entrepreneur and taxes.				1	2 0
6. Financial proteccion for the future.				1	2 0
Modes of delivery	Exercises - discussion, analysis of practical examples, problem-solving questions., Lecture with powerpoint presentations, analysis of data and information sources, basic financial calculations, discussion, case-study.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP3,EP4
	PREZENTACJA				EP4,EP5,EP6,EP9
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP7,EP8
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
	Assessment of lectures: written test, in the form of test (100% of points). Assessment of tutorial: case study presentation (90% of points) and activities in tutorial (10%). Grading scale: 60-69% - dst 70%-79% 3.5; 80%-89% 4.0; 90%-99% 4.5; 100%-5.0.				
	Grade calculation principles				
Final grade calculation method	The final grade will be calculated as a arithmetic mean of the final lecture grade (50%) and tutorial grade (50%).				
	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Fundamentals of finances (podstawy finansów)		Arytmetyczna	
	1	Fundamentals of finances (podstawy finansów) [wykład]	zaliczenie z oceną		

1	Fundamentals of finances (podstawy finansów) [ćwiczenia]	zaliczenie z oceną		
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Basic reading	Norton, E (2021): Introduction to Finance. Markets, Investment and Financial Management, Wiley
	Kapoor (2022): Personal Finance, McGraw-Hill
	Mishkin, F (2013): Economics of Money, Banking and Financial Markets. The European Edition., Pearson
	Rin, M., Hellmann, T. (2020): Entrepreneurial Finance, Oxford University Press
Supplementary reading	

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	8	0
Participation in tutorials	8	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z						
Course title: Fundamentals of management (podstawy zarządzania) (PODSTAWOWE)					Course code: EFZ214AIJ3362_5S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			30			3
Course / module coordinator		dr hab. DARIUSZ MILEWSKI				
Course instructor		dr hab. DARIUSZ MILEWSKI				
Course / module objectives		The subject covers issues related to the functioning of organizations and their management in relation to economic practice. The issues are discussed in relation to the classic management functions, i.e. planning, organizing, leading and controlling. The aim of the course is to familiarize students with the basic terminology and theories of management. In addition, developing students' skills in the use of basic management tools and in the analysis of the organization's situation, identification of problems and discussion skills. Particular attention of students will be focused on the impact of actions taken by managers on the behavior of employees in organizations.				
Prerequisites		The student understands the necessity of lifelong learning, has the ability to independently explore knowledge and uses basic economic and social categories.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Defines the basic concepts, theories and models related to the management process and functioning of the organization			K_W01 K_W04
	2	EP2	He knows and understands the processes and mechanisms related to the management of organizations and describes their conditions.			K_W02 K_W06
skills	1	EP3	Describes and identifies the elements of the organization, environment, organizational structure, organizational position and control.			K_U01
	2	EP4	Is able to solve management problems and draw conclusions based on case studies, acting in a group.			K_U03 K_U04 K_U08
social competences	1	EP5	Is ready to critically evaluate management content.			K_K01
	2	EP6	Is ready to follow the rules of ethics, collaborating in a group and proposing solutions to problems in case studies.			K_K06
CONTENT					Semester	No. of hours
Subject title: Fundamentals of management (podstawy zarządzania)						
Format of instruction: lecture						
1. Traditional and contemporary management challenges					1	2 0

2. Management and manager tasks		1	2	0
3. Planning process and the essence of the strategy		1	3	0
4. Basic elements of organizing and designing an organizational structure		1	2	0
5. Motivating and influencing employees		1	2	0
6. Controlling process		1	2	0
7. Change management		1	2	0
Format of instruction: discussion classes				
1. The essence of creating and functioning of an organization		1	1	0
2. Organization components - internal environment		1	1	0
3. The role and components of the organization's environment		1	1	0
4. Management as decision making and problem solving		1	2	0
5. Group decision making		1	1	0
6. Planning and defining goals		1	1	0
7. Organizational structures and influence on employee behavior		1	2	0
8. Different faces of employee motivation		1	2	0
9. Leadership in the organization		1	2	0
10. Organizational change and resistance to change		1	2	0
Modes of delivery	Practical exercises in the form of assignments, case studies, team re-enactments and simulations in order to deepen the understanding and to match the discussed issues and theoretical models with practical situations., Group and forum discussions - to develop a common understanding of concepts and to develop the ability to express one's own opinion with respect for others., Lecture using multimedia presentation, on-line quizzes and videos			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	EGZAMIN PISEMNY			EP1,EP2,EP3
	KOLOKWIUM			EP1,EP2,EP3,EP4
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP3,EP4,EP5
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP3,EP4,EP5,EP6
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	Passing the practice part on the basis of two tests (open and closed questions) and reports on tasks carried out during the semester in small groups. The exam is written in writing with mixed questions (open and closed). The person who passed the practice part can take the exam. Assessment: A student receives a satisfactory grade when he / she obtains 60% of the points in each form of classes.			
	Grade calculation principles			
Final grade calculation method	The grade for the subject is the weighted average of the grades for completing the exercises (60%) and the exam (40%), provided that a positive grade for each part is obtained.			
	Sem.	Course	Type of credit	Grade calc. method
	1	Fundamentals of management (podstawy zarządzania)		Ważona
	1	Fundamentals of management (podstawy zarządzania) [ćwiczenia]	zaliczenie z oceną	0,40
	1	Fundamentals of management (podstawy zarządzania) [wykład]	egzamin	0,60

Basic reading	Slack N. at al. (2012): Operations and Process Management with EText: Principles and Practice for Strategic Impact, Pearson	
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating i a competitive world, McGraw Hill, Nowy Jork	
Supplementary reading	A.K. Koźmiński, W. Piotrowski (red.) (2022): Zarządzanie. Teoria i praktyka, PWN, Warszawa	
	R.W. Griffin (2022): Podstawy zarządzania organizacjami, PWN, Warszawa	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	3	0
Private reading and studying	10	0
Participation in tutorials	12	0
Preparation of project / essay / etc.	8	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Global dimensions of business (globalne wymiary biznesu) (KIERUNKOWE)					Course code: EFZ214AIJ3434_12S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr inż. ELŻBIETA OCIEPA-KICIŃSKA					
Course instructor		dr inż. ELŻBIETA OCIEPA-KICIŃSKA					
Course / module objectives		The aim of the didactic process is to show students theoretical aspects of the functioning of enterprises on the global market and to shape the skills of their practical use. The student will be prepared to analyze and criticize current issues related to the global dimensions of business.					
Prerequisites		Knowledge, skills and social competences in the field of economics and management.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows the features of global enterprises.			K_W02	
	2	EP2	The student identifies the key aspects related to the environment of global enterprises.			K_W01 K_W02	
	3	EP3	The student lists the characteristic opportunities and threats on a global scale			K_W04 K_W05	
skills	1	EP4	The student is able to use theoretical knowledge to assess the functioning of the (global) enterprise			K_U01 K_U02	
	2	EP5	The student is able to propose CSR tools and methods adequate to a specific company			K_U03 K_U04	
	3	EP6	The student is able to analyze the behavior of global enterprises in crisis conditions			K_U02 K_U04	
social competences	1	EP7	The student is aware of the need to supplement knowledge and skills, extended by an interdisciplinary dimension			K_K02	
	2	EP8	The student solves tasks related to the global dimensions of business working in a team			K_K02	
	3	EP9	The student is ready to work as a team in a multicultural environment			K_K05 K_K06	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Global dimensions of business (globalne wymiary biznesu)							
Format of instruction: lecture							
1. Global enterprise. Internationalization and globalization of enterprises.					2	2	0

2. Global strategies, strategies of enterprises on the global market.				2	2	0
3. Building a competitive advantage on a global scale.				2	2	0
4. Determinants of the location choice.				2	2	0
5. E-business in the global dimension.				2	2	0
6. Green initiatives and their importance in the global environment				2	2	0
7. Global enterprises in times of crises.				2	3	0
Format of instruction: discussion classes						
1. Global Dimensions of Business meaning in practice.				2	2	0
2. CSR in a global enterprise.				2	2	0
3. The importance of organizational culture in global companies.				2	2	0
4. Building a brand on the global market.				2	2	0
5. Case study analysis of specific global companies. Good and bad practices, possible directions for change.				2	7	0
Modes of delivery	seminar lecture, informative lecture, Auditorium exercises, Project metod, case study					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1,EP2,EP3,EP4,EP5,EP6	
	PROJEKT				EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP7,EP8,EP9	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	The prerequisite for receiving credit for lectures is a positive grade received for a written paper, which is structured in the form of closed and open questions. The student must obtain a minimum of 50% of the points possible to receive a passing grade.					
	The prerequisite for passing the exercises is the completion of the project work (70%) and activity during the class (30%). The project work is in the form of a film, which students prepare in groups. The number of project groups depends on the total number of students in the group. The project is evaluated according to the criteria presented to the students, which includes detailed guidelines for the preparation of the project.					
	Grade calculation principles					
	50% of the lecture grade, 50% of the exercises grade					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Global dimensions of business (globalne wymiary biznesu)			Arytmetyczna	
	2	Global dimensions of business (globalne wymiary biznesu) [wykład]		zaliczenie z oceną		
	2	Global dimensions of business (globalne wymiary biznesu) [ćwiczenia]		zaliczenie z oceną		
Basic reading	edited by Tomasz Bernat and Joanna Duda (2024) (2024): Business impacts of COVID-19 : international business, crisis management, and the global economy, Routlege, Taylor & Francis Group, New York					
	Jacek Stasiak (2023): Business management in the global economy : academic textbook, Wydawnictwo Naukowe IVG, Warszawa					
	Wit Pasierbek, Krzysztof Wach (2024): International economics, Ignatianum University Press, Kraków					
Supplementary reading						

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	2	0
Private reading and studying	9	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Human Resources Management (zarządzanie zasobami ludzkimi) (KIERUNKOWE)					Course code: EFZ214AIJ3433_8S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	3	
		lecture	15	0	e		
Total			30			3	
Course / module coordinator		dr inż. ALICJA NERĆ-PEŁKA					
Course instructor		dr inż. ALICJA NERĆ-PEŁKA					
Course / module objectives		The aim of the course is to make students aware of the key role that people play in organizations and to familiarize students with the approaches and tools used in the area of ??human resource management, so that they can efficiently use human capital in organizations.					
Prerequisites		The student has general knowledge of economics and management science.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Explains the essence and understands the mechanisms of selecting the HRM model in organizations.		K_W06	
		2	EP2	Has knowledge of HRM processes and instruments used in these processes.		K_W07	
skills		1	EP3	Can recognize, diagnose and propose solutions to problems in the field of HRM.		K_U01 K_U02	
		2	EP4	Uses HRM instruments.		K_U04 K_U05	
social competences		1	EP5	He recognizes problems in the area of human resource management and is ready to take into account ethical and social standards in solving them.		K_K01	
		2	EP6	An attitude of willingness to engage in analyzing and solving HRM problems (single-person and team-based).		K_K02 K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Human Resources Management (zarządzanie zasobami ludzkimi)							
Format of instruction: lecture							
1. The conception of Humane Resource Management					1	2	0
2. Staff planning					1	2	0
3. The employee selection					1	2	0
4. The employee evaluation					1	2	0

5. Personnel reward			1	2	0
6. Personnel development			1	2	0
7. Personnel process organization			1	2	0
8. Humane resource management challenges			1	1	0
Format of instruction: discussion classes					
1. Basic definitions of HRM Policy			1	1	0
2. Personnel policy models			1	1	0
3. Manpower planning			1	1	0
4. Work analysis and its use to recruit employees			1	1	0
5. Employee staffing - recruitment			1	1	0
6. Employee staffing - selection			1	1	0
7. Employee staffing - adaptation			1	1	0
8. Staff evaluation			1	1	0
9. Work valuation			1	1	0
10. Employee reward			1	1	0
11. Development of human resources of the organization			1	1	0
12. Staff training			1	1	0
13. Shaping careers in the organization			1	1	0
14. Organization of HRM			1	1	0
15. New ways of implementing HRM			1	1	0
Modes of delivery	Providing theoretical knowledge supported by examples, a lecture using multimedia presentations, case studies, practical exercises, training scenarios, group discussion on a selected topic in the field of HRM.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP4	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP3,EP4,EP5,EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP3,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The form and conditions for passing the exercises: - tests (S) 50% of points - written reports (R) on practical exercises including observation of students' work by the teacher 50% of the points - satisfactory grade at least 60% of points (S + R = 100% of points)				
	Grade calculation principles				
	The final grade for the course is the exam grade				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Human Resources Management (zarządzanie zasobami ludzkimi)		Arytmetyczna	
	1	Human Resources Management (zarządzanie zasobami ludzkimi) [ćwiczenia]	zaliczenie z oceną		

1	Human Resources Management (zarządzanie zasobami ludzkimi) [wykład]	egzamin		
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Basic reading	A. M. Raymond, J. R. Hollenbeck, B. Gerhardt, P. M. Wright (2018): Fundamentals of Human Resource Management, Mc Graw Hill Education
	A. Pocztowski (2018): Zarządzanie zasobami ludzkimi, PWE, Warszawa
	Dennis Briscoe, Randall Schuler, Ibraiz Tarique (2011): International Human Resource Management Policies and Practices for Multinational Enterprises, Routledge, New York
	H. Król, A. Ludwiczyski (2019): Zarządzanie zasobami ludzkimi. Tworzenie kapitału ludzkiego organizacji, PWN, Warszawa
	M. Armstrong (2011): Zarządzanie zasobami ludzkimi, Oficyna Ekonomiczna Grupa Wolters Kluwer, Kraków
	Richard Regis (2008): Strategic Human Resource Management and Development, Excel Books
	S Snell, GW Bohlander, G Bohlander (2010): Principles of human resource management, South-Western
Supplementary reading	H. Witczak (2018): Strategiczne zarządzanie zasobami ludzkimi. Studium systemu, PWN, Warszawa
	M. Juchnowicz (2014): Zarządzanie kapitałem ludzkim. Procesy- narzędzia- aplikacje, PWE, Warszawa
	T. Listwan (2009): Zarządzanie kadrami, C. H. Beck, Warszawa

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	10	0
Participation in tutorials	8	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USEFZ-BM-O-I-S-26/27Z						
Nazwa przedmiotu: International trade (handel międzynarodowy) (KIERUNKOWE)					Kod przedmiotu: EFZ214AIJ3432_14S	
Nazwa kierunku: Business Management						
Forma studiów: I stopnia lic., stacjonarne			Profil studiów: ogólnoakademicki		Specjalność:	
Status przedmiotu: obowiązkowy			Język przedmiotu: semestr: 2 - język angielski			
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
1	2	ćwiczenia	15	0	ZO	3
		wykład	15	0	E	
Razem			30			3
Koordynator przedmiotu:	dr JOANNA BRZYSKA					
Prowadzący zajęcia:	dr JOANNA BRZYSKA					
Cele przedmiotu:	Celem przedmiotu jest zapoznanie studentów z problematyką handlu międzynarodowego oraz opanowanie umiejętności prawidłowej interpretacji zjawisk zachodzących w wymianie handlowej z innymi krajami.					
Wymagania wstępne:	Zakres wiedzy, umiejętności i kompetencji właściwych dla przedmiotów: makroekonomia, mikroekonomia i międzynarodowe stosunki gospodarcze.					
EFEKTY UCZENIA SIĘ						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	Student ma szeroką wiedzę w zakresie zagadnień związanych z handlem światowym			K_W02 K_W03 K_W04 K_W09 K_W10
umiejętności	1	EP2	Student potrafi analizować przebieg i przyczyny zawierania poszczególnych rodzajów transakcji w handlu zagranicznym			K_U01 K_U03
	2	EP3	Student potrafi wykorzystać wiedzę teoretyczną do opisu i analizy handlu zagranicznego kraju oraz do oceny polityki handlu zagranicznego			K_U01
	3	EP4	Student interpretuje informacje dotyczące handlu zagranicznego z dostępnych baz danych			K_U01 K_U03 K_U04
	4	EP5	Student jest w stanie uzupełniać i doskonalić nabytą wiedzę i umiejętności			K_U09
kompetencje społeczne	1	EP6	Student jest gotowy do rozwijania swojej wiedzy i umiejętności zawodowych			K_K01
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
Przedmiot: International trade (handel międzynarodowy)						
Forma zajęć: wykład						
1. Handel zagraniczny, zagadnienia wstępne					2	2 0
2. Teorie handlu międzynarodowego (podejście klasyczne, neoklasyczne i alternatywne)					2	2 0
3. Handel międzynarodowy a wzrost gospodarczy					2	2 0

4. Polityka handlowa. Wolny handel a protekcjonizm		2	2	0
5. Instrumenty polityki handlowej		2	2	0
6. Światowa Organizacja Handlu		2	2	0
7. Ryzyko w handlu międzynarodowym		2	3	0
Forma zajęć: ćwiczenia				
1. Strategie wejścia na rynki międzynarodowe		2	2	0
2. Bezpośrednia i pośrednia działalność w handlu zagranicznym		2	2	0
3. Tendencje w handlu zagranicznym Polski		2	2	0
4. Kurs walutowy		2	3	0
5. Rynki formalne		2	2	0
6. Rola handlu zagranicznego w gospodarce wybranych krajów		2	4	0
Metody kształcenia	wykłady z prezentacją multimedialną, dyskusje problemowe, praca w grupach, gry, prezentacje uczniów			
	W ramach realizacji przedmiotu, sposób wykorzystania sztucznej inteligencji jest określony przez prowadzącego zajęcia zgodnie z najlepszymi praktykami i standardami Uniwersytetu Szczecińskiego. Prowadzący informuje studentów o zakresie oraz możliwościach korzystania z SI podczas pierwszych zajęć, wskazując katalog narzędzi lub zastosowań, dostosowanych do efektów uczenia się oraz potrzeb i możliwości dydaktycznych w ramach danego przedmiotu			
Metody weryfikacji efektów uczenia się				Nr efektu uczenia się z sylabusu
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP4,EP5
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
Forma i warunki zaliczenia	Zaliczenie ćwiczeń - na podstawie przygotowania i prezentacji projektu (80%) oraz aktywności na zajęciach (20%). Zaliczenie wykładów - na podstawie testu końcowego - jednokrotnego wyboru oraz pytań otwartych obejmujących wiedzę z zakresu treści przedmiotu oraz zalecanej literatury.			
	Zasady wyliczania oceny z przedmiotu			
	Uzyskanie zaliczenia wymaga zgromadzenia co najmniej 53%. 53%-62% odpowiada ocenie 3,0, 63%-72% - ocenie 3,5, 73%-82% - ocenie 4,0, 83%-92% - ocenie 4,5, a 93% lub więcej - ocenie 5,0.			
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny
	2	International trade (handel międzynarodowy)		Arytmetyczna
	2	International trade (handel międzynarodowy) [wykład]	egzamin	
	2	International trade (handel międzynarodowy) [ćwiczenia]	zaliczenie z oceną	
Literatura podstawowa	Krugman, P.R., Obstfeld M., Melitz M.J (2023): International Economics: Theory and Policy, Pearson			
	Robert Feenstra, Alan M. Taylor (2021): International Economics, Worth Publishers Inc., New York			

Literatura uzupełniająca	Anne Krueger (2020): International Trade. What Everyone Needs to Know, Oxford University Press, Oxford
	Beugelsdijk S., Brakman S., Garretsen H., Marrewijk Ch. van, Murtinu S. (2023): International Economics and Business. Nations and Firms in the Global Economy, Cambridge University Press, Cambridge
	Chinn, M.D., Irwin, D.A. (2024): International Trade
	Ed. Bernard M. Hoekman, Ernesto Zedillo (2021): Trade in the 21st Century Back to the Past?, Brookings Institution Press
	Grath A. (2016): Handbook of International Trade and Finance, Kogan Pag, London
	Meyer, E. (2014): The Culture Map: Breaking Through the Invisible Boundaries of Global Business
	Miller, C. (2022): Chip War, Simon & Schuster
	Salvatore D. (2014): International Economics: Trade and Finance, Wiley
	Schiller Bradley R. (2022): The Economy Today., McGraw-Hill, New York

NAKŁAD PRACY STUDENTA

	Liczba godzin	
		w tym e-learning
Zajęcia dydaktyczne	30	0
Udział w egzaminie/zaliczeniu	2	0
Przygotowanie się do zajęć	8	0
Studiowanie literatury	10	0
Udział w konsultacjach	8	0
Przygotowanie projektu / eseju / itp.	9	0
Przygotowanie się do egzaminu/zaliczenia	8	0
ŁĄCZNY nakład pracy studenta w godz.	75	
Liczba punktów ECTS	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z						
Course title: IT tools in management (narzędzia IT w zarządzaniu) (PODSTAWOWE)					Course code: EFZ214AIJ3433_4S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	laboratory	30	0	pg	4
		lecture	15	0	pg	
Total			45			4
Course / module coordinator	dr inż. ANNA BORAWSKA					
Course instructor	dr inż. ANNA BORAWSKA					
Course / module objectives	Researching the relationship between computer information systems, management and organizations. An overview of management and organization concepts in the context of information technology. Understanding the basic issues related to the management, development and operation of computer information systems.					
Prerequisites	Competences: the student knows how to work in a group, has embedded habits of lifelong learning and consciously benefits from information technology. Skills: the student is able to use a computer and work in the Microsoft Windows environment Knowledge: the student has a general knowledge of the functioning of economic units.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student understands how modern information technologies are important for management and decision making.			K_W01
	2	EP2	The student understands how information technologies influence business strategies and management practice.			K_W01
skills	1	EP3	The student is able to use the database in practice in managerial applications			K_U02
	2	EP4	The student knows how to analyze data.			K_U02
social competences	1	EP5	The student acquires the competence to independently expand and supplement knowledge based on the available sources.			K_K01
CONTENT					Semester	No. of hours
Subject title: IT tools in management (narzędzia IT w zarządzaniu)						
Format of instruction: lecture						
1. Tools and information systems in management					1	1 0
2. Requirement analysis of information system					1	1 0

3. Relational databases		1	3	0
4. Structured Query Language		1	2	0
5. Data Mining		1	5	0
6. Cloud-based IT tools in management		1	3	0
Format of instruction: laboratory				
1. Relational databases - data model and entity-relationships diagrams		1	2	0
2. Relational databases - relational model		1	2	0
3. Relational databases - normalization		1	4	0
4. Structured Query Language		1	4	0
5. Data mining - Market Basket Analysis		1	2	0
6. Data mining - data analysis in MS Excel		1	6	0
7. Preparation of a project including the analysis of real data		1	10	0
Modes of delivery	Practice classes: using MS Excel, MS Access software, Lecture: classes illustrated with multimedia presentations, case study method			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	KOŁOKWIUM			EP1,EP2
	PROJEKT			EP3,EP4,EP5
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP3,EP4
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	Passing the practice classes: points obtained for tasks performed during classes (60%) and a group project (40%). - Grade 3.0: 60% of maximum number of points - Grade 3.5: 70% of maximum number of points - Grade 4.0 80% of maximum number of points - Grade 4.5: 90% of maximum number of points - Grade 5.0: 95% of maximum number of points Passing the lecture: providing a written answer to three theoretical questions. - Grade 3.0: correct answer to one question - Grade 4.0: correct answer to two questions - Grade 5.0: correct answer to three questions			
	Grade calculation principles			
Final grade calculation method	The final grade is calculated as the weighted average of the lecture grade and practice classes grade			
	Sem.	Course	Type of credit	Grade calc. method
	1	IT tools in management (narzędzia IT w zarządzaniu)		Arytmetyczna
	1	IT tools in management (narzędzia IT w zarządzaniu) [laboratorium]	zaliczenie z oceną	
Basic reading	1	IT tools in management (narzędzia IT w zarządzaniu) [wykład]	zaliczenie z oceną	
	David L. Olson (2018): Data Mining Models, Business Expert Press			
	Jonathan Eckstein, Bonnie R Schultz (2017): Introductory relational database design for business, with Microsoft Access, Wiley			
Supplementary reading	Michael V. Mannino (2019): Database Design, Application Development, and Administration, Chicago Business Press			
	J. Cyprijański, A. Borawska, T. M. Komorowski (2016): Excel dla menedżera Casebook, PWN			

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	2	0
Preparation for contact hours	11	0
Private reading and studying	5	0
Participation in tutorials	12	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z						
Course title: Lean management (sprawne zarządzanie) (KIERUNKOWE)					Course code: EFZ214AIJ3433_13S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			30			3
Course / module coordinator	dr hab. JAROSŁAW KORPYSA					
Course instructor	dr hab. JAROSŁAW KORPYSA					
Course / module objectives	The aim of this course is to give students knowledge about the fundamentals of lean management , methods, technics and tools based on this concept					
Prerequisites	Knowledge of foundations of management and management of organization					
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	Knowledge about the essence of the lean management in organization		K_W01
		2	EP2	Defines the stages of implementing lean management in an organization		K_W06
		3	EP3	Knows and understands the benefits and drawback of implementing lean management in an organization		K_W02
skills		1	EP4	To be able to plan the process of implementing lean management into an organization.		K_U01
social competences		1	EP5	Student is aware to apply lean management techniques in their organizations.		K_K04
		2	EP6	Is ready to improve own skills in planning and implementing lean management in the organization		K_K01
CONTENT					Semester	No. of hours
Subject title: Lean management (sprawne zarządzanie)						
Format of instruction: lecture						
1. Introduction to lean management					2	3 0
2. Business process improvement and lean management tools					2	3 0
3. Lean culture, lean leadership, lean HR					2	3 0
4. The implementation of lean management in an organization organizational issues					2	3 0
5. The implementation of lean management in an organization technical and social issues					2	3 0

Format of instruction: discussion classes						
1. The principles of lean management - a contemporary paradigm				2	3	0
2. The lean culture in organization				2	3	0
3. Lean leadership - techniques and methods				2	3	0
4. Value stream mapping				2	3	0
5. Business models for lean management				2	3	0
Modes of delivery	interactive lecture with video, group exercises, group discussions, simulated activities, case studies					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				EP1,EP2,EP3,EP4,EP5,EP6	
	PROJEKT				EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Exam and Project					
	Grade calculation principles					
	The final grade consists of the project grade (50%) and the exam grade (50%)					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Lean management (sprawne zarządzanie)			Arytmetyczna	
	2	Lean management (sprawne zarządzanie) [wykład]		egzamin		
	2	Lean management (sprawne zarządzanie) [ćwiczenia]		zaliczenie z oceną		
Basic reading	M.Nir (2018): The Pragmatist's Guide to Corporate Lean Strategy: Incorporating Lean Startup and Lean Enterprise Practices in Your Business, Apress					
	O.Dan (2015): The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback, Wiley; Edycja Illustrated					
	P. Small (2020): Lean Project Management: This book includes: Lean Startup, Enterprise, Analytics, Agile Project Management, Six Sigma, Kaizen, Arkham Publishing Ltd					
Supplementary reading	J.Liker , G. L. Convis (2011): The Toyota Way to Lean Leadership: Achieving and Sustaining Excellence through Leadership Development, McGraw-Hill Education Ltd					
	S.A. Ruffa (2011): The Going Lean Fieldbook, AMACON, New York					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		30		0		
Participation in test / exam		2		0		
Preparation for contact hours		13		0		
Private reading and studying		10		0		
Participation in tutorials		10		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		10		0		

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Logistics (logistyka) (KIERUNKOWE)					Course code: EFZ214AIJ3433_9S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr JAKUB DOWEJKO					
Course instructor		dr JOANNA DROBIAZGIEWICZ , dr JAKUB DOWEJKO					
Course / module objectives		The aim of the course is to provide knowledge and skills in the field of logistics basis as well as research and analysis. Students learn about the market and service principals as well as final buyers of products and delivery systems. Market reaserch and analysis are design to provide managers with information about the current state, business goals, and problem solving paths. All those factors are tailored to support company's development.					
Prerequisites		Knowledge of basic concepts in the field of logistics					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student know the concepts in the area of logistics			K_W10	
	2	EP3	Student has advanced knowledge in the field of supply chain management and about the determinants of their functioning			K_W01 K_W02	
skills	1	EP2	Student is able to define problems in supply chais and indicates possible solutions			K_U05 K_U06 K_U08	
social competences	1	EP4	Student has knowledge of the geopolitical situation and globalization in business. Student has skills in the field of business responsibility			K_K03 K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Logistics (logistyka)							
Format of instruction: lecture							
1. The essence of logistics, process and system approach in logistics.					1	3	0
2. Supply logistics, inventory management in the enterprise.					1	3	0
3. Production logistics. Organization and supply of production processes. Internal transport.					1	3	0
4. Distribution logistics - essence, functions. Logistics and marketing management of distribution.					1	3	0
5. Warehouse management, transport, loading units and packaging in the functioning of the company's logistics.					1	3	0
Format of instruction: discussion classes							

1. Logistic processes of enterprises.				1	2	0
2. Logistics of supply, production and distribution processes.				1	2	0
3. Inventory management - methods and tools.				1	4	0
4. Logistics costs				1	3	0
5. Storage and transport in logistic processes.				1	4	0
Modes of delivery	Discussion, case studies, group work, multimedia presentation					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Students are assesses on the tests basis (selection), which will allow to verify the learning outcomes. Students are also assessed for class involvement.					
	Grade calculation principles					
	The grade for the course is the arithmetic average of the exercises and lectures					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	1	Logistics (logistyka)		Arytmetyczna		
	1	Logistics (logistyka) [wykład]	zaliczenie z oceną			
	1	Logistics (logistyka) [ćwiczenia]	zaliczenie z oceną			
Basic reading	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management, Springer International Publishing					
	Martin Christopher (2011): Logistics and Supply Chain Management, Pearson Education Limited					
	Rushton, Alan, Baker, Peter, Croucher, Phil (2014): The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, Kogan Page; 5th edition					
Supplementary reading	Paul R. Murphy, Jr., A. Michael Knemeyer (2018): Contemporary Logistics (Global Edition), Pearson					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		2		0		
Preparation for contact hours		9		0		
Private reading and studying		12		0		
Participation in tutorials		7		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		15		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Macroeconomics (makroekonomia) (PODSTAWOWE)					Course code: EFZ214AIJ3432_1S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr hab. RAFAŁ NAGAJ					
Course instructor		dr hab. RAFAŁ NAGAJ					
Course / module objectives		To acquaint the student with the basic issues and models of macroeconomics, to explain key processes and relationships in the economy, and to make students able to perceive the relationships between parts of the economy.					
Prerequisites		Student's ability to consider phenomena in a cause and effect manner and willingness to acquire economic knowledge.					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	Student has general knowledge about main variables and macroeconomic processes as well as the relationship between economic operators.		K_W04	
		2	EP2	Student knows and describes the basic macroeconomic aggregates (ie production, aggregate demand, inflation, unemployment) and the processes taking place within them.		K_W04	
skills		1	EP3	Student can correctly identify the macroeconomic aggregates.		K_U01	
		2	EP4	Student can recognize the relationships that occur between parts of the economy, as well as the role that individual economic operators play in achieving the global equilibrium.		K_U02	
social competences		1	EP5	The student is aware of the importance of knowledge in solving macroeconomic problems.		K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Macroeconomics (makroekonomia)							
Format of instruction: lecture							
1. Fundamentals of economics and functioning of the economy. The state of balance in the economy.					1	4	0
2. Main macroeconomic problems: global product and economic growth, labor market and unemployment, inflation.					1	5	0
3. The monetary system and money market.					1	3	0
4. Private and public aggregate demand. The multiplier process and commodity market equilibrium.					1	3	0

Format of instruction: discussion classes					
1. Introduction to economics. Circular flow of income and the equilibrium in the economy.			1	4	0
2. Basic macroeconomic problems: measurement of global product including GDP, unemployment, inflation.			1	4	0
3. Money and banking system. Fundamentals of monetary policy.			1	2	0
4. Private and public sector demand versus aggregate demand. International trade versus aggregate demand.			1	3	0
5. Repetition and summary of macroeconomic issues.			1	2	0
Modes of delivery	solving tasks, multimedia lectures				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Credit for the classes: Students are assessed on the basis of a written colloquium. Test consist of test questions and open tasks. Credit for lectures: Students are assessed on the basis of the written colloquium that consists of test questions. Graduating: a positive grade means that the the student has scored more than half of the points possible in the colloquium and the exam.				
	Grade calculation principles				
	The final grade is the arithmetic of grades of the classes and the exam. If the result of this arithmetic mean is ambiguous, then the exam grade prevails.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Macroeconomics (makroekonomia)		Arytmetyczna	
	1	Macroeconomics (makroekonomia) [wykład]	zaliczenie z oceną		
	1	Macroeconomics (makroekonomia) [ćwiczenia]	zaliczenie z oceną		
Basic reading	C.J. Jones. (2018): Macroeconomics, 3rd Edition., Norton & Company, Inc., New York/London				
	Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York				
	N.G. Mankiw (2016): Macroeconomics, 9th Edition, Worth Publishers, New York				
Supplementary reading	Mankiw, N.G. (2018): Principles of Macroeconomics, 8th Edition, Cengage Learning, Inc.				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30	0		
Participation in test / exam		3	0		
Preparation for contact hours		8	0		
Private reading and studying		17	0		
Participation in tutorials		7	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		10	0		

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Marketing (marketing) (PODSTAWOWE)					Course code: EFZ214AIJ3433_10S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	30	0	pg	5	
		lecture	15	0	e		
Total			45			5	
Course / module coordinator		prof. dr hab. EDYTA RUDAWSKA					
Course instructor		prof. dr hab. EDYTA RUDAWSKA					
Course / module objectives		The aim is to present the concept of marketing as a company' strategy and philosophy as well as the abilities of creating and managing marketing instruments.					
Prerequisites		In the area of knowledge the student defines key economic terms In the area of skills the student analyzes and uses principles of the market mechanism In terms of competences, the student is able to work in a group and undertake a discussion in the indicated area					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Knows the essence of the marketing-managed company.			K_W01	
	2	EP2	Knows and describes the instruments of marketing concept			K_W10	
skills	1	EP3	Is able to propose marketing tools for a specific company - analyzes their examples in market			K_U01	
social competences	1	EP4	Is ready to act in an entrepreneurial manner			K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Marketing (marketing)							
Format of instruction: lecture							
1. The development of marketing concept					2	4	0
2. The analysis of company environment					2	4	0
3. Proces wyboru rynku docelowego					2	0	0
4. The product strategy					2	2	0
5. Pricing					2	1	0
6. Distribution strategy					2	2	0
7. Promotional activities					2	2	0
Format of instruction: discussion classes							

1. Identification of marketing managed organization				2	3	0
2. Analysis of the environment				2	4	0
3. The process of choosing target market				2	4	0
4. The analysis of decision making process				2	2	0
5. The concept of marketing research				2	4	0
6. Product concept				2	3	0
7. Product life cycle				2	2	0
8. Pricing strategy				2	2	0
9. Product distribution				2	2	0
10. Communication strategy for the brand				2	4	0
Modes of delivery	Multimedia presentation, discussion, case studies, group work					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				EP1,EP2	
	KOŁOKWIUM				EP1,EP2,EP3,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Practical classes: Students pass the exam by writing a test in the form of opened questions and on the basis of the grades obtained from the assignments carried out during the exercises. Lectures: Students are assessed on the basis of a written exam in the form of a test					
	Grade calculation principles					
	The grade for the course is equal to the arithmetic mean of the grades obtained during practical classes and during an exam.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Marketing (marketing)			Arytmetyczna	
	2	Marketing (marketing) [ćwiczenia]		zaliczenie z oceną		
	2	Marketing (marketing) [wykład]		egzamin		
Basic reading	A. Nowacka, R. Nowacki (2016): Podstawy marketingu, podręcznik, Difin, Warszawa					
	Garbarski L. (2011): Marketing. Koncepcja skutecznych działań, PWE					
Supplementary reading	Kothler Ph. (2005): Marketing, Rebis					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		45		0		
Participation in test / exam		4		0		
Preparation for contact hours		20		0		
Private reading and studying		20		0		
Participation in tutorials		16		0		

Preparation of project / essay / etc.	0	0
Preparation for test / exam	20	0
TOTAL workload	125	
ECTS credits	5	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Mathematical analysis (analiza matematyczna) (PODSTAWOWE)					Course code: EFZ214AIJ3432_2S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	4	
		lecture	15	0	e		
Total			30			4	
Course / module coordinator	dr BARBARA BATÓG						
Course instructor	dr BARBARA BATÓG						
Course / module objectives	Course deals with differential and integral calculus for one and two variable functions.						
Prerequisites	Knowledge: student knows mathematics on the high school level Skills: student is able to solve mathematical problems on the high school level Social competencies: student is able to study systematically						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	student is able to explain the concept of monotonicity, extrema, concavity, inflection points and asymptotes for single variable function			K_W03 K_W07	
	2	EP2	student is able to explain the concept of indefinite and definite integral for single variable function			K_W03 K_W07	
	3	EP3	student knows necessary and sufficient conditions of existing of extrema of two variable functions			K_W03 K_W07	
skills	1	EP4	student is able to analyze the properties of one variable functions by means of derivatives			K_U05	
	2	EP5	student is able to compute chosen types of indefinite and definite integrals			K_U05	
	3	EP6	student is able to compute local extrema of two variable functions			K_U05	
social competences	1	EP7	student is ready to apply mathematical analysis to analyze dependencies of economic variables			K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Mathematical analysis (analiza matematyczna)							
Format of instruction: lecture							
1. Elementary functions and their properties					1	2	0
2. Definition and properties of derivative of one variable function and its applications					1	6	0

3. Chosen indefinite and definite integrals				1	3	0	
4. Local extrema of two variable functions				1	4	0	
Format of instruction: discussion classes							
1. Elementary functions and their properties				1	2	0	
2. Definition of derivative, its properties and applications				1	6	0	
3. Chosen indefinite and definite integrals				1	3	0	
4. Local extrema of two variable functions				1	4	0	
Modes of delivery	Lecture, exercises, solving problems						
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.						
Assessment methods						No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY					EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	KOŁOKWIUM					EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.							
Grading criteria	Min. 50% points from colloquium and min. 50% points from exam						
	Grade calculation principles						
	The final grade is calculated as an average of grades of exercises and exam						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	1	Mathematical analysis (analiza matematyczna)				Arytmetyczna	
	1	Mathematical analysis (analiza matematyczna) [wykład]			egzamin		
	1	Mathematical analysis (analiza matematyczna) [ćwiczenia]			zaliczenie z oceną		
Basic reading	Batóg B., Bieszk-Stolorz B., Forys I., Guzowska M., Heberlein K. (2021): Mathematics for Students of Economics, Finance and Management, Difin, Warszawa						
	Bittinger M.J., Ellenbogen D.J., Surgent S.A. (2012): Calculus and its Applications, Addison-Wesley, Pearson Education, Boston						
Supplementary reading	Ciałowicz B. (2017): Workouts in Calculus and Linear Algebra with Applications in Economics, Cracow University of Economics Press, Kraków						
STUDENT WORKLOAD							
		No. of hours					
					including e-learning		
Contact hours		30			0		
Participation in test / exam		2			0		
Preparation for contact hours		15			0		
Private reading and studying		20			0		
Participation in tutorials		10			0		
Preparation of project / essay / etc.		0			0		
Preparation for test / exam		23			0		

TOTAL workload	100
ECTS credits	4

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z							
Course title: Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) (KIERUNKOWE)					Course code: EFZ214AIJ3434_17S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator	dr LESZEK GRACZ						
Course instructor	dr LESZEK GRACZ						
Course / module objectives	Familiarizing students with the principles of spatial development, spatial conditions for business development, the role of forecasts in spatial planning and legal acts regulating the spatial planning process Developing the ability to inventory functions and develop a selected area and its assessment from the point of view of business development Developing the ability to prepare a design for the distribution of functions and spatial development of a selected area for the purposes of business development						
Prerequisites	Basic geographic knowledge and knowledge of society and economy at the secondary school level. Basic verbal and written communication skills, independent and team work skills.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Has knowledge of the specificity of spatial planning as a practical activity and its relationship with related disciplines.			K_W02 K_W05	
	2	EP3	Knows and understands the basic conditions of business development in accordance with the requirements of spatial order and other types of conditions (social, economic, technical, etc.).			K_W05 K_W09 K_W10	
skills	1	EP6	Is able to detect manifestations of collisions and spatial conflicts and propose the selection of the optimal development variant under given conditions in the context of business development			K_U06	
	2	EP7	Is able to prepare and present a selected issue in the field of spatial planning in the context of business development needs			K_U06	
	3	EP8	Is able to work independently and in a group, showing creativity in undertaken activities			K_U08	
social competences	1	EP10	It is ready to recognize the importance of spatial and ecological aspects of business shaping on local communities.			K_K04 K_K06	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu)							
Format of instruction: lecture							

1. Spatial planning and its features. Spatial planning and business development.		2	2	0
2. The spatial planning system in Poland. Analysis and evaluation of the current state and anticipated changes.		2	2	0
3. Principles of spatial development. Spatial order and balancing development in space.		2	4	0
4. Models of spatial planning		2	4	0
5. Forecasts and their role in spatial planning		2	3	0
Format of instruction: discussion classes				
1. Inventory, valorization and analysis of the functions and forms of development of the selected area.		2	2	0
2. Diagnosis and analysis of land development conditions (internal and external)		2	4	0
3. Determining the functions and directions of spatial development of the selected area important from the point of view of business development.		2	3	0
4. Development of a land development project and its assessment in terms of benefits and threats to business development.		2	4	0
5. Project presentation (text and graphics)		2	2	0
Modes of delivery	Work and discussion in groups. Implementation of the project. Project presentation, Academic lecture with handwriting display. Multimedia presentation. Educational film			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	KOLOKWIUM			EP1,EP3
	PREZENTACJA			EP7
	PROJEKT			EP10,EP6,EP8
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP10,EP6,EP7,EP8
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	The condition for passing the exercises is a positive assessment of active participation in the classes as well as the project and its presentation. The condition for obtaining a credit for the lecture is a positive mark from the written test in the form of a selection test. The assessment of exercises is the result of the assessment of active participation in classes - 20%, project development - 40%, multimedia presentation - 40%. Each of the 10 questions of the written test in the form of a multiple-choice test is scored on a 0-1 point scale. The points obtained are converted into grades as follows: 10 points. - 5.0; 9 points - 4.5; 8 pts 4.0; 7 pts 3.5; 6 pts - 3.0; 5 pts and less 2.0.			
	Grade calculation principles			
Final grade calculation method	The grade for the subject consists in 60% of the grade for completing the exercises and 40% of the grade for completing the lectures			
	Sem.	Course	Type of credit	Grade calc. method
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu)		Ważona
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) [ćwiczenia]	zaliczenie z oceną	0,60
Basic reading	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) [wykład]	zaliczenie z oceną	0,40
	Ch. Couch (2016): Urban Planning: An Introduction, Red Globe Press			
Supplementary reading	Kawakami Mitsuhiro (2013): Spatial Planning and Sustainable Development, Springer			
	Parysek J. (2006): Wprowadzenie do gospodarki przestrzennej, Wydawnictwo Naukowe UAM, Poznań			
Supplementary reading	Saternus P. (2013): Leksykon urbanistyki i planowania przestrzennego, BEL Studio, Warszawa			

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	8	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-26/27Z						
Course title: Transport management (zarządzanie transportem) (KIERUNKOWE)					Course code: EFZ214AIJ3433_15S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr ZUZANNA KŁOS-ADAMKIEWICZ				
Course instructor		dr ZUZANNA KŁOS-ADAMKIEWICZ				
Course / module objectives		The subject is to present the principles of creating various solutions related to the organization and management of transport. Students learn about issues related to the organization of passenger and freight traffic. An additional element is acquiring knowledge in the field of modern transport management tools.				
Prerequisites		Basic knowledge from the area of transport functioning.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student knows the principles of planning and effective organization of passenger and freight transport.			K_W02 K_W03
	2	EP2	The student knows the principles of planning and effective organization of passenger and freight transport.			K_W01 K_W04 K_W05
skills	1	EP3	The student correctly obtains the necessary information and data on transport companies. Analyzes and discusses data on technical, planning, and organizational solutions in the field of transport.			K_U01 K_U03
	2	EP4	Student can use appropriate IT tools and computer software for managing transport.			K_U02 K_U04 K_U05
social competences	1	EP5	The student is aware of the importance of technical and organizational aspects and effects of transport activities and the need to share good practices.			K_K01
CONTENT					Semester	No. of hours
Subject title: Transport management (zarządzanie transportem)						
Format of instruction: lecture						
1. Transport services market - basic concepts					2	2 0
2. Basic features of transport enterprises - transport of goods					2	2 0
3. Basic features of transport enterprises - transport of passengers					2	2 0

4. Methods of identifying customer needs in transport companies			2	3	0
5. Basic business models in transport			2	2	0
6. Control and monitoring in a transport company			2	2	0
7. Ecological and ethical transport companies			2	2	0
Format of instruction: discussion classes					
1. Review of IT tools in transport			2	2	0
2. Planning and organization in passenger transport			2	3	0
3. Planning and organization in freight transport			2	3	0
4. Methods of identifying customer needs in transport companies - project			2	2	0
5. Case studies - functioning of transport enterprises			2	2	0
6. Business models in transport			2	3	0
Modes of delivery	Informative and problematic lectures, multimedia presentations, case studies, project methods, group work.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2,EP3,EP5	
	PROJEKT			EP1,EP2,EP4,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Passing the lectures is based on a written test (test and/or open questions). Completion of the exercises is based on a prepared group project.				
	Grade calculation principles				
	The final grade for the subject is the arithmetic mean of the grades obtained from passing the lectures and exercises.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Transport management (zarządzanie transportem)		Arytmetyczna	
	2	Transport management (zarządzanie transportem) [wykład]	zaliczenie z oceną		
	2	Transport management (zarządzanie transportem) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Elżbieta Załoga, Krystyna Wojewódzka-Król (2016): Transport. Nowe wyzwania, Wydawnictwo Naukowe PWN				
	Engelhardt J. (2014): Zarządzanie przedsiębiorstwem, CeDeWu				
	Kawalec P. (2009): Analiza i synteza specjalizowanych układów modelowania i sterowania ruchem w transporcie, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa				
	Wyszomirski O. (red.) (2008): Transport miejski, ekonomika i organizacja, Wydawnictwo Uniwersytetu Gdańskiego				
Supplementary reading	Jacyna M. (2008): Wybrane zagadnienia modelowania systemów transportowych, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa				
	Nowakowska M. (2013): Modelowanie związków między cechami drogi i zagrożeniami ruchu w transporcie drogowym, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		0	

Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	8	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z							
Course title: Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) (KIERUNKOWE)					Course code: EFZ214AIJ3433_63S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator	dr UMASHANKAR SINGH						
Course instructor	dr UMASHANKAR SINGH						
Course / module objectives	The aim of this course is to make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.						
Prerequisites	no requirements						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows the business activities			K_W02 K_W04	
	2	EP2	understands business promotion with IT			K_W03 K_W10	
	3	EP3	knows the IT application in business			K_W02 K_W11	
skills	1	EP4	can solve business problems with IT			K_U02 K_U04	
	2	EP5	can apply promotion tools in business			K_U01 K_U05	
	3	EP6	can be able to reach goals with IT			K_U07 K_U08	
social competences	1	EP8	is ready to start promotional activities inspiring to act for the benefit of the local community			K_K04	
	2	EP9	is ready to apply the principles of ethics in the area of promotional activities			K_K05 K_K06	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)							
Format of instruction: lecture							
1. Business promotion basics					3	2	0
2. Tools and Techniques of business promotion					3	2	0

3. Role of information technology in communication		3	1	0
4. Information technology tools and techniques		3	2	0
5. Promotional activity with information technology		3	2	0
6. Criteria to choose information technology tools		3	2	0
7. Content and media selection		3	2	0
8. Measuring the effect of promotional campaign		3	2	0
Format of instruction: discussion classes				
1. Discussion on business promotion requirement		3	2	0
2. A practical approach to business promotion		3	2	0
3. Business promotion using IT case study		3	1	0
4. Presentation on IT enabled promotions in business		3	2	0
5. Promotional tools using IT comparison		3	2	0
6. Activity to implement a promotional campaign		3	2	0
7. Real life business project creation for promotion		3	2	0
8. Real life business project creation for promotion		3	2	0
Modes of delivery	Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, group work			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	KOŁOKWIUM			EP2,EP3,EP4
	PREZENTACJA			EP1,EP6,EP8,EP9
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP8,EP9
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	Lecture: COLLOQUIUM- 100%, Exercises: PRESENTATION- 20%, PROJECT- 50%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 20% A student must score minimum 60% overall to pass the course.			
	Grade calculation principles			
Final grade calculation method	The final grade for the subject is the arithmetic mean of the grades obtained from passing the lectures and exercises.			
	Sem.	Course	Type of credit	Grade calc. method
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)		Arytmetyczna
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [ćwiczenia]	zaliczenie z oceną	
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [wykład]	zaliczenie z oceną	

Basic reading	John, S. E. (2013): Application of Information Technology to Business Management	
	Lucas, H. C. (2009): Information Technology for Management, Global Text	
	Molenaar, C. (2012): e-Marketing Applications of Information Technology and the Internet within Marketing, Routledge	
Supplementary reading		
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	10	0
Participation in tutorials	12	0
Preparation of project / essay / etc.	11	0
Preparation for test / exam	5	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Bussiness process modelling (modelowanie procesów biznesowych) (KIERUNKOWE)					Course code: EFZ214AIJ3433_22S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	laboratory	30	0	pg	4
		lecture	15	0	e	
Total			45			4
Course / module coordinator		dr hab. MAŁGORZATA ŁATUSZYŃSKA				
Course instructor		dr hab. MAŁGORZATA ŁATUSZYŃSKA				
Course / module objectives		Familiarizing students with the theoretical and practical aspects of business process modeling.				
Prerequisites		Prerequisites for: - knowledge: the student has a general knowledge of the functioning of economic objects; - skills: the student is able to use the computer in the WINDOWS operating environment; - competences: the student has instilled habits of lifelong learning and consciously uses computer technology.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows and understands the principles of operation of the company's areas of activity in which business process modeling can be applied.			K_W01 K_W07
skills	1	EP2	can use advanced IT tools for modeling and analysis of business processes.			K_U02 K_U04
social competences	1	EP3	is ready to independently update the knowledge and skills related to the use of methods and tools for modeling business processes.			K_K01
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Bussiness process modelling (modelowanie procesów biznesowych)						
Format of instruction: lecture						
1. Process approach in a modern organization.					3	2 0
2. Basics of business process management in an enterprise.					3	2 0
3. Introduction to business process modeling.					3	2 0
4. Business process modeling methodology.					3	4 0
5. Review of IT tools for business processes modeling .					3	2 0
6. Business process reference models.					3	3 0
Format of instruction: laboratory						
1. Introduction to ADONIS. The functional scope and the basics of the user interface.					3	2 0

2. Basics of modeling in the ADONIS system - symbolism of objects and relations. Creating simple models.			3	2	0
3. Process maps and describing the structure of processes.			3	2	0
4. Creating business process models in the ADONIS system.			3	4	0
5. Resource modeling (document model, work environment model, IT systems model, product model). Generating documentation.			3	2	0
6. Model analysis in the ADONIS system - queries, accounting and time analysis.			3	4	0
7. Process performance management and indicators monitoring.			3	2	0
8. Risk and control models			3	2	0
9. Case studies.			3	10	0
Modes of delivery	multimedia presentation, Case study, Problem solving				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	SPRAWDZIAN			EP1	
	PROJEKT			EP2,EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Exam- evaluation of the multiple-choice test. The test consists of 15 closed questions. For each correct answer, the student receives 1 point, for incorrect answer - minus 1 - a total of max. 22 points (for 22-21 points - 5,0 grade, 20-19 points - 4,5; 18-17 points - 4.0; 16-15 points - 3,5; 14-12 points - 3,0, below 11 points - 2,0) Laboratories 1 - participation in a minimum of 75% of the classes 2 - if the condition (1) is met, the grade is issued on the basis of the number of points received for the implementation of practical tasks and the project (max. 60 points) (for 60-56 points 5,0 grade; 55-51: 4,5; 50-46 : 4,0; 45-41: 3,5; 40-36: 3,0; 35 and less: 2,0)				
	Grade calculation principles				
	A NECESSARY CONDITION TO OBTAIN A POSITIVE EVALUATION is to obtain a minimum of 3.0 grade in all forms of classes ((including those obtained within the resit period) The grade for the course results from the arithmetic mean of all the lecture and laboratory grades.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Bussiness process modelling (modelowanie procesów biznesowych)		Arytmetyczna	
	3	Bussiness process modelling (modelowanie procesów biznesowych) [laboratorium]	zaliczenie z oceną		
	3	Bussiness process modelling (modelowanie procesów biznesowych) [wykład]	egzamin		
Basic reading	Manuel Laguna, Johan Marklund (2013): BUSINESS PROCESS MODELING, SIMULATION AND DESIGN, CRC Press, London, New York				
	Marlon Dumas, · Marcello La Rosa, Jan Mendling ,· Hajo A. Reijers (2018): Fundamentals of Business Process Management, Springer-Verlag , Berlin				
Supplementary reading	Bitkowska Agnieszka (2009): Zarządzanie procesami biznesowymi w przedsiębiorstwie, Wizja PRESS&IT, Warszawa				
	Gawin Bartłomiej, Marcinkowski Bartosz (2013): Symulacja procesów biznesowych. Standardy BPMS i BPMN w praktyce, Helion, Gliwice				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		45	0		
Participation in test / exam		2	0		

Preparation for contact hours	15	0
Private reading and studying	10	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	8	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z							
Course title: Consumer behaviour (zachowania konsumentów) (KIERUNKOWE)					Course code: EFZ214AIJ3433_21S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	laboratory	15	0	pg	3	
		lecture	15	0	e		
Total			30			3	
Course / module coordinator		dr hab. KATARZYNA WŁODARCZYK					
Course instructor		dr hab. KATARZYNA WŁODARCZYK					
Course / module objectives		The transfer of knowledge in the field of the basics of making consumption decisions and economic and non-economic factors influencing these behaviors, as well as presenting models of consumer behavior, trends and the decision-making process.					
Prerequisites		Basics of economics, management and marketing as well as elementary sociological concepts.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows the basics and the idea of market consumer behavior.			K_W01 K_W02	
	2	EP2	The student knows the stages of the consumer's decision-making process.			K_W02 K_W06	
	3	EP3	The student knows and defines the determinants of consumer behavior.			K_W02 K_W03	
skills	1	EP4	Student can search for solutions to the issues which are discussed by using knowledge and evaluate consumer behaviour.			K_U01 K_U04	
	2	EP5	The student is able to design and conduct market research related to consumer behavior on the market.			K_U03 K_U04	
	3	EP6	The student is able to work in task teams and individually.			K_U06 K_U08	
social competences	1	EP7	The student is ready to objectively assess his knowledge of the market behavior of consumers.			K_K01 K_K02	
	2	EP8	The student is ready to deepen his knowledge and takes into account the opinions of experts.			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Consumer behaviour (zachowania konsumentów)							
Format of instruction: lecture							
1. Consumption and consumers in economics and management - basic theories and definitions					3	4	0
2. Needs of consumers					3	2	0

3. Models of consumers behaviour				3	3	0	
4. Laws and effects in consumer behaviour				3	2	0	
5. Consumer research				3	4	0	
Format of instruction: laboratory							
1. Main determinants of consumer behavior (needs, motives)				3	2	0	
2. Economic and non-economic factors influencing consumer behavior				3	3	0	
3. Typology of consumption decisions				3	2	0	
4. Customer segmentation and positioning				3	2	0	
5. The risk of making decisions by consumers				3	2	0	
6. Contemporary trends in consumer market behavior				3	4	0	
Modes of delivery	Exercises, case study, discussion, lecture						
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.						
Assessment methods						No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY					EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	LECTURE: Written exam - 4 essay questions. In each of the questions, the student will have to use the acquired knowledge and theory and use his own examples. For a satisfactory grade, the student must correctly write 2 questions, for a good grade - 3 questions, for a very good grade - 4 questions. LABORATORY: Assessment obtained on the basis of a scientific article on consumer market behavior and its presentation in the group by the student.						
	Grade calculation principles						
	The arithmetic mean of the lecture grade and the laboratory grade.						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	3	Consumer behaviour (zachowania konsumentów)				Arytmetyczna	
	3	Consumer behaviour (zachowania konsumentów) [laboratorium]			zaliczenie z oceną		
	3	Consumer behaviour (zachowania konsumentów) [wykład]			egzamin		
Basic reading	G. Antonides, W.F. Van Raaij, F.W. Van Raaij (2017): Consumer Behaviour: A European Perspective, John Wiley & Sons						
	L.G. Schiffman, J.L. Wisenblit (2015): Consumer Behaviour, Pearson						
	M.R. Solomon (2019): Consumer Behaviour: Buying, having and being, Pearson Education Limited						
Supplementary reading							
STUDENT WORKLOAD							
		No. of hours					
		including e-learning					
Contact hours		30			0		
Participation in test / exam		2			2		
Preparation for contact hours		5			0		
Private reading and studying		10			0		

Participation in tutorials	10	10
Preparation of project / essay / etc.	10	0
Preparation for test / exam	8	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Descriptive statistics (statystyka opisowa) (PODSTAWOWE)					Course code: EFZ214AIJ3432_20S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory			Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	laboratory	15	0	pg	4
		lecture	15	0	pg	
Total			30			4
Course / module coordinator		dr KRZYSZTOF DMYTRÓW				
Course instructor		dr KRZYSZTOF DMYTRÓW				
Course / module objectives		The aim of the course is to acquire basic knowledge on a quantitative description of economic and social phenomena as well as ability to present the results of research, based on primary or secondary data.				
Prerequisites		- knowledge of basic economic concepts, - knowledge and abilities from the "Mathematic" module				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	Student knows the parameters describing the socioeconomic characteristics, their properties, measurement scales, student knows how to describe dynamics and relationships.	K_W03		
	2	EP2	Student knows the research methods in the social sciences and methods of measurement specific for social and economic sciences.	K_W03		
	3	EP3	Student knows the methods of presentation of the study of primary and secondary data, taking into account characteristics of the populations and distributions.	K_W03		
skills	1	EP4	Student is able to quantitatively describe the socio-economic phenomena on the basis of both primary and secondary data.	K_U02		
	2	EP5	Student is able to estimate strength and direction of relationships.	K_U02		
	3	EP6	Student is able to describe dynamics of economic phenomena.	K_U02		
social competences	1	EP7	Student is ready to use results of surveys conducted by national statistical institutes, including acknowledging the importance and consequences of cooperation with public statistics institution.	K_K01		
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Descriptive statistics (statystyka opisowa)						
Format of instruction: lecture						

1. Types of statistical surveys, definition of statistical unit, population and sample, statistical surveys; types of variables, measurement scales, methods of data presentation. The regularities of mass processes.		3	2	0
2. One-dimensional populations, empirical distributions, moments and quantiles for metric scales, measures of central tendency, dispersion, skewness, kurtosis and concentration.		3	4	0
3. Correlation coefficients, Chi-square, variance equality. Multidimensional analysis, partial correlations.- dimensional populations, tables, ranks, types of relationships.		3	3	0
4. Empirical and theoretical regressions, the method of least squares for linear regression, measures of fit.		3	2	0
5. Measurement of dynamics of economic and social phenomena. Time series, chronological mean. Analysis of shortterm changes, individual indexes, the average rate of change, average absolute change. Aggregate indexes. Price indices. Aggregate indices for relative values.		3	2	0
6. Decomposition of time series, trend and seasonality. Linear and exponential trend. Additive and multiplicative seasonality.		3	2	0
Format of instruction: laboratory				
1. Statistics, populations, data, notation, tables and charts, measurement scales. Measures of central tendency, dispersion, skewness, kurtosis and concentration.		3	5	0
2. Correlation and regression analysis: - correlation series and contingency table, - correlation coefficients: Tschuprow's, Spearman's rank, correlation ratios, Pearson product-moment correlation coefficient, - empirical and theoretical regression lines.		3	5	0
3. Analysis of dynamics: - short-term analysis: increments and indexes, - long-term analysis: analysis of trends and seasonality.		3	5	0
Modes of delivery	The course comprises lectures using (where appropriate) computer presentations and laboratories - working individually and in groups.			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	KOŁOKWIUM			EP1,EP2,EP3,EP4,EP5,EP6
	PROJEKT			EP4,EP5,EP6,EP7
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The form and terms of the lectures: A written test consisting of 7 single-choice and 3 multiple-choice test questions. It tests the knowledge of students. Students can obtain up to 10 points. There are the following thresholds for grades: Grade 3.0 - at least 5 points. Grade 3.5 - 7 points. Grade 4.0 - 8 points. Grade 4.5 - 9 points. Grade 5.0 - 10 points.			
	The form and terms of the laboratories: Students are assessed on the basis of two written tests covering skills verification based on solving tasks of choosing appropriate descriptive characteristics, their determination and interpretation of detailed series and aggregated data to a series of interval and correlation tables (students during the tests can benefit from standardised statistical tables). The students' results at each test are presented as the percentage of total number of points that can be obtained. The final grade for exercises is calculated as the arithmetic mean of percentages obtained for both tests. The thresholds for grades are as follows: Grade 3.0 - at least 50%. Grade 3.5 - at least 70%. Grade 4.0 - at least 80%. Grade 4.5 - at least 90%. Grade 5.0 - at least 95%.			
	The form and terms of the project: A project to achieve the learning outcomes tested on practical skills and social competences. Project is done in groups of 2-3 students. Students must perform full statistical research: specify the goal, collect statistical data, graphically present the data, apply appropriate analytical methods, interpret the results and draw conclusions. Projects are assessed with respect to their completeness and correctness. The thresholds for grades are as follows: Grade 3.0 - at least 50%. Grade 3.5 - at least 70%. Grade 4.0 - at least 80%. Grade 4.5 - at least 90%. Grade 5.0 - at least 95%.			
	Grade calculation principles			

The final grade is a simple arithmetic mean of the grades obtained from lectures, laboratories and project.

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Descriptive statistics (statystyka opisowa)		Arytmetyczna	
	3	Descriptive statistics (statystyka opisowa) [laboratorium]	zaliczenie z oceną		
	3	Descriptive statistics (statystyka opisowa) [wykład]	zaliczenie z oceną		
Basic reading	Aczel A., Sounderpandian, J. (2009): Complete Business Statistics 7th Edition, McGraw-Hill/Irwin				
	Bąk I., Markowicz I., Mojsiewicz M., Wawrzyniak K. (2021): Formulas and Tables. Statistical and Econometric Methods, CeDeWu, Warszawa				
	Cleff. T. (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel, Springer, Cham				
Supplementary reading	Statistical yearbooks, monthly information on the economic situation of the country, monthly information on price developments in the national economy : , Publications of Central Statistical Office of Poland				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	0	0
Preparation for contact hours	20	0
Private reading and studying	10	0
Participation in tutorials	11	0
Preparation of project / essay / etc.	14	0
Preparation for test / exam	15	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z							
Course title: Economic analysis (analiza ekonomiczna) (KIERUNKOWE)					Course code: EFZ214AIJ3432_23S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	laboratory	30	0	pg	4	
		lecture	15	0	e		
Total			45			4	
Course / module coordinator		prof. dr hab. MAŁGORZATA PORADA-ROCHOŃ					
Course instructor		prof. dr hab. MAŁGORZATA PORADA-ROCHOŃ					
Course / module objectives		The aim of this course is to present the essence, methods and tools of economic analysis, and the use of methods and tools of economic analysis in the assessment of the economic and financial standing of a company.					
Prerequisites		Basics of finance and accounting					
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	has advanced knowledge in the area of methods and tools used to conduct economic analysis, understands its importance for business development		K_W01 K_W04 K_W10	
skills		1	EP2	is able to select appropriate information to conduct an economic analysis, perform it and interpret the obtained results		K_U01 K_U03	
social competences		1	EP4	is ready to recognize the importance of conducting economic analysis for business development and to benefit from expert knowledge in this area		K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Economic analysis (analiza ekonomiczna)							
Format of instruction: lecture							
1. The nature and role of analysis in business management.					3	2	0
2. Criteria for the classification of economic analysis methods and their usefulness in the current market conditions.					3	2	0
3. Characteristics of sources of information for economic analysis.					3	2	0
4. A preliminary assessment of the situation of the assets.					3	1	0
5. A preliminary assessment of the situation of the capital					3	1	0
6. Cash conversion cycle.					3	1	0
7. The nature and assessment of net working capital.					3	2	0

8. Concept and measurement of profitability and debt.			3	4	0
Format of instruction: laboratory					
1. Reading the basic financial statements of the selected companies.			3	2	0
2. Methods of economic analysis: logarithm and subsequent substitutions - tasks with two or three factors.			3	2	0
3. A preliminary assessment of the situation the investigated companys assets			3	2	0
4. A preliminary assessment of the situation the investigated companys capital			3	2	0
5. Study of short-term and long-term financial static liquidity of company X			3	3	0
6. Establishing and interpretation of the cash conversion cycle (operating, net).			3	2	0
7. Assessment of the company's profitability and turnover.			3	6	0
8. Corporate debt analysis			3	3	0
9. Analysis of a company's financial condition - case study			3	8	0
Modes of delivery	case studies, discussion based on financial statments, team work, PPT presentation				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2,EP4	
	KOŁOKWIUM			EP1,EP2,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Lecture: Test including the question of theoretical and empirical task viewing knowledge of methods and ability to interpret the results. 51% guarantee a passing grade Excercise: Test tests the achievements in the field of knowledge (theoretical questions) and student skill (practical tasks together with an interpretation). 51% guarantee a passing grade				
	Grade calculation principles				
	The final grade is a weighted mean: 50% test score and 50% written exam score.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Economic analysis (analiza ekonomiczna)		Arytmetyczna	
	3	Economic analysis (analiza ekonomiczna) [wykład]	egzamin		
	3	Economic analysis (analiza ekonomiczna) [laboratorium]	zaliczenie z oceną		
Basic reading	Steven M. Bragg (2014): Financial Analysis: Second Edition A Business Decision Guide				
Supplementary reading	(2019): Journal of Business and Economic Analysis				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		45	0		
Participation in test / exam		2	0		
Preparation for contact hours		12	0		
Private reading and studying		13	0		

Participation in tutorials	13	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	15	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z							
Course title: EU project management (zarządzanie projektami UE) (KIERUNKOWE)					Course code: EFZ214AIJ3433_59S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	conversation	15	0	pg	2	
Total			15			2	
Course / module coordinator	dr JAROSŁAW POTERAŁSKI						
Course instructor	dr JAROSŁAW POTERAŁSKI						
Course / module objectives	The aim is to provide students with knowledge and skills to obtain and properly use EU funds for the implementation of various business and social projects, with the possibility of using them in practice. The aim of the course is also to provide information on the most important EU programs with the principles of managing undertakings (projects) financed from EU funds. In the area of social competences, the objectives are aimed at raising awareness of the importance of knowledge of issues related to obtaining EU funds and managing EU projects.						
Prerequisites	The student has elementary knowledge of project management, in particular, knows the basics of management, including the basics of strategic analysis.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows what are the possibilities of financing economic and social ventures (projects) from EU funds.			K_W03 K_W05 K_W07	
	2	EP2	The student knows the financing programs for undertakings (projects) under EU funds.			K_W05 K_W07 K_W10	
	3	EP3	The student knows the basic assumptions of the preparation of undertakings (projects) financed from EU funds.			K_W07	
skills	1	EP4	The student is able to formulate the basic assumptions of potential projects financed from EU funds.			K_U02 K_U03 K_U08	
	2	EP5	The student is able to search for potential sources of financing of undertakings (projects) under EU funds.			K_U02 K_U05 K_U08	
social competences	1	EP7	The student is aware of the potential for development opportunities thanks to the implementation of projects within the EU funds.			K_K02 K_K03	
	2	EP8	The student represents an open attitude to the possibilities resulting from the implementation of projects (projects) financed by the EU.			K_K03 K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: EU project management (zarządzanie projektami UE)							
Format of instruction: conversation							

1. Introduction to the EU structural funds			4	2	0
2. Strategic documents at the national and regional level			4	4	0
3. Selected operational programs			4	4	0
4. Institutions involved in the implementation of operational programs			4	2	0
5. null			4	3	0
Modes of delivery	case study, multimedia presentation, Analysis of strategic and program documents				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP7,EP8	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Students are assessed on the basis of prepared and presented written studies on potential sources and possibilities of financing specific undertakings (projects).				
	Grade calculation principles				
	The grade from the preparation and presentation of the project is the final grade for the course.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	EU project management (zarządzanie projektami UE)		Nieobliczana	
	4	EU project management (zarządzanie projektami UE) [konwersatorium]	zaliczenie z oceną		
Basic reading	Ministry of Funds and Regional Policy (2021): Partnership Agreement Draft for the Implementation of the Cohesion Policy 2021- 2027 in Poland, Ministry of Funds and Regional Policy, Warsaw				
	Ministry of Infrastructure and Development (2014): Programming the Financial Perspective 2014-2020. Partnership Agreement., Ministry of Infrastructure and Development, Warsaw				
	Webseite (2021): www.funduszeuropejskie.gov.pl				
	West Pomerania (2022): Regional Operational Program for the West Pomeranian Voivodeship 2021-2021, West Pomerania, Szczecin				
Supplementary reading	K. Drela, A. Malkowska, J. Zieziula (2020): Kapitał ludzki i współpraca transgraniczna w programach unijnych z perspektywy województwa zachodniopomorskiego , Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		10	0		
Private reading and studying		10	0		
Participation in tutorials		5	0		
Preparation of project / essay / etc.		10	0		
Preparation for test / exam		0	0		
TOTAL workload		50			
ECTS credits		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z							
Course title: Forecasting (prognozowanie) (KIERUNKOWE)					Course code: EFZ214AIJ3432_55S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	laboratory	15	0	pg	3	
		lecture	15	0	e		
Total			30			3	
Course / module coordinator		dr BARBARA BATÓG					
Course instructor		dr BARBARA BATÓG					
Course / module objectives		The ability to ccompute forecasts by means of basic methods of forecasting					
Prerequisites		Basis of mathematical analysis and statistics					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	student defines forecasts, knows stages of forecasting process and explains the meaning of assumptions in forecasting methods			K_W03 K_W07	
	2	EP2	student knows basis of classical and non-classical forecasting methods			K_W03 K_W07	
skills	1	EP3	student is able to choose appropriate forecasting method for given economic variable			K_U05	
	2	EP4	student is able to compute forecasts by means of known methods and calculate forecast errors			K_U05	
social competences	1	EP5	student is ready to enlarge knowledge and skills in forecasting methods			K_K01	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Forecasting (prognozowanie)							
Format of instruction: lecture							
1. Fundamentals of prediction theory					4	2	0
2. Econometric forecasts					4	3	0
3. Trend and seasonality					4	4	0
4. Exponential smoothing					4	4	0
5. Forecasting qualitative variables					4	2	0
Format of instruction: laboratory							
1. Trend and seasonality, ex post errors					4	5	0

2. Econometric forecasts, prediction errors				4	5	0
3. Exponential smoothing				4	5	0
Modes of delivery	Lectures, computer laboratory					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN USTNY				EP1,EP2	
	PROJEKT				EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Student prepares an individual project. The project checks education effects in terms of skills and social competences. The project grade determines the laboratory grade. The oral exam checks education effects in terms of knowledge. Student can take the exam after obtaining a positive project grade.					
	Grade calculation principles					
	The exam grade is the final grade.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	Forecasting (prognozowanie)			Ważona	
	4	Forecasting (prognozowanie) [laboratorium]		zaliczenie z oceną		0,00
	4	Forecasting (prognozowanie) [wykład]		egzamin		1,00
Basic reading	Hanke J.E., Wichern D. (2014): Business Forecasting, Pearson Education Limited					
	Hyndman R.J., Athanasopoulos G. (2018): Forecasting: principles and practice, OTEXT					
Supplementary reading	Batóg B., Wawrzyniak K. (2019): Comparison of the results of modelling rates of return depending on the financial situation of companies with the use of real and transformed values of variables, Springer Proceedings of Business and Economics					
	Stock J.H., Watson M.W. (2020): Introduction to Econometrics, Pearson Education Limited					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		30		0		
Participation in test / exam		1		0		
Preparation for contact hours		4		0		
Private reading and studying		5		0		
Participation in tutorials		7		0		
Preparation of project / essay / etc.		15		0		
Preparation for test / exam		13		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Fundamentals of accounting (podstawy rachunkowości) (PODSTAWOWE)					Course code: EFZ214AIJ3432_19S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			30			3
Course / module coordinator		dr PRZEMYSŁAW MUĆKO				
Course instructor		dr PRZEMYSŁAW MUĆKO				
Course / module objectives		The aim of the course is to provide students with the knowledge about the role that accounting serves as the informational system of an enterprise, with the focus on data gathering and processing as well as the presentation of information.				
Prerequisites		The knowledge of basic economic terms and corporate law.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	students knows main regal regulations related to accounting		K_W05
		2	EP2	student knows rules of recording business transactions and the scope of the main elements of a financial statement		K_W02 K_W04
skills		1	EP3	student is able to classify resources and claims in the balance sheet and the elements affecting the financial result as well as determine the result of simple business transactions		K_U01 K_U07
		2	EP4	student is able to record simple business transactions and assess their effect on elements of a financial statement		K_U01 K_U07
		3	EP5	student is able to further and improve their knowledge and skills related to accounting		K_U09
social competences		1	EP6	student is ready to appreciate and understand the importance of accounting in decision making		K_K01
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Fundamentals of accounting (podstawy rachunkowości)						
Format of instruction: lecture						
1. Accounting - the essence, functions, main concepts. Legal regulations of accounting. The informational process of accounting.					3	1 0
2. The scope of a financial statement.					3	1 0
3. The classification of assets, equity and liabilities. Balance sheet.					3	2 0

4. Business transactions and their effect on the balance sheet. The accounts - the structure, elements, types, rules of functioning. Documentations of business transactions.		3	2	0
5. Rules of recording business transactions. Double-entry bookkeeping. Trial balance sheet.		3	3	0
6. Income, expenses, gains and losses. Rules of recording transactions on loss and profit accounts.		3	2	0
7. Income statement. Methods of preparation of income statement and calculating the financial result.		3	2	0
8. Preparing a simplified balance sheet and profit and loss account for the basis of the trial balance.		3	2	0
Format of instruction: discussion classes				
1. Introduction to accounting - legal regulations, accounting principles, functions of accounting. Users of financial information.		3	2	0
2. The classification of assets, equity and liabilities. Balance sheet.		3	3	0
3. Business transactions and their effect on the balance sheet. The account, rules of its functioning.		3	2	0
4. Recording business transactions. Double-entry bookkeeping. Trial balance sheet.		3	3	0
5. Financial results. Loss and profit accounts and rules of their functioning.		3	2	0
6. Calculating financial result and preparing the income statement.		3	3	0
Modes of delivery	Powerpoint presentations, quizzes, case study, discussion, group work.			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP4,EP5,EP6
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP3,EP4,EP5,EP6
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
Grading criteria	The form and terms getting credit for the class: Students are assessed on the basis of activity and written assignments (one for each part of the course - lectures and discussion classes).			
	Forms of the assignments for each part of the course: - for the lectures - a written examination testing the knowledge and skills; the examination covers the part of the test (about 40% of the points - the test of choice, fill-in-the-blanks, and open-ended questions) and the case studies. (60% of the points) - for the discussion class - students are assessed on the basis of in-class activities; to pass a student have to solve properly at least 3 tasks (problems) assigned during classes or at home.			
	Grading: The student receives a passing grade assuming, they achieved the minimal required percentage of points from the assignment (i.e. circa 60%).			
	Every student has the right to have their grade from the discussion class increased by 0.5 grade point provided that they have been active during the classes, answering the teacher's questions and proposing solutions to the discussed problems.			
Final grade calculation method	Grade calculation principles			
	Final grade is equal to the weighted average of the discussion classes grade (30% weighted) and lecture grade (70% weighted) - upon condition that both grades are at least satisfactory (3,0). The calculation takes into consideration all grades achieved by students, also make-up tests and exams.			
	Sem.	Course	Type of credit	Grade calc. method
	3	Fundamentals of accounting (podstawy rachunkowości)		Ważona
	3	Fundamentals of accounting (podstawy rachunkowości) [wykład]	egzamin	0,70
	3	Fundamentals of accounting (podstawy rachunkowości) [ćwiczenia]	zaliczenie z oceną	0,30

Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, 18 edition, Pearson, Harlow	
	L.M.Walther (2023): Financial Accounting, Principlesofaccounting.com	
	M. Franklin, P. Graybeal, D. Cooper i in. (2024): Principles of Accounting. Volume 1 Financial accounting., Openstax, https://openstax.org/details/books/principles-financial-accounting	
Supplementary reading	T.P. Edmonds (2019): Survey of accounting, McGraw-Hill Education, New York	
	Waldemar Gos (red.) (2021): Podstawy rachunkowości: część I-wykład, część II-zbiór zadań, część III-historie i quizy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin	
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	15	0
Private reading and studying	10	0
Participation in tutorials	6	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Gamification in business (gamifikacja w biznesie) (KIERUNKOWE)					Course code: EFZ214AIJ3433_53S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. JAKUB SWACHA				
Course instructor		dr hab. JAKUB SWACHA				
Course / module objectives		The aim of the course is to familiarize students with the basic concepts and techniques of gamification, in particular those applicable to motivating enterprise employees and customers, earning the ability to design gamification systems by students, and acquiring the awareness of the potential and ethical-cultural context of the application of gamification by students.				
Prerequisites		none				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Knows the basic concepts and techniques of gamification, the expected consequences of their use in relations with employees and clients, and IT tools supporting the implementation of gamification			K_W05 K_W06 K_W11
skills	1	EP2	He can design gamification systems and use specialized IT tools for this purpose			K_U02 K_U03
social competences	1	EP3	Is aware of the motivational potential of gamification as well as the cultural and moral conditions of their application			K_K03 K_K05 K_K06
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Gamification in business (gamifikacja w biznesie)						
Format of instruction: lecture						
1. Introduction to the subject					4	2 0
2. Psychological foundations of gamification					4	2 0
3. Successes and failures of gamification					4	2 0
4. Gamification techniques					4	3 0
5. Analysis of gamification systems					4	3 0
6. Designing a gamification system					4	3 0
Format of instruction: discussion classes						

1. Game components outside of games			4	2	0
2. Examples of different types of gamification applications			4	2	0
3. Examples of the use of gamification to motivate employees and customers			4	2	0
4. Gamification in web and mobile applications			4	2	0
5. Practical analysis of a gamification system			4	2	0
6. The process of designing a gamification system			4	2	0
7. Implementation of a gamification system			4	3	0
Modes of delivery	The subject includes a lecture with the use of multimedia presentations, exercises and design tasks				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP3	
	PROJEKT			EP2	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The condition for passing the exercises is to obtain a positive assessment of the tasks and the final project. The condition for passing the lecture is obtaining a positive assessment of the test. The evaluation of the exercises is based on the arithmetic mean of the number of points obtained from the exercises and the final project, according to the formula: (points + 10) / 20, rounded to the nearest multiple of 0.5. The grade from the lecture is issued based on the number of points obtained in the test, according to the formula: (points + 10) / 20, rounded to the nearest multiple of 0.5.				
	Grade calculation principles				
	The grade for the subject is calculated based on the arithmetic mean of the grades for completing the exercises and the lecture rounded to the nearest multiple of 0.5.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Gamification in business (gamifikacja w biznesie)		Arytmetyczna	
	4	Gamification in business (gamifikacja w biznesie) [wykład]	zaliczenie z oceną		
	4	Gamification in business (gamifikacja w biznesie) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Burke, Brian (2014): Gamify: How Gamification Motivates People to Do Extraordinary Things, Routledge				
	Kevin Werbach, Dan Hunter (2020): For the Win. The Power of Gamification and Game Thinking in Business, Education, Government, and Social Impact, Wharton School Press				
	Yu-kai Chou (2019): Actionable Gamification Beyond Points, Badges, and Leaderboards, Packt Publishing				
Supplementary reading	Gorączka, Anna; Protasiuk, Michał (2020): Gamification, Wydawnictwo Naukowe PWN				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		0	
Participation in test / exam		2		0	
Preparation for contact hours		7		0	
Private reading and studying		5		0	

Participation in tutorials	8	0
Preparation of project / essay / etc.	13	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Informatic tools of data mapping and analysis (informatyczne narzędzia mapowania i analizy danych) (KIERUNKOWE)					Course code: EFZ214AIJ3433_52S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	laboratory	30	0	pg	3
Total			30			3
Course / module coordinator	dr ZUZANNA KŁOS-ADAMKIEWICZ					
Course instructor	dr ZUZANNA KŁOS-ADAMKIEWICZ					
Course / module objectives	Preparation of the students for work with the use of a wide range of tools for editing, mapping, and data analysis. As part of this course, students will learn to map, enter, collect, process and visualize data using appropriate, specialized software. The use of these systems and dedicated mapping and analysis tools will assist students in making future decision-making processes.					
Prerequisites	The student should know the basic knowledge of data editing tools.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student has basic knowledge about mapping, data analysis, and editing. Understands the correlation between statistical data and the possibility of their analysis with the use of appropriate programs.			K_W03 K_W05 K_W06
	2	EP2	Identifies the basic issues related to the economic conditions of business activity, which relate to mapping and data analysis.			K_W06 K_W11
skills	1	EP3	The student can use the available literature and data, including statistical data, necessary for analysis. Can analyze, draw conclusions and interpret the obtained results appropriately.			K_U02 K_U04
	2	EP4	Can properly use the available tools (computer software) for mapping and analyzing business processes.			K_U01 K_U05
	3	EP5	The student can work in a group and independently carry out the tasks assigned to him. Can use his potential, acquired knowledge, and skills in the framework of transport and logistics activities.			K_U08
social competences	1	EP6	The student is aware of his knowledge and the need to develop it, especially in the field of decision-making.			K_K02 K_K05
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Informatic tools of data mapping and analysis (informatyczne narzędzia mapowania i analizy danych)						
Format of instruction: laboratory						

1. Introduction to data analysis and mapping				4	3	0
2. Introduction to data analysis programs				4	2	0
3. Data models				4	1	0
4. Smart business and Big Data - the importance of data in business				4	3	0
5. Models and data characteristics				4	1	0
6. Data import and export from available databases				4	1	0
7. Data analysis and mapping with the use of on-line tools				4	8	0
8. Data analysis and mapping with the use desktop tools				4	8	0
9. Data conversion				4	1	0
10. Data sharing				4	2	0
Modes of delivery	Multimedia presentations, work with the use of specialized computer software, solving tasks, group projects.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	SPRAWDZIAN				EP1,EP2	
	PROJEKT				EP2,EP3,EP4	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Assessment takes the form of a practical test of knowledge and skills acquired during laboratory classes. The grade from the laboratory is the average of the following grades: the grade for passing the laboratory classes and partial grades obtained during the course (group work, solving tasks, projects).					
	Grade calculation principles					
	The final grade for the subject is the grade from the laboratory classes and the project.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Informatic tools of data mapping and analysis (informatyczne narzędzia mapowania i analizy danych)		Arytmetyczna		
	4	Informatic tools of data mapping and analysis (informatyczne narzędzia mapowania i analizy danych) [laboratorium]	zaliczenie z oceną			
Basic reading	Claus O. Wilke (2020): Podstawy wizualizacji danych, Helion					
	Larose Daniel (2008): Metody i modele eksploracji danych , Wydawnictwo Naukowe PWN, Warszawa					
	Provost Foster , Fawcett Tom (2019): Analiza danych w biznesie. Sztuka podejmowania skutecznych decyzji, Onepress					
Supplementary reading	David Stephenson (2019): Big data, nauka o danych i AI bez tajemnic, Helion					
	L. Litwin, G. Myrda (2005): Systemy Informacji Geograficznej- Zarządzanie danymi przestrzennymi w GIS, Helion, Gliwice					
STUDENT WORKLOAD						
			No. of hours			
			including e-learning			
Contact hours			30		0	
Participation in test / exam			2		0	

Preparation for contact hours	8	0
Private reading and studying	5	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	5	0
Preparation for test / exam	15	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Innovative business models (innowacyjne modele biznesowe) (KIERUNKOWE)					Course code: EFZ214AIJ3433_65S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	conversation	30	0	pg	3
Total			30			3
Course / module coordinator	dr KATARZYNA ŁOBACZ					
Course instructor	dr KATARZYNA ŁOBACZ					
Course / module objectives	The main course objective is to raise awareness on the trends in business modeling, as well as methods of designing innovative business models					
Prerequisites	Basic knowledge on management, marketing, finance and innovation.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	student understands the concept of business model			K_W01 K_W02 K_W05 K_W06 K_W10
	2	EP2	student knows the components of business model			K_W06 K_W07 K_W10
skills	1	EP3	the student is able to analyze business models with relevant understanding			K_U01 K_U02
	2	EP4	student is able to design innovative business models			K_U02 K_U03 K_U07 K_U08 K_U09
social competences	1	EP5	the student is ready to critically assess the innovativeness of a business model in a business context			K_K01 K_K02 K_K03
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Innovative business models (innowacyjne modele biznesowe)						
Format of instruction: conversation						
1. Understanding of business models					3	4 0
2. Business models components					3	2 0
3. Innovative business models and business model innovation - case studies					3	8 0
4. Designing innovative business models: understanding a business					3	2 0

5. Designing innovatinve business models: creating a value			3	2	0
6. Designing innovative business models: capturing value			3	2	0
7. Designing innovative business models: delivering value			3	2	0
8. Designing innovative business models: refining ideas			3	2	0
9. Designing innovative business models: concepting final business strategies			3	2	0
10. Designing innovative business models: discussing and understanding innovative business models ideas			3	4	0
Modes of delivery	The course uses students engagement methods based on discussion and individual and group project-style exercises.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PREZENTACJA			EP1,EP2,EP3	
	PROJEKT			EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	To complete the course it is required to participate actively in in-class individual and group activities, deliver a final project, as well as elaborate and demonstrate analytical presentation.				
	Grade calculation principles				
	The grade for the course assignment is determined on the basis of: - results of the group project (45%) - level of the analytical presentation (35%) - results of the in-class activities (20%) The final grade for the course is a grade received at final course assignment.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Innovative business models (innowacyjne modele biznesowe)		Arytmetyczna	
	3	Innovative business models (innowacyjne modele biznesowe) [konwersatorium]	zaliczenie z oceną		
Basic reading	Paul Trott (2017): Innovation Management and New Product Development, Pearson				
	(2020): Business Models Examples, Board of Innovators				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours	30		0		
Participation in test / exam	0		0		
Preparation for contact hours	10		0		
Private reading and studying	10		0		
Participation in tutorials	10		0		
Preparation of project / essay / etc.	15		0		
Preparation for test / exam	0		0		
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z							
Course title: International finance (finanse międzynarodowe) (KIERUNKOWE)					Course code: EFZ214AIJ3362_56S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	15	0	pg	3	
		lecture	15	0	e		
Total			30			3	
Course / module coordinator		dr inż. IRENEUSZ MICIUŁA					
Course instructor		dr inż. IRENEUSZ MICIUŁA					
Course / module objectives		Providing basic knowledge about the functioning of international financial markets. Explaining the essence and formation of exchange rates, the reasons for their fluctuations and the impact on economic entities. Acquainting with domestic and foreign sources of economic and scientific information on international finance.					
Prerequisites		Knowledge of microeconomics, macroeconomics and the basics of finance. The ability to make financial calculations.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Recognizes and understands the phenomena and financial processes taking place in the world economy			K_W02 K_W04	
	2	EP2	Understands exchange rate fluctuations on the money and real economy			K_W01 K_W10	
skills	1	EP3	Is able to collect, analyze and interpret data (market, statistical) related to international finance			K_U01 K_U02	
	2	EP4	He can make calculations and financial calculations regarding international finances			K_U03 K_U04	
social competences	1	EP5	Is willing to use the acquired knowledge in rational and ethical making of individual market and professional decisions			K_K01 K_K02	
	2	EP6	Has the ability to think critically and use the acquired knowledge to make business decisions			K_K02 K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: International finance (finanse międzynarodowe)							
Format of instruction: lecture							
1. Introduction to the subject. The international financial market.					4	2	0
2. Development of the international financial system. Advantages and disadvantages of financial globalization. Historical and contemporary financial crises					4	2	0
3. Monetary policy of central banks					4	2	0
4. Purchasing power parity. Interest rate parity.					4	2	0

5. Factors influencing the shaping of exchange rates. Convertibility of currency. The foreign exchange market (Forex).				4	2	0	
6. Theories of optimal currency areas. Economic and Monetary Union of the EU (euro area).				4	2	0	
7. The country's balance of payments and the policy of its shaping (balancing). The country's international investment position. Foreign debt and debt crises.				4	3	0	
Format of instruction: discussion classes							
1. Development of the international financial system - institutions and dependencies				4	2	0	
2. Foreign exchange market: money, foreign currency, foreign exchange, foreign exchange transactions, spot and forward market, technique of foreign exchange operations (quoting, settlement), estimating appreciation and depreciation of currencies, cross rates, arbitrage currency, currency hedging. Tasks.				4	4	0	
3. Interdependence of exchange rates, interest rates and inflation rates (real exchange rate, purchasing power parity, interest rate parity).				4	4	0	
4. Analysis of the balance of payments and its components on example of selected countries. Advantages and disadvantages of the monetary union. Analysis of the debt crises of selected countries.				4	3	0	
5. International financial fraud. Ponzi scheme. Money laundering, terrorist financing, international tax evasion. Tax havens.				4	2	0	
Modes of delivery	Presentation, discussion, analysis and interpretation of source texts, consultations, conversational lecture, individual student projects, educational films, solving tasks						
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.						
Assessment methods						No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY					EP1,EP2,EP3,EP5	
	KOŁOKWIUM					EP1,EP2,EP3,EP4,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Exam in the form of a test. Completion of exercises in the form of a test - open questions and tasks.						
	Grade calculation principles						
	The grade for the subject is the arithmetic mean of the exam and the completion of the exercises.						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	4	International finance (finanse międzynarodowe)				Arytmetyczna	
	4	International finance (finanse międzynarodowe) [wykład]			egzamin		
	4	International finance (finanse międzynarodowe) [ćwiczenia]			zaliczenie z oceną		
Basic reading	Biernaś B. (red.) (2019): Finanse międzynarodowe, PWN, Warszawa						
	Włodarczyk R.W. (2017): Międzynarodowe rynki finansowe. Współczesne problemy i wyzwania, UEK, Kraków						
Supplementary reading	Miciuła I., Czaja J., Sobków R. (2017): Problemy implementacyjne unifikacji monetarnych we współczesnym świecie , Wydawnictwo Naukowe Sophia, Katowice						
	Zawojcka A. (2008): Finanse międzynarodowe, SGGW, Warszawa						
STUDENT WORKLOAD							
		No. of hours					
		including e-learning					
Contact hours		30			0		
Participation in test / exam		3			0		
Preparation for contact hours		10			0		
Private reading and studying		12			0		

Participation in tutorials	10	0
Preparation of project / essay / etc.	5	0
Preparation for test / exam	5	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Marketing and brands success stories (marketing i marki - historie sukcesu) (KIERUNKOWE)					Course code: EFZ214AIJ3433_62S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective			Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator	dr SANDRA MISIAK-KWIT					
Course instructor	dr SANDRA MISIAK-KWIT					
Course / module objectives	The aim is to make students aware of how success can be defined in marketing and to familiarize them with good practices and success stories related to marketing and brand.					
Prerequisites	The student has basic knowledge in the field of marketing and the ability to use knowledge in various scopes and forms, as well as the ability to analyze phenomena. The student is able to work in a group, has lifelong learning habits, is responsible for the tasks entrusted to him.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student knows and characterizes the key factors of success in marketing as well as examples of brands that have achieved such success.			K_W06
skills	1	EP2	The student is able to recognize, on the basis of practical examples, both the factors contributing to success and the ones that predict failure.			K_U01
social competences	1	EP3	The student is ready to show commitment and open participation in the discussion; implements individual and group tasks in an insensitive manner, expresses and accepts critical remarks aimed at perfecting the acquired knowledge and skills.			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Marketing and brands success stories (marketing i marki - historie sukcesu)						
Format of instruction: lecture						
1. The key factors of success in marketing					4	3 0
2. Successful brand management					4	3 0
3. Corporate Brand vs. Employer Brand					4	3 0
4. Learning from failures - analysis of trends, market conditions and changes					4	3 0
5. Ethical aspects of achieving success in marketing					4	3 0
Format of instruction: discussion classes						

1. Cases in marketing management			4	4	0
2. Brand management ? case study exercises			4	4	0
3. Creating Employer Brand ? good practices			4	3	0
4. Failures in marketing ? what can we learn from them			4	2	0
5. Success in marketing versus ethics ? positive and negative examples			4	2	0
Modes of delivery	Multimedia presentation, Work in groups, Rozwiązywanie zadań				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	SPRAWDZIAN			EP1	
	PREZENTACJA			EP2	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP3	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Students are assessed on the basis of a project (presentation), group work during classes and test.				
	Grade calculation principles				
	The student receives a satisfactory grade - when he or she is able to define and distinguish basic concepts related to the subject of the course The grade for the subject is calculated as: grade for group work (20%), project grade (40%) and test (40%).				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing and brands success stories (marketing i marki - historie sukcesu)		Nieobliczana	
	4	Marketing and brands success stories (marketing i marki - historie sukcesu) [ćwiczenia]	zaliczenie z oceną		
	4	Marketing and brands success stories (marketing i marki - historie sukcesu) [wykład]	zaliczenie z oceną		
Basic reading	ed. by K. E. Clow, D. Baack (2012): Cases in marketing management , Thousand Oaks , Sage				
	ed. by M. S. Glynn, A. G. Woodside (2012): Business-to-business marketing management : strategies, cases and solutions , Emerald, Bingley				
Supplementary reading	ed. by M.S. Glynn, A. G. Woodside (2009): Business-to-business brand management : theory, research and executive case study exercises , Emerald, Bingley				
	Ross B. (2013): Business-to-business marketing , SAGE, London				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30	0		
Participation in test / exam		2	0		
Preparation for contact hours		8	0		
Private reading and studying		6	0		
Participation in tutorials		4	0		
Preparation of project / essay / etc.		18	0		
Preparation for test / exam		7	0		

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z							
Course title: Marketing communication (komunikacja marketingowa) (KIERUNKOWE)					Course code: EFZ214AIJ3433_57S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	30	0	pg	4	
		lecture	15	0	pg		
Total			45			4	
Course / module coordinator	dr KAMILA SŁUPIŃSKA						
Course instructor	dr KAMILA SŁUPIŃSKA						
Course / module objectives	To introduce students to basic issues connected with marketing communication. To indicate how to plan communication activities - to choose appropriate instruments and tools for a particular target group and objective of an analysed institution.						
Prerequisites	Knowledge of basic marketing						
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	the student knows and can recognise the tools of marketing communication, with particular emphasis on promotional activities		K_W06	
		2	EP2	student understands the need to identify different market segments		K_W10	
		3	EP3	student knows the procedure of planning communication activitie		K_W06	
skills		1	EP4	student is able to identify and apply elements of marketing communication used by a given institution		K_U05	
		2	EP5	student is able to assess the market situation of the enterprise and uses the knowledge gained to undertake communication action		K_U01 K_U04	
social competences		1	EP6	student is willing to explore the problem of bad or insufficient communication used by enterprises in order to find the best solutions		K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Marketing communication (komunikacja marketingowa)							
Format of instruction: lecture							
1. null					4	2	0
2. null					4	2	0
3. null					4	3	0

4. null			4	6	0
5. null			4	2	0
Format of instruction: discussion classes					
1. null			4	2	0
2. Analysis of target groups for communication messages			4	2	0
3. Analysis of case studies of communication activities of various market players			4	2	0
4. Analysis of previous communication activities of selected offline entities			4	4	0
5. Analysis of existing communication activities of selected on-line entities			4	4	0
6. Designing communication activities within particular promotion tools			4	4	0
7. Planning of marketing budget			4	2	0
8. Planning research activities in the field of marketing communication			4	4	0
9. Presentation and discussion of own projects of the marketing communication concept of the selected entity			4	6	0
Modes of delivery	Presentation of the basic issues using multimedia techniques, group work, individual work, analysis of found data, activities in the research laboratory				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PREZENTACJA			EP3,EP6	
	PROJEKT			EP1,EP2,EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The project includes an analysis of current activities and a proposal of activities in the field of marketing communication for a selected market entity and its presentation.				
	Grade calculation principles				
	The final grade for the course is the grade for passing the exercises				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing communication (komunikacja marketingowa)		Nieobliczana	
	4	Marketing communication (komunikacja marketingowa) [ćwiczenia]	zaliczenie z oceną		
	4	Marketing communication (komunikacja marketingowa) [wykład]	zaliczenie z oceną		
Basic reading	Bajdak Andrzej (2013): Marketing communication : selected issues , Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach				
	Grönroos, Christian (2013): Marketing communication, SAGE				
	Żukowska, Joanna. (2015): Marketing communication, Warsaw School of Economics,				
Supplementary reading	Wiścicka-Fernando M., Misiak-Kwit S. (2021): Communication, relations, management. No. 4 , Uniwersytet Szczeciński, Szczecin				
	Czasopismo Marketing i rynek				
	Czasopismo Marketing w praktyce				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	0	0
Preparation for contact hours	7	0
Private reading and studying	10	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	18	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Product and service design (projektowanie produktów i usług) (KIERUNKOWE)					Course code: EFZ214AIJ3362_68S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lecture	15	0	pg	3
Total			15			3
Course / module coordinator	dr MONIKA KLEIN					
Course instructor	dr MONIKA KLEIN					
Course / module objectives	The aim of the course is to familiarize students with the innovative method of creating services and products. Familiarizing with the conditions for the development and implementation of innovative services and products on the market.					
Prerequisites	Basic knowledge of marketing.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student knows and understands the basic functions performed by innovations in the economy; has knowledge of the main factors and barriers to the development of innovation on the market; knows the methods and tools of product design.			K_W05 K_W07 K_W08
skills	1	EP2	The student is able to independently solve problems related to the development of innovations, analyze and evaluate the conditions necessary to conduct innovative activities on the market.			K_U02 K_U03
social competences	1	EP4	The student is ready to act in an entrepreneurial way, creating new products and services, while maintaining good practices and the known achievements of the profession.			K_K03 K_K05
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Product and service design (projektowanie produktów i usług)						
Format of instruction: lecture						
1. Design management					3	3 0
2. Strategy and modeling in business					3	4 0
3. Designing services and experiences					3	3 0
4. Designing innovative products					3	3 0
5. Financial aspects - budgeting					3	2 0

Modes of delivery	The following methods will be used during the classes: multimedia presentations, analysis of texts and cases, simulation games.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Written credit in the form of a test covering the knowledge of lectures and recommended literature.				
	Grade calculation principles				
	The final grade for the subject is the grade for passing the lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Product and service design (projektowanie produktów i usług)		Ważona	
	3	Product and service design (projektowanie produktów i usług) [wykład]	zaliczenie z oceną		1,00
Basic reading	M. Stickdorn, J. Schneider (2011): This id serice design thinking Stickdorn Schneider, BIS Publishers				
	T. Brown, B. Katz (2019): Change By Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Inc				
Supplementary reading	D. Norman (2013): Design of Everyday Things, MIT Press Ltd				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		2	0		
Preparation for contact hours		10	0		
Private reading and studying		20	0		
Participation in tutorials		8	0		
Preparation of project / essay / etc.		0	0		
Preparation for test / exam		20	0		
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-25/26Z						
Course title: Supply chain management (zarządzanie łańcuchem dostaw) (KIERUNKOWE)					Course code: EFZ214AIJ3433_54S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			30			3
Course / module coordinator		dr JAKUB DOWEJKO				
Course instructor		dr JOANNA DROBIAZGIEWICZ , dr JAKUB DOWEJKO				
Course / module objectives		The aim of the course is to familiarize students with the concept of the supply chain and the methodology of its management. During the implementation of the didactic process, the student will acquire skills in determining the basic elements of the analysis of logistics processes and management functions in the integration system of enterprises and their supply chains				
Prerequisites		Basic knowledge of the supply chain				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	Advance knowledge of the supply chain	K_W01 K_W02 K_W09		
	2	EP2	Student has knowledge of the integration of micro and macro business environment from the point of view of supply chain	K_W05 K_W07 K_W10		
skills	1	EP3	The student has skills in managing individual logistic processes	K_U01 K_U02		
	2	EP4	The student characterizes and selects individual methods and tools for supply chain management.	K_U04		
	3	EP5	The student is able to draw conclusions from the conducted analyzes and assess their impact on logistics systems	K_U03 K_U06 K_U08		
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Supply chain management (zarządzanie łańcuchem dostaw)						
Format of instruction: lecture						
1. The concept and essence of the functioning of supply chains and networks.					4	2 0
2. Supply chain management strategies. Lean and agile concepts in supply chain management.					4	4 0
3. The use of modern tools for managing processes in the supply chain					4	3 0
4. Quality management techniques in supply chains					4	3 0
5. Measurement of the functioning of supply chains. SCOR model.					4	2 0

6. IT support for supply chain management				4	1	0
Format of instruction: discussion classes						
1. The concept, scope and evolution of supply chains				4	2	0
2. Logistics system and process approach				4	2	0
3. Methods and tools supporting the management of supply chains.				4	4	0
4. Designing supply chains. SCOR and DCOR models. Efficient functioning of the supply chain.				4	3	0
5. Examples of the functioning of supply chains - case study.				4	4	0
Modes of delivery	discussion, multimedia project, case study, literature analysis					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				EP1,EP2,EP3,EP4,EP5	
	KOŁOKWIUM				EP1,EP2,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	The condition for obtaining a credit in the course is obtaining a positive mark in the test (at least 60% of correct answers) and a positive mark in the exam (at least 50% of correct answers).					
	Grade calculation principles					
	The final grade is calculated based on the arithmetic mean of both tests.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	Supply chain management (zarządzanie łańcuchem dostaw)			Arytmetyczna	
	4	Supply chain management (zarządzanie łańcuchem dostaw) [ćwiczenia]		zaliczenie z oceną		
	4	Supply chain management (zarządzanie łańcuchem dostaw) [wykład]		egzamin		
Basic reading	F. Robert Jacobs, Richard B. Chase (2018): Operations and Supply Chain Management, McGraw Hill					
	Heizer, Jay H., Munson, Chuck, Render, Barry (2017): Principles of operations management sustainability and supply chain management , Pearson Education Limited					
	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management , Springer International Publishing					
Supplementary reading	Chopra S., Meindl P. (2018): Supply Chain Management: Strategy, Planning and Operations , Pearson					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30			0	
Participation in test / exam		2			0	
Preparation for contact hours		7			0	
Private reading and studying		13			0	
Participation in tutorials		8			0	
Preparation of project / essay / etc.		0			0	
Preparation for test / exam		15			0	

TOTAL workload	75
ECTS credits	3

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z						
Course title: Business Intelligence (KIERUNKOWE)					Course code: EFZ214AIJ3434_30S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	laboratory	30	0	pg	3
Total			30			3
Course / module coordinator	dr hab. ADAM STECYK					
Course instructor	dr hab. ADAM STECYK					
Course / module objectives	An explanation of how business intelligence analysis can be used in business applications and what BI methods can be used to analyze data using dashboards. Acquisition of skills creating data models that relate to the use of information available as part of the business performance. Understanding how BI mechanisms work in order to build complex analytical tools					
Prerequisites	Basics of data analysis in spreadsheets (aggregate functions, logical functions, charts, pivot table, pivot chart)					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows and understands the principles of business intelligence			K_W01 K_W07
	2	EP2	Student understands the importance of BI in the use of data business			K_W05 K_W07
skills	1	EP3	Student knows how to choose and use BI methods in business applications			K_U02 K_U03
	2	EP4	Student knows how to choose the right creation tools for BI models			K_U05
	3	EP5	By participating in laboratory classes student can interact and work in a group and assist in analysis of solutions created by other group members			K_U08
social competences	1	EP6	Student is ready to disseminate good practices in the selection and use of the business intelligence method and tools			K_K05
CONTENT					Semester	No. of hours
Subject title: Business Intelligence						
Format of instruction: laboratory						
1. 1. Introduction to business intelligence					6	2 0
2. 2. Multidimensional pivot table and logical functions					6	4 0
3. 3. Visualizations - first report					6	2 0
4. 4. Data sources and working with connectors					6	2 0
5. 5. Power query - data cleansing					6	8 0

6. 6. Relational data model				6	2	0
7. 7. Measures and calculation columns. Selected DAX functions				6	6	0
8. 8. Dashboards				6	4	0
Modes of delivery	Traditional education, e-learning, blended learning, presentation, group work, instructional videos, tasks, development of dashboards for data analysis					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PROJEKT				EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Implementation of the BI project and evaluation of the current work during laboratory classes (grading scale 2 - 5)					
	Grade calculation principles					
	The grade for the course is the grade obtained from the labs based on the arithmetic average of the grades obtained from the classes.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	6	Business Inteligence			Ważona	
	6	Business Inteligence [laboratorium]		zaliczenie z oceną		1,00
Basic reading	A. Aspin (2016): Pro Power BI Desktop, Apress, London					
	A. Stecyk (2021): E-learning video tutorials, Own production, Szczecin					
	A. Stecyk. P. Gutowski (2019): Analiza danych w arkuszach kalkulacyjnych, Uniwersytet Szczeciński, Szczecin					
Supplementary reading						
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30			0	
Participation in test / exam		0			0	
Preparation for contact hours		10			0	
Private reading and studying		5			0	
Participation in tutorials		10			0	
Preparation of project / essay / etc.		10			0	
Preparation for test / exam		10			0	
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z							
Course title: Decision making methods in management (metody podejmowania decyzji w zarządzaniu) (KIERUNKOWE)					Course code: EFZ214AIJ3433_29S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory			Language of instruction: semester: 6 - english language				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	discussion classes	15	0	pg	4	
		lecture	15	0	e		
Total			30			4	
Course / module coordinator	dr UMASHANKAR SINGH						
Course instructor	dr UMASHANKAR SINGH						
Course / module objectives	The aim of this course is to understand the importance of decisions and to learn the process of decision making for a better business execution. The course will contribute to build the rational thought process and the decision making process. Discussions and practical orientation of the course will enhance student?s capabilities as managers to handle the challenging situation where a decision can make or break the situation.						
Prerequisites	no requirements						
LEARNING OUTCOMES							
Category		No.	Code	Description		Ref. to programme benchmarks	
knowledge		1	EP1	knows the decision process in business		K_W02 K_W03	
		2	EP2	understands simulation and modeling		K_W01 K_W10	
		3	EP3	knows the IT application in business		K_W05 K_W11	
skills		1	EP4	can solve problems based on decision		K_U01 K_U04	
		2	EP5	can apply decision tools in business		K_U04 K_U08	
		3	EP6	can be able to manage people		K_U02 K_U05	
social competences		1	EP7	is ready to solve problems with decision		K_K01 K_K02	
		2	EP8	is ready to initiate social activities		K_K03 K_K05	
		3	EP9	is ready to analyze and apply ethics		K_K04 K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Decision making methods in management (metody podejmowania decyzji w zarządzaniu)							
Format of instruction: lecture							
1. Decision making process in business					6	2	0

2. Problem identification and analysis		6	2	0
3. Decision making tools and techniques		6	2	0
4. Decision criteria and models		6	1	0
5. Multi criteria decision making		6	2	0
6. Behavioral tools of decision making		6	2	0
7. Rational tools of decision making		6	2	0
8. Different approaches to decision making		6	2	0
Format of instruction: discussion classes				
1. Discussion on the importance of decisions		6	2	0
2. A practical approach to decision process		6	2	0
3. Decision in business case study		6	1	0
4. Presentation on decision issues in business		6	2	0
5. Decision making tools comparison		6	2	0
6. Role play to take decision in a risk situation		6	2	0
7. Simulation to implement decision process		6	2	0
8. Business decisions evaluation		6	2	0
Modes of delivery	case study, Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, group work			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	EGZAMIN PISEMNY			EP2,EP3,EP4
	PREZENTACJA			EP1,EP6,EP7
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP7,EP8,EP9
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	Lecture: WRITTEN EXAM- 100% Classes: PRESENTATION- 30%, PROJECT- 40%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 30% A student must score minimum 60% overall to pass the course.			
	Grade calculation principles			
Final grade calculation method	The final grade is the average of the grades obtained from completing the exercises and lectures.			
	Sem.	Course	Type of credit	Grade calc. method
	6	Decision making methods in management (metody podejmowania decyzji w zarządzaniu)		Arytmetyczna
	6	Decision making methods in management (metody podejmowania decyzji w zarządzaniu) [wykład]	egzamin	
	6	Decision making methods in management (metody podejmowania decyzji w zarządzaniu) [ćwiczenia]	zaliczenie z oceną	

Basic reading	Baker, A. J. (2019): Business Decision Making, Routledge	
	Frankl, M. (2019): Business Decision Making (2nd Edition), Business Expert Press	
	Nermend, K., Latuszynska, K., & Thalassinios, E. (2021): Decision-Making in Management: Methods and Behavioral Tools (1st Edition), Springer	
Supplementary reading		
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	4	0
Preparation for contact hours	10	0
Private reading and studying	10	0
Participation in tutorials	22	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	14	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z						
Course title: Digital documents circulation (elektoniczny obieg dokumentów) (KIERUNKOWE)					Course code: EFZ214AIJ3433_45S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	laboratory	30	0	pg	2
Total			30			2
Course / module coordinator	dr MARTA SZAJA					
Course instructor	dr MARTA SZAJA					
Course / module objectives	The purpose of this course is to introduce a student to workflow support systems, to develop the ability to assess the status of and seek solutions for the maintenance and development of these systems, and to develop a related readiness to critically evaluate and update their knowledge in this area.					
Prerequisites	Basic knowledge of computer science.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Students will learn to understand the needs for efficient document management (including electronic documents) as well as the strategies of maintenance and development of systems dedicated to electronic document circulation in organisations.			K_W01 K_W07
skills	1	EP2	Students will be able to assess the needs concerning the development of electronic document circulation management systems in an organisation and to propose solutions within this scope, taking into account their functional and economic legitimacy.			K_U02 K_U03
social competences	1	EP3	The student is prepared to recognise the importance of knowledge concerning the development of systems dedicated to electronic document circulation in organisations, to critically assess the knowledge possessed and to continuously improve in this respect.			K_K01 K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Digital documents circulation (elektoniczny obieg dokumentów)						
Format of instruction: laboratory						
1. Processing documentation in ERP and ECM systems.					5	6 0
2. Document management: check in / check out, version management, search and navigation, organize documents.					5	9 0
3. Workflow management (visualization of organizational processes and structures, parallel and sequential processing of procedures, reminders, deadlines, tasks, monitoring and documenting the process status).					5	9 0
4. Storage, preservation and distribution of documentation in ECM class systems.					5	6 0

Modes of delivery	Laboratory exercises, case studies, simulations.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	SPRAWDZIAN				EP1,EP2
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP3
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
	Passing the laboratories on the basis of a skill test conducted at the end of the class and solving problem tasks, taking into account the student's activity during the course of the classes.				
	Grade calculation principles				
Final grade calculation method	The final grade for the subject is the grade obtained from passing the laboratories.				
	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Digital documents circulation (elektoniczny obieg dokumentów)		Ważona	
Basic reading	5	Digital documents circulation (elektoniczny obieg dokumentów) [laboratorium]	zaliczenie z oceną		1,00
	Gerardus Blokdyk (2020): Document Management Systems a Complete Guide - 2020 Edition, Emereo Pty Limited				
Supplementary reading	William B. Green (2012): Introduction to Electronic Document Management Systems, Academic Press Inc., Pasadena California				
STUDENT WORKLOAD	Blake Richardson (2012): Records Management For Dummies, John Wiley & Sons				
	No. of hours				
	including e-learning				
Contact hours	30		0		
Participation in test / exam	2		0		
Preparation for contact hours	4		0		
Private reading and studying	5		0		
Participation in tutorials	6		0		
Preparation of project / essay / etc.	0		0		
Preparation for test / exam	3		0		
TOTAL workload	50				
ECTS credits	2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z							
Course title: Digital media management (zarządzanie mediami cyfrowymi) (KIERUNKOWE)					Course code: EFZ214AIJ3433_48S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	4	
		lecture	15	0	pg		
Total			30			4	
Course / module coordinator		dr UMASHANKAR SINGH					
Course instructor		dr UMASHANKAR SINGH					
Course / module objectives		The course aims to make students understand the role of digital media in business expansion for globalization. The boom of information and communication technology has transformed the media industry all around the world. The learning from the course will enhance student?s understanding about the digital media usage and the benefits all kind of business entities. Moreover, a real life observation through the course learning will add the digital media management skill as a competence for managers.					
Prerequisites		no requirements					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows the digital media activities			K_W02 K_W03	
	2	EP2	understands managing digital media			K_W03 K_W10	
	3	EP3	knows the digital media applications			K_W05 K_W11	
skills	1	EP4	can solve media problems			K_U01 K_U02	
	2	EP5	can apply digital tools in media			K_U04 K_U07	
	3	EP6	can be able to manage data and IT			K_U05 K_U08	
social competences	1	EP7	is ready to solve media challenges			K_K02 K_K04	
	2	EP8	is ready to initiate digital media activities			K_K01 K_K03	
	3	EP9	is ready to analyze and apply ethics			K_K05 K_K06	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Digital media management (zarządzanie mediami cyfrowymi)							
Format of instruction: lecture							
1. Introduction to digital media and industry					5	2	0

2. Digital media management and marketing		5	2	0
3. Types and tools of digital media		5	1	0
4. Social media and web network management		5	2	0
5. Online business or managing management		5	2	0
6. Digital media communication and management skills		5	2	0
7. Communication through digital media		5	2	0
8. Marketing and promotion with digital media		5	2	0
Format of instruction: discussion classes				
1. Critical discussion on digital media requirements		5	2	0
2. A practical approach to digital media		5	2	0
3. Case study on digital media implementation		5	1	0
4. Web technologies, visuals, and graphic design		5	2	0
5. Interactive digital media development		5	2	0
6. Activity to implement a digital media in business		5	2	0
7. Live project digital media management for business		5	2	0
8. Live project digital media management for business		5	2	0
Modes of delivery	Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, case study, group work			
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.			
Assessment methods				No. of learning outcome from the syllabus
	KOLOKWIUM			EP2,EP3,EP4
	PREZENTACJA			EP1,EP6,EP7
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP7,EP8,EP9
Grading criteria	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.			
	Lecture: COLLOQUIUM- 100% Classes: PRESENTATION- 30%, PROJECT- 40%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 30% A student must score minimum 60% overall to pass the course.			
	Grade calculation principles			
Final grade calculation method	The final grade is the average of the grades obtained from completing the exercises and lectures.			
	Sem.	Course	Type of credit	Grade calc. method
	5	Digital media management (zarządzanie mediami cyfrowymi)		Nieobliczana
	5	Digital media management (zarządzanie mediami cyfrowymi) [wykład]	zaliczenie z oceną	
	5	Digital media management (zarządzanie mediami cyfrowymi) [ćwiczenia]	zaliczenie z oceną	

Basic reading	Gershon, R. A. (2017): Digital Media and Innovation: Management and Design Strategies in Communication, SAGE Publications, Inc.	
	Lucas, H. C. (2009): Information Technology for Management, Global Text	
	Paige, A. (2019): A Textbook of Media Management, Trittech Digital Media	
Supplementary reading		
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	0	0
Preparation for contact hours	10	0
Private reading and studying	19	0
Participation in tutorials	11	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	15	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z						
Course title: e-marketing (e-marketing) (KIERUNKOWE)					Course code: EFZ214AIJ3433_43S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 5 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	discussion classes	15	0	pg	3
		lecture	15	0	e	
Total			30			3
Course / module coordinator		dr MAGDALENA KOWALSKA				
Course instructor		dr MAGDALENA KOWALSKA				
Course / module objectives		Familiarizing students with the possibilities and conditions for undertaking effective marketing activities in the network and developing the ability to analyze data and market information regarding various forms of organization.				
Prerequisites		The student knows the basic issues of economics, knows the basics of management and marketing.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student describes the conditions and understands the principles of operation and management of individual areas of the company's operation			K_W01 K_W06
	2	EP5	The student knows and understands marketing tools and their impact on the market position of the organization			K_W05 K_W10
skills	1	EP2	the student is able to analyze data and market information regarding various forms of organization			K_U01 K_U03
	2	EP3	the student is able to interact and work in a group taking various roles in it			K_U08
social competences	1	EP4	The student is ready to disseminate good e-marketing practices			K_K05
CONTENT					Semester	No. of hours
Subject title: e-marketing (e-marketing)						
Format of instruction: lecture						
1. Internet - medium of communication and sales					5	2 0
2. Building a marketing strategy for online activities					5	3 0
3. E-consumer - behaviors, trends					5	2 0
4. Assessment of websites and their functionality					5	2 0
5. Online marketing research					5	2 0

6. Online marketing communication tools			5	2	0
7. New trends in e-marketing			5	2	0
Format of instruction: discussion classes					
1. Profile of a global, European and Polish internet user			5	2	0
2. Assessment of advantages and disadvantages of the Internet in marketing. Conditions for the effective use of the network			5	2	0
3. Selecting a market, company and comparing 2 competitors			5	2	0
4. Online survey preparation			5	2	0
5. E-marketing tools			5	2	0
6. Building an online marketing campaign			5	2	0
7. Presentation and evaluation of projects			5	3	0
Modes of delivery	Multimedia presentation, case studies, project development, discussion.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	EGZAMIN PISEMNY				EP1,EP2,EP5
	KOŁOKWIUM				EP1,EP2
	PREZENTACJA				EP2,EP3,EP4,EP5
	PROJEKT				EP1,EP2,EP3,EP4,EP5
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Lecture - credit is obtained after obtaining a positive grade in the written exam. Classes - the final assessment of the exercises takes into account the result of the test covering the verification of knowledge and skills on the basis of a set of test questions, evaluation of the work carried out during the classes and the project.				
	The method of calculating the grade for the final test (exercises) / examination (lectures): - A student receives a satisfactory grade when he / she obtains at least 60% of the points possible - A student receives a good grade if he / she receives at least 80% of the points possible - A student receives a very good grade if he / she receives 100% of the points possible				
	Grade calculation principles				
	The final grade for the subject is the arithmetic mean of the grades obtained in the exam and in the exercises. When assigning the final grade for a subject, the following grading scale applies: 1) up to 3.259 - sufficient / 3.0 / 2) 3.260-3.759 - sufficient plus / 3.5 / 3) 3.760-4.259 - good / 4.0 / 4) 4,260-4,509 - good plus / 4.5 / 5) 4.510-5.0 - very good / 5.0 /				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	e-marketing (e-marketing)		Arytmetyczna	
	5	e-marketing (e-marketing) [wykład]	egzamin		
	5	e-marketing (e-marketing) [ćwiczenia]	zaliczenie z oceną		
Basic reading	R. Frost, A.K. Fox, J. Strauss (2018): E-marketing , Routledge				
	S. Kingsnorth (2019): Digital Marketing Strategy: An Integrated Approach to Online Marketing 2, Kogan Page				
Supplementary reading	G. Mazurek (2019): transformacja cyfrowa. Perspektywa marketingu, WN PWN, Warszawa				
	red. G. Mazurek (2018): E-marketing. Planowanie, narzędzia, praktyka, Poltext,, Warszawa				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	5	0
Participation in tutorials	8	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z						
Course title: E-tourism management (zarządzanie e-turystyką) (KIERUNKOWE)					Course code: EFZ214AIJ3433_32S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr hab. ADAM PAWLICZ				
Course instructor		dr hab. ADAM PAWLICZ				
Course / module objectives		The aim of the didactic process is to familiarize students with the interdependencies between the development of new technologies and tourism				
Prerequisites						
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student knows the basic concepts of e-tourism			K_W02 K_W06
skills	1	EP2	The student is able to understand and apply specialized terminology related to ICT management in tourism			K_U06
	2	EP3	The student is able to identify the most important problems of ICT implementation in tourism			K_U02
social competences	1	EP4	The student demonstrates creativity and independence in assessing the phenomena of influencing the use of ICT in tourism management			K_K05
CONTENT					Semester	No. of hours
						including e-learning
Subject title: E-tourism management (zarządzanie e-turystyką)						
Format of instruction: lecture						
1. Introduction to tourism					6	2 0
2. Information and communication technologies in tourism. Introduction.					6	2 0
3. History of ICT implementation in airlines.					6	3 0
4. ICT in hospitality.					6	2 0
5. ICT in other tourism businesses					6	2 0
6. ICT use in destination tourism management					6	2 0
7. The future of ICT in tourism					6	2 0

Format of instruction: discussion classes						
1. Mobile technologies in tourism				6	3	0
2. Social media in tourism				6	3	0
3. The use of big data in tourism				6	3	0
4. The use of ICT by intermediaries in tourism economy				6	3	0
5. Sharing economy and ICT in tourism				6	3	0
Modes of delivery	A lecture, Presentation					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOLOKWIVM				EP1,EP3	
	PREZENTACJA				EP2,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Passing the lectures: Test of 20 single-choice questions. Completing the exercises: The evaluation of the presentation will take into account both formal and content-related elements. The topic of the presentation will cover one aspect of ICT management in tourism. The student chooses the topic in agreement with the teacher.					
	Grade calculation principles					
	The arithmetic mean of both assessments. Rounded up if necessary.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	6	E-tourism management (zarządzanie e-turystyką)			Arytmetyczna	
	6	E-tourism management (zarządzanie e-turystyką) [ćwiczenia]		zaliczenie z oceną		
	6	E-tourism management (zarządzanie e-turystyką) [wykład]		zaliczenie z oceną		
Basic reading	Adam Pawlicz (2012): E-turystyka, PWN, Warszawa					
	ed. Azizul Hassan, Anukrati Sharma (2021): The Emerald Handbook of ICT in Tourism and Hospitality, ISOQAR, Bingley					
Supplementary reading						
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		0		
Participation in test / exam		5		0		
Preparation for contact hours		10		0		
Private reading and studying		10		0		
Participation in tutorials		10		0		
Preparation of project / essay / etc.		5		0		
Preparation for test / exam		5		0		
TOTAL workload		75				
ECTS credits		3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z						
Course title: Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) (KIERUNKOWE)					Course code: EFZ214AIJ3362_36S	
Name of field of study: Business Management						
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:	
Course / module status elective				Language of instruction: semester: 6 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator		dr inż. IRENEUSZ MICIUŁA				
Course instructor		dr inż. IRENEUSZ MICIUŁA				
Course / module objectives		To acquaint students with the essence of risk in running a business. To acquaint students with the basic methods and tools of risk management in the enterprise.				
Prerequisites		Knowledge of the subject: fundamentals of finance and macroeconomics. Ability to perform basic financial calculations.				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student has basic knowledge of the impact of risk on the company's operations, and in particular knows the basic tools and methods of risk management in the enterprise			K_W01 K_W02 K_W04
	2	EP2	He knows the basic methods and tools for obtaining and analyzing information for the purposes of measuring financial risk			K_W04 K_W05
skills	1	EP3	The student assesses the company's exposure to risk using basic quantitative and qualitative methods			K_U01 K_U02
	2	EP4	The student is able to apply and evaluate the effectiveness of selected methods and instruments of risk management			K_U03 K_U04
social competences	1	EP5	The student is able to critically assess the environment and understands the role of continuous replenishment of knowledge			K_K05 K_K06
	2	EP6	Is willing to think and act in an entrepreneurial manner, taking into account all types of financial risk in business			K_K01 K_K03
CONTENT					Semester	No. of hours
Subject title: Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)						
Format of instruction: lecture						
1. Basic issues related to risk management: the essence and types of risk.					6	2 0
2. Risk exposure research, risk management processes in the company.					6	2 0

3. Basics of risk measurement: volatility measures, sensitivity measures, risk measures.				6	2	0
4. Basic methods and tools of risk management in the current activity of the enterprise.				6	2	0
5. Basic methods and tools of credit risk management				6	3	0
6. Basic methods and tools for managing the risk of property, intangible and legal and capital investments				6	2	0
7. The role of derivatives in reducing the risk of enterprises' operations.				6	2	0
Format of instruction: discussion classes						
1. Risk exposure testing and risk management processes in the company - tasks				6	2	0
2. Determining measures of variability, sensitivity and threat - tasks				6	3	0
3. Determining risk measures - using statistical and financial functions of a spreadsheet				6	2	0
4. Analysis and valuation of derivatives - tasks				6	4	0
5. Methods and tools of risk management in the current activity of the enterprise - tasks				6	4	0
Modes of delivery	Project method, Situational method, Brainstorming, Conventional lecture, Conversational lecture, Lecture with multimedia presentation, Discussion, Case analysis, Problem solving					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods						No. of learning outcome from the syllabus
	EGZAMIN PISEMNY					EP1,EP2,EP5
	KOLOKWIMUM					EP3,EP4,EP6
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	The condition for obtaining a credit is to obtain positive grades from both forms of verification of knowledge and skills - a test on the tasks (exercises) and a final test (lecture). In order to obtain credit (in both forms), the student must achieve at least 60% of the points.					
	Grade calculation principles					
	The grade for the subject is the arithmetic mean of both grades obtained for the test for the tasks and the final test					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)			Arytmetyczna	
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [wykład]		zaliczenie z oceną		
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [ćwiczenia]		zaliczenie z oceną		
Basic reading	Jajuga K. (2019): Zarządzanie ryzykiem, PWN, Warszawa					
	Kaczmarek T.T. (2010): Zarządzanie ryzykiem. Ujęcie interdyscyplinarne, Difin, Warszawa					
	Krawczyk T. (2018): Analiza i zarządzanie ryzykiem w finansach korporacyjnych z zastosowaniem arkusza kalkulacyjnego Excel, CeDeWu, Warszawa					
	Tarczyński W., Mojsiewicz M. (2001): Zarządzanie ryzykiem, PWE, Warszawa					
Supplementary reading	Damodaran A. (2009): Ryzyko strategiczne. Podstawy zarządzania ryzykiem, Wydawnictwa Akademickie i Profesjonalne, Warszawa					
	Miciuła I. (red.) (2015): Wycena przedsiębiorstw, Texter, Warszawa					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				

Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	8	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z							
Course title: Leadership (przywództwo) (KIERUNKOWE)					Course code: EFZ214AIJ3433_34S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 6 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	conversation	30	0	pg	3	
Total			30			3	
Course / module coordinator		dr inż. ALICJA NERĆ-PEŁKA					
Course instructor		dr inż. ALICJA NERĆ-PEŁKA					
Course / module objectives		The aim is to make students aware of the importance of leadership in increasing the effectiveness of organizational management.					
Prerequisites		The student knows the basics of management, organizational behavior, and organizational economics. Can take part in discussions and actively seek information. The student has the ability to work in a team.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Explains the basic concepts of leadership in an organization including the development of leadership theory.			K_W01 K_W02	
	2	EP2	Explains factors influencing the effectiveness of undertaken leadership actions.			K_W05 K_W09	
skills	1	EP3	Takes an active part in the discussion and presents the content.			K_U06	
social competences	1	EP4	It indicates the most important leadership competences and distinguishes the ways of developing them.			K_K02	
	2	EP5	Is ready to resolve professional dilemmas in the field of leadership on the basis of the prepared case study description.			K_K03	
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: Leadership (przywództwo)							
Format of instruction: conversation							
1. Who is the leader?					6	2	0
2. Overview of basic approaches to the leadership concept.					6	2	0
3. Determinants of leadership effectiveness and examples of effective leadership.					6	2	0
4. Situational leadership concept.					6	2	0
5. Developing leadership competences based on the concept of P. Cardona and P. Garcia-Lombardia					6	2	0
6. The specificity and role of the leader in times of changes and crisis					6	2	0

7. A leadership model in a turbulent environment				6	2	0
8. Leadership levels in an international organization				6	2	0
9. Centralization and dispersion of leaders				6	2	0
10. Leading change				6	2	0
11. Organizational culture and leadership				6	2	0
12. Leadership and innovativeness of the organization				6	2	0
13. The ethical dimension of leadership in an organization				6	2	0
14. Analysis of case studies on leadership in various organizations.				6	4	0
Modes of delivery	presentation, Written work / essay / review					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP4	
	PREZENTACJA				EP1,EP3,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Students are assessed on the basis of a final work prepared in teams of 3-4, concerning the analysis of a case study of leaders who are successful in managing organizations. Pass mark: the student understands the importance of leadership in business management and knows the basic concepts of leadership.					
	Grade calculation principles					
	The grade obtained from the completion of the course is the grade for the subject.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	6	Leadership (przywództwo)			Nieobliczana	
	6	Leadership (przywództwo) [konwersatorium]		zaliczenie z oceną		
Basic reading	A. Zaleznik (2004): Managers and leaders: are they different?, Harvard Business Review					
	D. Goleman (2004): What makes a leader?, Harvard Business Review					
	D. Rooke, W. R. Torbert (2004): 7 transformation od leadership, Harvard Business Review					
	I. Nonaka, H. Takeuchi (2011): The wise leader, Harvard Business Review					
	P. Funda, R. Badham (2011): Fire, snowball, mask, movie: how leaders spark and sustain change, Harvard Business Review					
	R. Heifetz, A. Grashow, M, Linsky (2009): Leadership in a permanent crisis, Harvard Business Review					
	W. C. H. Prentice (2004): Understanding leadership, Harvard Business Review					
Supplementary reading	P. Cardona, P. Garcia-Lombardia (2005): How to develop leadership competencies, Pampiona					
	P. Hersey, K. H. Blanchard, D. E. Johnson (2008): Management od organizational behavior - leading human resources, Prentice Hall					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30		0		
Participation in test / exam		2		0		

Preparation for contact hours	7	0
Private reading and studying	8	0
Participation in tutorials	8	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z							
Course title: Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) (KIERUNKOWE)					Course code: EFZ214AIJ3433_47S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	laboratory	15	0	pg	2	
Total			15			2	
Course / module coordinator	mgr inż. JUSTYNA SZYDŁOWSKA-SAMSEL						
Course instructor	mgr inż. JUSTYNA SZYDŁOWSKA-SAMSEL						
Course / module objectives	Mastering the practical skills of using machine learning techniques in business applications using a selected high-level programming language.						
Prerequisites	Basic knowledge of the selected high-level programming language.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Knows the basic concepts and techniques of machine learning.			K_W06	
	2	EP2	Knows the machine learning tools used in business in the area of design, production and research.			K_W07	
skills	1	EP3	Knows how to use the documentation of machine learning tools of the selected programming language.			K_U09	
	2	EP4	Knows how to independently design, implement and test programs that use machine learning tools in a selected programming language.			K_U08	
social competences	1	EP5	Is ready to identify business problems that can be solved with machine learning methods.			K_K02	
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)							
Format of instruction: laboratory							
1. Basic machine learning terminology.					5	2	0
2. Data wrangling					5	2	0
3. Types of machine learning					5	2	0
4. Predictive model - types of errors, basic measures of model quality assessment.					5	2	0
5. Cross-validation.					5	2	0
6. Data visualization.					5	0	0
7. Decision support tools.					5	2	0

8. Analysis and interpretation of results - the practical application of machine learning in business.				5	3	0
Modes of delivery	Work in computer laboratory, practical skill test, solving practical problems.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PROJEKT				EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Students are assessed on the basis of the project carried out during classes, consisting of: - implementation of machine learning methods using selected programming language in order to solve a selected business problem or improve a selected aspect of business, - analysis of the obtained results.					
	Grade calculation principles					
	Course grade: laboratory grade					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)			Nieobliczana	
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) [laboratorium]		zaliczenie z oceną		
Basic reading	Stefan Jansen (2020): Machine Learning for Algorithmic Trading-Second Edition, Packt, Birmingham, UK.					
	Stephen Klosterman (2021): Data Science Projects with Python- Second Edition, Packt, Birmingham, UK.					
Supplementary reading	Stefanie Molin (2021): Hands-On Data Analysis with Pandas – Second Edition, Packt, Birmingham, UK.					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		15			0	
Participation in test / exam		0			0	
Preparation for contact hours		7			0	
Private reading and studying		10			0	
Participation in tutorials		11			0	
Preparation of project / essay / etc.		7			0	
Preparation for test / exam		0			0	
TOTAL workload		50				
ECTS credits		2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z							
Course title: Risk management in ICT business (zarządzanie ryzykiem w ICT) (KIERUNKOWE)					Course code: EFZ214AIJ3433_42S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	2	
		lecture	15	0	e		
Total			30			2	
Course / module coordinator		dr UMASHANKAR SINGH					
Course instructor		dr UMASHANKAR SINGH					
Course / module objectives		The aim of this course is to enhance knowledge about the risk in ICT business, and different ways to mitigate risk with the future prediction. It will develop abilities with the needful learning about the risk assessment tools and techniques applied in different risk situations as the case study. As managers, students will be competent to protect ICT business organization, customers and society as the stake holder from various risks.					
Prerequisites		no requirements					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows the business digital requirements			K_W04 K_W05	
	2	EP2	understands e business risks			K_W03 K_W10	
	3	EP3	knows the IT application in business			K_W02 K_W11	
skills	1	EP4	can recognize, analyze and solve IT risk			K_U01 K_U04	
	2	EP5	can apply risk management digital tools			K_U04 K_U08	
	3	EP6	can be able to manage risk and people			K_U05 K_U07	
social competences	1	EP7	is ready to solve problems with decision			K_K02 K_K04	
	2	EP8	is ready to initiate social activities			K_K03 K_K05	
	3	EP9	is ready to analyze and apply ethics			K_K01 K_K06	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Risk management in ICT business (zarządzanie ryzykiem w ICT)							
Format of instruction: lecture							
1. Risk with its different types					5	2	0

2. Analyzing, and categorizing risk		5	2	0	
3. Identification, and response to risk		5	2	0	
4. Measurement of risk		5	1	0	
5. Tools and techniques to mitigate risk		5	2	0	
6. Risk management process in ITC business		5	2	0	
7. Self-assessment tool for risk management		5	2	0	
8. Assessment and prediction of risk		5	2	0	
Format of instruction: discussion classes					
1. Discussion to create a list of possible risks		5	2	0	
2. A practical approach to analyzing risk		5	2	0	
3. Case study to understand risk		5	1	0	
4. Measurement of risk		5	2	0	
5. Risk assessment tools comparison		5	2	0	
6. Role play to take decision on risk situation		5	2	0	
7. Game to identify and evaluate risk		5	2	0	
8. Risk response and treatment hand on experience		5	2	0	
Modes of delivery	analysis of text with discussion, multimedia presentation, group work, case study, Information lecture, conversation lecture				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP2,EP3,EP4	
	PREZENTACJA			EP1,EP6,EP7	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP7,EP8,EP9	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Lecture: WRITTEN EXAM- 100% Classes: PRESENTATION- 30%, PROJECT- 40%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 30% To pass the course, the student must obtain at least 60% of the total points.				
	Grade calculation principles				
	The final grade is the average of the grades obtained from the exercises and the exam. The grade is calculated on the basis of the average of the grades obtained from the exam (60%) and from the exercises (40%).				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT)		Arytmetyczna	
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT) [ćwiczenia]	zaliczenie z oceną		
	5	Risk management in ICT business (zarządzanie ryzykiem w ICT) [wykład]	egzamin		

Basic reading	Culp, C. L. (2002): The Risk Management Process Business Strategy and Tactics. https://nbn-resolving.org/urn:nbn:de:101:1-2014121312162	
	Green, P. E. J. (2016): Enterprise risk management: A common framework for the entire organization, Elsevier, Butterworth-Heinemann	
	Sadgrove, K. (2015): The complete guide to business risk management (Third Edition), Gower	
Supplementary reading		
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	3	0
Private reading and studying	3	0
Participation in tutorials	5	0
Preparation of project / essay / etc.	3	0
Preparation for test / exam	4	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z							
Course title: Stress and conflict management (zarządzanie stresem i konfliktem) (KIERUNKOWE)					Course code: EFZ214AIJ3433_44S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	conversation	30	0	pg	2	
Total			30			2	
Course / module coordinator		dr inż. ALICJA NERĆ-PEŁKA					
Course instructor		dr inż. ALICJA NERĆ-PEŁKA					
Course / module objectives		The aim of the course is to familiarize students with issues related to the issues of occupational stress, to present ways of dealing with the negative consequences of stress, as well as to present students with methods and strategies of coping with conflict in the workplace.					
Prerequisites		The student is able to work in a group and understands the necessity of lifelong learning.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows the issues of stress and conflict in the organization as well as theories and concepts of preventing these phenomena			K_W01	
skills	1	EP2	The student is able to select and apply appropriate methods and tools to reduce stress and prevent conflicts.			K_U02	
social competences	1	EP3	The student is ready to carry out his professional work stress-free			K_K02 K_K05 K_K06	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Stress and conflict management (zarządzanie stresem i konfliktem)							
Format of instruction: conversation							
1. The definition of stress. Personality and stress.					5	2	0
2. Stress in the workplace - definition, causes, effects.					5	2	0
3. Workaholism - definition, typology, consequences.					5	2	0
4. Stress management					5	2	0
5. Methods of coping with stress					5	2	0
6. Burnout as a consequence of occupational stress					5	2	0
7. Life energy management					5	2	0
8. Colloquium on stress management					5	2	0
9. The concept and types of conflict					5	2	0

10. Conflicts in the workplace - causes and connections			5	2	0
11. Conflicts when introducing changes to the organization			5	2	0
12. Conflict analysis			5	2	0
13. Conflict resolution methods			5	2	0
14. Strategies and styles of conflict resolution			5	4	0
Modes of delivery	Multimedia presentation, case method, group work, discussion				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP2,EP3	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Students are assessed on the basis of an essay including the verification of knowledge on the basis of a written statement of students, group work during classes and a test. The student receives a satisfactory grade when he is able to define and distinguish basic concepts related to the subject of the subject.				
	Grade calculation principles				
	The final grade is the grade obtained from the conversations. The grade for the course consists of: - completion grade for topics related to stress management (25%), - completion grade for issues related to conflict management (25%), - group work (20%), - essay (30%). The final grade is calculated based on the sum of partial points: 100-93 points grade 5; 92-85 points grade 4,5; 84-77 points grade 4; 76-69 points grade 3,5; 68-60 points grade 3; below 60 points grade 2.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Stress and conflict management (zarządzanie stresem i konfliktem)		Ważona	
	5	Stress and conflict management (zarządzanie stresem i konfliktem) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Emily Nagoski (2019): Burnout: The Secret to Unlocking the Stress Cycle , Publisher Ballantine Books				
	Morton Deutsch, Peter T. Coleman, Eric C. Marcus (2014): The Handbook of Conflict Resolution: Theory and Practice, Jossey-Bass				
	Patricia ElgoibarMartin EuwemaLourdes Munduate (2016): Building Trust and Constructive Conflict Management in Organizations, Springer				
	Terri Ramos (2021): Stress Management, Tomas Edwards				
Supplementary reading	David Allen (2015): Getting Things Done: The Art of Stress-Free Productivity, Penguin				
	Neil H. Katz, John W. Lawyer, Katherine Joanna Sosa, Marcia Sweedler, Peter Tokar (2020): Communication and Conflict Resolution Skills, Kendall Hunt Publishing				
	Richard Pettinger (2002): Stress Management, John Wiley and Sons Ltd				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30	0		
Participation in test / exam		2	0		
Preparation for contact hours		4	0		
Private reading and studying		4	0		

Participation in tutorials	5	0
Preparation of project / essay / etc.	3	0
Preparation for test / exam	2	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z							
Course title: Sustainable development in transport (zrównoważony rozwój w transporcie) (KIERUNKOWE)					Course code: EFZ214AIJ3433_50S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
Total			30			3	
Course / module coordinator		dr ZUZANNA KŁOS-ADAMKIEWICZ					
Course instructor		dr ZUZANNA KŁOS-ADAMKIEWICZ					
Course / module objectives		Presentation of the essence of sustainable development, indicators of its assessment, external costs of transport, together with the estimation and strategy of their internalisation. Moreover, familiarizing students with methods of counteracting and reducing the harmfulness of transport and transport infrastructure. During the didactic process, students will gain skills in the ways of balancing transport, taking into account social, economic, and environmental aspects.					
Prerequisites		Basic knowledge about transport and logistics.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows the transport-environment interactions, and methods of shaping sustainable development, including counteracting the negative impact of transport on the environment.			K_W02 K_W04	
skills	1	EP2	The student can determine and characterize the ways of balancing transport, taking into account the social, economic, and environmental aspects.			K_U01 K_U03 K_U04	
social competences	1	EP3	The student is aware of the effects of excessive transport development on the natural environment and inspires others to counteract its negative effects.			K_K01 K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Sustainable development in transport (zrównoważony rozwój w transporcie)							
Format of instruction: lecture							
1. Methods of reducing emissions in transport					5	2	0
2. Usage of alternative fuels in transport					5	3	0
3. Transport balancing indicators broken down by its branches					5	4	0
4. Tools of promoting public transport					5	2	0
5. Development of micromobility - challenges of cities and enterprises					5	2	0
6. Shaping the demand for transport within the framework of traffic generators					5	2	0

Format of instruction: discussion classes					
1. The essence of sustainable transport			5	2	0
2. External costs in transport			5	2	0
3. The role of public transport in balancing transport			5	3	0
4. Sustainable transport assessment indicators			5	2	0
5. The issues of internalisation of external costs of transport			5	2	0
6. Legal regulations in the field of sustainable transport			5	2	0
7. Sustainable development of transport and eco-mobility			5	2	0
Modes of delivery	For the lecture: multimedia presentation, For exercises: group work, text analysis with discussion, project				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2	
	PROJEKT			EP2,EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP1,EP2,EP3	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Completion of exercises is based on a written test and prepared group projects. The student's activity during the classes will also be taken into account. Passing the lectures is based on a written test covering the knowledge of the lectures and the recommended literature.				
	Grade calculation principles				
	The final grade for the subject is the arithmetic mean of the grades obtained from the exercises and the lecture.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Sustainable development in transport (zrównoważony rozwój w transporcie)		Nieobliczana	
	5	Sustainable development in transport (zrównoważony rozwój w transporcie) [ćwiczenia]	zaliczenie z oceną		
	5	Sustainable development in transport (zrównoważony rozwój w transporcie) [wykład]	zaliczenie z oceną		
Basic reading	Elżbieta Załoga (2013): Trendy w transporcie lądowym Unii Europejskiej, Wydawnictwo Naukowe US				
	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2013): Polityka rozwoju transportu, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk				
	Włodzimierz Rydzkowski (2017): Współczesna polityka transportowa, PWE				
Supplementary reading	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2018): Infrastruktura transportu. Europa, Polska – teoria i praktyka, PWN, Warszawa				
	Krystyna Wojewódzka- Król, Elżbieta Załoga (2016): Transport. Nowe wyzwania, PWN, Warszawa				
	Zuzanna Kłos-Adamkiewicz, Elżbieta Załoga (2017): Miejski transport zbiorowy. Kształtowanie wartości usługi dla pasażera w świetle wyzwań nowej kultury mobilności, Bel Studio, Warszawa				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		0	
Participation in test / exam		2		0	

Preparation for contact hours	8	0
Private reading and studying	10	0
Participation in tutorials	7	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	18	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-I-S-24/25Z							
Course title: The fundamentals of business success (podstawy sukcesu w biznesie) (KIERUNKOWE)					Course code: EFZ214AIJ3432_69S		
Name of field of study: Business Management							
Mode and cycle of study: first-degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 5 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	3	
		lecture	15	0	e		
Total			30			3	
Course / module coordinator		dr hab. TOMASZ BERNAT					
Course instructor		dr hab. TOMASZ BERNAT					
Course / module objectives		The main goal of the course is to show how successful people are achieving it using examples of selected business successes. The aim is to show you how to think and act to achieve success in your professional and private life. The aim is to teach the specific ways of achieving success through the methods developed by N. Hill.					
Prerequisites		Basic knowledge of the operation of business and economy, basic knowledge of the basics of decision-making in business and private life. Psychological aspects of people's decision making.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student has knowledge about real actions that should be taken in order to achieve success in professional and private life.			K_W02 K_W05 K_W06 K_W09 K_W10	
skills	1	EP2	The student is able to use the knowledge about the methods of achieving success in business to achieve his own goals			K_U03 K_U04 K_U06 K_U07 K_U08 K_U09	
social competences	1	EP3	The student is able to work in a team The student is able to build teams and coordinate their work			K_K05 K_K06	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: The fundamentals of business success (podstawy sukcesu w biznesie)							
Format of instruction: lecture							
1. The objectives creation in business and life					5	2	0
2. The creation of the basic conditions to realize the objectives					5	2	0
3. The knowledge in business life					5	2	0
4. Success planning					5	2	0

5. The borders of decisions making				5	2	0
6. The team working				5	2	0
7. Creation the positive personality ? the way to business success				5	2	0
8. Good and bad habits in success realization				5	1	0
Format of instruction: discussion classes						
1. The objectives creation in business and life				5	2	0
2. The creation of the basic conditions to realize the objectives				5	2	0
3. The knowledge in business life				5	2	0
4. Success planning				5	2	0
5. The borders of decisions making				5	2	0
6. The team working				5	2	0
7. Creation the positive personality ? the way to business success				5	2	0
8. Good and bad habits in success realization				5	1	0
Modes of delivery	The basic method of transferring knowledge is a lecture based on the methodology proposed by N. Hill. The lecture is based on practical solutions along with showing case studies of people who have achieved success in business life, Classes will be conducted on the basis of a workshop form. In addition to the analysis of case studies, students will be required to present their own reflections on the methods of achieving success in business. Presentations of students will be prepared with considerations on the individual elements of the methods of achieving success along with practical examples.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				EP1,EP2,EP3	
	PREZENTACJA				EP1,EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Obtaining a pass requires preparing a presentation and presenting it during classes. The exam requires a case study - answers to the questions posed.					
	Grade calculation principles					
	The final grade will be a simple arithmetic mean of the final grade and exam grade					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	5	The fundamentals of business success (podstawy sukcesu w biznesie)			Arytmetyczna	
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [wykład]		egzamin		
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [ćwiczenia]		zaliczenie z oceną		
Basic reading	Napoleon Hill (2004): Law of Success, Highroads Media					
	Napoleon Hill (1997): Napoleon Hill's Keys to Success: The 17 Principles of Personal Achievement, Penguin Publishing Group					
	Napoleon Hill (2011): Think and Grow Rich, Wilder Publications					
	Patrick H. Perrine (2024): Be A Unicorn: The New Entrepreneur's Ultimate Guide To Success (10 book series), Kindle Edition, on-line					

Supplementary reading	Charles-Albert Poissant (1994): How to Think Like a Millionaire: Ten of the Richest Men in the World and the Secrets of Their Success, HarperCollins Publishers Ltd, London
	Brian Tracy (2022): The 10 Qualities of Influential People: How to Inspire Yourself and Others to Greatness, G&D Media, Kindle edition
	Brian Tracy (2002): The 100 Absolutely Unbreakable Laws of Business Success, Berrett-Koehler Publishers
	Brian Tracy, Christina Tracy Stein (2002): Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time, Berrett-Koehler Publishers
	David M. Rubenstein (2020): How to Lead: Wisdom from the World's Greatest CEOs, Founders, and Game Changers, Simon & Schuster, New York

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	2	0
Preparation for contact hours	10	0
Private reading and studying	10	0
Participation in tutorials	8	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	5	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: Business negotiations (negocjacje biznesowe) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_16S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	conversation	30	0	pg	4
Total			30			4
Course / module coordinator	dr inż. ALICJA NERĆ-PEŁKA					
Course instructor	dr inż. ALICJA NERĆ-PEŁKA					
Course / module objectives	The aim is to present students with issues related to the principles and conditions of negotiation, the essence of effective negotiation as well as negotiation skills and attitudes.					
Prerequisites	The student knows the basics of economics, management, sociology, interpersonal communication, can think analytically, shows a creative attitude, can work in a group and communicate with others.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student knows the structure of negotiations, basic styles and strategies.			K_W05
	2	EP2	Student knows the rules of ethical negotiations			K_W10
skills	1	EP3	Student is able to perform brief negotiations on a given topic			K_U05
	2	EP4	Student is able to use chosen negotiations techniques in practice			K_U03
social competences	1	EP5	The student is ready to solve problems through negotiations			K_K02
CONTENT					Semester	No. of hours
Subject title: Business negotiations (negocjacje biznesowe)						
Format of instruction: conversation						
1. The essence of negotiation. Negotiations, cooperation, fighting					2	2 0
2. Structure of negotiations. BATNA					2	2 0
3. Preparation for negotiations					2	2 0
4. Role of place, time and team in negotiating.					2	2 0
5. Features of the negotiator					2	2 0
6. Strategies and styles of negotiation					2	2 0
7. Tactics in negotiations					2	2 0
8. Emotional factor in negotiations					2	2 0

9. Communication in negotiations				2	2	0
10. Perception of the negotiating situation				2	2	0
11. Ethical rules in negotiations				2	2	0
12. Negotiations in international business				2	4	0
13. Presentation of negotiation scenes				2	4	0
Modes of delivery	Workshop, active learning methods, role playing, text and cases analysis, movies with examples, group discussions					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP3,EP4	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	To get a pass the student must get positive results of developed Negotiation Preparation Questionnaire and performed dialogue of Negotiation and actively collaborate and cooperate during the course.					
	Grade calculation principles					
	The final grade is obtained on the basis of the following: -results of developed Negotiation Preparation Questionnaire and performs dialogue of Negotiation (60%), - commitment to collaboration and cooperative working (40%).					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Business negotiations (negocjacje biznesowe)			Ważona	
	2	Business negotiations (negocjacje biznesowe) [konwersatorium]		zaliczenie z oceną		1,00
Basic reading	Lewicki, Roy J. Barry, Bruce Saunders, David M. (2016): Essentials of Negotiation, McGraw-Hill Education					
	Steve Gates (2011): The Negotiation Book: Your Definitive Guide To Successful Negotiating, John Wiley & Sons					
	William W. Baber, Chavi C-Y Fletcher-Chen (2020): Practical Business Negotiation, Routledge					
Supplementary reading	Howard Raiffa (2007): Negotiation Analysis: The Science and Art of Collaborative Decision Making, Harvard University Press					
	Michele J. Gelfand, Jeanne M. Brett (2004): The Handbook of Negotiation and Culture, Stanford University Press					
	Patrick J. Cleary (2001): The Negotiation Handbook, Routledge					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30			0	
Participation in test / exam		2			0	
Preparation for contact hours		7			0	
Private reading and studying		10			0	
Participation in tutorials		21			0	
Preparation of project / essay / etc.		15			0	
Preparation for test / exam		15			0	

TOTAL workload	100
ECTS credits	4

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Communication in the global business (komunikacja w biznesie globalnym) (KIERUNKOWE)					Course code: EFZ214AIIJ3434_6S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	4	
		lecture	15	15	pg		
Total			30			4	
Course / module coordinator		dr hab. MACIEJ CZAPLEWSKI					
Course instructor		dr hab. MACIEJ CZAPLEWSKI					
Course / module objectives		The students deepens knowledge related to communication in various types of global businesses. Students will be able to selects optimal modern communication tools in order to support different models of traditional as well as modern IT businesses. Students will be aware of the positive and negative aspects related to proper communication in large scale business as well as their impact on economies in internationall perspective.					
Prerequisites		None					
LEARNING OUTCOMES							
Category	No.	Code	Description		Ref. to programme benchmarks		
knowledge	1	EP1	Defines in-depth issues related to global business		K_W02 K_W04		
	2	EP2	Understands the variety of communication related to global businesses		K_W02 K_W03		
skills	1	EP3	Chooses modern communication tools supporting traditional and modern IT businesses		K_U01 K_U03		
social competences	1	EP4	Is aware of multilateral communication aspects in global business		K_K02		
	2	EP5	Is aware of the impact of communication on whole economies from the internationall perspective		K_K02		
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Communication in the global business (komunikacja w biznesie globalnym)							
Format of instruction: lecture							
1. Characteristic and development trends of globalization					1	3	3
2. Main areas of globalization					1	3	3
3. Main issues connected with communication					1	3	3
4. Characteristics of the different business areas					1	3	3
5. Modern ICT as a tool helping in conducting business on a large scale					1	3	3
Format of instruction: discussion classes							

1. Regionalisation vs globalisation trends in from international perspective				1	3	0
2. Different communication ways in various business models				1	3	0
3. Differencies and similarities of traditional and modern global companies				1	3	0
4. Case study of traditionall global companies				1	3	0
5. Case study of modern global IT companies				1	3	0
Modes of delivery	Oral test A few questions for every student in a meeting between the lecturer and a small group of students					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods						No. of learning outcome from the syllabus
	SPRAWDZIAN					EP1,EP2,EP3,EP4,EP5
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Passing oral test					
	Grade calculation principles					
	The final grade for the subject is the arithmetic mean of the grades obtained during the classes and lectures.					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	1	Communication in the global business (komunikacja w biznesie globalnym)		Arytmetyczna		
	1	Communication in the global business (komunikacja w biznesie globalnym) [wykład]	zaliczenie z oceną			
	1	Communication in the global business (komunikacja w biznesie globalnym) [ćwiczenia]	zaliczenie z oceną			
Basic reading	J. Gołuchowski, B. Filipczyk (red.) (2020): Cyfrowa komunikacja organizacji, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, Katowice					
	S. Maiti, S. Sadhukhan (2020): E-commerce & Business Communication, McGraw Hill Education, Kolkata					
Supplementary reading						
STUDENT WORKLOAD						
			No. of hours			
			including e-learning			
Contact hours			30		15	
Participation in test / exam			2		0	
Preparation for contact hours			8		0	
Private reading and studying			8		0	
Participation in tutorials			22		0	
Preparation of project / essay / etc.			0		0	
Preparation for test / exam			30		0	
TOTAL workload			100			
ECTS credits			4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Entrepreneurship (przedsiębiorczość) (PODSTAWOWE)					Course code: EFZ214AIIJ3433_1S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	conversation	30	15	pg	4	
Total			30			4	
Course / module coordinator	dr BARBARA CZERNIACHOWICZ						
Course instructor	dr BARBARA CZERNIACHOWICZ						
Course / module objectives	The aim is to familiarize students with a modern and integrated approach to the problem of individual, academic and organizational entrepreneurship; making students aware of the role of entrepreneurship in economic activation, in management processes or increasing the competitiveness of the economy and society, as well as developing entrepreneurial attitudes.						
Prerequisites	In terms of knowledge: knows the issues of management and quality sciences, e.g. enterprise science, management basics In terms of competences (attitudes): ready to present innovative business ideas, creative In terms of skills: can start a business, work in a group						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows business management based on the idea of intrapreneurship and the concept of academic entrepreneurship			K_W02 K_W11	
skills	1	EP2	is able to prepare an implementation plan for an entrepreneurial idea within the framework of academic entrepreneurship or within the concept of intrapreneurship			K_U02 K_U03	
	2	EP4	is able to cooperate in a group, manage and distribute tasks while preparing a project			K_U08	
social competences	1	EP3	is ready to identify own potential in the area of entrepreneurial behavior			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Entrepreneurship (przedsiębiorczość)							
Format of instruction: conversation							
1. The concept, types and meaning of entrepreneurship and entrepreneurial organizations. Entrepreneurship in socio-economic life.					1	2	0
2. Characteristics of the entrepreneur. Features of an entrepreneurial person and orientation towards entrepreneurship. Entrepreneurship as an attitude, behavior, process. Kinds, types and models of entrepreneurship. Determinants of entrepreneurship development.					1	3	0
3. The process of setting up an individual business. Legal, economic and social barriers in setting up and running an individual business.					1	2	0
4. The specificity of individual entrepreneurship.					1	2	0
5. Academic entrepreneurship, basic concepts, instruments and functioning of academic incubators, technology parks, creating academic technological and intellectual infrastructure, sources of financing, creating spin-out and spin-off organizations.					1	6	0

6. The essence and role of intellectual entrepreneurship and the classification of entrepreneurs in economic practice.			1	6	6
7. Entrepreneurship as a process. Planning projects, organizing resources and defining the rules for implementing the plan.			1	3	3
8. Polish entrepreneurship programs. The importance of entrepreneurship in local and regional development. The role of entrepreneurship in the development of young people.			1	2	2
9. Technological entrepreneurship.			1	2	2
10. International entrepreneurship.			1	2	2
Modes of delivery	multimedia presentation, case method, simulation methods, group work				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1	
	PROJEKT			EP2,EP3,EP4	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP2,EP3,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Form and conditions of passing: Written examination: (50% of the grade) written examination in the form of test and / or descriptive questions. Practical classes and project implementation: (50% of the grade) students in working groups prepare projects under the idea of academic entrepreneurship. The evaluation of the project is influenced by: innovation of the idea, rationality of the plan, transparency of presentation, involvement of all members of the group in the implementation of the project.				
	Grade calculation principles				
	Assessment: The student receives a satisfactory grade: when he knows the definitions of entrepreneurship in three perspectives, knows the elements of a business plan, can define academic entrepreneurship, can identify his own entrepreneurial potential. The grade from the subject is equal to the grade from the seminar.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Entrepreneurship (przedsiębiorczość)		Ważona	
	1	Entrepreneurship (przedsiębiorczość) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Aulet B. (2024): Disciplined Entrepreneurship: 24 Steps to a Successful Startup, Expanded & Updated. John Wiley & Sons				
	Baker T., Welter F. (2020): Contextualizing entrepreneurship theory , Routledge				
	Soltanifar M., Hughes M., Göcke L. (eds.) (2021): Digital entrepreneurship: Impact on business and society , Springer Nature, Cham, Switzerland				
Supplementary reading	Beyer K., Czerniachowicz B., Wieczorek-Szymańska A. (2020): Przedsiębiorczość i zarządzanie przedsiębiorstwem - wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego , Szczecin				
	Katarzyna Kozioł-Nadolna, Karolina Beyer, Barbara Czerniachowicz (red.) (2018): Uwarunkowania rozwoju organizacji. Innowacyjność i przedsiębiorczość, Volumina, Szczecin				
	Kim W. (2015): Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Ingram Publisher Services				
	(2018): The Harvard Business Review Entrepreneur's: Everything You Need to Launch and Grow Your New Business, Harvard Business Review Press				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		15	
Participation in test / exam		2		0	
Preparation for contact hours		9		0	

Private reading and studying	13	0
Participation in tutorials	21	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Global businnes management (zarządzanie biznesem globalnym) (PODSTAWOWE)					Course code: EFZ214AIIJ3433_2S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	4	
		lecture	15	15	e		
Total			30			4	
Course / module coordinator		dr JOANNA MARKIEWICZ					
Course instructor		dr JOANNA MARKIEWICZ					
Course / module objectives		The aim is to provide the students with knowledge of the globalization process, global economy, functioning of global companies on the world market as well as cultural differences in international business.					
Prerequisites		Knowledge: no requirements Skills: ability to work in a group, ability to discuss and argue. Competences (attitudes): openness to the knowledge and arguments provided by exercise participants.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Knows the process of globalization, its effects and the controversies it raises.			K_W12	
	2	EP2	Is able to identify the global economy and global corporations.			K_W02	
	3	EP3	Understands cultural differences in global enterprises.			K_W07	
skills	1	EP6	Student dobiera odpowiednie strategie rozwoju i komunikacji w zróżnicowanym środowisku kulturowym i/lub kontekście działań na globalnym rynku			K_U06	
social competences	1	EP5	Is ready to cooperate in a group and work as a team in problem-solving tasks.			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Global businnes management (zarządzanie biznesem globalnym)							
Format of instruction: lecture							
1. Identify the process of globalization, the global economy.					1	4	4
2. Controversies surrounding globalization.					1	3	3
3. The characteristics of transnational corporation					1	2	2
4. Mergers and Acquisitions on the global market.					1	2	2
5. Impact of differences on functioning of global companies.					1	4	4

Format of instruction: discussion classes						
1. Identify the process of globalization, the global economy, the Triad, and controversies surrounding globalization				1	4	0
2. Crown virus, war, and change in the globalization process.				1	2	0
3. The creation of a global company, the internationalization of business.				1	4	0
4. Transformations in transnational corporations. International cooperation of enterprises. Mergers and Acquisitions on the global market.				1	2	0
5. Cultural differences in international business, identification of cultures. Impact of differences on functioning of global companies.				1	3	0
Modes of delivery	Presentation-based lectures Students' discussions Working in groups of three to four Working in pairs Experiential exercises Task solving, case study					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				EP1,EP2,EP3	
	PROJEKT				EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP1,EP2,EP3,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	The grade for the course is the arithmetic mean of the grades for the written examination and of the grade for the classes. The grade for the exercises is based on points collected during the classes for the tasks completed in class and the final project.					
	Grade calculation principles					
	The condition for obtaining credit for the exercises is to complete all tasks and obtain a positive grade for the final project.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	Global businnes management (zarządzanie biznesem globalnym)			Arytmetyczna	
	1	Global businnes management (zarządzanie biznesem globalnym) [ćwiczenia]		zaliczenie z oceną		
	1	Global businnes management (zarządzanie biznesem globalnym) [wykład]		egzamin		
Basic reading	Noga M. , Stawicka M. i inni (2020): Globalizacja a konkurencyjność w gospodarce światowej, , CeDeWu Sp. z o.o. , , Warszawa					
Supplementary reading	ed. by Filippo di Mauro, Stephane Dees and Warwick J. McKibbin. (2010): Globalisation, regionalism and economic interdependence, Cambridge University Press, New York					
	Collinson S., Narula R.. Rugman A. M. (2020): International Business, Pearson Education, USA					
	Daniels J. and others (2021): International Business, Global Edition, Pearson, USA					
	Kozioł-Nadolna K., Leoński W., Szczepkowska M. (2020): Przedsiębiorstwo we współczesnym otoczeniu: wyzwania i dylematy., Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		15		
Participation in test / exam		2		0		
Preparation for contact hours		5		0		
Private reading and studying		10		0		

Participation in tutorials	22	0
Preparation of project / essay / etc.	14	0
Preparation for test / exam	17	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: International economics (ekonomia międzynarodowa) (KIERUNKOWE)					Course code: EFZ214AIIJ3432_4S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	4
		lecture	15	15	e	
Total			30			4
Course / module coordinator	dr JOANNA BRZYSKA					
Course instructor	dr JOANNA BRZYSKA					
Course / module objectives	Acquiring the knowledge about the world economy processes, especially the ones concerning goods, services, labor force and capital flows; familiarity with contemporary concepts related to international technology transfer, innovation and globalization.					
Prerequisites	Basic knowledge in the fields of economics and finance.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student understands the issues and mechanisms of international economics and is familiar with the role of international trade in global economic processes.			K_W02 K_W10 K_W12
skills	1	EP2	Student is able to correctly identify, analyze, and evaluate phenomena in the global economy, and predict the benefits and threats associated with global economic development and globalization.			K_U01 K_U05
	2	EP3	Student is able to critically assess phenomena and situations related to the functioning of enterprises and the economy on a global scale.			K_U01 K_U05 K_U06
social competences	1	EP4	Student is prepared to form their own ideas and beliefs and to participate in decision-making process in a changing environment conditions			K_K02 K_K03
CONTENT					Semester	No. of hours
						including e-learning
Subject title: International economics (ekonomia międzynarodowa)						
Format of instruction: lecture						
1. World economy					1	2 2
2. Evolution of the international division of labor					1	3 3
3. International trade statistics - selected issues					1	2 2
4. International trade in merchandise and services					1	2 2

5. Role of transnational corporations in the global economy				1	3	3
6. International technology transfer and knowledge diffusion				1	3	3
Format of instruction: discussion classes						
1. International service market				1	2	0
2. Foreign direct investments				1	3	0
3. International labor force flows				1	3	0
4. Formal markets and their transition to electronic markets				1	3	0
5. New developments in the global economy				1	4	0
Modes of delivery	lectures, discussions, PowerPoint presentations, usage of Internet resources and electronic databases					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				EP1,EP2,EP3	
	PREZENTACJA				EP1,EP2,EP3,EP4	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP2,EP3,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Class credit - based on project preparation and presentation on a topic chosen and AGREED with the tutor (80%) and class participation (20%). Lecture credit - based on an exam - a final test consisting of 25 multiple-choice questions (1 point for each question) and 1 open-ended question (5 points) covering knowledge of the topics of the course and the recommended literature. Resit exam - written test with multi-choice questions and 1 open-ended question.					
	Grade calculation principles					
	The final grade is calculated as follows: Obtaining a pass requires collecting at least 53%. 53%-62% corresponds to a grade of 3.0, 63%-72% to a grade of 3.5, 73%-82% to a grade of 4.0, 83%-92% to a grade of 4.5, and 93% or more to a grade of 5.0.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	International economics (ekonomia międzynarodowa)			Arytmetyczna	
	1	International economics (ekonomia międzynarodowa) [wykład]		egzamin		
	1	International economics (ekonomia międzynarodowa) [ćwiczenia]		zaliczenie z oceną		
Basic reading	Carbaugh R. (2025): International Economics, Cengage					
	Feenstra R., Taylor A. (2021): International Economics, Worth Publishers					
Supplementary reading	Beugelsdijk, S., Brakman, S., Garretsen, H., van Marrewijk, C. (2023): International Economics and Business, Cambridge University Press					
	Ing, L.Y., Rodrik, D. (2025): The New Global Economic Order, Routledge, New York					
	Krugman P.R., Obstfeld M., Melitz M. (2022): International Economics: Theory and Policy, Pearson Education Limited					
	Miller, C. (2022): Chip War, Simon & Schuster					
	Patra, M.D. (2024): Testimonials of Tumultuous Times., Routledge					
	Schenk C.R. (2021): International Economic Relations since 1945, Routledge					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		

Contact hours	30	15
Participation in test / exam	2	0
Preparation for contact hours	10	0
Private reading and studying	17	0
Participation in tutorials	21	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Marketing management (zarządzanie marketingowe) (PODSTAWOWE)					Course code: EFZ214AIIJ3433_11S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	6	
		laboratory	15	0	pg		
		lecture	15	15	e		
Total			45			6	
Course / module coordinator		dr MAGDALENA KOWALSKA					
Course instructor		dr MAGDALENA KOWALSKA					
Course / module objectives		The aim is to indicate the necessity of marketing enterprise management in order to build a market position by companies; familiarizing students with the methods of analyzing the company's marketing situation and acquiring the ability to develop a marketing plan in a team.					
Prerequisites		basic marketing and management issues					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows the marketing management process in modern organizations			K_W01 K_W05	
	2	EP2	knows the elements of the marketing plan			K_W02 K_W05 K_W08	
skills	1	EP3	is able to construct a marketing plan for a selected company or product			K_U02 K_U05	
social competences	1	EP4	is ready for entrepreneurial activities and marketing social campaigns			K_K03 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Marketing management (zarządzanie marketingowe)							
Format of instruction: lecture							
1. Functions of modern marketing					2	2	2
2. Consequences of adopting a marketing concept in an enterprise					2	1	1
3. Marketing management process					2	2	2
4. The procedure for developing a marketing plan					2	2	2
5. Analysis of the current marketing situation, rules for formulating marketing goals					2	2	2
6. Tools supporting the process of setting goals and marketing strategies					2	2	2
7. Marketing strategies, program of marketing activities, budgeting of activities and control of activities					2	4	4

Format of instruction: discussion classes					
1. Company analysis			2	3	0
2. Analysis of the company's environment			2	3	0
3. SWOT analysis			2	2	0
4. Preparation of portfolio analyzes to select a marketing strategy			2	4	0
5. STP analysis			2	3	0
Format of instruction: laboratory					
1. Formulating the mission and goals of the activity			2	2	0
2. Development of the company's marketing strategies			2	5	0
3. Developing a program of marketing activities and methods of controlling activities			2	5	0
4. Preparation of the executive summary			2	1	0
5. Presentation and discussion of the prepared projects			2	2	0
Modes of delivery	multimedia presentation, discussion, group work, presentation of the project by students.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2	
	KOŁOKWIUM			EP1,EP2	
	PROJEKT			EP2,EP3,EP4	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP2,EP3,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Classes are credited on the basis of a test and student activity during the classes. Laboratories are classified on the basis of a marketing plan prepared by students for a selected company / product The lecture is credited on the basis of a written exam in the form of a lecture test and recommended literature.				
	Grade calculation principles				
	The grade for the subject is the arithmetic mean of exercises, laboratory and exam.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Marketing management (zarządzanie marketingowe)		Arytmetyczna	
	2	Marketing management (zarządzanie marketingowe) [wykład]	egzamin		
	2	Marketing management (zarządzanie marketingowe) [ćwiczenia]	zaliczenie z oceną		
	2	Marketing management (zarządzanie marketingowe) [laboratorium]	zaliczenie z oceną		
Basic reading	G. Armstrong, K. Keller, M. Goodman, M. Brady, T. Hansen (2019): Marketing Management: European Edition, Pearson Education Limited				
	Kotler Ph. (2020): Marketing, Rebis				
Supplementary reading	Dziekoński M., Kozielski R. (2007): Jak szybko napisać profesjonalny plan marketingowy, Oficyna				
	J. Woźniczka, M. Hajdas, W. Kowal (2014): Zarządzanie marketingiem, UE we Wrocławiu, Wrocław				

STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	45	15
Participation in test / exam	3	0
Preparation for contact hours	10	0
Private reading and studying	21	0
Participation in tutorials	31	0
Preparation of project / essay / etc.	25	0
Preparation for test / exam	15	0
TOTAL workload	150	
ECTS credits	6	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: Neuroleadership (neuroprzedsiębiorczość) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_15S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	laboratory	30	0	pg	5
		lecture	15	15	e	
Total			45			5
Course / module coordinator	dr hab. JAROSŁAW KORPYSA					
Course instructor	dr hab. JAROSŁAW KORPYSA					
Course / module objectives	he aim of this course is to give students knowledge about the fundamentals theory of neuroscience and neuroleadership					
Prerequisites	Knowledge of foundations of Human Resources management					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Knowledge about the essence of the neuroleadership in business			K_W02
	2	EP2	Knows and understands the principles and research techniques of neuroleadership in business			K_W06
	3	EP3	Has knowledge of the use of information in the process of research neuroleadership in business			K_W04
skills	1	EP4	Be able to use computer tools to measure neuroleadership in business			K_U03
	2	EP5	Be able to to use computer tools to measure of neuroleadership in business			K_U04
social competences	1	EP6	To be able to plan the research process of neuroleadership in business			K_K02
	2	EP7	To be able to improve own skills in neuroleadership in business			K_K05
CONTENT					Semester	No. of hours
Subject title: Neuroleadership (neuroprzedsiębiorczość)						
Format of instruction: lecture						
1. Introduction to neuroleadership - dilemmas and challenges					2	3 3
2. Methods and techniques for studying leadership in neuroscience					2	3 3
3. Style of neuroleadership					2	3 3
4. Developing neuroleadership in organization					2	3 3

5. Professional ethics and neuroleadership				2	3	3
Format of instruction: laboratory						
1. Role of leadership in organization				2	3	0
2. Research design in neuroscience				2	4	0
3. Determinant of neuroleadership				2	3	0
4. Neuroleadership - introduction to experiment				2	3	0
5. Neuroleadership - research methods and techniques				2	5	0
6. Neuroleadership - designing an experiment				2	5	0
7. Neuroleadership - research project				2	7	0
Modes of delivery	interactive lecture with video, group exercises, group discussions, simulated activities, case studies					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY				EP1,EP2,EP3,EP4,EP5,EP6,EP7	
	PROJEKT				EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Exam on case study basis and project					
	Grade calculation principles					
	The final grade consists of the project grade (50%) and the exam grade base case study (50%)					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Neuroleadership (neuroprzedsiębiorczość)			Arytmetyczna	
	2	Neuroleadership (neuroprzedsiębiorczość) [wykład]		egzamin		
	2	Neuroleadership (neuroprzedsiębiorczość) [laboratorium]		zaliczenie z oceną		
Basic reading	N. Dimitriadis, A. Psychogios (2020): Neuroscience for Leaders: Practical Insights to Successfully Lead People and Organizations, Kogan Page					
	T. Swart, K.Chisholm, P.Brown (2015): Neuroscience for Leadership: Harnessing the Brain Gain Advantage, Palgrave Macmillan					
	A. Brann (2022): Neuroscience for Coaches: How coaches and managers can use the latest insights to benefit clients and teams, Kogan Page					
	P.Bossons, P. Riddell, D. Sartain (2015): The Neuroscience of Leadership Coaching: Why the Tools and Techniques of Leadership Coaching Work, Bloomsbury Academic					
Supplementary reading	A.H.Ringleb, D.Rock (2013): Handbook of NeuroLeadership , Createspace Independent Publishing Platform					
	A. Ghadiri, A. Habermacher, T. Peters (2013): Neuroleadership: A Journey Through the Brain for Business Leaders, Springer					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		45		15		
Participation in test / exam		5		0		
Preparation for contact hours		10		0		

Private reading and studying	15	0
Participation in tutorials	25	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	10	0
TOTAL workload	125	
ECTS credits	5	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: Organization and management (organizacja i zarządzanie) (PODSTAWOWE)					Course code: EFZ214AIIJ3433_3S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	5
		lecture	15	15	e	
Total			30			5
Course / module coordinator		dr ALEKSANDRA RUDAWSKA				
Course instructor		dr ALEKSANDRA RUDAWSKA				
Course / module objectives		The aim of the course is to advance students understanding in the field of organization and management basing on the selected contemporary perspectives, concepts and frameworks of management that regard hard and soft managerial components together with issues related to organization change.				
Prerequisites		Student should be familiar with the basic concepts from the field of management and organizational behaviour.				
LEARNING OUTCOMES						
Category		No.	Code	Description		Ref. to programme benchmarks
knowledge		1	EP1	knows and understands in advanced manner foundations, goals and elements of selected perspectives and frameworks of management		K_W01 K_W07
		2	EP5	knows and understands in an advanced manner relationships among approaches and management concepts		K_W01 K_W07
skills		1	EP2	is able to identify in an advanced manner the problems of the company, indicates the causes and suggests solutions.		K_U01 K_U03
		2	EP3	is able to prepare writing assignment on selected topic on management selecting literature and research results, and presents it to the class		K_U05 K_U06 K_U07 K_U08
social competences		1	EP4	is ready to assess critically solutions presented during group and class discussions as well as literature selected for the assignment		K_K01
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Organization and management (organizacja i zarządzanie)						
Format of instruction: lecture						
1. The role and place of management in the life of an organisation - assumptions and challenges of management					1	4 4
2. A dynamic view on management					1	4 4
3. Management from a performance perspective					1	4 4
4. Attitudes and behaviors of employees and their performance					1	3 3

Format of instruction: discussion classes						
1. Change management - stages in the process and the importance of change readiness				1	3	0
2. Role of stakeholders in management - towards the stakeholders economy				1	2	0
3. Creating value for and with stakeholders				1	2	0
4. Goal setting, cascading and control mechanisms - the balanced scorecard				1	4	0
5. Performance management at employee level				1	4	0
Modes of delivery	individual and group assignments and case studies enabling to development of understanding of the introduced concepts. Students' presentations, group and class discussions. lecture with use of the multimedia presentation.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN USTNY				EP1,EP2,EP5	
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP1,EP2,EP3,EP4	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP2,EP4,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Credit for exercises: In class, students work in teams of 3 and assignments and the final project are developed as a team. Students receive a passing grade on the basis of the completed partial tasks (30%) and the preparation of the whole-semester theoretical-practical project (70%). The project is evaluated for its written part (80%) and the way it is presented to the group (20%). Each component of the credit is evaluated on a scale of 0-100 points. A student earns a grade of 3.0 for the exercise if he or she receives 55% of the required points; 3.5 with a minimum of 67%; 4.0 with 75%; 4.5 with 83% and 5.0 with a minimum of 90%.					
	Lecture credit: The student takes the exam after receiving a passing grade on the exercise portion. Examination in oral form verifying knowledge from the exercise and lecture part. The exam consists of 3 of a descriptive and problematic nature. The student receives a grade of 3.0 from the exam if he/she provides a correct answer to 50% of the questions (a correct and complete answer to one question and a partial answer to the next question).					
	Grade calculation principles					
	The course grade is a weighted average of the pass mark for the exercise part (40%) and the exam (60%).					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	Organization and management (organizacja i zarządzanie)			Ważona	
	1	Organization and management (organizacja i zarządzanie) [wykład]		egzamin		0,60
	1	Organization and management (organizacja i zarządzanie) [ćwiczenia]		zaliczenie z oceną		0,40
Basic reading	M. Armstrong (2022): Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Performance Leadership, Kogan Page					
	P.R. Niven (2014): Balanced Scorecard Evolution: A Dynamic Approach to Strategy Execution, Wiley					
	R.E. Freeman, J.S. Harrison, S. Zyglidopoulos (2018): Stakeholder Theory, Cambridge University Press					
Supplementary reading	R.S. Kaplan, D.P. Norton (2008): The Execution Premium: linking strategy to operations for competitive advantage, Harvard Business School Publishing					
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating in a competitive world, McGraw Hill					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		15		

Participation in test / exam	3	0
Preparation for contact hours	11	0
Private reading and studying	20	0
Participation in tutorials	21	0
Preparation of project / essay / etc.	20	0
Preparation for test / exam	20	0
TOTAL workload	125	
ECTS credits	5	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Project management (zarządzanie projektem) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_13S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	4	
		lecture	15	15	e		
Total			30			4	
Course / module coordinator	dr HANNA SOROKA-POTRZEBNA						
Course instructor	dr MAGDALENA ŁAWICKA						
Course / module objectives	As part of the course, the student will learn about the terms and elements of project management, such as the concept of a project, types and goals of projects, and forms and stages of project management. The essence of project management and the impact of effective project management on the organisation's development will be discussed.						
Prerequisites	Knowledge of the functioning of the organization and the use of individual management functions.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student knows and describes the concepts and techniques / methods of project management.			K_W01 K_W02 K_W04 K_W06	
skills	1	EP2	The student is able to select the appropriate methods of project management in terms of achieving the goals set.			K_U01 K_U02 K_U03 K_U04	
	2	EP3	Student is able to apply the knowledge of management to prepare and implement a project.			K_U01 K_U04 K_U05 K_U06 K_U08	
social competences	1	EP4	Student works in a team, discusses and presents his or her position on a selected problem concerning project management.			K_K01 K_K03 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Project management (zarządzanie projektem)							
Format of instruction: lecture							
1. Terms review: project, types of projects and their importance for the organization, project goals, project management.					2	2	2
2. Project stakeholders					2	2	2
3. Success factors and barriers to project implementation					2	2	2

4. Stages of creating a team. Various styles of communication and team activities				2	3	3
5. Project team management and project manager tasks				2	3	3
6. Organizational structures of project management				2	3	3
Format of instruction: discussion classes						
1. The concept of a project, examples of projects.				2	2	0
2. Project implementation phases				2	2	0
3. Project planning				2	6	0
4. Project team management				2	3	0
5. Risks and failures in project management				2	2	0
Modes of delivery	multimedia presentations, group work, case study					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods						No. of learning outcome from the syllabus
	EGZAMIN PISEMNY					EP1,EP2,EP3,EP4
	KOŁOKWIUM					EP1,EP2,EP3,EP4
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	test, project, activity					
	Grade calculation principles					
	test 60%, project 20%, activity 20%					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	2	Project management (zarządzanie projektem)			Arytmetyczna	
	2	Project management (zarządzanie projektem) [ćwiczenia]		zaliczenie z oceną		
	2	Project management (zarządzanie projektem) [wykład]		egzamin		
Basic reading	Adam Stabryła (2021): Zarządzanie projektami ekonomicznymi i organizacyjnymi, PWN, Warszawa					
	Marek Pawlak (2022): Zarządzanie projektami, PWN, Warszawa					
Supplementary reading	Jerzy Kisielnicki (2017): Zarządzanie projektami badawczo-rozwojowymi, Wydawnictwo Nieoczywiste, Warszawa					
	Krystian Kaczor (2020): SCRUM i nie tylko, PWN, Warszawa					
STUDENT WORKLOAD						
			No. of hours			
			including e-learning			
Contact hours			30		15	
Participation in test / exam			3		0	
Preparation for contact hours			10		0	
Private reading and studying			10		0	
Participation in tutorials			21		0	

Preparation of project / essay / etc.	15	0
Preparation for test / exam	11	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: Quality management (zarządzanie jakością) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_5S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status obligatory				Language of instruction: semester: 1 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	30	0	pg	4
Total			30			4
Course / module coordinator	dr ANNA BIELAWA					
Course instructor	dr ANNA BIELAWA					
Course / module objectives	The aim of the course is to familiarize students with the basic issues of quality management in an organization, to acquire the ability to effectively use classic and new quality tools, to realize how important it is in today's economic reality to ensure and improve quality.					
Prerequisites	The student knows the basics of management in an organization, can define the basic properties of a product, can work in a group and has lifelong learning habits					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows the basic categories and concepts of quality and the process of its shaping.			K_W08 K_W10
skills	1	EP2	is able to use the tools for the analysis of the organization and its environment, is able to implement and audit the quality management system and use the tools, techniques and methods of quality management			K_U01 K_U03
	2	EP3	is able to properly use the documentation and normative regulations of the quality management system at various levels of the organization			K_U05
	3	EP4	is able to interact and work in a group, taking various roles in it			K_U08
social competences	1	EP5	is aware of the essence of quality assurance and improvement in the enterprise			K_K05
CONTENT					Semester	No. of hours
Subject title: Quality management (zarządzanie jakością)						
Format of instruction: discussion classes						
1. Quality philosophy, basic definitions and aspects of quality					1	1 0
2. Evolution in the approach to the issue of quality assurance					1	1 0
3. Precursors and foundations of the concept of quality management					1	2 0
4. Instruments of quality management					1	8 0
5. Certification of quality management systems and products					1	2 0

6. Quality management system according to ISO 9001: 2015 and its documentation				1	6	0
7. Quality management in selected sectors: food and catering sector, automotive sector, aviation sector, medical devices sector and telecommunications sector				1	4	0
8. Systemic environmental management				1	2	0
9. Occupational health and safety management				1	2	0
10. Organization management systems - case study				1	2	0
Modes of delivery	Exercises with the use of case studies, based on teamwork and multimedia presentations.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Completion of the course includes knowledge of the exercises and the recommended literature (multiple-choice test, passing the test with a sufficient grade requires obtaining 60% of possible points). Group work during the classes will also be considered. The student receives a satisfactory grade when he is able to discuss the basic issues related to shaping and improving the quality in the enterprise, which checks the learning outcomes achieved in the field of knowledge obtained during participation in the exercises.					
	Grade calculation principles					
	The grade from the subject is the grade from the completion of the exercises.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	Quality management (zarządzanie jakością)			Ważona	
	1	Quality management (zarządzanie jakością) [ćwiczenia]		zaliczenie z oceną		1,00
Basic reading	D.R. Kiran (2016): Total Quality Management: Key Concepts and Case Studies, Butterworth-Heinemann					
	Nancy R. Tague (2020): The Quality Toolbox, Quality Press					
Supplementary reading	A. Hamrol (2018): Zarządzanie i inżynieria jakości, PWN, Warszawa					
	A.Matuszak- Flejszman (2021): Zarządzanie jakością , Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań					
STUDENT WORKLOAD						
		No. of hours				
					including e-learning	
Contact hours		30			0	
Participation in test / exam		2			0	
Preparation for contact hours		8			0	
Private reading and studying		19			0	
Participation in tutorials		21			0	
Preparation of project / essay / etc.		0			0	
Preparation for test / exam		20			0	

TOTAL workload	100
ECTS credits	4

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Strategic management (zarządzanie strategiczne) (PODSTAWOWE)					Course code: EFZ214AIIJ3433_12S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	4	
		lecture	15	15	e		
Total			30			4	
Course / module coordinator		dr MAŁGORZATA SMOLSKA					
Course instructor		dr MAŁGORZATA SMOLSKA					
Course / module objectives		The aim of the course is to: understand the essence, principles and correctness of strategic management; understanding of strategic analysis and methods of strategic planning; use of strategic analysis methods and strategic planning to solve management problems.					
Prerequisites		Student: knows the basic issues in the field of management, macroeconomics, finance, marketing; is able to apply management tools learned in the basic subjects of management and identify the main areas of the organization's activities and elements of its environment; is able to work in a group.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student defines the concepts of strategic management, understands the general principles of creating and developing an enterprise strategy.			K_W02 K_W07	
skills	1	EP2	Student draws conclusions from the presented texts, compares the methods of strategic analysis and is able to put them into practice (PEST analysis; Porter's 5 forces analysis; strategic group analysis; CPM matrix).			K_U01 K_U02	
	2	EP3	Student is able to construct a strategy for a company (analyze the necessary strategic resources, formulate operational, tactical and strategic goals based on the SMART method).			K_U01 K_U02	
	3	EP4	Student is able to: work independently and in a team, plan teamwork and present his position on strategic management issues.			K_U01 K_U02	
social competences	1	EP5	Student is ready for persistent individual and team activities in the field of strategic management and is convinced of the need to behave in a professional and ethic manner.			K_K01 K_K02 K_K03	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Strategic management (zarządzanie strategiczne)							
Format of instruction: lecture							
1. Strategic management - general concepts and economic background. Strategic management as a management concept. Enterprise strategy as a system.					2	2	2

2. Strategic analysis: analysing the strategic environment; analysing resources and capabilities. Subjective approach to strategy - key strategic choices. Competitive approach to strategy. Types of strategies		2	4	4	
3. The process of developing the strategy. Enterprise development strategy and value chain. Strategic identification of the enterprise. Elements of the strategy		2	4	4	
4. The process of strategy implementation. Different strategy contexts and building a cohesive strategy: international expansion and globalisation strategies. Strategic control		2	3	3	
5. Change management, organizational development, Business Process Reengineering.		2	2	2	
Format of instruction: discussion classes					
1. Introduction to strategic management. Vision, mission and strategy. The strategic management process. Strategic planning as a part of the strategic management process. Developing a hierarchy of goals for an enterprise (SMART method). Strategic analysis as the basis for building a strategy.		2	2	0	
2. Analysis of external environment (PESTEL analysis). Analysis of internal environment. Analysis of competition in the sector: M.Porter's 'five forces' analysis, assessment of the sector's attractiveness, developing maps of strategic groups.		2	4	0	
3. Analysis of the organization's strategic potential: analysis of key success factors (using a profile chart and weighted score method); developing Competitive Profile Matrix (CPM); product/service/organization life cycle model; value added chain model (external and internal); portfolio methods (BCG and GE matrix); SPACE analysis; strategic balance position of an enterprise. SWOT as a comprehensive strategic analysis method. SWOT/TOWS analysis		2	5	0	
4. International expansion and globalisation strategies. Mergers, acquisitions and joint ventures.		2	1	0	
5. Balanced Scorecard		2	2	0	
6. The role of business ethics in strategic management. Manager in the strategy formulation process.		2	1	0	
Modes of delivery	Lectures with multimedia presentations, exercises using methods supporting group activity, analysis of texts with discussion, case studies, working on a project.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN USTNY			EP1,EP2,EP3,EP4	
	KOŁOKWIUM			EP1,EP2,EP3,EP4	
	PROJEKT			EP2,EP3,EP4,EP5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Exercises: Obtaining positive partial grades from all assessed activities: a project, student's activity during exercises and a test (15 single-choice test questions plus one open task).				
	Lectures: Oral exam consisting of three questions. The pass mark is to answer 60% of the questions asked.				
	Grade calculation principles				
	Assessment of the subject: - the grade is equal to 40% of the grade obtained from the exercises and 60% of the grade obtained from the exam.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Strategic management (zarządzanie strategiczne)		Ważona	
	2	Strategic management (zarządzanie strategiczne) [wykład]	egzamin		0,60
	2	Strategic management (zarządzanie strategiczne) [ćwiczenia]	zaliczenie z oceną		0,40
Basic reading	Essentials of strategic management / J. David Hunger, Thomas L. Wheelen. 5th ed. Harlow : Pearson Education Limited, cop. 2014. :				
	Strategic management : concepts and cases : a competitive advantage approach / Fred R.David. 14 ed., global ed. Boston : Pearson, cop. 2019 :				
	Strategic management / Frank T. Rothaermel. Third edition. New York : McGraw-Hill Education, 2017 :				
	Strategic management: concept and tools / Jae K ShimCranbrook: Global Professional, cop. 2018 :				

Supplementary reading	Handbook of research on international strategic management / ed. by Alain Verbeke, Hemant Merchant.Cheltenham ; Edward Elgar, cop. 2012 :
	Short introduction to strategic management / Torben Juul Andersen.Cambridge : Cambridge University Press, 2016 :
	Strategic management : the challenge of creating value / Peter Fitzroy, James M.Hulbert and Abby Ghobadian. 2nd. ed. London ; Routledge, 2018. :

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	15
Participation in test / exam	3	0
Preparation for contact hours	15	0
Private reading and studying	15	0
Participation in tutorials	20	0
Preparation of project / essay / etc.	12	0
Preparation for test / exam	5	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) (KIERUNKOWE)					Course code: EFZ214AIIJ3432_14S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 2 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	15	pg	4
		lecture	15	15	pg	
Total			30			4
Course / module coordinator	prof. dr hab. MAGDALENA ZIOŁO					
Course instructor	prof. dr hab. MAGDALENA ZIOŁO					
Course / module objectives	Acquisition of knowledge and competences regarding the concept, essence and role of sustainable finance in business and indication of their impact on the creation of sustainable value and sustainable business models					
Prerequisites	Knowledge of management theory, finance and risk issues in business operations					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows and understands to an in-depth degree the essence, role, functions and goals of sustainable finance in business management			K_W01 K_W02 K_W07 K_W08 K_W10
	2	EP2	knows and understands in depth the specificity of ESG risk in finance and business			K_W01 K_W02 K_W06 K_W08
	3	EP3	knows and understands in depth the impact of sustainable finance on the business model of enterprises and business management			K_W01 K_W02 K_W06 K_W07 K_W08 K_W10

skills	1	EP4	can analyze in depth phenomena in sustainable finance and determine their impact on business management	K_U01 K_U02 K_U04 K_U06 K_U07 K_U09	
	2	EP5	can analyze in-depth factors and non-financial risk in finance and business management	K_U01 K_U02 K_U04 K_U06 K_U07 K_U09	
	3	EP6	is able to conduct an in-depth analysis and propose a sustainable financing strategy and identify the accompanying risk	K_U01 K_U02 K_U04 K_U06 K_U07 K_U09	
social competences	1	EP7	is ready to critically assess their knowledge and received content in the field of sustainable finance in business management and to continuously educate themselves in the field of professional activities	K_K01 K_K02 K_K03 K_K05 K_K06	
	2	EP8	is ready to think and act in an entrepreneurial way, adapting to changes taking place in the environment of sustainable finance and sustainable business	K_K01 K_K02 K_K03 K_K05 K_K06	
CONTENT			Semester	No. of hours	
					including e-learning
Subject title: Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem)					
Format of instruction: lecture					
1. Sustainable finance and business management			2	2	2
2. ESG risk in business and business financing			2	2	2
3. Initiatives and actions for the development of sustainable finance in the context of sustainable business management			2	1	1
4. Classification of sustainable finance in the context of externalities generated by business activities, sustainable development goals and sustainable business models			2	2	2
5. Sustainable finance models vs. sustainable business models			2	2	2
6. Adaptation and adaptation processes in business and sustainable finance			2	3	3
7. The impact of financial institutions on creating sustainable value in business			2	3	3
Format of instruction: discussion classes					
1. Integrating ESG risk into decision-making processes and risk management system in business			2	3	3
2. Sustainable Business Financing Strategies			2	3	3
3. Taxonomy of sustainable business and determinants of its financing			2	3	3
4. Greenwashing and similar practices and their consequences			2	3	3
5. Business concept and sustainable financing			2	3	3
Modes of delivery	conversation lecture with the use of ppt presentation, discussion, case analysis, project, ppt presentation				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				

Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP3
	PREZENTACJA				EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8
	PROJEKT				EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Students are assessed on the basis of a single-choice test (verification of knowledge), a project (case study analysis) and its presentation (verification of practical skills and social competences). the student gets a positive grade from the test when he gives 60% of the correct answers, the student gets a positive grade from the project and its presentation when he completed the project correctly and independently				
	Grade calculation principles				
	The grade is issued as an arithmetic mean of the grades from lectures and exercises				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem)		Arytmetyczna	
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) [ćwiczenia]	zaliczenie z oceną		
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) [wykład]	zaliczenie z oceną		
Basic reading	Alexander K, Gargantini M, Siri M, eds. (2025): The Cambridge Handbook of EU Sustainable Finance: Regulation, Supervision and Governance., Cambridge University Press,, UK				
	Chrysovalantis Gaganis, Fotios Pasiouras, Menelaos Tasiou, Constantin Zopounidis (2023): Sustainable Finance and ESG: Risk, Management, Regulations, and Implications for Financial Institutions, Palgrave Macmillan, Switzerland				
	Edited By Güler Aras (2025): Sustainable Finance for Sustainable Development Regulations, Theory and Practice, Routledge, UK				
Supplementary reading	Magdalena Ziolo, Beata Zofia Filipiak, Blanka Tundys (2021): Sustainability in bank and corporate business models : the link between ESG risk assessment and corporate sustainability, Palgrave McMillan, Cham				
	Magdalena Ziolo, Małgorzata Zaleska (ed.) (2025): Financial Innovation and Sustainability : Green, Blue and Sustainable Finance, Routledge, Taylor&Francis				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours		30	30		
Participation in test / exam		2	0		
Preparation for contact hours		13	0		
Private reading and studying		20	0		
Participation in tutorials		19	0		
Preparation of project / essay / etc.		10	0		
Preparation for test / exam		6	0		
TOTAL workload		100			
ECTS credits		4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Teamwork management (zarządzanie pracą zespołową) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_7S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 1 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	5	
		lecture	15	15	e		
Total			30			5	
Course / module coordinator		dr JAROSŁAW POTERAŁSKI					
Course instructor		dr JAROSŁAW POTERAŁSKI					
Course / module objectives		The goal of the course is to familiarize students with the basic principles of team work management, by developing their skills and managerial competence					
Prerequisites		Basic knowledge of human resources management, communications and strategic planning					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student explains essence, role and main features of teams and distinguishes teams from groups.			K_W05 K_W07 K_W10	
	2	EP2	Student knows factors that determine effective teamwork			K_W01 K_W07 K_W10	
skills	1	EP3	Student identifies problems occurring during teamwork and proposes solutions			K_U01 K_U03 K_U07 K_U08	
	2	EP4	Student prepares written assignments on the topic of teamwork			K_U06 K_U08	
social competences	1	EP5	Student is ready to formulate their own ideas and prepare projects.			K_K01 K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Teamwork management (zarządzanie pracą zespołową)							
Format of instruction: lecture							
1. The essence of teamwork					1	2	2
2. Key competences in teamwork					1	4	4
3. Team roles					1	3	3
4. The leader vs boss					1	2	2
5. Communication and conflict management in a team					1	4	4

Format of instruction: discussion classes					
1. The essence of teamwork			1	2	0
2. Teamwork elements			1	2	0
3. Development of teamwork			1	2	0
4. Team roles			1	2	0
5. Leadership in teamwork			1	2	0
6. Problem solving and decision making in teams			1	2	0
7. Communication and conflict management in a team			1	3	0
Modes of delivery	Lecture with presentations and group discussion., Case study analysis., Simulations - games and exercises considering communication, creativity, problem solving in smaller and bigger teams (learning by doing and observing)				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP3,EP4,EP5	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The student obtains credit for the exercises on the basis of the assessment of the written work in the form of an essay on the topic of teamwork management, agreed in advance with the teacher. The lecture grade is the grade for the written exam, covering the most important issues related to work and teamwork management.				
	Grade calculation principles				
	The final grade is the average of the arithmetic grade for exercises and exam.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Teamwork management (zarządzanie pracą zespołową)		Arytmetyczna	
	1	Teamwork management (zarządzanie pracą zespołową) [wykład]	egzamin		
	1	Teamwork management (zarządzanie pracą zespołową) [ćwiczenia]	zaliczenie z oceną		
Basic reading	Katzenbach J.R. , Smith D.K. , (2005): The discipline of teams., Harvard Business Review July-August, pp. 162-171				
	West M. A. , . Wiley-Blackwell (2012): Effective Teamwork: Practical Lessons from Organizational Research, 3rd ed., Wiley-Blackwell				
Supplementary reading	Edmondson, A. C , (2012): Teamwork on the fly: How to master the new art of teaming, Harvard Business Review (April)				
	J. Brett, K. Behfar, M.C. Kern (2006): Managing Multicultural Teams, Harvard Business Review, November				
	L. Gratton, T.J. Ericson (2007): 8 Ways to Build Collaborative Teams, Harvard Business Review, November				
	Pentland A. (2012): The new science of building great teams, Harvard Business Review (April)				
	Rudawska A. " (2017): Students' Team Project Experiences and Their Attitudes Towards Teamwork, Journal of Management and Business Administration. Central Europe" Vol. 25, No. 1/2017, p. 78–97				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30		15	
Participation in test / exam		3		0	

Preparation for contact hours	14	0
Private reading and studying	15	0
Participation in tutorials	21	0
Preparation of project / essay / etc.	17	0
Preparation for test / exam	25	0
TOTAL workload	125	
ECTS credits	5	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_20S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	laboratory	15	0	pg	3	
		lecture	15	15	e		
Total			30			3	
Course / module coordinator		dr hab. MAŁGORZATA ŁATUSZYŃSKA					
Course instructor		dr hab. MAŁGORZATA ŁATUSZYŃSKA					
Course / module objectives		Preparing students to use computer simulation methods in business management					
Prerequisites		In terms of: - knowledge: the student has knowledge of the functioning of economic objects; - skills: the student is able to use the computer in the Windows operating environment; - competences: the student is able to work in a group.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	has in-depth knowledge of the possibilities and limitations of the use of computer simulation methods in business management			K_W03	
skills	1	EP2	creates computer simulation models using an IT simulation package to solve management problems			K_U04	
social competences	1	EP3	is ready to use knowledge from various disciplines in creating simulation models in self-solving problems in the field of business management			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem)							
Format of instruction: lecture							
1. Introduction to computer simulation in business management. Basic definitions and concepts.					3	3	3
2. System Dynamics as a Continuous Simulation Technique. Essence and applications.					3	6	6
3. Discrete simulation techniques.					3	4	4
4. Languages and computer simulation tools.					3	2	2
Format of instruction: laboratory							
1. Discussion on the nature of cause-effect relationships occurring in economic objects.					3	2	0
2. Acquiring work skills in the computer simulation package environment.					3	3	0

3. Constructing and solving simulation models in a computer simulation package for specific management problems.				3	10	0	
Modes of delivery	multimedia presentation; case study; solving tasks.						
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.						
Assessment methods					No. of learning outcome from the syllabus		
	EGZAMIN PISEMNY				EP1		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)				EP2,EP3		
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.							
Grading criteria	The condition for obtaining a grade in the subject is passing the exam and laboratories with a minimum grade of 3.0. The grade for the subject results from the arithmetic mean of all grades (including those obtained within the resit period)						
	Grade calculation principles						
	Exam: mark in the form of a test laboratory: 1) participation in a minimum of 75% of the hourly number of classes 2) if the condition (1) is met, the grade is issued on the basis of the number of points obtained for the practical implementation of practical tasks (max. 20 points): for 20 pts. rating 5.0; 18-19: 4.5; 16-17: 4.0; 14-15: 3.5; 12-13: 3.0; 11 and less: 2.0.						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem)				Arytmetyczna	
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem) [laboratorium]			zaliczenie z oceną		
	3	Computer simulation in bussiness management (symulacja komputerowa w zarządzaniu biznesem) [wykład]			egzamin		
Basic reading	Bilash Kanti Bala, Fatimah Mohamed Arshad, Kusairi Mohd Noh (2017): System Dynamics Modelling and Simulation. , Springer Nature, Singapore						
	Kirkwood Craig W. (2013): System Dynamics Methods: A Quick Introduction. , Arizona State University , https://www.public.asu.edu/~kirkwood/sysdyn/SDIntro/SDIntroduction.htm						
	Sterman John (2000): Business Dynamics: Systems Thinking and Modeling for a Complex World. , McGraw-Hill/Irwin, Boston						
Supplementary reading	Krupa Krzysztof (2008): Modelowanie, symulacja i prognozowanie. Systemy ciągłe., WNT, Warszawa						
	Łatuszyńska Małgorzata (2008): Symulacja komputerowa dynamiki systemów., PWSZ, Gorzów Wielkopolski						
STUDENT WORKLOAD							
		No. of hours					
		including e-learning					
Contact hours		30			15		
Participation in test / exam		4			0		
Preparation for contact hours		8			0		
Private reading and studying		8			0		
Participation in tutorials		9			0		
Preparation of project / essay / etc.		8			0		
Preparation for test / exam		8			0		
TOTAL workload		75					
ECTS credits		3					

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Customer relationship management (zarządzanie relacjami z klientem) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_19S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	30	0	pg	3	
		lecture	15	15	e		
Total			45			3	
Course / module coordinator		prof. dr hab. EDYTA RUDAWSKA					
Course instructor		prof. dr hab. EDYTA RUDAWSKA					
Course / module objectives		The aim is to make the students aware of the need to change the approach to customer service; showing the need to maintain a balance between acquiring new customers and retaining existing customers. This course also focuses on showing methods of creating long-term relationships with customers and their use in practice					
Prerequisites		In terms of knowledge, the student defines the basic economic categories, explains the marketing approach to conducting market activities and uses marketing tools In terms of skills, the student uses the marketing tools to create a marketing strategy in individual industries, sets the criteria for qualifying the company to the group of marketing managed In terms of competences, the student is able to work in a group and undertake a discussion in the indicated area					
LEARNING OUTCOMES							
Category	No.	Code	Description		Ref. to programme benchmarks		
knowledge	1	EP1	knows the basic concepts of relationship marketing		K_W02		
	2	EP2	knows and understands the instruments of creating lasting relationships with clients		K_W05		
skills	1	EP3	is able to propose and use instruments aimed at building relationships with customers on the B2B and B2C market		K_U06		
social competences	1	EP4	is ready for entrepreneurial activities and solves practical problems		K_K03		
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Customer relationship management (zarządzanie relacjami z klientem)							
Format of instruction: lecture							
1. Changes in contemporary business environment					3	2	2
2. New consumer as an object of marketing activities					3	2	2
3. New trends in marketing activities of contemporary businesses					3	1	1
4. Creating long-term relations - the concept of relationship marketing					3	2	2
5. Company policy focused on creating relations					3	2	2
6. Creating customer loyalty as the aim of marketing activities					3	1	1

7. Staged of transforming customers into loyal ones			3	1	1
8. The role of quality in the process of creating relations			3	1	1
9. Promotional programs in the process of creating relations with customers			3	1	1
10. The analysis of customer complaints			3	2	2
11. Marka Apple i Disney - jak wywołać efekt "WOW" u klientów?			3	0	0
Format of instruction: discussion classes					
1. New trends in marketing			3	3	0
2. Consumer - yesterday, today and tomorrow			3	4	0
3. Creating long-term relations with customers - the concept of relationship marketing			3	3	0
4. The essence of relations in marketing concept			3	3	0
5. Creating the product and brand image			3	2	0
6. Customer service in direct contact with the customer			3	3	0
7. Communication/assertiveness in customer relationships			3	4	0
8. The implementation of information system about customers			3	2	0
9. Creating customer loyalty			3	3	0
10. Promotional activities in the proces of creating relations with customers			3	3	0
11. Analiza skarg i reklamacji a trwałość relacji z klientami			3	0	0
12. Tworzenie wartości dla klientów - value proposition			3	0	0
Modes of delivery	Multimedia presentation, discussion, case studies, group work, project implementation in groups of two				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2	
	KOŁOKWIUM			EP1,EP2,EP3,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Practical classes: students are graded on the base of open-ended questions and grades for assignments prepared during classes				
	Exam: Students are graded on the base of written test covering issues discussed during lectures.				
	Grade calculation principles				
The final grade comprises arithmetic mean of the exam and grade from practical classes					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Customer relationship management (zarządzanie relacjami z klientem)		Arytmetyczna	
	3	Customer relationship management (zarządzanie relacjami z klientem) [wykład]	egzamin		
	3	Customer relationship management (zarządzanie relacjami z klientem) [ćwiczenia]	zaliczenie z ocena		

Basic reading	A. Pukas (2019): Zarządzanie relacjami z klientem w tworzeniu przewagi konkurencyjnej przedsiębiorstwa - ujęcie dynamiczne, UE we Wrocławiu, Wrocław	
	E. Rudawska (2005): Lojalność klientów, PWE, Warszawa	
	J. Otto (2001): Marketing relacji, C.H. Beck, Warszawa	
	V. Kumar, Werner Reinartz (2018): Customer Relationship Management: Concept, Strategy, and Tools, Springer, 3rd ed.	
Supplementary reading		
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	45	15
Participation in test / exam	4	0
Preparation for contact hours	5	0
Private reading and studying	5	0
Participation in tutorials	0	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	6	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Decision Support Systems (systemy wspierania decyzji) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_33S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	laboratory	15	15	pg	4	
		lecture	15	15	pg		
Total			30			4	
Course / module coordinator		dr hab. inż. JAROSŁAW WĄTRÓBSKI					
Course instructor		dr hab. inż. JAROSŁAW WĄTRÓBSKI					
Course / module objectives		The aim of the course is to show the possibility of using a computer to formalization of decision-making situations, their modeling and simulation, and usage of software tools and environments, which, on the module: basis of qualitative and quantitative data support the decisions of managers on the different levels of management.					
Prerequisites		Knowledge of the basics of computer science, general knowledge of the functions and application areas of information systems management, good knowledge of spreadsheets.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has knowledge in the area of methods and decision support tools, that, on the basis of the analysis of qualitative and quantitative data, support managers at various levels of the enterprise management.			K_W03 K_W04 K_W06	
skills	1	EP2	Student uses tools to analyze quantitative and qualitative data for decision support.			K_U02 K_U05	
	2	EP3	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects, including group tasks.			K_U03 K_U06 K_U07	
social competences	1	EP4	Student is ready to broaden their knowledge to solve social and business problems using decision models and decision support systems.			K_K01 K_K05	
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: Decision Support Systems (systemy wspierania decyzji)							
Format of instruction: lecture							
1. The types of decisions at different levels of management, approaches for their formalization, information in decision-making, Decision Support Systems (DSS) - definitions, functions and characteristics of their components.					4	2	2
2. The process of decision-making situations modeling. Computer analysis of economic systems.					4	2	2
3. Study of the applicability of the software to support the digital modeling of economies and decisionmaking situations. The DSS, EIS MSS systems and the role of data banks, methods, models and knowledge in decision support. Integrated decision support system.					4	3	3

4. Problems of multidimensional structures mapping and hierarchical consolidation of the results in decision support systems. data warehouses in supporting the decisions. The usage of technology ETL, OLAP and Data Mining.		4	2	2	
5. Business Intelligence technology and Business Intelligence applications in supporting the management and delivery of information. Characteristics of the BI market in the world and in Poland		4	2	2	
6. Corporate Performance Management systems and the use of web technologies in supporting decisions in the company.		4	2	2	
7. Artificial intelligence and expert systems as a class of systems based on the knowledge.		4	2	2	
Format of instruction: laboratory					
1. The division into groups of 2-3 persons for a description of the enterprise to which developed models and application of program tools will be applied		4	2	2	
2. Computer modeling of decision making problems based on qualitative and quantitative data relying on the Naylor procedure.		4	4	4	
3. Computer modeling of qualitative multi-criteria decision-making problems based on AHP (Analytic Hierarchy Process) and ELECTRE.		4	3	3	
4. Design and generation of decision support analysis for the different management levels.		4	2	2	
5. Examples of the use of the data warehouses.		4	2	2	
6. Presentation and evaluation of projects.		4	2	2	
Modes of delivery	Lectures with multimedia presentations. Laboratories carried out with the use of appropriate software applications and e-learning system.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods			No. of learning outcome from the syllabus		
	SPRAWDZIAN		EP1,EP2		
	PROJEKT		EP1,EP2,EP3,EP4		
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Credit for laboratory classes: Students are assessed on the basis of partial projects sent by the e-learning system. Such projects will be included in the final project. Sub-projects will be built on the basis of substantive and technical knowledge (regarding skills of using the computer applications) gained in laboratories during the realization of the thematic blocks (30% points of the final grade). Final project, expanded according to the guidelines provided in the lecture, will be presented by students in groups (40% points of the final grade). Credit for lectures: it is based on test. Knowledge test will be carried out using the e-learning platform (30% points of the final grade). Rating: - The student receives a satisfactory grade when he is familiar with elements of the decision-making process, the categories of decisions and he can build a decision model based on the Naylor procedure using computer tools. - The student receives a good grade if he can also use selected domain computer tools in supporting decision. - The student receives a very good grade if he can also use this knowledge to build the concept of integrated decision support system as application of the lecture theses.				
	Grade calculation principles				
	Final grade of the course is calculated on the basis of the grades from the laboratory classes (70%) and lectures (30%).				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Decision Support Systems (systemy wspierania decyzji)		Ważona	
	4	Decision Support Systems (systemy wspierania decyzji) [laboratorium]	zaliczenie z oceną		0,70

4	Decision Support Systems (systemy wspierania decyzji) [wykład]	zaliczenie z oceną		0,30
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Basic reading	Power Daniel (2002): Decision support systems: concepts and resources for managers, Greenwood Publishing Group
	Ramesh Sharda, Dursun Delen, Efraim Turban (2014): Business Intelligence and Analytics: Systems for Decision Support, Pearson
Supplementary reading	Turban E., Aronson J.E. (2006): Decision Support Systems and intelligent Systems, Prentice Hall
	Vaughn Robert H. (2010): Decision-making Training, American Society for Training and Development

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	30
Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	16	0
Participation in tutorials	22	0
Preparation of project / essay / etc.	15	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Diversity management (zarządzanie różnorodnością) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_34S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	15	0	pg	4	
		lecture	15	15	pg		
Total			30			4	
Course / module coordinator		dr ANNA WIECZOREK-SZYMAŃSKA					
Course instructor		dr ANNA WIECZOREK-SZYMAŃSKA					
Course / module objectives		The aim of the course is to enable students to develop basic knowledge of diversity management in modern economic organizations as well as to acquire skills of managing multicultural teams..					
Prerequisites		A student has the basic socio-economic knowledge, including human capital management in organization. The ability to work within a group					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	A student knows basic rules of management of diverse teams in organization			K_W02 K_W07	
	2	EP2	A students knows theoretical basics and dimensions of diveristy management in modern global organization.			K_W12	
skills	1	EP3	A student can develop basic rules of diversity management policy in organization			K_U01	
	2	EP4	A student can use diversity management tools to coordinate team work			K_U02 K_U08	
social competences	1	EP5	A student uses the acquired knowledge and skills to work with other people			K_K06	
	2	EP6	A student is aware of the opportunities and the threats related to management of the diverse work teams in an organization.			K_K02 K_K05	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Diversity management (zarządzanie różnorodnością)							
Format of instruction: lecture							
1. The introduction to diversity management - the history and modern approach to diversity management					4	2	2
2. The models of diversity management					4	2	2
3. the dimensions of diversity management in organizations					4	3	3
4. the process of implementation of diversity management in organizations					4	4	4

5. The pros and the cons of diversity management in organizations				4	2	2
6. A significance of the managers in the introduction of diversity management into organization				4	2	2
Format of instruction: discussion classes						
1. Diversity management and affirmative action - similarities and differences of both approaches. Case study.				4	2	0
2. the creation of diverse work teams - the exaples of particular enterprises.				4	2	0
3. The concept of cultural diversity management. Hall?s model, Hofstede?s model of cultural diversity.				4	2	0
4. The phenomenon of culture shock at work in multicultural environment. Characteristics of selected national cultures				4	2	0
5. Gender diversity management in organizations. Case study				4	2	0
6. The competencies of managers in diverse work teams.				4	2	0
7. Opportunities and threats of diversity management				4	3	0
Modes of delivery	Multimedia lecture, Individual and team work					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Lecture: Students are assessed on the basis of written colloquium. The written colloquium tests the knowledge. Exercises: in class-activities (case studies) test knowledge and skills .					
	Grade calculation principles					
	Students are assessed on the basis of written colloquium (50% of the final grade) and in-class activities (50% of the final grade). The written colloquium tests the knowledge and in class-activities test knowledge and skills . The final grade of the course is equal an artimetric mean of grades from lectures and exercises.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	Diversity management (zarządzanie różnorodnością)			Arytmetyczna	
	4	Diversity management (zarządzanie różnorodnością) [ćwiczenia]		zaliczenie z oceną		
	4	Diversity management (zarządzanie różnorodnością) [wykład]		zaliczenie z oceną		
Basic reading	Hofstede G., Hofstede G.J., Minkov M. (2011): Kultury i organizacje, PWE, Warszawa					
	Jamka, B. (2011): Czynniki ludzkie we współczesnym przedsiębiorstwie – zasób czy kapitał? Od zarządzania kompetencjami do zarządzania różnorodnością, Oficyna Wolters Kluwer Business., Warszawa					
	Konrad, A. M., Prasad, P. & Pringle, Judith K. (2009): Handbook of workplace diversity. , Sage Publications, London					
	Leoński, W., Pluta A., Wieczorek-Szymańska A. (2020): Zarządzanie różnorodnością w organizacji, CeDeWu, Warszawa					
Supplementary reading	Kirton, G. & Greene A. (2010): The dynamics of managing diversity: a critical approach, Else vier Butterworth-Heinemann, Oxford					
	Williams B. (2020): Diversity in the Workplace: Eye-Opening Interviews to Jumpstart Conversations about Identity, Privilege, and Bias, Rockridge Press, California					
STUDENT WORKLOAD						
			No. of hours			
			including e-learning			
Contact hours			30		15	

Participation in test / exam	2	0
Preparation for contact hours	12	0
Private reading and studying	15	0
Participation in tutorials	21	21
Preparation of project / essay / etc.	0	0
Preparation for test / exam	20	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Event management (zarządzanie wydarzeniami) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_21S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	3	
		lecture	15	15	pg		
Total			30			3	
Course / module coordinator		dr hab. ADAM PAWLICZ					
Course instructor		dr hab. ADAM PAWLICZ					
Course / module objectives		Introducing students to the issues of managing and acquiring events					
Prerequisites							
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student has knowledge of the impact of events on the economy.			K_W10	
	2	EP2	The student knows and understands the rules of acquiring international events for the region.			K_W11 K_W12	
skills	1	EP3	The student is able to independently find information about the event market and pass it on to others.			K_U05 K_U09	
social competences	1	EP4	The student is sensitive to the impact of events on society and the natural environment.			K_K04	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Event management (zarządzanie wydarzeniami)							
Format of instruction: lecture							
1. Introduction to event management					3	2	2
2. The brief history of events					3	2	2
3. Phases of event management					3	2	2
4. State in event management					3	2	2
5. Economic impact of events					3	2	2
6. Attracting events to destinations					3	2	2
7. Event pricing management					3	3	3
Format of instruction: discussion classes							

1. Sport events			3	2	0
2. MICE events			3	2	0
3. Crowd management			3	2	0
4. Event venues			3	2	0
5. Study tour in an event venue			3	7	0
Modes of delivery	Lecture with discussion, Case study, Presentation				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP1,EP2	
	PREZENTACJA			EP3,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Colloquium of lectures: 5 open questions. The student receives 1 point for each question. <2.5 points - 2.0, 2.5 points - 3.0, 3.0 points - 3.5, 3.5 points - 4.0, 4.0 points - 4.5, 4.5 points - 5.0. As part of completing the exercises, each student is required to prepare a presentation. The subject of the presentation will cover one stage of event management. The student chooses the topic in agreement with the teacher. Substantive and formal elements will be assessed.				
	Grade calculation principles				
	Weight average (presentation 0.3, exam 0.7). The final mark is rounded up.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Event management (zarządzanie wydarzeniami)		Ważona	
	3	Event management (zarządzanie wydarzeniami) [wykład]	zaliczenie z oceną		0,70
	3	Event management (zarządzanie wydarzeniami) [ćwiczenia]	zaliczenie z oceną		0,30
Basic reading	B. Quinn (2013): Key concepts in event management, SAGE, London				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours	30		15		
Participation in test / exam	2		0		
Preparation for contact hours	8		0		
Private reading and studying	10		0		
Participation in tutorials	10		0		
Preparation of project / essay / etc.	10		0		
Preparation for test / exam	5		0		
TOTAL workload	75				
ECTS credits	3				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: International logistics (logistyka międzynarodowa) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_18S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 3 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	0	pg	1
Total			15			1
Course / module coordinator	dr JAKUB DOWEJKO					
Course instructor	dr JAKUB DOWEJKO					
Course / module objectives	The aim of the course is to provide knowledge and skills in the field of logistic basics in a global perspective. Students learn about the determinants of the functioning of global supply chains, markets and service principals as well as final product buyers and delivery systems. In addition, the student conducts research and analysis aimed at providing information about the current state of business goals in selected economies. Students learn about dependencies in various modes of transport					
Prerequisites	basic knowledge of logistics and the geopolitical situation in the world					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Student learns the knowledge of global procurement and risk management in supply chain			K_W01 K_W02 K_W03 K_W10
	2	EP4	The student obtains in-depth knowledge of international politics that determines the functioning of international logistics companies			K_W04 K_W05 K_W07 K_W08 K_W09
skills	1	EP2	The student is able to identify opportunities and threats for the functioning of advanced global supply chains. Student is able to carry out a critical analysis and implement innovations in the supply chain.			K_U01 K_U03 K_U04 K_U06
	2	EP3	Student is able to make an estimate in the selection of forms of transport, in the event of an extraordinary situation of fluctuations in demand and supply for a transport service			K_U01 K_U03 K_U04 K_U05
	3	EP6	The student receives advanced skills of logistic processes (purchasing process, outsourcing, market analysis in the of products, etc.).			K_U02 K_U03 K_U07 K_U09
social competences	1	EP5	The student learns the legal conditions affecting international logistics			K_K02 K_K03
CONTENT					Semester	No. of hours
						including e-learning
Subject title: International logistics (logistyka międzynarodowa)						

Format of instruction: discussion classes						
1. The essence and tasks of international logistics.				3	4	0
2. Processes of globalization and internationalization in international logistics management.				3	3	0
3. Global supply chains - case study				3	5	0
4. Logistics infrastructure in the functioning of international logistics. LPI indicator.				3	2	0
5. Transport and shipping in international trade.				3	1	0
Modes of delivery	source data analysis, case study, literature analysis, discussion, multimedia presentation					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3,EP4,EP5,EP6	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	A test that allows to verify the learning outcomes (minimum 60% of positive answers)					
	Grade calculation principles					
	The final grade is the grade from the test					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	International logistics (logistyka międzynarodowa)			Ważona	
	3	International logistics (logistyka międzynarodowa) [ćwiczenia]		zaliczenie z oceną		1,00
Basic reading	Alan Rushton, Steve Walker (2007): International Logistics and Supply Chain Outsourcing: From Local to Global, Kogan Page					
	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management , Springer International Publishing					
Supplementary reading	Behnam Fahimnia, Michael G.H. Bell, David A. Hensher, Joseph Sarkis (eds.) (2015): Green Logistics and Transportation: A Sustainable Supply Chain Perspective , Springer International Publishing					
	CA. C. Rama Gopal (2006): Export Import Procedures - Documentation And Logistics , New Age International (P) Ltd					
STUDENT WORKLOAD						
		No. of hours				
			including e-learning			
Contact hours		15		0		
Participation in test / exam		2		0		
Preparation for contact hours		2		0		
Private reading and studying		2		0		
Participation in tutorials		2		0		
Preparation of project / essay / etc.		0		0		
Preparation for test / exam		2		0		
TOTAL workload		25				
ECTS credits		1				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: International tourism management (zarządzanie turystyką międzynarodową) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_36S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	discussion classes	15	15	pg	4
		lecture	15	15	pg	
Total			30			4
Course / module coordinator		dr hab. ADAM PAWLICZ				
Course instructor		dr hab. ADAM PAWLICZ				
Course / module objectives		Indicating the specificity and role of international tourism management				
Prerequisites		brak				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student knows the basic concepts of tourism management in an international aspect			K_W02
	2	EP2	The student understands the principles of tourism marketing in an international environment			K_W05
skills	1	EP3	The student is able to identify the most important problems of tourism development in the international aspect			K_U05
	2	EP4	The student reads and understands simple texts in English in the field of international tourism management			K_U07
social competences	1	EP5	Student wykazuje kreatywność i samodzielność w ocenie zjawisk wpływających na funkcjonowanie międzynarodowych rynków turystycznych			K_K01 K_K03
CONTENT					Semester	No. of hours
						including e-learning
Subject title: International tourism management (zarządzanie turystyką międzynarodową)						
Format of instruction: lecture						
1. Introduction to international tourism					4	3 3
2. International hospitality industry					4	3 3
3. International catering industry					4	3 3
4. Intermediaries in international tourism					4	3 3
5. Cruise tourism					4	3 3
Format of instruction: discussion classes						

1. Globalization and the tourism industry				4	3	3	
2. International marketing in tourism				4	3	3	
3. International tourism organizations				4	3	3	
4. International tour operator industry				4	3	3	
5. Crisis management and tourism				4	3	3	
Modes of delivery	Lecture with discussion, Presentation, case studies analyses						
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.						
Assessment methods					No. of learning outcome from the syllabus		
	KOŁOKWIUM				EP1,EP2,EP3		
	PREZENTACJA				EP4,EP5		
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.							
Grading criteria	The written exam consists of 5 open questions. Open-ended questions will assess students' understanding of theoretical concepts and their ability to use these concepts to analyze and explain current international tourism management dilemmas. For a correct answer, the student receives 1 point. The test grade is calculated as follows: <2 points - 2.0, 2.5 points - 3.0, 3.0 points - 3.5, 3.5 points - 4.0, 4.0 points - 4.5, 4.5 points - 5. To complete the course, each student must also prepare a presentation. Both formal and substantive elements will be assessed. Students can earn a maximum of 20 points. The final grade is calculated as follows: <10 points - 2.0, <12 points - 3.0, <14 points - 3.5, <16 points - 4.0, <18 points - 4.5, >=18 points - 5.						
	Grade calculation principles						
	Weights: exercises 0,3, lecture 0,7.						
Final grade calculation method	Sem.	Course			Type of credit	Grade calc. method	Weight for the average
	4	International tourism management (zarządzanie turystyką międzynarodową)				Ważona	
	4	International tourism management (zarządzanie turystyką międzynarodową) [ćwiczenia]			zaliczenie z oceną		0,30
	4	International tourism management (zarządzanie turystyką międzynarodową) [wykład]			zaliczenie z oceną		0,70
Basic reading	Vellas François (1995): International tourism : an economic perspective, Macmillan Business						
Supplementary reading							
STUDENT WORKLOAD							
		No. of hours					
					including e-learning		
Contact hours		30			30		
Participation in test / exam		5			0		
Preparation for contact hours		10			0		
Private reading and studying		10			0		
Participation in tutorials		20			0		
Preparation of project / essay / etc.		15			0		
Preparation for test / exam		10			0		

TOTAL workload	100
ECTS credits	4

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Neuroscience in business (neuronauka w biznesie) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_31S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status obligatory				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	laboratory	30	0	pg	5	
		lecture	15	15	e		
Total			45			5	
Course / module coordinator		prof. dr hab. inż. KESRA NERMEND					
Course instructor		prof. dr hab. inż. KESRA NERMEND					
Course / module objectives		The classes are aimed at deepening the knowledge of cognitive neuroscience and introducing students to a new and rapidly developing field of technology, which is of key importance in studying the influence of the psychophysical state of a decision-maker in the process of making business decisions.					
Prerequisites		Knowledge of basic issues in the field of information technology, decision-making methods, marketing and data analysis in the economy.					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	He knows the principles, methods, techniques and procedures of research in management and quality sciences, and understands how to use IT tools and cognitive neuroscience techniques in conducted research.			K_W01 K_W06	
skills	1	EP2	Has the ability to use IT tools to carry out research experiments.			K_U03 K_U04	
	2	EP4	Is able to plan and carry out his own research project, working in project teams.			K_U02 K_U08	
social competences	1	EP3	He is ready to critically analyze the available sources of knowledge in the field of conducted experimental research and to take responsibility for decisions made as a result of the obtained research results.			K_K01 K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Neuroscience in business (neuronauka w biznesie)							
Format of instruction: lecture							
1. Cognitive Neuroscience (introduction)					4	2	2
2. Characteristics of cognitive processes					4	2	2
3. Structure of the brain and information processing methods in it					4	2	2
4. Factors influencing business decision making					4	3	3
5. Cognitive neuroscience techniques and their application in business					4	3	3

6. Methods of analysis and classification of psychophysical data				4	3	3
Format of instruction: laboratory						
1. Characteristics of measuring tools				4	2	0
2. Designing an experiment				4	4	0
3. Website usability testing				4	12	0
4. Investigation of the effectiveness of the multimedia message				4	12	0
Modes of delivery	Lecture with multimedia presentation. Implementation of practical research tasks in laboratories, according to developed research scenarios.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	EGZAMIN USTNY				EP1	
	PROJEKT				EP2,EP3,EP4	
Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.						
Grading criteria	Students are assessed on the basis of research experiments (projects) carried out during laboratory classes and the results of the credit, consisting of questions checking the achievement of learning outcomes in the field of knowledge.					
	Grade calculation principles					
	Course grade arithmetic mean of the laboratory grade and the exam grade					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	4	Neuroscience in business (neuronauka w biznesie)			Arytmetyczna	
	4	Neuroscience in business (neuronauka w biznesie) [laboratorium]		zaliczenie z oceną		
	4	Neuroscience in business (neuronauka w biznesie) [wykład]		egzamin		
Basic reading	E.R. Kandel, J.H. Schwartz, T.M. Jessell, S.A. Siegelbaum, A.J. Hudspeth (2012): Principles of Neural Science , McGraw-Hill Education Ltd					
	Nermend K., Łatuszynska M. (eds) (2016): Selected Issues in Experimental Economics, Springer International Publishing,, Cham					
Supplementary reading	Jaśkowski P. (2009): Neuronauka Poznawcza Jak mózg tworzy umysł, Vizja Press & IT					
	Zyss T. (2007): Zastosowanie układu 10-20 w rozmieszczaniu elektrod do EEG, [Publikacja dostępna: http://www.elmiko.pl/fileadmin/downloads/Zastosowanie_Ukladu_10_20_w_Rozmieszczaniu_Elektrod_do_EEG.pdf], tarnowskie góry, Kraków-Warszawa					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		45			15	
Participation in test / exam		3			0	
Preparation for contact hours		5			0	
Private reading and studying		15			0	
Participation in tutorials		22			0	
Preparation of project / essay / etc.		20			0	
Preparation for test / exam		15			0	

TOTAL workload	125
ECTS credits	5

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: New trends in marketing (nowe trendy w marketingu) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_24S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	4	
		lecture	15	15	pg		
Total			30			4	
Course / module coordinator	dr MAŁGORZATA WIŚCICKA-FERNANDO						
Course instructor	dr MAŁGORZATA WIŚCICKA-FERNANDO						
Course / module objectives	To impart knowledge about the significance of brand management in the company's operations and to familiarize individuals with brand-building tools. Demonstrate the role of strong, valuable brands in the modern market. Shape the mindset of individuals who can work both collaboratively and independently, while recognizing the need for continuous development and the pursuit of knowledge.						
Prerequisites	The student has a general knowledge of management and is able to search for information and have own opinion about new information and implementation.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	The student understands and is aware of advanced marketing issues and ongoing changes in the modern market.			K_W01 K_W02 K_W05	
skills	1	EP2	The student is able to search for solutions to the issues raised, using his/her knowledge. He/she is able to look critically at unfair practices.			K_U03 K_U05	
social competences	1	EP3	The student is prepared to communicate effectively in English within an international team to exchange perspectives on emerging marketing trends. He or she can critically evaluate market practices, identify manipulative techniques, and propose alternative ethical solutions in the context of marketing activities.			K_K01	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: New trends in marketing (nowe trendy w marketingu)							
Format of instruction: lecture							
1. Marketing and global market "Think globally, act locally"					3	2	2
2. Megatrends in marketing					3	3	3
3. New customer era "customer is not only a customer"					3	2	2
4. Digital marketing					3	3	3
5. The customer satisfaction as an important part of the customer care					3	2	2

6. Marketing 5.0				3	3	3
Format of instruction: discussion classes						
1. The concept of marketing on the global market				3	2	0
2. Identification of Megatrends				3	3	0
3. Analyses of changing role of customer				3	3	0
4. The digital marketing				3	4	0
5. The customer satisfaction				3	2	0
6. Marketing 5.0				3	1	0
Modes of delivery	The Lecture will be conducted with the use of multimedia presentations, discussion, case studies, group work.					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	KOŁOKWIUM				EP1,EP2,EP3	
	PREZENTACJA				EP1,EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	Lecture: Credit for the lecture is awarded through a written colloquium, either as a single-choice test or a set of open questions, at the instructor's discretion. Information about the selected format will be communicated to students at the beginning of the semester. To pass, students must achieve a minimum of 60% of the total points available. Classes (assessment method: group project, activity, attendance): Credit for classes is determined based on the following evaluations: - Team presentation on a selected trend in marketing (50% of the grade), - Activity during classes (30%), - Attendance (20%)					
	Grade calculation principles					
	The final grade for the course will be calculated as the arithmetic mean of the grades earned from the lectures and classes.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	New trends in marketing (nowe trendy w marketingu)			Arytmetyczna	
	3	New trends in marketing (nowe trendy w marketingu) [wykład]		zaliczenie z oceną		
	3	New trends in marketing (nowe trendy w marketingu) [ćwiczenia]		zaliczenie z oceną		
Basic reading	Ch. Burgess, M.Burgess (2020): The New Marketing. How to Win in the Digital Age, Sage					
	Ph. Kotler, H. Kartajaya, I. Setiawan (2021): Marketing 5.0, , John Wiley & Sons					
	red. E.Rudawska (2018): The Sustainable Marketing Concept in European SMEs: Insights from the Food & Drink Industry, , Emeralds					
Supplementary reading	Ch. Barlow (2020): Social Media Marketing 2020: A Guide to Brand Building Using Instagram, YouTube, Facebook, Twitter, and Snapchat, Including Specific Advice on Personal Branding for Beginners, Independently published					
STUDENT WORKLOAD						
		No. of hours				
		including e-learning				
Contact hours		30		15		
Participation in test / exam		2		0		
Preparation for contact hours		8		0		

Private reading and studying	14	0
Participation in tutorials	21	0
Preparation of project / essay / etc.	17	0
Preparation for test / exam	8	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z						
Course title: Self-development management (zarządzanie rozwojem własnym) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_30S	
Name of field of study: Business Management						
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:	
Course / module status obligatory				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	conversation	15	0	pg	3
Total			15			3
Course / module coordinator	dr inż. ALICJA NERĆ-PEŁKA					
Course instructor	dr inż. ALICJA NERĆ-PEŁKA					
Course / module objectives	The aim of the course is to show students how to make studies the way to work					
Prerequisites	In the field of skills, the student is able to analyze dependencies on the labor market, draw critical conclusions.					
	Basic knowledge of own abilities, skills, personality traits and the basics of the functioning of the labor market. In the field of social competences: the student is able to work in a group, discuss critically.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	Has knowledge of planning his own professional career and using the period of study to improve qualifications			K_W04
skills	1	EP2	He can define tasks that should be performer during the studies in order to have attractive competences on the labor market			K_U09
social competences	1	EP3	Can identify own social competences needed on the labor market			K_K02
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Self-development management (zarządzanie rozwojem własnym)						
Format of instruction: conversation						
1. Own career concretizing					4	2 0
2. Own competence development					4	2 0
3. Personality					4	2 0
4. The knowledge of studies product					4	3 0
5. Shaping professional skills in the period of studies					4	2 0
6. Shaping critical thinking skills					4	2 0
7. The studies as a way to career					4	2 0

Modes of delivery	Lecture with the use of multimedia, discussion.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	For a satisfactory assessment, basic knowledge of the essence of competences and the possibility of their development during the assessment period is required.				
	Grade calculation principles				
	The assessment is influenced in 30% by activity in discussions on topics taken in classes and in 70% by written work covering the content presented in the curriculum, especially: what competences the student has developed so far, how does he plan to further develop his competences, how to use the period of study to develop competences.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Self-development management (zarządzanie rozwojem własnym)		Ważona	
	4	Self-development management (zarządzanie rozwojem własnym) [konwersatorium]	zaliczenie z oceną		1,00
Basic reading	Marcia B. Baxter Magolda (2020): Making Their Own Way: Narratives for Transforming Higher Education to Promote Self-Development, Stylus Publishing, LLC				
	Pedler, Mike, Burgoyne, John, Boydell (2013): A Manager'S Guide To Self-Development, McGraw-Hill Education				
Supplementary reading	Jochen Brandtstadter, Richard M. Lerner (1999): Action and Self-Development, SAGE				
	L. Seiwert (2001): Zarządzanie czasem, Placet, Warszawa				
	M. Adamiec, B. Kożusznik (2001): Sztuka zarządzania sobą, PWE, Warszawa				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		2	0		
Preparation for contact hours		10	0		
Private reading and studying		10	0		
Participation in tutorials		16	0		
Preparation of project / essay / etc.		12	0		
Preparation for test / exam		10	0		
TOTAL workload		75			
ECTS credits		3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Services management in digital world (zarządzanie usługami w cyfrowym świecie) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_28S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	15	pg	4	
		lecture	15	15	pg		
Total			30			4	
Course / module coordinator		dr UMASHANKAR SINGH					
Course instructor		dr UMASHANKAR SINGH					
Course / module objectives		The aim of this course is to understand the importance of decisions and to learn the process of decision making for a better business execution. The course will contribute to build the rational thought process and the decision making process. Discussions and practical orientation of the course will enhance student?s capabilities as managers to handle the challenging situation where a decision can make or break the situation.					
Prerequisites		no requirements					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	knows the decision process in business			K_W02 K_W03	
	2	EP2	understands simulation and modeling			K_W01 K_W10	
	3	EP3	knows the IT application in business			K_W05 K_W11	
skills	1	EP4	can solve problems based on decision			K_U01 K_U04	
	2	EP5	can apply decision tools in business			K_U04 K_U08	
	3	EP6	can be able to manage research problems			K_U02 K_U05	
social competences	1	EP7	is ready to solve problems with decision			K_K01 K_K02	
	2	EP8	is ready to initiate social activities			K_K03 K_K05	
	3	EP9	is ready to analyze and apply ethics			K_K05 K_K06	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Services management in digital world (zarządzanie usługami w cyfrowym świecie)							
Format of instruction: lecture							
1. Decision making process in business					3	2	2

2. Problem identification and analysis			3	2	2
3. Decision making tools and techniques			3	2	2
4. Decision criteria and models			3	1	1
5. Multi criteria decision making			3	2	2
6. Behavioral tools of decision making			3	2	2
7. Rational tools of decision making			3	2	2
8. Different approaches to decision making			3	2	2
Format of instruction: discussion classes					
1. Discussion on the importance of decisions			3	2	2
2. A practical approach to decision process			3	2	2
3. Decision in business case study			3	1	1
4. Presentation on decision issues in business			3	2	2
5. Decision making tools comparison			3	2	2
6. Role play to take decision in a risk situation			3	2	2
7. Simulation to implement decision process			3	2	2
8. Business decisions evaluation			3	2	2
Modes of delivery	multimedia presentation, group work, case study, Information lecture, conversation lecture, analysis of text with discussion				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOŁOKWIUM			EP2,EP3,EP4	
	PREZENTACJA			EP1,EP6,EP7	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP7,EP8,EP9	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	Lecture: COLLOQUIUM Classess: PRESENTATION- 30%, PROJECT- 40%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 30% A student must score minimum 60% overall to pass the course.				
	Grade calculation principles				
	The final grade is the average of the grades obtained from completing the exercises and lectures.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie)		Arytmetyczna	
	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie) [wykład]	zaliczenie z oceną		
	3	Services management in digital world (zarządzanie usługami w cyfrowym świecie) [ćwiczenia]	zaliczenie z oceną		

Basic reading	Baker, A. J. (2019): Business Decision Making, Routledge	
	Frankl, M. (2019): Business Decision Making (2nd Edition), Business Expert Press	
	Nermend, K., Latuszynska, K., & Thalassinos, E. (2021): Decision-Making in Management: Methods and Behavioral Tools (1st Edition), Springer	
Supplementary reading		
STUDENT WORKLOAD		
	No. of hours	
		including e-learning
Contact hours	30	30
Participation in test / exam	2	0
Preparation for contact hours	10	0
Private reading and studying	10	0
Participation in tutorials	20	0
Preparation of project / essay / etc.	18	0
Preparation for test / exam	10	0
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-BM-O-II-S-26/27Z							
Course title: Toolbox in project management (narzędzia zarządzania projektem) (KIERUNKOWE)					Course code: EFZ214AIIJ3433_27S		
Name of field of study: Business Management							
Mode and cycle of study: second degree, full - time		Profile of study: general academic			Specialty:		
Course / module status elective				Language of instruction: semester: 3 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	laboratory	30	30	pg	4	
Total			30			4	
Course / module coordinator	dr HANNA SOROKA-POTRZEBNA						
Course instructor	dr HANNA SOROKA-POTRZEBNA						
Course / module objectives	Acquisition of students' skills in the application of project management tools and their readiness to use them during project implementation.						
Prerequisites	No requirements.						
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows the concepts related to project management			K_W01 K_W07	
	2	EP2	Student knows project management tools			K_W04 K_W06 K_W08	
skills	1	EP3	Student is able to use project management tools			K_U01 K_U02 K_U03 K_U05	
	2	EP4	Student is able to recognize project management tools			K_U02 K_U03	
social competences	1	EP5	Student is ready to engage in teamwork			K_K03	
	2	EP6	Student is ready to use the knowledge about the tools used in project management			K_K02	
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: Toolbox in project management (narzędzia zarządzania projektem)							
Format of instruction: laboratory							
1. The importance of a toolbox for a project manager.					3	2	2
2. Online collaboration platforms.					3	5	5
3. Communication tools for teamwork.					3	5	5
4. Tools for suport project planning.					3	6	6
5. Tools for controlling and managing errors in projects.					3	6	6
6. Tools for presenting the effects of a project.					3	6	6

Modes of delivery	Multimedia presentation, group work, case study solving, project preparation					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods				No. of learning outcome from the syllabus		
	PROJEKT			EP1,EP2,EP3,EP6		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,EP5,EP6		
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The pass mark for the laboratory consists of 2 elements: the project mark (50%) and the activity during the class (50%).					
	Grade calculation principles					
	Final grade: grade obtained from the completion of the course.					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	Toolbox in project management (narzędzia zarządzania projektem)			Ważona	
	3	Toolbox in project management (narzędzia zarządzania projektem) [laboratorium]		zaliczenie z oceną		1,00
Basic reading	Schwalbe K. (2012): An introduction to project management, Katy Schwalbe LLC, Minneapolis					
	Vaidyanathan G. (2013): Project management: process, technology and practice, Pearson, Boston					
Supplementary reading	PMI (2013): PMBOK Guide, PMI, Newtown Square					
STUDENT WORKLOAD						
		No. of hours				
				including e-learning		
Contact hours		30		30		
Participation in test / exam		0		0		
Preparation for contact hours		13		0		
Private reading and studying		16		0		
Participation in tutorials		21		0		
Preparation of project / essay / etc.		20		0		
Preparation for test / exam		0		0		
TOTAL workload		100				
ECTS credits		4				