FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Physical Education**						**ECTS credits: 0**
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **1, 2**	**0**	**0**	**0**	**30+30**	**0**	**ZO**
* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor						
The aim of the course: *to familiarize students with the principles of adopting a healthy lifestyle and engaging in physical activity.*						
Teaching methods: *practical exercises, demonstrations.*						
Prerequisites: *none.*						

No	**Course content**
I	**LECTURES: not applicable**
II	**Seminars: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES:** Field athletics: Cooper test, hiking. Gymnastics: • improvement of elements of artistic gymnastics, • fitness elements, • aerobics. Team sports – learning and improving game techniques and tactics. Athletics – short, middle, and cross-country running techniques.
V	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
in terms of <u>SKILLS</u>:			
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles with respect for social, cultural and legal norms, and take on responsible roles in the team, being aware of the decisions he makes, and also takes	Is able to actively cooperate in a team, take on various roles, and respects and observes social norms and sports rules—fair play.

		takes responsibility for the results of his work and the entire team.	
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think in an entrepreneurial way and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Understands the need for an assertive and empathetic approach to the challenges posed, dynamic changes taking place in the environment, and adaptation to the situation.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual	Group project
E1_K02								**X**			
E1_K06								**X**			

Requirements for passing the course: attendance and active participation in class.

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	60
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, consultations, seminars)	
Total	**60**
Student's own work organized by time (*examples of student work forms)*	
Student work form	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	**60**
	0 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0 ECTS**
2. including the number of ECTS credits for hours completed through independent work	**0 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	

Number of ECTS credits for practical classes	
Required reading: *N/A* **Supplementary reading:** *N/A*	
Approval of the Vice-Rector: **Vice-Rector for Science and Education Quality**	

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

SUBJECT CARD
(Syllabus)

Course Title**: Health and Safety**						**ECTS credits: 0**
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Form of credit*
Semester: **2**	**4 e-learning**	**0**	**0**	**0**	**0**	**Z**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

The aim of the course is *to familiarize students with the principles of occupational health and safety. Students will learn about health and safety regulations in force at higher education institutions, methods and criteria for assessing hazards and exposure in the workplace, and methods of protection against these risks. Students will also be familiarized with the rules of conduct in the event of an accident or emergency (e.g., fire, equipment failure), including first aid procedures in the event of an accident.*

Teaching methods: *knowledge acquisition through e-learning.*

Prerequisites: *general knowledge of occupational safety and health acquired in the previous course.*

No	Course content
I	**LECTURE:** Ergonomic analysis. Assessment of the physical and psychological strain of work, assessment of the hazardous nature of work, assessment of the workplace, assessment of work organization, the importance of ergonomics in occupational risk assessment, ergonomic considerations in the development of occupational safety management systems, audits. Legal regulations in the field of occupational health and safety. Basic sources of law in Poland and the European Union regarding occupational health and safety, basic definitions in the field of labor law, basic duties and powers of the university rector, basic duties of the person managing employees and students, basic rights and obligations of students in the field of health and safety. Hazards arising from factors in work processes and principles and methods for eliminating or limiting the impact of these factors on students. Classification of harmful, dangerous, and burdensome factors; the most common hazards and nuisances in the higher education sector. Rules for dealing with accidents and hazardous situations (e.g., fire, breakdown), including rules for first aid in the event of an accident. Causes and principles of fire and explosion prevention; organization of fire protection in workplaces; rules of conduct in hazard prevention—evacuation and rescue operations; rules for providing first aid.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA: not applicable**

Learning outcomes	
Directional effects – symbol and specification	**Objective effects – specification**
	Knows and applies the basic principles of the workplace

P6U_W	P6S_WG	**E1_W12** Has advanced knowledge of modern information and information systems and techniques and the possibilities of their use in accordance with the studied direction in practice.	organization, can adapt the workshop to meet the needs.

in the field of <u>KNOWLEDGE</u>:

in terms of <u>SKILLS</u>:

P6U_U	P6S_UW	**E1_U09** Is ready to perform tasks in an innovative manner and solve complex and unusual problems in high-risk and uncertain conditions, using normative systems and specialized terminology	Knows the basic principles of occupational health and safety at the university and follows the procedures for dealing with emergency situations.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual	Group project
E1_W12	**X**										
E1_U09	**X**										

Form and conditions for passing the course: online test.

The student's workload required to achieve learning outcomes in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Attendance at lectures	4
Participation in seminars	
Participation in exercises	0
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**4**
Student's independent work divided by time *(examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	**0**
Total (contact hours + independent study)	**4**
	0 ECTS
Including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0 ECTS**
Including the number of ECTS credits for hours completed in the form of independent work	**0 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Basic literature: *(up to 3 items)* N/A

Appointment of the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Library Training**						**ECTS credits: 0**
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Conversation classes	Laboratory Exercises	Exercise	BUNA*	Form of credit*
Semester: **1**	**4 e-learning**	**0**	**0**	**0**	**0**	**From**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of a faculty member

Course Objective: *To familiarize students with the organization and operation of the library and information system, the methods of making collections accessible, the rules for using the collections, and the library services offered. To familiarize students with the library website as the primary source of information about the library and its resources. To enable students to search online catalogs using various search criteria and develop a research strategy. Preparing the student to use a variety of traditional and electronic information and bibliographic sources. The student becomes familiar with the electronic information sources available in the library.*

Teaching methods: *knowledge acquisition through e-learning.*

*Pr***erequisites:** *None*

No	Course content
I	**LECTURES:** 1. University library website. 2. Libra Net university library and information system 3. Library collections and electronic resources—including IBUK Libra, Academica Digital Interlibra library, Virtual Science Library, open science collections, and EBSCO databases 4. Library services. 5. Basic bibliological and bibliographic concepts. 6. Location of documents. 7. Computer directories. 8. Methodology for searching computer directories. 9. Searching for scientific literature through traditional and electronic information and bibliographic sources. 10. Thematic search in the Libra Net library and information system
II	**CONVERSATIONS:**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of KNOWLEDGE:			
P6U_W	P6S_WG	**E1_W12** Has advanced knowledge of modern information and	

		information systems and techniques and the possibilities of their use in accordance with the field of study in practice.	Knows and applies the rules and procedures for sharing library resources.
in terms of SKILLS:			
P6U_U	P6S_UW P6S_UK	**E1_U05** Can find and appropriately select sources of information, critically analyze, evaluate, and synthesize this information, and participate in debates by presenting and discussing different opinions and positions.	Is able to use library and information systems available in both traditional and digital formats.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual	Group project
E1_W12	**X**										
E1_U05	**X**										

Requirements for passing the course: online test.

The student's workload required to achieve learning outcomes, expressed in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	4
Participation in seminars	
Participation in exercises	0
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
Total	**4**
Student's independent work divided by time *(examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	**0**
Total (contact hours + student's own work)	**4**
	0 ECTS
Including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0 ECTS**
Including the number of ECTS credits for hours completed in the form of independent work	**0 ECTS**
Practical classes	
Types of classes	**Number of hours**

Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading: *(up to 3 items)*
Regulations for making collections available in the library and information system of Powiślański University.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Information Technology**					**ECTS credits: 4**
Instructor: **as listed in the instructor roster and class schedule**					
Year: **1**	Lectures	Conversation classes	Lab exercises Exercise	BUNA*	Form of credit*
Semester: **1**	**9**	**0**	**24**	**12**	**E/Z**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

Course objective: *to familiarize students with the basic concepts and architecture of computers, computer software, information technology, wide area networks, and information systems used in economic organizations and institutions; to build upon knowledge, skills, and social competencies acquired in previous educational stages in the field of multimedia applications in business; and to prepare students for the use of modern information technologies and their practical application.*

Teaching methods: *lectures (traditional) and situational learning, practical exercises based on the use of various sources of information (films, photographs, archival materials, statistical yearbooks, maps, the Internet, etc.), project method, case study.*

Prerequisites: *proficiency in using text, spreadsheet, graphics, and audio editing software; active participation in discussions; ability to independently complete assigned tasks.*

No	Course content
I	**LECTURE:** 1. Development of the software industry: history, organization of the ICT sector, economic implications, commercial software, open-source software, legal protection of computer programs. 2. Information, data, information processing, data representation. 3. Introduction to relational databases. Trends in database development: NoSQL databases. Data warehouses. 4. Electronic documents. Visual and structured formatting. XML, HTML. 5. The Internet, network services, tools for exploring information contained in networks, and the possibilities of using the Internet. Software as a Service (SaaS). The Internet of Things. An overview of selected services available in the SaaS model.
II	**CONVERSATIONS: not applicable**
III	**LABORATORY EXERCISES:** 1. Edit text documents in a typical office suite. Defining the document structure and automating tasks (defining styles, automatic chapter numbering, generating a table of contents, etc.). 2. Create spreadsheets in a typical office suite. Describe calculations using formulas. Typical worksheet functions (sum, if, vertical lookup, etc.). Create charts. PivotTables. 3. Create a presentation in a typical office program. 4. Use of selected services available in the SaaS model (Google Docs).
IV	**EXERCISES: not applicable**
V	**BUNA:** Working with spreadsheets – calculations, graphical presentations, integration with a text editor, transferring data to a multimedia presentation

Learning outcomes			
Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics within the system of sciences, its nature, methodology, and relationships with other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	Knows the methods and IT tools appropriate for the scientific discipline of economics used to obtain data from primary and secondary sources, allowing for the analysis and interpretation of phenomena, processes, entities, structures, and organizational activities.
P6U_W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Knows and understands the basic concepts related to the use of computers, operating systems, and office suites, including word processors, spreadsheets, and databases. Has knowledge of the usefulness and essence of IT support for entrepreneurship.
P6U_W	P6S_WG	**E1_W12** Has advanced knowledge of modern information and information systems and techniques and the possibilities of their use in accordance with the field of study in practice.	Applies knowledge in the field of economics to the functioning of an organization within a network and the company's visual identity in the digital space. Possesses the necessary knowledge to adapt selected information technology tools to perform tasks more effectively.
P6U_W	P6S_WG	**E1_W04** Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional activities.	Knows and understands advanced concepts related to the use of computers, operating systems, and office suites, including word processors, spreadsheets, and databases. Has knowledge of the functioning of local and global computer networks and services available on the Internet. Has knowledge of the safe use of computers and the use of resources available on the network.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U02** Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific	Is able to actively participate (as a collaborator or leader) in the analysis and evaluation of alternative solutions to IT and economic problems and select methods and tools (software) that enable their practical implementation.

		economic processes and phenomena in the field of economic disciplines.		
P6U_U	P6S_UW	**E1_U03** Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes and analyze and evaluate the economic and social processes and phenomena that are taking place.		Has the ability to observe, understand, and analyze phenomena in the real and virtual world, document and improve economic processes using appropriate IT tools (programs).
P6U_U	P6S_UK P6S_UO	**E1_U04** Communicate effectively using terminology from the field of economics and related sciences, both within a team of employees and when consulting specialists from various fields of knowledge. Is able to present his/her own ideas and views in an engaging and persuasive manner.		Has the ability to prepare and deliver oral presentations appropriate to the subject and specific issues regarding the potential use of information technologies in the activities of market entities.
P6U_U	P6S_UWP6S_UOP6S_ UU	**E1_U06** Is able to independently plan and implement their own learning, being aware of the dynamic development of the sciences, using acquired economic knowledge and practical		Has the ability to prepare typical works on specific issues in electronic form, applying the principles of data collection, description, and interpretation, as well as drawing conclusions supported by basic office software suites.

		conclusions and professional experience in the independent implementation of tasks, as well as in running a business and resolving the dilemmas of professional work.		
in the field of <u>SOCIAL COMPETENCIES:</u>				
P6U_K	P6S_KKP6S_KR	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts when encountering difficulty in solving the problem on their own.		Independently enhances acquired knowledge using specific tools and information technology. Identifies new development opportunities as well as potential threats and is able to develop research competence and manage their professional career in an innovative way.
P6U_K	P6S_KOP6S_KR	**E1_K02** Able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also taking responsibility for the results of their work and that of the entire team.		Is able to actively cooperate in task forces through direct and virtual contact (including international contexts). The student is able to cooperate and work in a group by taking on different roles within it.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think in an entrepreneurial way and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.		Presents arguments using modern technologies, presenting content that is lawful and respects the dignity of the recipients. In response to changes in the environment, adapts methods of interaction to a given society.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)											
Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual	Group presentation	Class activity	Participation in the	Individual	Group project

E1_W01, E1_W02, E1_W12, E1_W4	**X**				**X**			**X**			**X**
E1_U02... 04, E1_U06	**X**				**X**			**X**	**X**		**X**
E1_K01, E1_K02, E1_K06								**X**			**X**

Form and conditions for passing the course: completion of a project (individual or group), passing based on practical tasks discussed during classes, written exam—questions of a closed and open-ended interpretive nature.

The student's workload required to achieve learning outcomes in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	9
Participation in seminars	
Participation in exercises	24
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
Total	**33**
Student's own work organized by time (*examples of student work forms)*	
Student work form	**Number of hours**
Preparing for classes	21
Writing a paper/project/essay	
Gathering materials and preparing presentations	21
Self-study	30
Preparing for colloquia/tests	15
Preparing for the written/oral exam in a subject	15
Preparation for written/oral assessment in a subject	
Total	**96**
Total (contact hours + student's own work)	**120**
	4 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**3 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	12
Preparation for practical credit	108
Total	**120**
Number of ECTS credits for practical classes	**4 ECTS**

Basic literature:

1. D. S. A. Ramya, Fundamentals of Information Technology, MJP Publisher, [Chennai] 2023.
2. H. Overby, J. A. Audestad, Introduction to Digital Economics: Foundations, Business Models and Case Studies, Springer, [Berlin] 2023.

Supplementary reading:

1. S. Guldenberg, E. Ernst, *Managing Work in the Digital Economy*, Springer, [Berlin] 2022.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Descriptive Statistics**				**ECTS credits: 6**		
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **2**	**24**	**0**		**24**	**12**	**E/ZO**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

Course objective: *to acquire knowledge in the field of descriptive statistics and practical skills in collecting, analyzing, presenting, and interpreting statistical data*

Teaching methods: *lectures using audiovisual aids, seminars, term paper – a group project for 2–3 students.*
Teaching tools used: *JASP software, use of website resources: https://www.wolframalpha.com/, https://www.geogebra.org/calculator, https://www.calculator.net/statistics-calculator.html, https://www.calculatorsoup.com/calculators/statistics/descriptivestatistics.php*

Prerequisites: *proficiency in economic and mathematical terminology and skills in mathematical and statistical methods, as well as the use of spreadsheets.*

No	Course Content
I	**LECTURE:** Subject, functions, and tasks of statistics—statistical data and norms, mass processes. Statistical surveys—types of research, the statistical survey process, tabular and graphical presentation of statistical data, and the use of survey results. Structural analysis based on classical and positional parameters—measures of central tendency, dispersion, asymmetry, and concentration, as well as comprehensive structural analysis. Interdependence analysis—correlation and regression of quantitative variables, and correlation of qualitative features. Dynamic analysis—index methods and time series decomposition
II	**SEMINARS:** The concept and methods of statistics, the application of statistics, basic concepts and definitions (population, sample, characteristics), statistical survey (classification, stages, essence of sample surveys, sampling schemes). Data processing: organizing and grouping. Data presentation: series, arrays, charts. Analysis of distribution: classical and positional parameters of location, dispersion, and asymmetry, uneven distribution of values. Linear correlation coefficient. Rank correlation coefficients.
III	**LABORATORY EXERCISES:** Correlation of quality characteristics (selected coefficients of ace and contingency). Linear regression function (estimation and interpretation of function parameters, evaluation of function fit). Selected nonlinear regression functions (exponential, power, hyperbolic: parameter estimation and evaluation of function fit). The nature and types of time series, graphical representation. Analysis of dynamics: individual indicators, average rate of change, average level of the phenomenon in time series. Aggregate indices of absolute values. Decomposition of time series: estimation and interpretation of linear parameters and selected nonlinear trend functions, assessment of fit. Forecasting phenomena. Isolating seasonal fluctuations
IV	**EXERCISES:** not applicable
V	**BUNA:** Processing of raw data; analysis and interpretation of empirical data.

Learning outcomes	
Directional effects – symbol and specification	**Objective effects – specification**
in the field of KNOWLEDGE:	

P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics within the scientific community, its nature, methodology, and relationships with other scientific disciplines; knows and understands the basic terminology of economic sciences, as well as how to apply this practical knowledge in business activities.	Describes the application of statistics in economics. Has knowledge of standard practices in the field of statistical methods and tools (including techniques). Knows the methods of statistical description of a one-dimensional empirical distribution
P6U_W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Describes the principles of obtaining data from primary and secondary sources, enabling their proper analysis and interpretation to describe phenomena, processes, entities, structures, and activities.
P6U_W	P6S_WG	**E1_W04** Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data, as well as their practical application in professional activities.	Knows research approaches and typical statistical methods and tools. Describes the principles of using statistical data to gain knowledge about humans as entities that create economic structures. Knows the methods of descriptive statistics used in the study of economic phenomena and management. Has knowledge of the use of software packages in statistical data analysis.
P6U_W	P6S_WG	**E1_W06** Knows and understands, to an advanced degree, how to apply and analyze the results of selected quantitative tools in describing facts, objects, and phenomena related to various areas of economic functioning and complex dependencies, as well as in forecasting future scenarios of economic and social activity.	Is familiar with advanced statistical methods and understands their applications. Understands key concepts, variables, and phenomena used in descriptive statistics. The student is able to select a statistical method appropriate for a specific research problem and apply it to solve the problem.
P6U_W	P6S_WG	**E1_W12** Has advanced knowledge of modern information and information systems and techniques and the possibilities of their use in accordance with the field of study in practice.	Has knowledge of the use of software packages in statistical data analysis. Has the ability to independently analyze and interpret quantitative phenomena and processes in various areas of economic and social life using modern information technologies.
in terms of <u>SKILLS</u>:			
		E1_U01 Is able to	

P6U_U	P6S_UW	correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Is able to observe the environment, using appropriate methods and computational techniques characteristic of the field of statistics. Uses statistical tools.
P6U_U	P6S_UW	**E1_U02** Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Has the ability to describe the phenomena taking place as well as to predict their future course, indicating the consequences and the risk of their occurrence. Formulates practical conclusions and solves economic problems using statistical tools.
P6U_U	P6S_UW P6S_UO	**E1_U10** Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice, in connection with the field of study.	Analyzes and documents the symptoms, progression, and causes of specific phenomena using statistical tools. Presents statistical data.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts when encountering difficulty in solving the problem on their own.	Independently supplements and improves knowledge and skills in the field of descriptive statistics. Is aware of the need for further learning and improving professional qualifications. Is able to improve and supplement existing competencies.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also taking responsibility for the results of his work and the entire team.	Actively cooperates in task forces. Assumes different roles when carrying out specific research tasks. Takes responsibility for specific results of team cooperation and individual work.
P6U_K	P6S_KR	**E1_K03** Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to consult experts in this regard if they encounter difficulties in solving them on their own.	Adapts to new situations using statistical data. Is prepared to solve complex problems that require the use of statistical analysis.
Ways to verify the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)			

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E_W01, E_W02, E_W04, E_W06, E_W12	**X**		**X**		**X**			**X**	**X**		**X**
E1_U01, E1_U02, E1_U10	**X**		**X**					**X**			**X**
E1_K01, E1_K02, E1_K03	**X**		**X**		**X**			**X**			**X**

Requirements for passing the course: passing the exercises in the form of a test, including open-ended, closed-ended, and mixed questions; additionally, a 5- to 7-minute oral presentation; and a written exam consisting of closed-ended and open-ended interpretive questions.

Student work required to achieve learning outcomes, expressed in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	24
Participation in seminars	24
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
Total	**48**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	30
Writing a paper/project/essay	15
Gathering materials and preparing presentations	15
Self-study	32
Preparing for colloquia/tests	12
Preparing for the written/oral exam in a subject	14
Preparation for the written/oral credit in a subject	14
Total	**132**
Total (contact hours + student's own work)	**180**
	6 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**5 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	12
Preparation for practical credit	33
Total	**45**
Number of ECTS credits for practical classes	**1.5 ECTS**

Basic literature:

1. R. L. Ott, M. Longnecker, Introduction to Statistical Methods and Data Analysis, Cengage, [no place] 2021.
2. M. L. Berenson, D. M. Levine, K. A. Szabat, D. F. Stephan, Basic Business Statistics, Global Edition, PEARSON Education Limited, Harlow 2019.

Supplementary reading:

1. D. S. Moore, G. P. McCabe, B. A. Craig, Introduction to the Practice of Statistics, Macmillan Learning, London 2021.
2. C. Jeffrey, *Statistics for Business and Economics*, Cengage Learning EMEA, [no place] 2024.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Econometrics**					**ECTS credits: 6**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **2**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **3**	**12**	**0**	**0**	**18**	**12**	**E/ZO**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

Course objective: *to acquire knowledge in the field of modeling and forecasting economic relationships and practical skills in the use of* statistical *and econometric* tools *to describe* economic *relationships and interdependencies*

Teaching methods: *lectures with audiovisual aids, seminars, computer lab, term project—a group project for 2–3 students.*
Teaching tools used: *use of website resources: https://posit.cloud/*

Prerequisites: *Mastery of economic, statistical, and mathematical terminology, as well as skills in mathematical, statistical, and spreadsheet techniques*

No	Course content
I	**LECTURE:** Economic theory and econometric modeling. Economic models, econometric models. Objectives and methods of econometrics, classification of econometric models, stages of econometric modeling, specification of model variables. Linear regression with one explanatory variable. Least squares method. Basics of time series analysis. Forecasting rules.
II	**SEMINARS: n/a**
III	**LABORATORY EXERCISES: n/a**
IV	**EXERCISE:** Review of elements of matrix calculus. Principles of interpreting structural parameters in static models: assessment of structural parameters, average and marginal measures, partial elasticities. Model verification: selection of variables for the model, interpretation of measures of model fit to empirical data, residual variance and residual error, application of a test for adding and removing variables. The use of the Classical Method of Least Squares for estimating linear and linearizable models, estimation of the model using the KMNK method. Durbin-Watson statistics, testing the normality of the distribution of the random component, testing the constancy of the variance of the random component, analyzing the results of model estimation using the Microsoft program, Gretl.
V	**BUNA:** Principles of forecasting and their application

Learning outcomes	
Directional effects – symbol and specification	**Objective effects – specification**
in the field of KNOWLEDGE:	
E1_W01 Has a	

P6U_W	P6S_WG	comprehensive knowledge of the place of economics in the system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activities.	Has knowledge of the place of economics in the system of sciences, its nature, methodology, and connections with other scientific disciplines. Defines the basic concepts in the field of economic sciences with particular emphasis on the terminology characteristic of econometrics.
P6U_W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Knows what type of model should be used to describe or forecast a particular process or socio-economic problem. Has a basic understanding of multi-equational econometric models and general equilibrium models.
P6U_W	P6S_WGP6S_WK	**E1_W03** Identifies interrelationships between economic phenomena, entities, structures, and institutions at the microeconomic and sectoral levels, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge in practice.	Describes the relationships between phenomena, subjects, and structures in econometrics. Knows standard methods and tools, including techniques for obtaining data from primary and secondary sources, allowing the application of knowledge in the field of econometrics to analyze and interpret phenomena and processes.
P6U_W	P6S_WG	**E1_W04** Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional activities.	Describes the use of statistical methods in econometric research. Knows the theoretical basis for the construction of econometric models, their verification, and forecasting based on these models.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic	Is able to observe the environment and identify changes in economic phenomena using econometric terminology. Can

		phenomena and economic processes in the context of legal, technological, political, and cultural changes.	interpret observed elementary phenomena and socio-economic processes.
P6U_U	P6S_UW	**E1_U02** Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Applies basic knowledge of econometrics in practice. Uses reliable data to analyze and document the symptoms, causes, progression, consequences, and risks of specific phenomena. Is able to forecast trends and draw practical conclusions for decision-makers at various levels of decision-making.
P6U_U	P6S_UK P6S_UO	**E1_U04** Communicates effectively using terminology from the field of economics and related sciences, both within a team of employees and when consulting specialists from various fields of knowledge. Is able to present his own ideas and views in an engaging and convincingly.	Uses argumentation by referring to relevant theories, views, and results obtained from his own research.
P6U_U	P6S_UW P6S_UO	**E1_U10** Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice, in connection with the field of study.	Possesses the skills to use theoretical knowledge to describe and analyze economic processes. Can perform substantive and statistical assessments and interpret the results of analysis, as well as perform substantive and statistical assessments of nonlinear models and interpret the results of analysis.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts in case difficulty in solving the problem on their own.	Understands the need to improve their own analytical skills. Is able to independently supplement and improve knowledge and skills in the field of econometrics.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions he makes, and also takes responsibility for the results of his work and the entire team.	Is able to cooperate in a team and participate in the preparation of economic projects. Is open to changes in the environment and willingly shares practical experiences with other members of task forces. Appropriately defines the priorities for achieving the specified goal.
P6U_K	P6S_KR	**E1_K03** Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, and analysis	Is prepared to independently conduct an analysis of

		and evaluation of economic processes in various types of organizations and to consult experts in this regard in the event of difficulties in solving them on his or her own.	selected problem regarding the functioning of the economy on a micro- and macroeconomic scale, taking into account econometric and forecasting methods.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think in an entrepreneurial way and communicate effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Thinks and acts in an entrepreneurial manner. Actively and creatively combines knowledge from economics, statistics, and econometrics, interprets and presents the results of statistical analyses.

Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual	Group project
E1_W01. 04	**X**		**X**		**X**			**X**	**X**		**X**
E1_U01, E1_U02, E1_U04, E1_U10	**X**		**X**					**X**			**X**
E1_K01 E1_K02, E1_K03, E1_K06	**X**		**X**					**X**			**X**

Form and conditions for passing the course: passing the exercises in the form of a test, open-ended/closed-ended/mixed questions, plus a 5–7-minute oral presentation, and a written exam—questions of a closed-ended and open-ended interpretive nature.

The student's workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	12
Participation in seminars	
Participation in exercises	18
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
BUNA	12
Total	**42**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	37
Writing a paper, project, or essay	15
Gathering materials and preparing presentations	22
Independent reading	38
Preparing for colloquia/tests	12
Preparing for the written/oral exam in a subject	
Preparation for the written/oral credit in a subject	14
Total of	**138**
Total (contact hours + student's own work)	**180**

	6 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**5 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	180
Total	**180**
Number of ECTS credits for practical classes	**6 ECTS**

Basic literature: *(up to 3 items)*

1. J. H. Stock, M. W. Watson, Introduction to Econometrics, Global Edition, PEARSON Education Limited, Harlow 2019.
2. V. Mignon, Principles of Econometrics: Theory and Applications, Springer, Berlin 2024.

Supplementary reading**:** *(up to 5 items)*

1. D. N. Gujarati, Essentials of Econometrics, SAGE Publications Ltd, Thousand Oaks 2021.
2. D. AsterioU, S. G. Hall, *Applied Econometrics*, Bloomsbury Publishing, London 2021.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Management**						**ECTS credits: 3**
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **2**	**21**	**0**	**0**	**24**	**0**	**E/ZO**

* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

The aim of the course: to present key concepts in the field of business administration, to demonstrate the principles of performing management functions, as well as factors determining the effectiveness of decisions made.

Teaching methods: *knowledge acquisition through traditional lectures and independent learning through problem analysis using brainstorming and case studies (CASE STUDY).*
Teaching tools used: *Mindomo software; Linear software.*

Prerequisites: *general knowledge of how enterprises operate in the market, general ability to identify human needs and organizational structures, and a general understanding of cause-and-effect relationships.*

No	Course content
I	**LECTURES:** 1. A review of the evolution of business administration concepts. 2. Analogies of organizations. 3. Leadership roles and skills. 4. Managerial styles. Practical examples. 5. Organizational strategies. Case study. 6. Organizational structures. 7. Motivation. Case study. 8. Control. 9. Decision-making process and organizational change.
II	**SEMINARS: n/a**
III	**LABORATORY EXERCISES: n/a**
IV	**EXERCISE:** 1. The essence of managerial action. 2. Principles and importance of the planning process. 3. Principles and importance of the process of organizing activities. 4. Organizational structure, organizational analogies. 5. Principles, types, and meaning of the motivation process. 6. Principles and importance of the control process. Audit vs. control.
V	**BUNA:** 1. Selected organizational analogies – practical examples. 2. Organizational structure vs. organizational chart. 3. Employee motivation – efficiency and effectiveness of systems based on examples from the organization.

Learning outcomes	
Directional effects – symbol and specification	**Objective effects – specification**

in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has comprehensive knowledge of the place of economics in the system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activities.	Possesses basic knowledge of the essence of business administration and the evolution of concepts related to the business administration of the organization; knows the basic terminology referring to business administration processes.
P6U_W	P6S_WG	**E1_W05** Has an advanced understanding of the role of humans as agents who create economic structures; understands the patterns of human behavior in the context of meeting needs; possesses a basic understanding of the principles and motivations underlying human action in the process of developing and implementing tasks and organizational changes within these structures. Is able to apply this knowledge in practice.	Has knowledge of human behavior within an organization, including how individuals' needs relate to functioning within the organizational structure and performing the duties assigned to them in the workplace.
P6U_W	P6S_WG	**E1_W06** Knows and understands to an advanced degree the methods of applying and analyzing the results of selected quantitative tools in the description of facts, objects, and phenomena concerning various areas of economic functioning and complex dependencies, as well as forecasting future scenarios of economic and social activity.	Characterizes standard methods and tools for data collection and interprets them, which enable the analysis and interpretation of business administration surveys and efficiency, as well as the effectiveness of management activities.
P6U_W	P6S_WG P6S_WK	**E1_W08** Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the essence and conditions of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Describes the essence of entrepreneurship, knows the basic legal regulations and general principles related to the business administration of the enterprise and its resources.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret	Analyzes and documents the symptoms, causes, and course

		economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	and effectiveness of processes, as well as managerial functions within the organization
P6U_U	P6S_UK P6S_UO	**E1_U04** Communicates effectively using terminology from the field of economics and related sciences, both within a team of employees and when consulting specialists from various fields of knowledge. Is able to present his own ideas and views in an engaging and persuasive manner.	Applies theoretical knowledge and collected data to analyze the course of processes and managerial functions within the organization.
P6U_U	P6S_UWP6S_UK P6S_UO	**E1_U07** Is able to cooperate with others as part of a team or as a leader; takes the lead in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	Formulates practical conclusions based on business administration documentation and identifies issues and concerns related to the functioning of the management system, leading to the optimization and improvement of management functions.
P6U_U	P6S_UW P6S_UO	**E1_U10** Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice, in connection with the field of study.	Participates in the analysis and evaluation of alternative approaches related to effective, efficient, and optimal business administration.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts when necessary difficulty in solving the problem on his or her own.	Is able to independently supplement and improve knowledge and skills in the field of practical activities and managerial functions. Understands the need to draw on knowledge from available scientific publications and search for specialized (industry) literature, discussing current trends in the field of organizational business administration—case study.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles with	Correctly identifies and diagnoses the determinants of business administration and organizational development

		respect for social, cultural, and legal norms, and perform responsible roles within the team, being mindful of the decisions he makes, and also taking responsibility for the results of his work and the entire team.	in the market. Is able to determine the sequence of activities arising from managerial functions, with a focus on achieving the set goals.
P6U_K	P6S_KR	**E1_K03** Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on his/her own.	Participates in projects related to the development of entities, is prepared for substantive discussion and presenting views related to the improvement of the organization's development strategy.
P6U_K	P6S_KO P6S_KR	**E**1_**K06** Able to think an entrepreneurial way and communicates effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to think and act in an entrepreneurial manner, communicates effectively with both internal and external stakeholders, and is able to assess the risks and consequences of business management decisions across different time horizons.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual	Group project
E1_W01	**X**		**X**							**X**	**X**
E1_W05	**X**		**X**							**X**	**X**
E1_W06	**X**		**X**							**X**	**X**
E1_W08	**X**		**X**							**X**	**X**
E1_U01	**X**		**X**					**X**		**X**	**X**
E1_U04	**X**		**X**					**X**		**X**	**X**
E1_U07	**X**		**X**					**X**		**X**	**X**
E1_U10								**X**		**X**	**X**
E1_K01			**X**							**X**	**x**
E1_K02										**X**	**X**
E1_K03										**X**	**X**
E1_K06										**X**	**X**

Form and conditions for passing the course: passing the exercises in the form of a test, open-ended/closed-ended/mixed questions, plus a 5–7-minute oral presentation, and a written exam—questions of a closed-ended and open-ended interpretive nature.

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	21

Participation in seminars	
Participation in exercises	24
Participation in laboratory classes	
Consultations (2 hours for the lecture, 1 hour for one training group, seminar)	
Total	**45**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	10
Writing a paper/project/essay	
Gathering materials and preparing presentations	10
Self-study	15
Preparing for colloquia/tests	5
Preparing for the written/oral exam in a subject	5
Preparation for written/oral assessment in a subject	
Total	**45**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours involving the direct participation of a faculty member	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**2 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**1 ECTS**

Basic literature: *(up to 3 items)*

1. J. Dubrin, Essentials of Management, Wessex Inc, [no place] 2022.
2. L. Mathien (ed.), *Basics of Operations Management*, Univ Readers, [no place], 2021.

Supplementary reading:

1. S.B. Ivory, Macdonald E., Theory & Practice, LAP Lambert Academic Publishing, Saarbrücken 2022.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Accounting**					**ECTS credits: 4**	
Instructor: **as listed in the instructor roster and class schedule**						
Year: **2**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **3**	**12**	**0**	**0**	**18**	**12**	**E/ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
Course Objective: *The main objective of the course is to familiarize students with the functions of the enterprise's accounting information system, its structure, and the methods and principles governing its operation. In particular, students should gain an understanding of the information contained in the company's financial statements, as well as the ability to read and interpret them. In addition to the basic purpose of the course, it aims to develop students' skills in identifying the basic economic and financial categories within an enterprise (assets/liabilities, revenues/costs, receipts/expenses), as well as the ability to identify, measure, and record them.*						
Teaching methods: *interactive activities, simulations, or problem-based learning. Activating exercises, discussion, group work, problem-based and situational methods. Independent assignments, practical exercises.* **Teaching tools used:** *software Accounting, use of website Resources: https://www.calculatorsoup.com/calculators/financial/index-personal-finance-and-accounting.php*						
Prerequisites: *knowledge of the economic fundamentals of business operations, the structure and functions of the management process, as well as basic concepts in finance is required. Ability to use accounting tools. Ability to record basic business transactions in accounting records. Ability to prepare a balance sheet and calculate turnover and balances. Correct interpretation of basic accounting entries.*						

No	Course Content
I	**LECTURE:** 1. Property resources and sources of their origin. 2. Analysis of the company's balance sheet. 3. Operation of balance sheet accounts. 4. Analytical records in ledger accounts. 5. General cost records. 6. Operating expenses, non-operating expenses, and extraordinary results. 7. Determination of the financial result. 8. Basic financial statements and their analysis.
II	**SEMINARS:** not applicable
III	**LABORATORY EXERCISES:** not applicable
IV	**EXERCISE:** 1. Balance sheet preparation. Economic operations and their impact on an enterprise's balance sheet. 2. Setting up the general ledger account. Exercises in recording business transactions in accounting accounts. The double-entry principle. 3. Records of basic economic transactions from the opening balance sheet to the closing balance sheet. Breakdown of turnover and balances. Closing balance. 4. Records related to correcting accounting errors. 5. Records in resulting accounts. 6. Basic records of general expenses.

	7. Basic categories affecting the financial result (exercises).
V	**BUNA:** 1. Characteristics of property resources and their sources. 2. Analysis of the balance sheet using a selected company as an example. 3. Techniques for correcting accounting errors. 4. The impact of business operations on the entity's balance sheet. 5. Breakdown and linking of ledger accounts. 6. Rules for the operation of off-balance-sheet accounts. 7. Categories that determine the profit or loss of any enterprise. 8. Characteristics of the basic financial statements.

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>			
P6U_ W	P6S_WG	**E1_W01** Has a comprehensive understanding of the place of economics within the system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	Describes financial statements, i.e., the balance sheet and the income statement. Explains accounting principles and the principles governing accounting transactions based on applicable legal standards. Defines, lists, and identifies the basic concepts related to this subject.
P6U_ W	P6S_WG	**E1_W04** Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional activities.	Presents records of economic operations from accounting. Describes economic phenomena and processes occurring within the enterprise.
P6U_W	P6S_WGP6S_W	**E1_W09** Knows and	

	K	understands the principles of how a market economy works and knows the basic principles of creating and developing various forms of entrepreneurship p. Knows how to apply this knowledge into practice.	Has knowledge of perspectives on social structures, phenomena, and institutions, as well as types of social bonds and their historical evolution. Understands the principles of creating and developing forms of individual entrepreneurship using knowledge in the field of economics.
P6U_W	P6S_WG	**E1_W13** Possesses advanced knowledge of accounting, financial reporting and analysis, corporate financial management, financial control, and internal audit, as well as their practical application in professional activities.	Has knowledge of accounting principles and the financial system and its impact on the functioning of the economy. Knows the concepts and methods of managing economic processes and human capital, understands the connections between areas and functions of management in socio-economic entities.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Designs and proposes alternative solutions in the management and administration of the basic economic processes taking place in the enterprise.
P6U_U	P6S_UW	**E1_U02** Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena within the field of economic disciplines. **E1_U05** Can find and properly select sources of	Analyzes and applies the acquired knowledge to manage the enterprise. Is able to use the scientific knowledge to interpret socio-economic phenomena. Correctly applies legal and organizational rules to solve a specific task in the field of economics.
P6U_U	P6S_UW P6S_UK	information, critically analyze, evaluate, and synthesize this information, and participate in debates, presenting and discussing different opinions and positions.	Identifies a solution to the situation within the enterprise. Sets the criteria for optimal solutions, discusses these solutions. Criticizes inaccurate solutions. Presents his/her observations and conclusions.
			Analyzes and evaluates the functioning of economic

P6U_U	P6S_UW P6S_UO	**E1_U10** Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice, in connection with the field of study.	processes in the context of accounting fundamentals. Has the ability to report on the objectives and outcomes of the implemented activities.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts when encountering difficulty in solving the problem on his/her own.	Strives for independent and effective work in learning about the functioning of laws, norms, and accounting principles at the basic level.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions he makes, and also takes responsibility for the results of his/her work and the entire team.	Willingly works as part of a team while maintaining a confident attitude. Demonstrates accuracy and reliability in problem-solving.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think in an entrepreneurial way and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Seeks to resolve various types of irregularities and shortcomings as soon as possible. Takes responsibility for decisions made and knows how to defend them.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual	Group presentation	Class participatio n	Participation in the	Individual	Group project
E1_W01, E1_W04, E1_W09, E1_W13	**X**		**X**		**X**			**X**	**X**	**X**	**X**
E1_U01, E1_U02, E1_U05, E1_U10,	**X**		**X**					**X**		**X**	**X**
E1_K01, E1_K02, E1_K06,	**X**		**X**					**X**		**X**	**X**

Forms and conditions for passing the course: passing the exercises in the form of a test, open-ended/closed-ended/mixed questions, plus a 5–7-minute entrance colloquium, and a written exam—covering both closed-ended and

open-ended interpretive questions.

The student's workload required to achieve learning outcomes in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	12
Participation in seminars	
Participation in exercises	18
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, seminar)	
BUNA	12
Sum of	**42**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	15
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-study	29
Preparing for colloquia/tests	15
Preparing for the written/oral exam in a subject	19
Preparation for written/oral assessment in a subject	
Total	**78**
Total (contact hours + student's own work)	**120**
	4 ECTS
1. including the number of ECTS credits for contact hours involving the direct participation of a faculty member	**1.5 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**2.5 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	120
Total	**120**
Number of ECTS credits for practical classes	**4 ECTS**

Required reading:

1. A. Souad, Fundamentals of Accounting, Toronto Academic Press, Burlington 2024.
2. S. Bernard, R. Bernard, *Fundamentals of Accounting and Practice of Bookkeeping*, vols. 1–2, Legare Street Press, 2022.

Supplementary reading:

1. Thomas, Introduction to Financial Accounting, McGraw-Hill, New York 2019.
2. Ch. Horngren, W. Tietz, C. Thomas, W. Harrison, T. Suwardy, Financial Accounting, Global Edition, Pearson Education Limited, Harlow 2023.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Subject Name**: Small and Medium-Sized Entrepreneurs' Economics**						**ECTS credits: 2**
Instructor: **as per the list of instructors and the class schedule**						
Year: **2**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **4**	**0**	**0**	**0**	**15**	**21**	**ZO**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

The aim of the course is *to present key issues related to economic and financial processes within entities classified as SMEs, and to identify the factors that determine the functioning and development of these entities in the market environment.*

Teaching methods: *knowledge acquisition through , problem discussions, and solving case study* tasks *during classes, followed by discussion.*

Prerequisites: *general knowledge of how SMEs operate, the ability to draw conclusions about their operations, and a general understanding of cause-and-effect relationships.*

No	Course content
I	**LECTURES:** not applicable
II	**SEMINARS:** not applicable
III	**LABORATORY EXERCISES:** not applicable
IV	**EXERCISE:** 1. The role of SMEs in the modern economy. 2. Development needs of small businesses. Barriers and opportunities for SMEs in the modern economy. 3. Business environment in Poland. 4. SMEs and the use of modern technologies. Entrepreneurship support programs. 5. Financial barriers to SME development and ways to overcome them. 6. Risk, risk assessment in SME operations, and ways to mitigate it. 7. Tax optimization in SME operations. 8. Economic policy tools applied to SMEs.
V	**BUNA:** 1. Internationalization and globalization in the context of small and medium-sized enterprises. 2. SME strategies. **3.** Methods of strategic analysis used in SMEs.

Learning outcomes

Directional effects – definition and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the place of economics in the	

		system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	Knows and understands the basic concepts of SME economics. Lists economic laws and phenomena and their effects applicable in small and medium-sized enterprises.
P6U_W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as market-related phenomena and processes. He has knowledge of economic structures and institutions, as well as their elements, characteristics and development.	Has knowledge of relationships in international economics that is applicable to SMEs. Has knowledge of the legal and organizational forms of running a business and their impact on the scope and type of decisions made.
P6U_W	P6S_WGP6S_WK	**E1_W03** Identifies the interrelationships between economic phenomena, entities, structures, and institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge in practice.	Knows the conditions and principles of making optimal decisions by SME entities and understands their usefulness in the study of economic phenomena and processes. Lists the standards and legal rules applicable in SMEs.
P6U_W	P6S_WG	**E1_W04** Knows and understands at an advanced level the application of selected mathematical, statistical, and IT tools for the collection,	Discusses basic research approaches and typical methods and tools used in SME economics. Characterizes the entities that form SME structures. Knows the methods, tools, and techniques used in searching for, interpreting, and collecting data.

		analysis, and presentation of economic and social data and their practical application in professional activities.	
P6U_W	P6S_WGP6S_WK	**E1_W09** Knows and understands the principles of the functioning of the market economy and knows the basic principles of creating and developing various forms of entrepreneurship. Knows how to apply this knowledge into practice.	Knows the principles of rational management of human, natural, and capital resources. Knows the basic methods of diagnosing and assessing the rational functioning of economic activity in economic realities.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes. **E1_U04** Communicates effectively using	Interprets the mechanisms of operation of SMEs, analyzes and interprets the basic cause-and-effect relationships within these entities, and uses standard tools of quantitative and qualitative analysis to assess economic events.
P6U_U	P6S_UK P6S_UO	terminology from the field of economics and related disciplines, both within a team of colleagues and when consulting specialists from various fields of knowledge. He is able to present his own ideas and views in an engaging and persuasive manner. **E1_U07** Is able to collaborate with others as	Has the ability to think rationally, draw conclusions, and analyze economic phenomena; can prepare oral presentations in the field of SME economics. Is able to use selected methods for diagnosing and assessing phenomena occurring within an enterprise; is able to interpret the results obtained and propose optimal solutions to the analyzed problems.
P6U_U	P6S_UK P6S_UW P6S_UO	part of a team or in a leadership role; takes the lead in analyzing and evaluating alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	Can communicate effectively within a team and accept constructive criticism. Is open to ideas and suggestions from colleagues. Demonstrates a sense of responsibility for teamwork.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving	Based on the acquired knowledge and skills in the area of data collection and analysis, is able to improve and supplement his/her existing competencies; is able to complement and improve the acquired knowledge and

		cognitive and practical problems and seeks the opinion of experts in case of difficulty in solving the problem on their own.	skills. Is able to apply knowledge in the field of SMEs to create business opportunities.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also taking responsibility for the results of their work and the entire team.	Can interact, work, and communicate, and at the same time understands the need to improve their knowledge and skills in this area and demonstrates initiative and responsibility for assigned tasks
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think in an entrepreneurial way and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Demonstrates a readiness to make rational decisions regarding the labor market and adopt an entrepreneurial mindset. Correctly identifies the conditions for running a company in various market structures and can translate this into the specific nature of decision-making depending on the "environment" in which it operates.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual	Group project
E1_W01... W04, E1_W09			**X**					**X**	**X**	**X**	
E1_U01, E1_U04, E1_U07			**X**							**X**	
E1_K01, E1_K02, E1_K06			**X**							**X**	

Form and conditions for passing the course: Independent project implementation with discussion; passing based on closed-ended and open-ended interpretive questions and a practical test.

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	15
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, seminar)	
Total	**15**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	5
Writing a paper/project/essay	

Gathering materials and preparing presentations	5
Independent reading	5
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	**15**
Total (contact hours + student's own work)	**30**
	2 ECTS
1. including the number of ECTS credits for contact hours involving the direct participation of a faculty member	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**1 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**ECTS 1**

Basic literature: *(up to 3 items)*

1. Finance of Micro, Small, and Medium Enterprises, LAP Lambert Academic Publishing, Saarbrücken 2023.
2. D. Stokers, *Small Business Management and Entrepreneurship*, Cengage Learning EMEA, Boston 2021.

Supplementary literature: (up to 5 items)

1. T.W. Mazzarol, S. Reboud, Small Business Management, Springer Verlag, Singapore 2019.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Philosophy**					**ECTS credits: 3**	
Instructor: **as listed in the instructor roster and class schedule**						
Year: **1**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **2**	**21**	**0**	**0**	**0**	**0**	**ZO**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

The aim of the course: *to show students not only the facts of the history of Western culture, but also to make them aware of the importance of argumentation and philosophical views, both for the development of societies and the life of every human being.*

Teaching methods: *lectures supplemented with audiovisual materials, term paper.*

Prerequisites: *Actively participate in classes and complete the recommended assignments on your own.*

Yes	**Course content**
I	**LECTURE:** 1. History of the origins and periodization of European philosophy 2. Fields of philosophy and fundamental philosophical questions 3. Trends and areas of interest in contemporary philosophy 4. Philosophy of culture 5. Philosophy of art 6. Philosophy of science 7. Political philosophy 8. Economic philosophy 9. Social communication 10. Ethics – basic problems and positions 11. Ethics – Contemporary Moral Problems
II	**Seminars: N/A**
III	**LABORATORY EXERCISES: N/A**
IV	**EXERCISES: N/A**
V	**BUNA:** Contemporary philosophy: phenomenology, pragmatism, psychoanalysis, Marxism, analytic philosophy, neopositivism, existentialism, neo-Thomism, personalism, structuralism, philosophy of encounter, hermeneutics, postmodernism.

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive knowledge of the place of economics in the system of sciences, its nature, methodology, and relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences , along , and with	Has a basic understanding of the essence of philosophy and its place and role in relation to other scientific disciplines, knows its terminology and its connection to economic and social issues

		application of this practical of in business knowledge in practical activities.	
P6U_W	P6S_WG	**E1_W5** Has advanced knowledge and understanding of man as an entity that creates economic structures; knows the rules of human behavior in terms of satisfying needs; has basic knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	Has knowledge of man as an individual representing philosophical views and characteristic methods of determining philosophical relations and determining the correctness of inference in the field of contemporary philosophical views.
P6U_W	P6S_WG	**E1_W07** Has the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical, organizational, moral, ethical) in organizing the structures and institutions of economics. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Explains and illustrates philosophical views, patterns, and trends in this field.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW P6S_UK	**E1_U05** Can find and properly select sources of information, critically analyze, evaluate, and synthesize this information, and participate in debates, presenting and discussing different opinions and positions.	Has the ability to observe, understand, and analyze phenomena occurring within the context of philosophical perspectives. She participates in projects aimed at fostering courageous and substantive discussions regarding philosophical perspectives and their impact on socio-economic development.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KOP6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles respecting social and cultural and legal norms and perform responsible roles in the team with awareness of the decisions he/she makes, and also takes responsibility for the results of his or her work and the entire team	Understands the need for an empathetic and assertive approach to philosophical views and the changes taking place in their evolution. Defines priorities for achieving goals based on philosophical concepts.
P6U_K	P6S_KO P6S_KR	**E1_K05** Understands ethical issues related to tasks and business activities performed, is aware of the importance of professional	Is guided by ethical and moral values and respect for others in terms of the philosophical views represented.

		activities that are consistent with the principles of professional ethics and respect for the diversity of views and cultures; values the achievements and tradition of the profession	

Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcome(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual	Group project
E1_W01, E1_W05, E1_W07	**X**			**X**				**X**	**X**		
E1_U05	**X**			**X**				**X**	**X**		
E1_K02, E1_K05	**X**			**X**				**X**	**X**		

Form and conditions for passing the course: individual preparation of a paper on the given topics followed by a discussion, written exam with open-ended questions; preparation and delivery of a group presentation followed by a discussion

The student's workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	21
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, consultation, seminar)	
Total	**21**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	13
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	13
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	13
Preparation for written/oral assessment in a subject	
Total	**39**
Total (contact hours + student's own work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0.5 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**1.5 ECTS**

Practical classes

Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading: *(up to 3 items)*

1. J. D. Rendtorff, Philosophy of Management and Sustainability: Business Ethics and Social Responsibility in Sustainable Development, Emerald Group Publishing, Bingley 2022.
2. W. H. Walsh, Philosophy of History: An Introduction, Legare Street Press [no place] 2023.

Supplementary literature**:** *(up to 5 items)*

1. D. Haynes, A Brief History of Western Philosophy, Dominic Haynes History, [no place] 2023.

Approval of the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Effectiveness of Marketing Decisions**					**ECTS credits: 2**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **6**	**21**	**0**	**0**	**0**	**12**	**ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to present key concepts in the field of the effectiveness of marketing decisions and to demonstrate the operations of enterprises under specific economic conditions.*						
Teaching methods: *knowledge acquisition through discussions and solving tasks and problems related to the functioning of enterprises in the specified scope during discussions.* **Teaching tools used:** *Mindomo software.*						
Prerequisites: *basic knowledge of how enterprises operate in a market economy, the ability to identify needs and organizational structures, and an understanding of cause-and-effect relationships.*						

No	**Course content**
I	**LECTURES:** not applicable
II	**Seminars:** not applicable
III	**LABORATORY EXERCISES:** not applicable
IV	**EXERCISE:** 1. Making marketing decisions in the enterprise. 2. Marketing decision-making systems in the enterprise based on practical examples. 3. Factors influencing marketing decision-making in the enterprise. Case study. 4. Analysis of marketing decision-making in the enterprise. 5. Effectiveness of marketing decisions in the enterprise – analysis and evaluation of selected examples from management practice.
V	**BUNA** : 1. The Specificity of Marketing Decision-Making Processes in the Enterprise. 2. Effectiveness of marketing decisions in the enterprise – analysis of a specific case.

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics within the scientific system, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economics	Knows and understands the basic concepts, economic laws, and phenomena, as well as their effects on the company's operations. Knows the basic concepts of marketing management.

		sciences along with the application of this practical knowledge in business activities.	
P6U_W	P6S_WG	**E1_W04** Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional activities.	Defines the conditions and principles for making optimal decisions by a market entity in practice. Has knowledge of the functioning of individual market entities and the principles of making marketing decisions.
P6U_W	P6S_WG	**E1_W05** Knows and understands at an advanced level the concept of humans as entities that create economic structures; understands the rules of human behavior in terms of satisfying needs; possesses basic knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	Characterizes human behavior in the context of making marketing decisions. Makes broader decisions related to aligning marketing goals. Is able to implement strategies so that they meet marketing goals.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E**1_U02** Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Has the ability to think rationally and to infer and analyze marketing phenomena. Interprets the mechanisms by which individual market entities operate. Interprets cause-and-effect relationships within market entities. Uses standard quantitative and qualitative analysis tools to forecast economic phenomena.
P6U_U	P6S_UK P6S_UW P6S_UO	**E1_U07** Is able to cooperate with others as part of a team or as a leader; takes a leading role in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	Makes operational decisions that are implemented at the individual level within the team. Has the opportunity to improve their skills in communication, independent work, and collaboration with others in a group. Analyzes the real and virtual market situation, draws conclusions, and makes decisions.
P6U_U	P6S_UW	**E1_U09** Is ready to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using	Can prepare oral presentations on the effectiveness of marketing decisions within the company. Observes phenomena affecting marketing decision-making. Can plan the company's marketing strategies taking into account its situation and uses the ability to interpret the results of marketing research

		normative systems, using specialized terminology	

in the field of <u>SOCIAL COMPETENCIES:</u>

P6U_K	P6S_KR P6S_KK	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts in case of difficulty in solving the problem on their own.	Independently supplements and enhances acquired knowledge and economic skills in the field of marketing decision-making. Prepared to study practical issues in the field of economics at the secondary and higher education levels.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of his/her work and the entire team.	Thinks and acts in an entrepreneurial manner and communicates effectively with others. Demonstrates business ethics and social responsibility when making marketing decisions. Communicates and interacts effectively with others in the group. Analyzes real and virtual market conditions, draws conclusions, and makes decisions.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think in an entrepreneurial way and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Is motivated by initiative and independence in professional activities. Skilled at formulating judgments on important issues related to the functioning of enterprises. Is ready to boldly and substantively defend his own marketing decisions.

Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual	Group project
E1_W01, E1_W04, E1_W05,			**X**					**X**	**X**		**X**
E1_U02, E1_U07, E1_U09			**X**					**X**	**X**		**X**
E1_K01, E1_K02, E1_K06								**X**	**X**		**X**

Requirements for passing the course: completion of the group project with a discussion; passing based on on practical tasks discussed during class, and a written colloquium addressing both closed-ended and open-ended interpretive questions.

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an academic instructor	
Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	21
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
BUNA	12
Total	**33**
Student's own work organized by time (*examples of student work forms)*	
Student work form	**Number of hours**
Preparing for classes	17
Writing a paper/project/essay	
Gathering materials and preparing presentations	5
Self-study	10
Preparing for colloquia/tests	5
Preparing for the written/oral exam in a subject	
Preparation for the written/oral credit in a subject	20
Total	**57**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent work	**2 ECTS**

Practical classes	
Types of classes	**number of hours**
Participation in laboratory exercises	
Preparation for practical credit	90
Total	**90**
Number of ECTS credits for practical classes	**3 ECTS**

Required reading: *(up to 3 items)*

1. F. David, F. David, Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, PEARSON Education Limited, Harlow 2022.
2. O. Barish, Vinh Sum Chau, Warner K. S. R., R. Lynch, Ch. Thornton, Strategic Management, SAGE Publications Ltd, Thousand Oaks 2024.

Supplementary literature: (up to 5 items)

1. J. Dawes, Marketing Planning & Strategy: A Practical Introduction, SAGE Publications Ltd, Thousand Oaks 2021.
2. J. N. N. Ugoani, Modern Marketing Management and Strategy, LAP LAMBERT Academic Publishing, Saarbrücken 2022.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Basics of Macroeconomics**						**ECTS credits: 5**
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Form of credit*
Semester: **1**	**24**	**0**	**0**	**24**	**12**	**E/ZO**
* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor						
The aim of the course is *to introduce key concepts in the field of macroeconomics and to demonstrate the principles of how the economy works, with particular emphasis on practical aspects of management.*						
Teaching methods: *knowledge acquisition through problem-based and interactive lectures, and solving tasks and problems during discussions.* **Teaching tools used:** *Dynare software, use of website resources: https://tradingeconomics.com/*						
Prerequisites: *general knowledge of macroeconomic issues, the ability to draw conclusions, an understanding of cause-and-effect relationships, and abstract thinking.*						

No	Course content
I	**LECTURES:** 1. Macroeconomic approach to the economy. 1.1. Microeconomics and macroeconomics – the broadest way to approach economic problems. 1.2. Macroeconomic analysis tools. 1.3. Basic macroeconomic issues: economic growth, unemployment, and inflation. 1.4. Main problems of modern macroeconomics. 2. Description of the economy in the system of national accounts. 2.1. Gross Domestic Product, Gross National Product – income, expenditure, and output. 2.2. Benchmarking in national accounts and rapid GDP estimates. 2.3. Circular flow – the flow of income and expenditure. 2.4. Basic macroeconomic categories and identities. 2.5. GDP and social welfare – composite indicators of socioeconomic development. 3. The Keynesian macroeconomic model. 3.1. Basic assumptions of the Keynesian model. 3.2. Functions of consumption, saving, investment, and the multiplier. 3.3. Analysis of macroeconomic equilibrium in the goods and services market. Impact of countries on output at equilibrium. 3.4 Fiscal policy instruments and objectives. 3.5 State budget: revenue, expenditure, surplus, deficit. 3.6 Analysis of the budgets of selected countries during an economic slowdown. 4. Money and the banking system. 4.1. Demand for money and its determinants. 4.2. Money creation by the banking system. 4.3. The central bank and its functions, actions taken in the context of an economic downturn. 4.4. Conditions of macroeconomic equilibrium in the money market. The IS-LM model. 4.5. Derivation of the IS and LM curves. 4.6 Analysis of equilibrium in the market for goods and money. 4.7. Fiscal and monetary policy under the IS-LM model. 5. Unemployment and inflation. 5.1. Types and methods of measuring

	unemployment (as recorded and in accordance with the methodology of the International Labour Organization). 5.2. The nature, types, and methods of measuring inflation. 5.3. Causes and effects of inflation. Anti-inflationary policy. 5.4. Short-term and long-term Phillips curves—do they accurately reflect reality in the context of an economic slowdown (selected countries)? 6. The AS-AD model. 6.1. Derivation of short- and long-term AS and long-term curves. 6.2. Fiscal policy in the short and long term. 6.3. Monetary policy in the short and long term. 6.4. Supply and demand shocks in the economy. Theory of economic growth. 6.5. Factors of economic growth. 6.6. Extensive and intensive growth. 6.7. Properties of business cycles.
II	**Seminars:** 1. Measuring the economy on a macro level – indicators, limitations of indicators, interdependencies. 2. Determinants of national income – AD-AS model, multiplier. The demand model incorporates the government budget in an open economy. 3. Money and the banking system. The IS-LM model. A comprehensive macroeconomic model. 4. Business cycles. Long-term economic development. 5. Macroeconomics of an open economy. IS-LM model. 6. Labor market and unemployment – causes, types, methods of measurement, ways to reduce it.
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA:** Solving macroeconomic tasks and problems

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the place of economics within the system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the practical application of this knowledge in business activities.	Defines basic concepts and economic laws. Possesses structured knowledge of key economic concepts and mechanisms at the macroeconomic level. Describes the principles of optimal decision-making by market entities on a macro scale. Possesses general knowledge of macroeconomics and its place within the social sciences
P6U_W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Describes economic phenomena and their effects in the market economy. Explains the importance of economic indicators, taking into account their limitations and the relationships between them.
P6U_W	P6S_WG	**E1_W04** Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional	Understands the mechanisms that cause economic collapse, as well as those that stimulate economic recovery and development. Explains the principles of the utility of statistical methods in macroeconomic research. Discusses the concept of economic

		activities.	development, taking into account its sources.
P6U_W	P6S_WG	**E1_W06** Knows and understands at an advanced level how to apply and analyze the results of selected quantitative tools in describing facts, objects, and phenomena related to various areas of economic functioning and complex dependencies, as well as forecasting future scenarios of economic and social activity.	Has knowledge of the nature, causes, and ways to counteract inflation and unemployment. Knows the methods of measuring and analyzing the effects of inflation and unemployment. Has knowledge of the methods of measuring economic growth and the economic condition of a given country. Knows how to calculate macroeconomic indicators.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political and cultural changes.	Interprets the mechanisms of the economy and its entities. Applies acquired knowledge to resolve dilemmas arising in the professional work of an economist.
P6U_U	P6S_UW	**E1_U02** Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Has the ability to think rationally, draw conclusions, and analyze economic phenomena and primary and secondary sources. Effectively obtains data on the economy in the field of economic disciplines

P6U_U	P6S_UK	**E1_U06** Is able to independently plan and implement their own learning, being aware of the dynamic development of the sciences, using acquired economic knowledge, practical conclusions, and professional experience in the independent implementation of tasks, as well as in running a business and solving the dilemmas of professional work.	Prepares oral presentations and presents alternative solutions to macroeconomic problems. Interprets the mechanisms of the economy's functioning, analyzes and interprets the basic cause-and-effect phenomena in the economy. Prepares written works taking into account macroeconomic terminology and using standard quantitative and qualitative analysis tools for forecasting economic phenomena.
P6U_U	P6S_UW P6S_UO	**E1_U07** Is able to collaborate with others as part of a team or in a leadership role; takes the lead in analyzing and evaluating alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	Can communicate with the environment and convey knowledge about the macroeconomic situation of the economy. Is prepared to actively participate in groups pursuing economic goals.
P6U_U	P6S_UW	**E1_U09** Is ready to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology	Uses theoretical knowledge to describe and analyze macroeconomic phenomena. Has basic research skills that allow for analyze research examples and construct and conduct simple economic research
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts when encountering difficulties in solving the solve problems on their own.	Independently expands their knowledge in the field of macroeconomics. Is prepared to study macroeconomics at the secondary and higher levels, and demonstrates initiative and independence in professional activities. Understands the need to systematically monitor the labor market and improve their professional qualifications.

P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also taking responsibility for the results of their work and the entire team.	Is able to actively participate in a group developing economic and social projects and communicate with both specialists and non-specialists in the field of economics. Is prepared to actively participate in groups pursuing economic goals.
P6U_K	P6S_KR	**E1_K03** Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in the event of difficulties in solving them on their own.	Observes and interprets macroeconomic problems. Uses knowledge to describe and analyze macroeconomic phenomena. Highlights the role of macroeconomic policy in the integration of Poland with the world and presents his arguments in teams—including international ones.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Is able to communicate with the surrounding community and convey knowledge about the macroeconomic situation of the economy. Formulates judgments on important social and philosophical matters in which macroeconomic issues are central and takes responsibility for the views expressed. .

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual	Group	Activity in	Participation	Individual	Group project
E1_W01.E1_W02, E1_W04 E1_W06	**x**		**x**		**x**			**x**	**x**		**x**
E1_U01, E1_U02, E1_U06, E1_U07, E1_U09	**x**		**x**		**x**			**x**	**x**		**x**
E1_K01... E1_K06	**x**		**x**		**x**			**x**	**x**		**x**

Requirements for passing the course: passing the exercises in the form of a test, including open-ended, closed-ended, and mixed-format questions; additionally, a 5–7-minute introductory colloquium and a written exam
— questions of a closed and open-ended interpretive nature.

The student's workload required to achieve learning outcomes, expressed in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	24
Participation in seminars	24
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, seminar)	
Total	**58**
Student's independent work and time allocation ***(examples of student work forms)***	
Form of student work	**Number of hours**
Preparing for classes	18
Writing a paper/project/essay	
Gathering materials and preparing presentations	12
Self-study	35
Preparing for colloquia/tests	6
Preparing for the written/oral exam in a subject	15
Preparation for the written/oral credit in a subject	6
Total	**92**
Total (contact hours + student's own work)	**150**
	5 ECTS
Including the number of ECTS credits for contact hours with the direct participation of a faculty member	**1 ECTS**
Including the number of ECTS credits for hours spent on independent work	**4 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**1 ECTS**

Basic literature: *(up to 3 items)*

1. D. Besanko, Microeconomics, John Wiley & Sons Inc, Hoboken, New Jersey 2020.
2. J. Perloff, Microeconomics, Pearson Education, Harlow [etc.], 2023.

Supplementary literature: *(up to 5 items)*

1. Abel, B. Bernanke, D. Croushore, Macroeconomics, Pearson Education Limited, Harlow 2023.
2. R. Arnold, D. Arnold, Microeconomics, Cengage Learning Inc, Boston, Massachusetts 2022.
3. J. Perloff, Microeconomics, Global Edition, Pearson Education Limited, Harlow 2023.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

SUBJECT CARD
(Syllabus)

Course Title**: Microeconomics**					**ECTS credits: 5**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **2**	**24**	**24**	**0**	**0**	**12**	**E/ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to present key concepts in the field of microeconomics and to demonstrate the principles of how market entities function*.						
Teaching methods: *knowledge acquisition through problem-based and conversational lectures and solving tasks and problems during discussions.*						
Prerequisites: *general knowledge of how the market works, the ability to identify human needs and organizational structures, and an understanding of cause-and-effect relationships.*						

No	**Course content**
I	**LECTURES:** 1. The essence of microeconomics. Introduction. 2. The market and its components. 3. Consumer decisions in the market. 4. Manufacturer decisions in the market. 5. Market structures. 6. Capital market.
II	**Seminars:** 1. Scarcity, opportunity costs, production possibility curve – exercises. 2. Demand, supply, market equilibrium – exercises. 3. Flexibility of supply and demand, its determinants – exercises. 4. Theory of consumer choice – tasks. 5. Theory of production in the short run – exercises. 6 Costs in the short run, economic result – exercises.
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA**: 1. The equilibrium of the firm under conditions of perfect competition, monopoly, and oligopoly – exercises. 2. Enterprise balance, examples and exercises. 3. Factor market.

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_ W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics in	Defines economic concepts and principles in the field of microeconomics. Discusses economic phenomena and

		the system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.		their effects in a market economy. Knows the relationships between entities, structures, and institutions on a microeconomic scale.
P6U_ W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.		Knows and understands facts and microeconomic phenomena based on the theories that explain them. Identifies microeconomic entities and describes the principles of their functioning
P6U_ W	P6S_WG	**E1_W04** Knows and understands at an advanced level the application of selected mathematical, statistical methods, and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional activities.		Understands the mechanisms that lead to economic collapse, as well as those that stimulate economic recovery and growth. Explains the principles of the utility of statistical tools in microeconomic analysis. Discusses the concept of economic development, taking into account its sources.
P6U_W	P6S_WGP6S_W K	**E1_W09** Knows and understands the principles of the functioning of		Understands the conditions and principles of optimal decision-making by market entities at the micro level, including in practice. Has knowledge of the functioning of individual market entities. Understands the market for factors of production and the prevailing legal relationships. Discusses the equilibrium of enterprises under competitive conditions.

		the market economy and knows the basic principles of creating and developing various forms of entrepreneurship p. Knows how to apply this knowledge into practice.	
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Interprets the mechanisms of how individual market entities function. Can interpret economic issues using model tools and analytical methods appropriate to microeconomics.
P6U_U	P6S_UK P6S_UO	**E1_U04** Communicates effectively using terminology from the field of economics and related disciplines, both within a team of colleagues and when consulting specialists from various fields of knowledge. Is able to present his own ideas and views clearly and convincingly.	Using this knowledge, is able to formulate and solve microeconomic problems, including making decisions under conditions of uncertainty, selecting appropriate sources, evaluating them, and using tools typical of microeconomic analysis.
P6U_U	P6S_UK P6S_UW P6S_UO	**E1_U07** Is able to cooperate with others as part of a team or as a leader; participates in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	Is able to communicate using microeconomic terminology, present and evaluate various viewpoints on microeconomic issues, and participate in debates.
P6U_U	P6S_UW P6S_UO	**E1_U10** Independently identifies, diagnoses, and resolves problems and applies various solution strategies in business practice, in connection with the field of study.	Has the ability to think rationally and draw conclusions. Analyzes microeconomic phenomena. Is able to prepare oral presentations in the field of microeconomics.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	**E1_K01** Is able to critically assess the extent of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the advice of experts when encountering difficulties in solving the problem on his/her own.	Is ready to expand his economic knowledge in an ever-changing world. Recognizes the need to acquire new skills, develop, and acquire knowledge. Commits to continuing education.
		E1_K02 Is able to actively cooperate in	

P6U_K	P6S_KO P6S_KR	teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions he makes, and also takes responsibility for the results of his/her work and the entire team.	Is able to communicate using economic terms in a clear and unambiguous manner and is prepared to participate in the preparation of economic projects, taking economic aspects into account.
P6U_K	P6S_KR	**E1_K03** Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on his/her own.	Is ready to recognize the role of microeconomic knowledge in solving cognitive and practical problems in making economic choices.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Demonstrates the ability to formulate judgments on important social and philosophical matters, in which microeconomic issues serve as the basis.

Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual	Group project
E1_W01, E1_W02 E1_W04, E1_W09	**X**		**X**				**X**	**X**		**x**	**x**
E1_U01, E1_U04 E1_U07, E1_U10	**X**		**X**				**X**	**X**	**X**		**x**
E1_K01... K03 E1_K06	**X**						**X**	**X**			**x**

Form and conditions for passing the course: passing the exercises in the form of a test, open-ended/closed-ended/mixed questions, plus a 5–7-minute entrance colloquium, and a written exam—covering both closed-ended and open-ended interpretive questions.

The student's workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	24
Participation in seminars	24
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
Total	**48**

Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	20
Writing a paper, project, or essay	8
Gathering materials and preparing presentations	8
Self-study	30
Preparing for colloquia/tests	10
Preparing for the written/oral exam in a subject	20
Preparation for written/oral assessment in a subject	6
Total	**102**
Total (contact hours + student's own work)	**150**
	5 ECTS
Including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
Including the number of ECTS credits for hours spent on independent work	**4 ECTS**

Practical courses	
Types of classes	**number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**1 ECTS**

Basic literature: *(up to 3 items)*

1. A.J. Greco, Fundamentals of Economics, Univ Readers, [no place] 2023.
2. J. Perloff, Microeconomics, Global Edition, PEARSON Education Limited, Harlow 2023.

Supplementary literature**:** *(up to 5 items)*

1. M. Parkin, Microeconomics, PEARSON Education Limited, Harlow 2022.
2. B. Nguyen, A. Wait, Essentials of Microeconomics, Taylor & Francis, London 2024.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Mathematics**					**ECTS credits: 6**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **1**	**24**	**0**	**0**	**24**	**12**	**E/ZO**
* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor						
The aim of the course: *to gain knowledge of the application of selected aspects of mathematics in economic issues.*						
Teaching methods: *lectures using audiovisual aids, seminars, semester project – self-directed project* **Teaching tools used:** *use of website resources: https://www.wolframalpha.com/, https://www.geogebra.org/calculator*						
Prerequisites: *Actively participate in discussions and complete the recommended tasks on your own.*						

Yes	Course content
I	**LECTURE:** 1. Calculus of a function of one variable. 2. Functions of several variables: partial derivatives, extrema of functions—economic applications. 3. Integral calculus of a function of one variable—simple, definite, and improper integrals. 4. Matrices, systems of linear equations, determinants – applications: Input-Output models, problems in the field of operations research.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES - not applicable**
IV	**EXERCISE:** 1. Matrix classification. Matrix calculus. Determinant and its properties. Matrix rank. Matrix invertibility. The inverse matrix and its determination by the method of algebraic complements. A system of linear equations, the use of Cramer's rule and/or the inverse matrix. Elementary operations and their application to determine the order and invertibility of the matrix. General and basic solutions. The system of m linear equations with n unknowns, related problems. Economic examples: Input–Output models, operations research problems. 2. Function, definition, domain, codomain, graph of a function, complex and inverse functions, monotonicity, differentiability, parity, domain of a function, proper and improper domains, continuity of a function, definition, continuity analysis, exercises. 3. Sequences, the concept of a sequence, arithmetic and geometric sequences, sequence limits, exercises. 4. Calculus, derivatives of functions, extrema and inflection points, minimum and maximum values on an interval, monotonicity, use of derivatives to study monotonicity, extrema, convexity (concavity), inflection points. Study of the variation of functions, first- and second-order partial derivatives. Theorem on mixed derivatives. Partial elasticity. Exercises. Integral calculus (basics), antiderivatives, indefinite integrals, methods of integration by substitution and integration by parts, and elementary cases of integration of rational functions. The definite integral, its geometric and economic interpretations. The fundamental theorem of integral calculus. Use the definite integral to calculate a) the values of the mean functions, b) the area of the plane region. The improper integral of type a) the first, b) the second, its convergence or divergence, definition and applications, exercises.
V	**BUNA:** 1. . Examples of systems of linear equations, exercises.

2. Functions – graphs, exercises.
3. Definite integral, its geometric and economic interpretation

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics within the scientific community, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, as well as how to apply this practical knowledge in business activities.	Has theoretical and practical knowledge of mathematical methods used in economic analysis. Explains the connections between mathematics and economics.
P6U_W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Analyzes and interprets phenomena, processes, entities, structures, and activities of organizations operating in the market. Knows the conditions and principles of making optimal decisions by market entities on a micro and macro scale, including in practice.
P6U_W	P6S_WGP6S_WK	**E1_W03** Identifies the interrelationships between economic phenomena, entities, structures, and institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge in practice.	Is able to use acquired mathematical knowledge for quantitative analysis of economic processes. Understands the abstract aspects of mathematical analysis (e.g., limit of a function, infinite calculus).
in terms of SKILLS:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological,	Applies theoretical knowledge in the field of mathematics. Understands the concepts of calculus and integral calculus (a function of one variable) and the mathematical notation associated with them

		political, and cultural changes.	
P6U_U	P6S_UW	E**1_U02** Is able to apply his theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Efficiently and effectively obtains data enabling appropriate calculations to be carried out. Forecasts economic processes and phenomena using standard methods used in mathematics
P6U_U	P6S_UW	**E1_U09** Is prepared to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology	Analyzes specific economic processes and phenomena using mathematical tools. Performs innovative tasks and solves unusual mathematical problems.
P6U_U	P6S_UW P6S_UO	**E1_U10** Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice, in connection with the field of study.	Has the ability to think rationally, draw conclusions, and analyze micro- and macroeconomic phenomena. Influences the behavior of members of the organization using rational mathematical arguments.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KK P6S_KR	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts when encountering difficulty in solving the problem on their own.	Understands the need to improve their knowledge and skills by solving subsequent tasks. Sees the need to deepen and supplement their knowledge of applied mathematics methods depending on the needs of their professional work.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Performs tasks both independently and as part of a team. Is characterized by an openness to new ideas that lead to results. Promotes the development of both his own work and that of the team. Takes responsibility for the results of both his own work and that of the task force.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think entrepreneurially and communicate effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to present his position (his way of thinking) and defend it using factual arguments in a discussion. Is able to adapt mathematical language to the surrounding environment of people.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W01, E1_W02, E1_W03	**X**		**X**		**X**			**X**			**X**
E1_U01, E1_U02, E1_U09, E1_U110	**X**		**X**					**X**			
E1_K01, E1_K02, E1_K06,			**X**		**X**			**X**			**X**

Form and conditions for passing the course: passing the exercises in the form of a test, including open-ended, closed-ended, and mixed questions; additionally, a 5- to 7-minute oral presentation; and a written exam consisting of closed-ended and open-ended interpretive questions.

Student work required to achieve learning outcomes, expressed in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	24
Participation in seminars	
Participation in exercises	24
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
Total	**48**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	20
Writing a paper/project/essay	10
Gathering materials and preparing presentations	8
Independent reading	27
Preparing for colloquia/tests	15
Preparing for the written/oral exam in a subject	15
Preparation for written/oral assessment in a subject	7
Total of	**102**
Total (contact hours + student's own work)	**150**
	5 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**4 ECTS**

Practical courses	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**1 ECTS**

Required reading:

1. B. Wong, L. Bukalov, S. Slavin, Practical Algebra: a Self-Teaching Guide, John Wiley & Sons Inc,

New York 2022.
2. M. Hoy, J. Livernois, Ch. McKenna, R. Rees, T. Stengos, Mathematics for Economics, MIT Press, [Cambridge] 2022.

Supplementary literature:

1. B. Batóg, B. Bieszk-Stolorz, I. Foryś, M. Guzowska, K. Heberlein, Mathematics for Students of Economics, Finance, and Management, Difin, Warsaw, Difin 2021.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Fundamentals of Law**					**ECTS credits: 4**	
Instructor: **as listed in the instructor roster and class schedule**						
Year: **1**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **1**	**30**	**0**	**0**	**0**	**12**	**E**

* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

The aim of the course: *to familiarize students with basic concepts in the field of jurisprudence and equip them with practical knowledge in the field of administrative, economic, and civil law, with particular emphasis on issues related to starting and running a business. Students should become familiar with the legal norms applicable to future entrepreneurs, which also have an impact on social and economic life*.

Te*aching* **methods:** *lecture, problem-based lecture, project, presentation (BUNA).*

Prerequisites: *Actively participate in classes and complete recommended assignments independently.*

No	Course Content
I	**LECTURE:** 1. The concept of law and the legal system in economic life. 2. Legal norms and legal provisions as the basis for the entrepreneur's rights. 3. The system of sources of law in the Republic of Poland. 4. Creation of legal norms and its impact on the development of SMEs. 5. Application of legal standards by public administration bodies as a basis for supporting entrepreneurs. 6. Basics of administrative law and procedures for starting a business. 7. Economic activity and the concept of entrepreneurship. 8. Regulated economic activity as a means of conducting business in the SME sector. 9. Public law protection of consumer interests (including entrepreneurs). 10. Basics of civil law in relations between the entrepreneur and the client.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA:** 1. Contracts as the basis for obligations in business activity. 2. Liability of the entrepreneur. 3. Termination of the entrepreneur's obligations to customers. 4. Factors influencing entrepreneurs' compliance with the law.

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics within the system of sciences, its nature, methodology, and its relationship to other	Has knowledge of commercial law and is able to relate it to

		scientific disciplines, knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activities.	economic issues occurring in the economy. Classifies legal sciences within the system of sciences and recognizes their subject-matter and methodological distinctions
P6U_W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Has basic knowledge of the administrative structures of the state affecting the conduct of business activity by entrepreneurs. Knows the essence of the law, its sources, and the processes of creating and applying the law, and makes a critical assessment of these views.
P6U_W	P6S_WG	**E1_W07** Has the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing the structures and institutions of the economy. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Has knowledge of the legal provisions governing the establishment and operation of a business. Identifies the public administration bodies responsible for registering concession activities as economic activities and outlines the scope of their authority.
P6U_W	P6S_WG P6S_WK	**E1_W10** Knows and understands the basic principles of industrial property protection and copyright law, with particular emphasis on the studied specialty in the field of economics.	Has a basic knowledge of industrial property law necessary to start and run a business.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Uses the legal conceptual framework in the analysis of legal norms to solve a specific problem in the economic sphere.
P6U_U	P6S_UK P6S_UO	**E1_U04** Communicates effectively using terminology from the field of economics and related disciplines, both within a team of employees and when consulting specialists from various fields of knowledge. Is able to present his own ideas and views in an engaging and persuasive manner.	Uses the concepts of law and legal language. Understands correlations, linguistic codes, and legal phrases based on the basic conceptual framework related to law, procedures, and a given area of jurisdiction.
P6U_U	P6S_UW P6S_UK	**E1_U05** Can find and properly select sources of information, critically	

		analyze, evaluate, and synthesize this information, and participate in debates, presenting and discussing different opinions and positions.	Recognizes the various sources of law, determines their hierarchy and the importance of specific sources in the civil law tradition. Applies the rules of legal interpretation and draws legal conclusions.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	**E1_K01** Is able to critically assess their level of knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the advice of experts if they have difficulty solving the problem on their own.	Understands the need to learn the basics of law and legal issues related to running a business and to address their changes on a micro- and macroeconomic scale. The student is able to independently supplement and improve their acquired knowledge in the field of administrative, economic, and civil law, using all available techniques employed in the learning process.
P6U_K	P6S_KR	**E1_K03** Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on his/her own.	Correctly applies normative systems, norms, and rules (legal, professional, moral) when solving selected problems.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think in an entrepreneurial way and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to present their position (their way of thinking) and defend it using factual arguments in a discussion. Is able to adapt mathematical language to the surrounding environment of people.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the discussion	Individual	Group project
E1_W01	**x**					**x**			**x**	**x**	
E1_W02	**x**					**x**			**x**	**x**	
E1_W07	**x**					**x**			**x**	**x**	
E1_W10	**x**					**x**			**x**	**x**	
E1_U01	**X**					**x**			**x**	**x**	
E1_U04	**X**					**X**			**X**	**X**	
E1_U05	**X**					**X**			**X**	**X**	
E1_K01	**X**					**X**			**X**	**X**	
E1_K03	**X**					**x**			**x**	**x**	
E1_K06	**x**					**x**			**x**	**x**	

Form and conditions for passing the course: the course concludes with a written exam; BUNA – credit based on an individual presentation – topics to be developed according to the list provided by the instructor.

The student's workload required to achieve learning outcomes in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	30
Participation in seminars	
Participation in exercises	
Participation in laboratory classes	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	0
Total	**30**
Student's independent work (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	15
Gathering materials and preparing presentations	
Self-study	30
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	15
Preparation for written/oral assessment in a subject	
Total	**60**
Total (contact hours + independent study)	**120**
	4 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**3 ECTS**

Classes with a practical focus	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**1**

Basic literature: *(up to 3 items)*

1. E. Ferran, *Principles of Corporate Finance Law*, Oxford University Press, Oxford 2023.
2. L. Gullifer, J. Payne, Corporate Finance Law, Hart Publishing, Oxford 2020.

Supplementary reading**:** *(up to 5 items)*

1. Business Law, Oxford University Press, Oxford 2020.
2. E. MacIntyre, Essentials of Business Law, Pearson Education, Harlow [etc.] 2021.

Approval of the Vice-Rector
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

SUBJECT CARD
(Syllabus)

Course Title**: Databases**					**ECTS credits: 3**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **6**	**0**	**0**	**0**	**24**	**18**	**ZO**
* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor						
Course objective: *Acquisition of basic knowledge about economic information systems, their capabilities, and the role they play in economic organizations. Familiarization with the functioning of selected national and global economic information systems. Development of the ability to properly create and use databases.*						
Teaching methods: *learning through practice via exercises and independent exploration of knowledge through problem analysis* **Teaching tools used:** *software DBeaver Community, use of website resources: https://stackby.com/database/create-online-database*						
Prerequisites: *Knowledge of computer science and economics.*						

No	Course content
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISE:** Information, data, knowledge. Information as an economic category. Economic information. Types of economic information. Functions of information in socio-economic systems. Information systems in economic organizations. Information processes. Information infrastructure of the modern economy. Databases and their types. Using MS Access for enterprise information management. Database objects. Create and modify a table structure. Import data from spreadsheets. Relationships and joins. Queries and their applications, defining criteria and expressions, sorting and limiting the number of records displayed, using information from multiple tables in queries. Define reports and forms. Macro commands. Using spreadsheets to analyze economic data compiled in the form of lists. Filtering information. Defining criteria, advanced filters, and database functions. Creating tables and PivotCharts—applying functions, viewing information in different cross-sections, viewing details, customizing chart formats, and linking data to charts. Rules for using SQL database servers. Basic SQL statements and their syntax. Searching for information using the structured SQL query language. Creating queries and subqueries. Application examples. The Business Intelligence system and its role in meeting the information needs of business entities. BI system architecture. Spatial information systems—information resources of systems, rules of creation. Nationwide economic information systems, examples. Economic information offices. Legal aspects of economic information systems.
V	**BUNA:** For the collected data, create a database and define its objects.

Learning outcomes	
Directional effects – symbol and specification	**Objective effects – specification**
in the field of KNOWLEDGE:	

P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the role of economics within the system of sciences, its nature, methodology, and relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	Defines basic concepts such as information, data, and knowledge in the context of economics. Is able to describe the process of designing and creating databases and characterize various data models. Is proficient in the subject of designing relational databases—knows how to list and clearly characterize the successive phases of this process.
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Describes economic laws and economic phenomena and their effects as they apply to the subject matter. Understands the conditions and rules for making optimal decisions. Can reduce a database schema to the appropriate normal form.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data, as well as their practical application in professional activities.	Discusses databases, information processes, and the creation and modification of table structures containing data. Can apply this knowledge in practice by independently building data models for selected examples. Has a solid grasp of the basics of SQL and the rules for its use.
P6U_W	P6S_WG	E1_W06 Knows and understands at an advanced level the methods of applying and analyzing the results of selected quantitative tools in the description of facts, objects, and phenomena concerning various areas of economic functioning and complex dependencies, as well as forecasting future scenarios of economic and social activity.	Has knowledge of databases applicable in the enterprise, understands the usefulness of statistical methods in the study of phenomena and processes in economics. Discusses the legal aspects of economic information systems.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Thinks and draws conclusions rationally, analyzes economic phenomena using databases. Is able to design a simple relational database.
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Prepares oral presentations on databases. Knows how to use basic SQL commands to search for data in a database. Can use SQL to create, modify, and manage databases.
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare	

		accounting and financial documentation for decision-making and accounting purposes, and analyze and evaluate the processes and economic and social phenomena taking place.	Interprets and analyzes basic cause-and-effect relationships.
P6U_U	P6S_UW P6S_UK	E1_U05 Can find and appropriately select sources of information, critically analyze, evaluate, and synthesize this information, and participate in debates by presenting and discussing different opinions and positions.	Uses standard analysis tools. Has the ability to improve processes in the field of economic sciences.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts if he has difficulty solving the problem on his own.	Demonstrates initiative and independence in professional activities involving information systems.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Adapts behavior to the different situations the company faces. Can work in a group when creating a project. Prioritizes database usage.
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues related to the tasks and business activities performed, is aware of the importance of professional activities consistent with the principles of professional ethics and respect for the diversity of views and cultures; cares for the achievements and tradition of the profession	Collaborates on a team to co-author and create queries using the structured SQL query language.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial way and communicate effectively with the	Demonstrates the ability to form judgments on important social and philosophical issues. Independently expands knowledge regarding the use of databases.

		environment; adapts to new situations and conditions, develops resilience to failure and stress.		

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in discussion	Individual project	Group project
E1_W01, E1_W02, E1_W04, E1_W06			**X**					**X**		**X**	
E1_U01... U03, E1_U05			**X**					**X**		**X**	
E1_K01... K06								**X**	**X**	**X**	

Requirements for passing the course: classes in the computer lab, class participation, participation in discussions, completion of an individual project, and a final assessment in the form of a colloquium and a project

The student's workload to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	24
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for the training group, seminar)	
Total	**24**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	12
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-study	30
Preparing for colloquia/tests	24
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	**66**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours involving the direct participation of an academic instructor	**0.5 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**2.5 ECTS**

Practical classes

Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	
Number of ECTS credits for practical classes	**ECTS 1**

Required reading: *(up to 3 items)*

1. C. Tanimura, SQL for Data Analysis, O'Reilly Media Inc, Beijing [etc.] 2021.
2. R. M. P. Teate, SQL for Data Scientists – A Beginner's Guide to Building Datasets for Analysis, John Wiley & Sons Inc, New York 2021.

Supplementary literature:

1. D. Bell, SQL: A Step-by-Step Guide for Beginners, Guzzler Media LLC, [no place] 2019.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

SUBJECT CARD
(Syllabus)

Title**: Energy Security in Poland**	**ECTS credits: 2**
Instructor: **as per the list of instructors and the class schedule**	

Year: 2	Lectures	Seminars	Practical exercises	BUNA**	Assessment of assessment*
Semester: 3	**0**	**0**	**15 (ZO)**	**15 (Z)**	**ZO/Z**

* E – exam; z – pass; ZO – pass with a grade; **BUNA – form of assessment in the form of a documented term paper evaluated by the instructor

Course objective: to develop the ability to analyze and assess energy security in the context of economic, technological, and political conditions of the modern economy.

Teaching methods: Lecture with audiovisual aids, exercises, term paper—an independent project.

Prerequisites: Basic knowledge of economics and the economy.

No.	Course Topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL SESSIONS:** 1. Energy security – typology, characteristics, challenges, and threats 2. Gas supply system and diversification. Pipelines and LNG terminals 3. Nuclear energy in Poland. Current status and prospects 4. Development of renewable energy (RES) 5. Poland's energy policy through 2040
V	**BUNA:** Term paper – an individually prepared project on a topic consistent with the course content. Sample topics: 1.

Learning Outcomes

Course-specific learning outcomes – symbol and description	Course-specific learning outcomes – description
in terms of <u>SKILLS</u>: **E1_U01** Can correctly observe and interpret economic phenomena and processes in the context of legal, technological, political, and cultural changes. **E1_U05** Is able to find and appropriately select sources of information, critically analyze, evaluate, and synthesize this	The student is able to analyze economic phenomena and processes in the energy sector – correctly interprets the impact of regulatory, technological, political, and socio-cultural changes on energy security. The student is able to obtain, select, and evaluate information regarding markets

information, and participate in a debate by presenting various opinions and positions and discuss them. **E1_U09** Innovatively performs tasks and solves complex and unusual problems in high-risk and uncertain environments, applying normative frameworks and using specialized terminology	energy – uses reliable sources, critically analyzes data, and draws evidence-based conclusions; is able to participate in a substantive discussion about the challenges energy security. The student is able to solve practical problems related to energy security – uses specialized terminology, applies industry norms and standards, and proposes innovative solutions in conditions of risk and uncertainty.
in the area of <u>SOCIAL COMPETENCIES:</u> **E1_K01** Is willing to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when unable to solve a problem independently. **E1_K02** ~~Is able to actively collaborate in teams, including international ones~~, and assume various roles while respecting social, cultural, and legal norms, and to fulfill responsible roles within the team while being aware of the decisions they make, as well as taking responsibility for the results of their own work and that of the entire team.	Based on the knowledge and skills acquired in the area of data collection and analysis , the student is able to improve and supplement their existing competencies; is able to supplement and improve their acquired knowledge and skills. Is able to collaborate, work, and communicate, while understanding the need to improve their knowledge and skills in this area, and demonstrates initiative and responsibility for assigned tasks

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Oral exam	Quiz	Essay/paper	Assignments, papers	Presentation	Presentation	Class participation	Participation	Project	Project
E1_U01, E1_U05, E1_U09							**X**	**X**	**X**		
E1_K01, E1_K02							**X**	**X**	**X**		

Form and conditions for course completion:
Completion of a project/group work, BUNA – a form of completion in the form of a documented semester project without a grade.

Student workload required to achieve learning outcomes in hours and ECTS credits

Office hours with the faculty member and BUNA

Types of classes	**Number of hours**
Attendance at lectures	
Participation in seminars	
Participation in exercises	15
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per seminar/lab group per semester)	

BUNA – a form of assessment in the form of a documented term paper graded by the instructor	21
Total	**36**
Student's independent work divided by time *(examples of student work)*	
Type of student work	**Number of hours**
Preparation for classes	10
Writing a paper/project/essay	
Gathering materials and preparing a presentation	
Independent reading	6
Preparing for quizzes/tests	
Preparing for the written/oral exam in the course	
Preparing for the written/oral assessment in the subject	8
Total	**24**
Total (contact hours and BUNA + student's independent work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**1 ECTS**

Primary literature: *(up to 3 items)*

1. Materials from the website: https://www.gov.pl/web/climate/energy-policy-of-poland-until-2040-epp2040

Supplementary reading: (up to 5 items)

1. B. Nowak, P. Grzejszczak, Poland's Energy Security in the Context of the EU's Common Energy Policy. The Case of the Gas Sector, University of Warsaw, 2011.

Approved by:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Regional Economy**					**ECTS credits: 4**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **5**	**0**	**0**	**0**	**21**	**12**	**ZO**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

The aim of the course: *to provide knowledge about regional development within the social sciences, emphasizing the implementation of the fundamental constitutional principle of the social market economy and the principles of subsidiarity and sustainable development. Learning about the principles of structural and cohesion policy.*
Ability to identify economic and social problems in the regional development of provincial self-governments.

Teaching methods: *presentations and discussions using audiovisual aids + student presentations, a problem- and process-oriented approach to the analysis of specific sectors of the regional economy.*

Prerequisites: *active learning, ability to work remotely using a computer.*

No	Course content
I	**LECTURES: none**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISE:** 1. The origins of regionalism—values, culture, the European dream 2. Orientations of EU regional policy 3. Principles and challenges of regional policy coordination 4. Regions in the spatial development of the country 5. Innovative region 6. The path to civil society
V	**BUNA:** 1. Fundamentals of Cohesion Policy and Programming in the EU 2021–2027 2. Diversification of Polish regions. Overview of Polish regions in Europe 3. Cohesion policy in Poland 2021–2027

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the place of economics in the system of sciences, its nature, methodology, and	Knows the terminology used in the field of regional economics. Has basic knowledge of regionalism. Has knowledge of the region, the classification of regions, the theory of regional development, and the importance of the regional economy in economic development at the national and EU levels. Knows the main stages of shaping regional policy in Poland.

		relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activities.	
P6U_ W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Discusses the essence and directions of regional policy. Has knowledge of the economic potential of Polish regions. Identifies the elements of regional policy and the interdependencies between them.
P6U_ W	P6S_WGP6S_WK	E1_W03 Identifies interrelationships between phenomena, entities, structures, and economic institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge in practice.	Presents the essence, scope, and specific characteristics of EU regional policy. It describes the potential and conditions for the development of the EU's regional economy. Discusses the EU's economic policy instruments.
P6U_ W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and	Describes the essence of entrepreneurship and the functioning of individual entrepreneurship in the context of the regional economy.

		social data and their practical application in professional activities	
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the nature and determinants of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Characterizes the transformation processes in the field of regional economics.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes. E1_U02 Is able to apply theoretical	Has the ability to present and describe a selected region of Poland. Has the ability to systematically assimilate new areas of knowledge necessary for economic policy.
P6U_U	P6S_UW	knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines. E1_U09 Is prepared to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and	Applies theoretical knowledge in the field of regional economics and effectively gathers reliable data from primary and secondary sources. Analyzes economic processes on a regional scale. Has the ability to identify and analyze elements of the economic potential of individual regions. Is able to analyze the effects of key regional policy instruments on the regional economy.
P6U_ U	P6S_UW	uncertainty, using normative systems and specialized terminology	Observes phenomena occurring in the regional economy. Skillfully observes and interprets the phenomena taking place in the context of implemented EU regional policy.
in the field of <u>SOCIAL COMPETENCIES:</u>			
	P6S_KR	E1_K03 Is ready to	

P6U_K		recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Independently builds upon their knowledge in the fields of regional economics, structural policy, and cohesion policy. Recognizes the need to continually expand their knowledge. Understands the significance of economic policy in the functioning of the regional economy.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	In projects related to the analysis of regional development programs, undertakes to express views on the diversity of development and issues related to the coordination of development programs.

Ways to verify the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in discussion	Individual project	Group project
E1_W01, 02, 03, 04, 08					x		x		x		
E1_U01, 02, 09					x		x		x		
E1_K03.06					x		x	x	x		

Form and conditions for passing the course: 5–7-minute oral presentation, group project implementation with discussion

Student workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	21
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for the training group, consultations, seminars)	
BUNA	12
Sum of	**33**

Student's own work divided into time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	18
Writing a paper/project/essay	
Gathering materials and preparing presentations	27
Self-study	24
Preparing for colloquia/tests	18
Preparing for the written/oral exam in a subject	
Preparation for written/oral credit in a subject	

Total	**87**
Total (contact hours + student's own work)	**120**
	4 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent work	**3 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	120
Total	**120**
Number of ECTS credits for practical classes	**4 ECTS**

Basic literature:

1. M. del Carmen, Sanchez-Carreira, P. J. R. Mourao, B. Blanco-Vateła (eds.), European Regional Policy and Development: Forgotten Regions and Spaces, Routledge, Abingdon-on-Thames 2024.

Supplementary reading:

1. R. S. Conway Jr., Empirical Regional Economics: Basic Theory, Models, and Applications, Springer Nature, Cham 2022.

Appointment of the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course title**: Public Finance**					**ECTS credits: 4**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **2**	**30**	**0**	**0**	**0**	**12**	**E**
* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of a faculty member						
The aim of the course: *to present key concepts in the field of financial market functioning, to develop skills in analyzing market mechanisms, and to foster teamwork.*						
Teaching methods: *knowledge acquisition through traditional lectures and engagement with the* university *through the analysis of problems within the framework of the discussed practical cases.* **Teaching tools used:** *use of website resources: https://www.calculatorsoup.com/calculators/financial/*						
Prerequisites: *General knowledge of how businesses operate in the market, general ability to identify human needs and organizational structures, and a general understanding of cause-and-effect relationships.*						

No	**Course content**
I	**LECTURE:** 1. The essence of public finance: an overview of the theory of public finance, a discussion of the structure, function, and scope of public finance. 2. Public revenue and public expenditure: Budgetary balance. Types of taxes and their impact on the economy. Methods of tax rationalization. Types of public spending and their impact on the economy. 3. The nature of public debt. Types and objectives of public debt management. The role of the National Bank of Poland in financing public debt. The level of public debt and Poland's accession to the euro area. 4. Fiscal policy in Poland. The impact of fiscal policy on the economy, the development of entrepreneurship, and the inflow of foreign direct investment. 5. State budget rules for drafting the budgets of the state, provinces, and municipalities. Conditions for drafting the state budget. The state budget and the financing of the economy 6. Reform of public finances in Poland in the years 1990–2006. Innovations in the public finance system. The EU budget and the shaping of the European Union's budget. Basic budgetary principles. Control of budget implementation. Extra-budgetary financing. 7. Methods for evaluating infrastructure investments. The role of infrastructure in municipal development. Strategies for municipal development. Financing of infrastructure investments. ABC methodology
II	**Seminars:** n/a
III	**LABORATORY EXERCISES:** n/a
IV	**EXERCISES:** n/a
V	**BUNA:** 1. Financial market submarkets 2. Assessment of the effectiveness of market functioning 3. General directions of changes in the public finance system in Poland 4. Tax harmonization policy among European Union member states

Learning outcomes	
	Objective effects – specification

Directional effects – symbol and specification			
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the role of economics within the system of sciences, its nature, methodology, and relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, as well as the practical application of this knowledge in business activities. E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market.	Has knowledge of public finances, the principles and methods for defining key elements in this area, and the role and operations of the EU in these areas. Has knowledge of the principles of budgetary management.
P6U_W	P6S_WG P6S_WK	Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development. E1_W03 Identifies the interrelationships between phenomena, entities, structures, and economic institutions at the microeconomic and sectoral levels,	Has knowledge of the relationship between public revenue and expenditure, understands the relationship between public debt and fiscal policy, and consequently processes related to the reform of public finances and the state budget. Has knowledge of the operational mechanisms of public finance sector entities.
P6U_W	P6S_WGP6S_WK	both in real and monetary terms, including in the field of selected	Is familiar with established research methods in the field of public finance and identifies patterns in this area. Has knowledge of the elements of the tax structure, the tax system, and the structure of the most important taxes.

		specialization in the field of economics. He knows how to apply this knowledge in practice.		
P6U_W	P6S_WGP6S_WK	E1_W09 Knows and understands the principles of the functioning of the market economy and knows the basic principles of creating and developing various forms of entrepreneurship. He knows how to apply this knowledge in practice.		Has knowledge of perspectives on public finances—revenue, expenditure, public debt, fiscal policy, and EU reforms and initiatives in this area.
P6U_W	P6S_WG	E1_W13 Knows and understands at an advanced level the principles of accounting, reporting, and financial analysis, corporate financial management, financial control, and internal audit, as well as their practical application in professional activities.		Has advanced knowledge of the elements of taxation, the tax system, and the structure of the most important taxes.
in terms of <u>SKILLS</u>:				
P6U_U	P6S_UW	E1_U02 Is able to apply his theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in		Is able to observe economic phenomena with particular emphasis on issues related to public finances. Has the ability to identify the basic sources of financial law.

		the field of economic disciplines.		
P6U_U	P6S_UWP6S_UOP6S_U U	E1_U06 Is able to independently plan and implement their own learning, being aware of the dynamic development of the sciences, using acquired economic knowledge, practical conclusions, and professional experience in the independent implementation of tasks, as well as in running a business and solving professional work dilemmas.		Uses terminology related to public finances. Skillfully uses sources of data on public finances and can draw conclusions based on the collected information.
in the field of <u>SOCIAL COMPETENCIES:</u>				
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his/her knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts if he/she has difficulty solving the problem on his/her own.		Identifies problems in the field of public finance, diagnoses dilemmas, and collaborates with groups to explore possible alternative solutions regarding public finance in the broadest sense—while keeping in mind their limitations.
P6U_K	P6S_KO P6S_KR	E1_K06 Able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.		Can independently expand on the knowledge acquired in the field of public finance

Ways to assess the outcomes of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W01... 13	**X**				**X**			**X**			**X**
E1_U02	**X**										

E1_U06	**X**										
E1_K01											**X**
E1_K06											**X**

Form and conditions for passing the course: lecture with multimedia presentations; group project with discussion; written exam—questions of an open-ended, interpretive nature.

The student's workload required to achieve learning outcomes in hours and ECTS credits

Class time with an instructor	
Types of classes	**Number of hours**
Participation in lectures	30
Participation in seminars	
Participation in exercises	0
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for training group, conv., sem.)	
Total	**30**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	18
Writing a paper/project/essay	15
Gathering materials and preparing presentations	
Self-study	16
Preparing for colloquia/tests	16
Preparing for the written/oral exam in a subject	10
Preparation for the written/oral exam in a subject	15
Total of	**90**
Total (contact hours + student's own work)	**120**
	1.5 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0.5 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**3.5 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	60
Sum of	**60**
Number of ECTS credits for practical classes	**2 ECTS**

Basic literature: *(up to 3 items)*

1. A. H. Williams, Public Finance and Budgetary Policy, Hassell Street Press, [no place] 2021.
2. A. Khan, Fundamentals of Public Budgeting and Finance, Springer, Berlin 2023.

Supplementary reading: (up to 5 items)

1. A. L. Hillman, Public Finance and Public Policy, Cambridge University Press, Cambridge 2019.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Social Policy**					**ECTS credits: 3**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **2**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **3**	**21**	**0**	**0**	**0**	**0**	**E**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

The aim of the course: *to acquire knowledge in the field of social policy + the ability to critically analyze theoretical and practical aspects of the social sphere + to acquire the ability to present a social issue.*

Teaching methods: *lectures supplemented with audiovisual materials + student presentations, and a problem- and process-oriented approach to the analysis of specific areas of social policy.*
Teaching tools used: *use of website resources: https://www.oecd-ilibrary.org/en/countries/poland.html.*

Prerequisites: *active learning, ability to work remotely using a computer.*

No	Course content
I	**LECTURES:** 1. Doctrinal foundations of social policy – definitions and scope 2. Social Policy in the Doctrine of the Catholic Church 3. Economic and political foundations of social policy 4. Social policy actors 5. Social issues 6. Social security system 7. Social policy strategies and priorities 8. Challenges of social policy
II	**SEMINARS: N/A**
III	**LABORATORY EXERCISES: N/A**
IV	**EXERCISES: N/A**
V	**BUNA:** 1. Poverty in social policy 2. Pro-family policy

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the place of economics within the system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic	Has knowledge of social policy and its political and economic relationships. Has knowledge of the circumstances and motives behind the emergence of social policy, its subject matter and methodological specificity, its place among the social sciences, and its importance for the development of civilization.

		terminology of economic sciences, along with the application of this practical knowledge in business activities.	
P6U_W	P6S_W G P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Presents the scope and definitions characterizing the state's social policy and recognizes the interdependence and role of social policy within the doctrine of the Catholic Church.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Discusses methods for examining economic and social ties and relations, as well as recurring patterns in the field of social policy. Identifies social policy priorities and the structures involved in implementing these policies. Has knowledge of the challenges in implementing social policy and the evolution of concepts (views) in this field.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Is able to apply his theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Is able to analyze the state's current social policy, identifying the advantages and disadvantages of specific solutions, as well as their current and future implications. Has knowledge of the state's role in social policy and the tools and instruments used to implement it (strategy).
P6U_U	P6S_UWP6S_UOP6S_U U	E1_U06 Is able to independently plan and implement their own learning, being aware of the	Solves professional tasks using rules, norms, and normative systems. Knows legal regulations in the field of social policy and public institutions relevant to social policy as practical activities of the state.

		dynamic development of the sciences, using acquired economic knowledge, practical insights, and professional experience in the independent execution of tasks, as well as in running a business and resolving professional challenges.	
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Independently supplements knowledge related to social policy strategies. Can cooperate and work in a group, taking on different roles within it.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Is open to new ideas related to the fight against poverty and social exclusion.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in discussion	Individual project	Group project
E1_W01, E1_W02, E1_W07	**X**									**X**	**X**
E1_U02									**X**		**X**
E1_U06									**X**		**X**
E1_K03, E1_K06									**X**		**X**

Course requirements: lectures with multimedia presentations; completion of a written group project addressing both closed-ended and open-ended interpretive questions.

Student workload required to achieve learning outcomes in hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	21
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for training group, consultation, seminar)	
BUNA	
Total	**21**
Student's own work organized by time (*examples of student work forms)*	
Student work form	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	13
Self-study	16
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	10
Preparation for written/oral assessment in a subject	
Total	**39**
Total (contact hours + student's own work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours completed in the form of independent work	**1 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	**60**
Total	**60**
Number of ECTS credits for practical classes	**2 ECTS**

Basic literature: *(up to 3 items)*

1. E. S. Palley, C. S. Shdaimah, Social Welfare Policy in a Changing World, SAGE Publications Inc, Thousand Oaks 2020.
2. J. G. McNutt, R. Hoefer, Social Welfare Policy: Responding to a Changing World, Oxford University Press Inc, Oxford 2020.

Supplementary reading:

1. J. Midgley, R. Surender, L. Alfers, *Handbook of Social Policy and Development*, Edward Elgar Publishing, Cheltenham 2019.

Acceptance by the Vice-Rector:

Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Economic Policy**						**ECTS credits: 1.5**
Instructor: **as per the list of instructors and the class schedule**						
Year: **2**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **4**	**21**	**0**	**0**	**0**	**0**	**E**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to acquire knowledge in the field of economic* policy*, the ability to critically analyze the theoretical and practical* aspects *of economics, and to develop the ability to present economic issues.*						
Teaching methods: *lectures using audiovisual aids, student presentations, and a problem- and process-based approach to the analysis of specific areas of economic policy.*						
Prerequisites: *active learning, ability to work remotely using a computer.*						

No	**Course content**
I	**LECTURE:** 1. **Basic concepts of economic policy:** definitions of economic policy and its subjects, the science of economic policy. 2. **Functions of economic policy:** the role of economic policy in various socio-economic systems and economic frameworks. Definition of the national economy. 3. **Doctrines in historical terms.** 4. **Transformation processes in Poland: the** role of the small and medium-sized enterprise sector. **Economic development policy:** planning of economic development. Structural policy. 5. **Regional policy: the** concept of regionalism in philosophical, spatial, and political terms. Definition of regional development. 6. **Innovation policy: the** definition of innovation. The concept of clusters. 7. **Mechanisms of market impact:** monetary policy, fiscal policy, labor market. Practical examples.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA** 1. Doctrines of economic policy from the seventeenth century to the present day. 2. Systemic reforms in Poland after 1989 3. The importance of accession to the European Union. 4. Clusters in Poland and around the world: a case study.

Learning outcomes

Directional effects – definition and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the	

		place of economics in the system of sciences, its nature, methodology, and relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	Has knowledge of the role and functions of economic policy within the field of socio-economic sciences. Is familiar with the relevant concepts and definitions. Has knowledge of the nature of the social sciences and their place within the system of sciences; understands the role of economic sciences in this system and uses standard economic terminology. Distinguishes and analytically characterizes all relationships between the state and the economy. Knows how to identify the objectives and economic consequences of the established goals.
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Describes the processes of characteristic doctrines for economic policy resulting from historical volatility. The student has advanced knowledge of different types of economic entities and organizations and public institutions.
P6U_W	P6S_WGP6S_WK	E1_W03 Identifies mutual relationships between phenomena, entities, structures, and economic institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge into practice.	Has advanced knowledge of the relationships between business entities and public institutions operating at the national level. Discusses transformation processes and economic development policy in Poland, understands the nature of SMEs and their role in economic development.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of	Presents methods for examining relations and ties between economic entities, highlighting the importance of these relations for economic (regional) development.

		economic and social data and their practical application in professional activities.	
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the essence and determinants of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Has knowledge of the transformation of the socio-economic system and the functioning of the economy, and thus of innovation policy.
P6U_W	P6S_WG	E1_W13 Possesses advanced knowledge of accounting, financial reporting and analysis, corporate financial management, financial control, and internal audit, and understands their practical application in professional activities.	Discusses mechanisms and structures of market impact resulting from different perspectives held by specific socio-economic environments
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Observes and interprets current economic phenomena. Can apply knowledge in the field of economics and finance to explain economic phenomena. Participates in phenomena related to economic policy.
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively gather reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Uses appropriate sources of data describing economic development and employs characteristic terminology related to economic policy.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation,	Expands and refines knowledge in the field of economic development, demonstrates openness to views and ideas related to economic development.

		analysis, and evaluation of economic processes in various types of organizations, and to consult experts in this regard in case of difficulties in solving them on their own.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial way and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Uses available means of communication to improve communication with the environment (*e-learning*).

Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in discussion	Individual project	Group project
E1_W01... W04;	**X**						**X**		**X**		
E1_W08, E1_W09, E1_W13	**X**						**X**		**X**		
E1_U01, E1_U02	**X**						**X**		**X**		
E1_K03, E1_K06					**X**		**X**		**X**		

Form and conditions for passing the course: lecture with the use of multimedia presentations, group presentations; written exam—closed-book questions.

Contact hours with an instructor	
Types of classes	**Number of hours**
Attendance at lectures	21
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for the training group, consultations, seminars)	
Total	**21**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	16
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-study	13
Preparing for colloquia/tests	10
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	**39**
Total (contact hours + student's own work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0.5 ECTS**
2. including the number of ECTS credits for hours carried out in the form of independent work	**1.5 ECTS**
Practical classes	

Types of classes	Number of hours
Participation in laboratory exercises	
Preparation for practical credit	60
Total	**60**
Number of ECTS credits for practical classes	**2 ECTS**

Basic literature: *(up to 3 items)*

1. Sh. R. Khamdamov, Basics of Economic Policy: A Textbook for Undergraduates, LAP LAMBERT Academic Publishing, Saarbrücken 2023.
2. S. Drakopouls, I. Katselidis, Economic Policy and the History of Economic Thought, Taylor & Francis Ltd, New York 2023.

Supplementary reading: (up to 5 items)

1. N. Acocella, *Economic Policy in the21stCentury*, Cambridge University Press, Cambridge 2022.

Acceptance by the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Economic Analysis**						**ECTS credits: 4**
Instructor: **as listed in the instructor roster and class schedule**						
Year: **2**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **3**	**21**	**0**	**0**	**24**	**0**	**E/ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to acquire basic knowledge about the essence and principles of economic analysis, the behavior of enterprises, and practical skills in preparing an economic analysis of a selected enterprise and its valuation on the capital market.*						
Teaching methods: *knowledge acquisition through traditional lectures and independent study via problem analysis and case studies (CASE STUDY).* **Teaching tools used:** *Gretl software, use of website resources: https://oec.world/en.*						
Prerequisites: *general knowledge of how enterprises operate in the market and in the field of accounting, general understanding of cause-and-effect relationships.*						

No	Course Content
I	**LECTURE:** 1. **Introduction to the problems of economic analysis** (essence, subject, classification, tools). 2. **Organization as the subject of economic analysis** (types of economic organizations, the organizational development cycle, the organization as a system). 3. **Analysis of the enterprise's assets** (concept, classifications, asset structures, depreciation, asset management). 4. **Analysis of the company's costs** (sources, total cost, unit cost, unit cost structure, unit cost and product price). 5. **Analysis of human capital** (classifications of employment within the enterprise, employment structures, labor productivity, labor costs). 6. **The enterprise in the market** (behavior of the enterprise, assessment of the enterprise in the capital market, methods for assessing the risk of bankruptcy of the enterprise).
II	**SEMINARS:** 1. **A preliminary analysis of financial statements** (importance of financial statements for the company, structure and informational value of individual elements of financial statements—balance sheet, income statement, cash flow statement; horizontal and vertical analysis). 2. **Analysis of the company's assets** (asset structure, depreciation, sources of asset financing; profitability, debt, productivity – calculating indicators, determining and interpreting the results). 3. **Analysis of the company's costs** (total cost, unit cost – determining and interpreting the achieved values)**.** 4. **Analysis of human capital** (classifications of employment within the enterprise, employment structures, labor productivity, labor costs). 5. **Financial liquidity** (types and construction of indicators, determination and interpretation of achieved values). 6. **Pyramid analysis – the Du Pont Model** (determination and interpretation of factors affecting the profitability of the company's equity).
III	**LABORATORY EXERCISES: not applicable**

IV	**EXERCISES: not applicable**
V	**BUNA**: **Discriminatory analysis – warning models in the enterprise life cycle** (E. Altman Model, A. Hołdy Model*) – Case studies.*

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Has comprehensive knowledge of the place of economics within the system of sciences, its nature, methodology, and relationships with other scientific disciplines; knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activities.	Defines economic concepts and laws. He is familiar with the concepts of economic analysis of enterprises. He demonstrates a high level of substantive knowledge, independently and correctly selects and interprets techniques for assessing economic phenomena and processes, and fully and factually analyzes the problems and thematic issues presented. He distinguishes and describes the types of economic analysis in the activities of the enterprise.
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Describes economic phenomena and their effects as they apply to economic analysis. Knows data collection techniques that enable the description and analysis of market processes and phenomena, which support decision-making processes within the company.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional practice.	Characterizes the conditions and principles of making optimal decisions by business entities. Knows and understands the methods and tools of economic analysis that allow for the description and evaluation of economic phenomena and processes.
P6U_W	P6S_WG	E1_W06 Knows and understands at an advanced level how to apply and analyze the results of selected quantitative tools in describing facts, objects, and phenomena related to various areas of economic functioning and complex interdependencies, as well as in forecasting future scenarios of economic and social activity.	Possesses knowledge of economic analysis applicable within the enterprise and knowledge of financial conditions related to business operations. Is able to effectively apply theoretical knowledge to identify and interpret economic phenomena and processes, and analyzes the problems and thematic issues presented. Independently presents and correctly selects techniques for assessing economic phenomena and processes, and analyzes the problems and thematic issues presented in a comprehensive and factual manner.

in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Thinks and draws conclusions rationally and analyzes economic phenomena. Independently analyzes and interprets the content of financial and material reports and applies acquired knowledge to assess the performance of business entities.
P6U_U	P6S_UW	E1_U02 Is able to use his theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Is able to effectively apply theoretical knowledge to identify and interpret economic phenomena and processes, thoroughly and factually analyzes the problems and thematic issues presented, demonstrates creativity in action and ease in defending the analyses conducted. Can prepare oral presentations in the field of economic analysis. Is able to apply knowledge of economic analysis in practice, in relation to the company's operations in the market.
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and analyze and evaluate the processes and economic and social phenomena taking place.	Interprets the mechanisms of how the economy functions. Can observe and analyze economic processes taking place within the company, taking into account a critical assessment of the impact of the environment on the company's financial situation
P6U_U	P6S_UW P6S_UK	E1_U05 Can find and properly select sources of information, critically analyze, evaluate, and synthesize this information, and participate in debates, presenting and discussing different opinions and positions.	Andit analyzes and interprets the basic cause-and-effect phenomena in enterprises.
P6U_U	P6S_UW	E1_U09 Is able to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology.	Using standard tools of quantitative and qualitative analysis, he possesses skills in the field of economic sciences.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his/her own.	Actively cooperates within the team conducting economic analysis. Is aware of the need for improvement and lifelong learning.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take	

		on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being mindful of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Highlights the role of economic analysis in the economy. Is able to adapt their behavior to the different situations in which the company finds itself.
P6U_K	P6S_K O P6S_KR	E1_K05 Understands ethical issues related to the tasks and business activities performed, recognizes the importance of professional activities consistent with the principles of professional ethics and respect for the diversity of views and cultures; upholds the achievements and traditions of the profession	Formulates judgments on important social and philosophical matters, in which issues of economic analysis serve as the foundation.
P6U_K	P6S_K O P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Is characterized by initiative and independence in professional activities. Demonstrates creativity in action. Can defend the analyses conducted.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in discussion	Individual project	Group project
E1_W01, E1_W02, E1_W04, E1_W06, E1_W14	**X**		**X**					**X**		**X**	
E1_U01... U03, E1_U05, E1_U09	**X**		**X**					**X**		**X**	
E1_K01... K06								**X**	**X**	**X**	

Form and conditions for passing the course: lecture using a multimedia presentation, 5–7-minute colloquium, individual project on a given topic, written exam—questions of a closed and open-ended interpretive nature.

Student workload to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Attendance at lectures	21
Participation in seminars	

Participation in exercises	24
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for training group, conv., sem.)	
Total	**45**
Student's independent work broken down by time (*examples of student work forms)*	
Type of student work	**Number of hours**
Class preparation	15
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-study	30
Preparing for colloquia/tests	15
Preparing for the written/oral exam in a subject	15
Preparation for written/oral assessment in a subject	
Total	**75**
Total (contact hours + student's own work)	**120**
	4 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1.5 ECTS**
2. including the number of ECTS credits for hours completed as independent work	**2.5 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	
Number of ECTS credits for practical classes	**ECTS 1**

Required reading: *(up to 3 items)*

1. Business Valuations: Fundamentals, Techniques, and Theory, John Wiley & Sons Inc, New York 2024.
2. K. G. Palepu, P. M. Healy, E. Peek, *Business Analysis and Valuation*, Cengage Learning EMEA, 2022.

Supplementary literature:

1. Z. Ch. Mercer, T. W. Harms, Business Valuation – An Integrated Theory, John Wiley & Sons Inc, New York 2020.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Effectiveness of Strategic Decisions**						**ECTS credits: 2**
Instructor: **as per the list of instructors and the class schedule**						
Year: **3**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **5**	**0**	**0**	**0**	**21**	**12**	**ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to present key concepts in the field of strategic decision-making and to demonstrate the principles of how market entities operate in a turbulent environment.*						
Teaching methods: *acquisition of knowledge through solving tasks and problems during seminars.* **Teaching tools used:** *Mindomo and Linear software.*						
Prerequisites: *general knowledge of strategic effectiveness, general ability to draw conclusions in the field of strategic decision-making, and a general understanding of cause-and-effect relationships.*						

No	**Course content**
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISE:** 1. Basic issues in the effectiveness of strategic decisions. 2. Globalization processes and *the network level*. 3. Methods used to examine the effectiveness of strategic decisions.
V	**BUNA:** Strategies of enterprises in the era of globalization.

Learning outcomes			
Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements,	Is able to describe the tools used to monitor the progress of strategy implementation. Has knowledge in the field of monitoring current operations and operational control in organizations.

		characteristics, and development.	
P6U_W	P6S_WGP6S_WK	E1_W03 Identifies the interrelationships between phenomena, entities, structures, and economic institutions at the microeconomic and sectoral levels, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge in practice.	Knows and understands the basic concepts, economic laws, and phenomena and their effects in the market economy. Knows the conditions and principles of making optimal decisions by entities at the enterprise level. Has knowledge of the functioning of enterprises at various levels.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data, as well as their practical application in professional activities	Has advanced knowledge of the objective and methodological links between strategic and operational management and various fields and scientific disciplines.
P6U_W	P6S_WG	E1_W05 Knows and understands at an advanced level the nature of humans as entities that create economic structures; understands the patterns of human behavior in terms of satisfying needs; possesses basic knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. He	Is able to determine the motives of human behavior in the context of various situations related to the implementation of strategic decisions. Can identify areas of conflict and ways to resolve them.

		knows how to apply this knowledge in practice.	
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Has in-depth knowledge of the mechanisms underlying the functioning of the economy and identifies typical issues related to the effectiveness of strategic decisions.
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the essence and determinants of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Has extensive knowledge of methods for making strategic decisions under conditions of uncertainty and risk.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political and cultural changes.	Is able to correctly define terms in the field of strategic and operational management.
P6U_U	P6S_UW	E1_U02 Is able to apply his theoretical knowledge and effectively obtain reliable data from primary and secondary	Is able to formulate strategic options for the enterprise. Can skillfully make rational choices in strategic decision-making

		sources to analyze specific economic processes and phenomena in the field of economic disciplines.	decisions.
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and to analyze and evaluate the processes and economic and social phenomena taking place.	Interprets the mechanisms of functioning enterprises, analyzes and interprets basic cause-and-effect phenomena in enterprises, uses standard tools of quantitative and qualitative analysis to forecast economic phenomena, and possesses expertise in the field of economic sciences.
P6U_U	P6S_UK P6S_UU	E1_U08 Has the ability to plan and organize the process of writing papers on specific topics using theoretical approaches, principles of collecting various data sources, their description and interpretation, and drawing conclusions based on current scientific literature (in connection with the selected specialization in the field of economics).	Is able to determine the strategic position of the enterprise.
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology	Is able to think rationally and analyze economic phenomena. Possesses critical thinking skills and the ability to evaluate development strategies.
P6U_U	P6S_UW P6S_UO	E1_U10 Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice, in connection with the studied specialty.	Is able to apply tools to monitor the progress of strategy implementation.
in the field of <u>SOCIAL COMPETENCIES:</u>			Is characterized by initiative and independence in professional activities, capable of adapting to various situations in which the company operates. Is skilled in formulating judgments on important social and philosophical matters, particularly those related to the functioning of pre-enterprises and their effectiveness.
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving	

		cognitive and practical problems and consults experts when facing difficulty in solving a problem on his/her own.	
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms; performs responsible roles within the team, is mindful of the decisions they make, and takes responsibility for the results of their work and the entire team.	Is able to properly define the priorities for the implementation of the task specified by himself or others. Cooperates in a team.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Is able to identify the role of efficiency in business operations. Recognizes the need to analyze as comprehensive a set of alternative projects as possible, along with all existing constraints.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to think in an entrepreneurial way. Skillfully refers to and discusses the effectiveness of strategic decisions. Is prepared to think and act rationally.

Ways of verifying the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual	Group project
E1_W02, W05 E1_W07, E1_W08,			**X**					**X**	**X**		**X**
E1_U01... U03, E1_U08, E1_U09,			**X**					**X**	**X**		**X**

E1_U10											
E1_K01, E1_K02, E1_K03, E1_K06			**X**					**X**	**X**		**X**

Requirements for passing the course: passing based on practical assignments of both closed-ended and open-ended interpretive nature.

Student workload required to achieve learning outcomes during class hours and ECTS credits

Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	21
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, consultations, seminars)	
BUNA	12
Total	**33**
Student's own work organized by time (*examples of student work forms)*	
Student work form	**Number of hours**
Preparing for classes	20
Writing a paper/project/essay	10
Gathering materials and preparing presentations	
Self-study	10
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	17
Total	**57**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours completed in the form of independent work	**2 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in exercises	
Preparation for practical credit	90
Total	**90**
Number of ECTS credits for practical classes	**3 ECTS**

Basic literature: *(up to 3 items)*

1. Ch. Williams, Strategic Business Case Analysis, Taylor & Francis Ltd, Abingdon-on-Thames 2023.
2. Lourdesamy Iruthayasamy, Understanding Business Strategy: Confusion and Consensus, Springer Verlag, Singapore 2022.

Supplementary reading: *(up to 5 items)*

1. D. Paul, J. Hunsley, A. Reed, D. Beckham, P. Turner, Business Analysis Techniques, BCS Learning & Development Limited, [Swindon] 2021.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Intercultural Communication**					**ECTS credits: 1**	
Instructor: **as listed in the instructor roster and class schedule**						
Year: **3**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **5**	**0**	**0**	**0**	**21**	**0**	**ZO**

* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

The aim of the course: *to present the essence of the negotiation process in business, to identify the key factors influencing the course of business negotiations, to examine negotiations from an international perspective, and to develop the ability to resolve business conflicts through the negotiation process.*

*Te***aching methods:** *knowledge acquisition through simulations, discussions, and role-playing exercises.*

Prerequisites: *knowledge of the basics of management, microeconomics (availability of resources and their rational use), and the basics of marketing.*

No	Course content
I	**LECTURE: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES:** 1. Introduction to Intercultural Communication. 2. Cultural Dimensions and Communication Styles. 3. Stereotypes, Prejudice, and Ethnocentrism. 4. Nonverbal Communication in Different Cultures. 5. Intercultural Conflicts and Their Resolution. 6. Communication in a Multicultural Environment – Practice. 7. Building Intercultural Competence and Summary.
V	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as market-related phenomena and processes. Has knowledge of economic	Discusses the economic conditions and consequences of the negotiation process. Can explain the essence and meaning of the negotiation process. Has knowledge of the processes and phenomena that may lead to situations and conflicts. Can identify the conditions for effective negotiations.

		structures and institutions, as well as their elements, characteristics, and development.	Knows th basic research approaches , and negotiation techniques. Knows how to act and what behaviors should be avoided in negotiations.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Is able to determine the motives of human behavior in the context of various situations related to the fulfillment of personal needs and organizational goals, identifying areas of conflict and ways to resolve them. Explains and identifies negotiation styles and key negotiation techniques leading to the resolution of conflict situations, taking into account ethical and moral norms regarding the manipulation of the behavior of the parties involved in the conflict.
			Has knowledge of the essence of entrepreneurship and the scarcity of resources that gives rise to conflict situations.
			Identifies relevant legal provisions and rules of conduct in situations of business conflict
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Can collaborate with others as part of a team or as a leader; contributes to the analysis and evaluation of alternative solutions to economic problems and selects methods and tools that enable rational resolution and optimization of them.	Observes and interprets economic phenomena, describes the negotiation process and its phases. Applies basic theoretical knowledge and gathers reliable data to analyze the sources (causes) of conflict situations. Is able to apply negotiation skills in practice.
P6U_U	P6S_UW P6S_UO	E1_U10 Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice, in connection with the field of study.	

			Applies theoretical knowledge as well as insights and negotiation experience (both positive and negative) to resolve conflict situations in business. Skillfully distinguishes between different styles of conducting negotiation talks. Participates in problem-solving teams addressing conflict situations, identifying and recommending alternative solutions to problems and identifying the best solutions through the use of the BATNA technique. Observes and understands phenomena, documents and improves the negotiation process. Has the ability to use appropriate negotiation tactics and techniques depending on the diagnosed internal and external conditions. Prepares a multi-variant negotiation scenario taking into account negotiation styles and techniques, as a result of which they are prepared for oral confrontation in situations of business conflict.
In the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts when encountering difficulties in solving the a problem in and of itself.	Understands the need to improve manipulative and negotiation techniques, as well as assertiveness and empathy in meeting key economically rational needs.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and assume various roles while respecting social,	

		cultural, and legal norms, and perform responsible roles within the team, being mindful of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Acts in an entrepreneurial manner, communicates skillfully with the environment—he listens, asks questions, skillfully disagrees, and also develops resilience to setbacks in the process of reaching terms during negotiations. By employing negotiation strategies and techniques, he understands and considers the ethical dimensions of business, and is guided by the principles of respect for partners in the negotiation process.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on one's own.	Is prepared to articulate views and arguments substantively and courageously in a conflict situation, taking into account relevant negotiation principles. Demonstrates an active attitude in negotiation processes.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Is able to independently improve negotiation skills (verbal and non-verbal) by learning new techniques for influencing the audience and analyzing his own and others' mistakes during negotiation interactions. Is aware of the limitations of economic resources and is able to resolve dilemmas and conflicts by seeking alternative solutions through negotiation of the conditions for their use.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual	Group project
E1_W02, W07			**X**				**X**	**X**	**X**		
E1_U07, E1_U10							**X**	**X**	**X**		
E1_K01, K03, E1_K06							**X**	**X**	**X**		

Requirements for passing the course: completion of a group project; passing is based on practical tasks discussed during class sessions and a colloquium.

Student workload required to achieve learning outcomes during class hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	

Participation in exercises	21
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, consultations, seminars)	
Total	**21**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	3
Writing a paper, project, or essay	
Gathering materials and preparing presentations	
Independent reading	3
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	3
Total	**9**
Total (contact hours + student's own work)	**30**
	1 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**0 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**1 ECTS**

Basic literature: *(up to 3 items)*

1. Klyukanov, I.E. (2020). Principles of Intercultural Communication (2nd ed.). NY: Routledge.

Supplementary literature:

2. Kossowska, M., Rosiński, J., Global Mindset and International Business. Driving Process Outsourcing. Organizations. Routledge, 2023.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's degree)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Public Relations**					**ECTS credits: 1**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **5**	**0**	**0**	**0**	**21**	**0**	**ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to present the essence of the process of building a positive and long-term image of the organization in a competitive environment, to identify the key factors influencing the creation of that image, and to present the tools for building the organization's image in both its immediate and broader environments.*						
Teaching methods: *knowledge acquisition through simulations and discussions, as well as practical scenarios—speeches, press conferences, role-playing, etc.—and CASE STUDIES.*						
Prerequisites: *knowledge of marketing and organizational management.*						

No	Course content
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES:** 1. The basic conceptual framework and essential features of PR activities. PR activities in the context of other promotional elements. 2. Crisis PR: concept, sources, types of crises; crisis prevention; types of planning activities for the eventuality of a crisis situation; optimal rules of behavior (communication) in a crisis; common mistakes; recommendations for marketing promotion during a crisis. 3. Cooperation with the media as a branch of PR: meaning, forms; types of materials ready for dissemination in the media and sources; general principles of behavior toward the media; principles and models for drafting press releases; rules for the use of spoken word techniques (press conferences, interviews). 4. PR in the context of a socially controversial investment: real-world cases; actual conflicts and leveraging opportunities to defuse tensions; specific considerations regarding organizational crises and crisis PR; stages of the process: analysis of the situation from the perspective of conflicting groups; the action plan; communication strategy and tactics tailored to specific stakeholder groups; potential communication techniques; involving stakeholders in the planning and implementation of the investment and maintaining communication with them after the investment is completed. 5. Corporate Identity – image and identity of the organization, elements of the organization's identity, visual identification: purpose and principles; creating an organizational identity. 6. Potential PR functions within the organization's communication system: the organization's information and communication needs and the necessity of creating a system to manage them, or at least coordinate them; a traditional, specialized, professional PR manager or at least a coordinator of the organization's communication activities; reasons why you would not utilize this potential PR function 7. Potential PR functions for the benefit of the organization's management boards: traditionally assigned functions: image, liaison, harmonization, prevention; nowadays, the most

	valued role of PR in so-called problem management; possible PR functions for the organization's management boards; reasons for not utilizing the aforementioned PR opportunities in management lie with both PR practitioners and management boards. 8. Efficiency and effectiveness of PR activities – event organization – types of events, objectives of event organization, event planning, elements of event management, performance evaluation, post-event activities, and common mistakes. 9. Modern PR techniques and the use of the Internet in communication campaigns – media relations online, crisis management (*fake news*), website positioning, popular social networking sites.
V	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the role of economics within the scientific community, its nature, methodology, and relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, as well as the application of this practical knowledge in business activities.	Knows and understands the concepts, economic laws, and economic phenomena and their effects occurring in the company's operations, including issues related to PR. Identifies PR tools used in specific areas.
P6U_W	P6S_WG	E1_W05 Knows and understands at an advanced level the nature of humans as agents who create economic structures; knows the patterns of human behavior in terms of satisfying needs, and possesses foundational knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. He knows how to apply this knowledge in practice.	Presents PR functions in relation to the organization's management, and has basic knowledge of humans as entities that create economic structures.
P6U_W	P6S_WG	E1_W06 Knows and understands at an advanced level the methods of applying and analyzing the results of selected quantitative tools in the description of facts, objects, and phenomena concerning	Discusses communication strategies and tactics in relation to specific categories of the environment; knows possible communication techniques.

		various areas of economic functioning and complex dependencies, as well as forecasting future scenarios of economic and social activity.	
P6U_W	P6S_WG	E1_W13 Possesses advanced knowledge of accounting, financial reporting and analysis, corporate financial management, financial control, and internal audit, and understands their practical application in professional activities.	Discusses the potential functions of PR in relation to the importance of entrepreneurship for business entities.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Uses PR capabilities in management. Can correctly interpret and explain social and cultural phenomena and the interrelationships between processes occurring in different cultures in relation to the implementation of public relations strategies.
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and to analyze and evaluate the processes and economic and social phenomena taking place.	Interprets the mechanisms by which individual market entities operate, and analyzes and interprets the fundamental cause-and-effect relationships within them.
P6U_U	P6S_UW P6S_UO P6S_UU	E1_U06 Is able to independently plan and implement their own learning, being aware of the dynamic development of sciences, using the acquired economic knowledge and practical conclusions and specialist experience in the independent implementation of tasks, as well as in running a business and solving the dilemmas of professional work.	Formulates practical conclusions useful in the context of PR, and presents his own ideas. Analyzes the reasons for not utilizing the PR function in economic processes.

P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Can collaborate with others as part of a team or as a leader; contributes to the analysis and evaluation of alternative solutions to economic problems and selects methods and instruments that allow for the rational resolution and optimization of them.	Uses standard tools of quantitative and qualitative analysis to forecast economic phenomena, has the ability to think rationally, draw conclusions, and analyze marketing phenomena, with particular emphasis on the PR department.
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology	Can prepare oral presentations in the field of PR within the enterprise, works in a team.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his own.	Understands the need to utilize PR functions within the enterprise's organizational structure. Is aware of the influence of the environment on the conditions under which the organization operates. Understands the importance of the impact of image and reputation on an organization's performance and social performance.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on his or her own.	Defines priorities for creating an appropriate image of the organization/board. Correctly identifies the sources and types of PR crises.
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues related to the tasks and business activities performed, recognizes the importance of professional conduct consistent with the	Expresses his views on image creation boldly and substantively. Applies the principles of ethical communication.

		principles of professional ethics and respect for the diversity of views and cultures; upholds the achievements and traditions of the profession	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Independently expands and enhances knowledge of PR in socially controversial situations. Utilizes modern techniques and the Internet in communication campaigns. When creating an image, he is guided by business ethics and corporate social responsibility toward the organization and its members

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W01; E1_W05, E1_W06, E1_W13								**X**	**X**	**X**	
E1_U02 E1_U03, E1_U06... U09								**X**	**X**	**X**	
E1_K01, E1_K02... K06								**X**	**X**	**X**	

Requirements for passing the course: completion of an independent project; grading based on practical assignments discussed during class.

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	21
Participation in lab sessions	
Consultation	
Total	**21**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	4
Writing a paper, project, or essay	5
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	

Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	**9**
Total (contact hours + student's own work)	**30**
	1 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**0 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**1 ECTS**

Basic literature**:** *(up to 3 items)*

1. Rosenberg, A Modern Guide to Public Relations. Including: Content Marketing, SEO, Social Media & PR Best Practices, Lightning Source Inc, La Vergne 2021.
2. Myers, The Rules of Public Relations, Rowman & Littlefield Publishing Group Inc, Lanham 2024.

Supplementary reading:

1. J. Fawkes, Depth Public Relations, Jenny Stanford Publishing, Singapore 2024.

Approval of the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Business Plan**						**ECTS credits: 0.5**
Instructor: **as per the list of instructors and the class schedule**						
Year: **3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **5**	**0**	**0**	**0**	**18**	**0**	**ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
Course objective: *A business plan is the fundamental tool for setting economic and financial goals for the planned period, and also serves as a means of monitoring and verifying the implementation of planned projects. Preparing a sound business plan is of great importance in many situations, particularly when applying for a loan or co-financing from EU funds. The primary objective of the course is to provide a practical understanding of the standards for drafting business plans and their evaluation.*						
Teaching methods: *acquisition of knowledge through the development of a practical business project—a business plan for a business venture.* **Teaching tools used:** *software Mindomo, use of website Resources: https://www.canva.com/documents/templates/business-plan/*						
Prerequisites: *general knowledge of how market entities operate—competition, environment, financing of activities, costs, supply and demand, market research.*						

No	**Course content**
I	**LECTURE: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES:** 1. Conditions for starting your own business – Business incubators and other forms of support. 2. A business idea and its implementation. Competition and characteristics of the consumer market. 3. Characteristics of financing sources. 4. Selection of the organizational and legal form of the business. 5. Key elements of the business plan. 6. Verification and assessment of the feasibility of a business project.
V	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the role of economics within the scientific system, its nature, and methodology	Has knowledge of the role of the entrepreneur in the field of methodological principles for preparing a business plan and the areas of its application in business practice. Understands the importance of planning in the development of various forms of

		and related to other scientific disciplines, knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activity	entrepreneurship.
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Discusses human behavior with particular emphasis on their needs for creativity and entrepreneurship. Knows the specialized application of planning methods supporting the processes of making optimal decisions regarding key areas of the company's activity.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Describes standard methods and tools for obtaining data and their interpretation that allow you to analyze and interpret processes related to the establishment and implementation of your own business idea. .
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and to analyze and evaluate the processes and economic and social phenomena taking place.	Analyzes and documents the symptoms, causes, and progression, as well as the effectiveness of processes related to business situations.
P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Can collaborate with others as part of a team or as a leader; takes the lead in analyzing and evaluating alternative solutions to economic problems and selects methods and instruments that allow	Participates in the analysis and evaluation of alternative solutions to problems related to the effective/efficient/optimal implementation of a business idea. Draws practical conclusions and articulates ideas and concerns regarding the functioning of a new business idea. Can use advanced research methods and tools to model, forecast, and evaluate complex business processes, including in collaboration with others as part of a team working on the preparation of a business plan, and can take a leading role within the team.

		rational resolution and optimization of them.	
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology	Has the ability to observe, understand, and analyze phenomena related to the entity's functioning in the market and document these activities.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his own.	Understands the need to learn and take an assertive and empathetic approach to change in the creation of a business plan.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the whole team.	Participates in projects related to the development of entities, is prepared for substantive discussion and presentation of views related to improving the functioning of newly created business entities. Is able to cooperate in a group, preparing projects in the field of business plans for an enterprise or investment venture. Can manage the preparation of a business plan project, defining priorities for its implementation.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on his or her own.	Is characterized by personal values related to being guided in professional life by business responsibility, ethics, and respect for competing views and opinions.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to	Is able to independently supplement and improve knowledge and skills in the field of practical business planning activities (business).

		new situations and conditions, develops resilience to failure and stress.	

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual project	Group project
E1_W01, E1_W02, E1_W07						**X**				**X**	
E1_U03, E1_7, E1_U09						**X**				**X**	
E1_K01, K03, E1_K06						**X**				**X**	

Requirements for passing the course: passing is contingent upon the creation of a business plan based on exercises completed during class

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	18
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, consultations, seminars)	
Total	**18**

Student's own work organized by time (*examples of student work forms)*

Student work form	**Number of hours**
Preparing for classes	6
Writing a paper/project/essay	6
Gathering materials and preparing presentations	
Self-study	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	**12**
Total (contact hours + student's own work)	**30**
	1 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0.5 ECTS**
2. including the number of ECTS credits for hours completed through independent work	**0.5 ECTS**

Practical classes

Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**1 ECTS**

Basic literature: *(up to 3 items)*

1. V. Evans, FT Essentials Guide to Writing a Business Plan, PEARSON Education Limited, 2022.
2. S. Mansfield, *How to Write a Business Plan (Your Guide to Starting a Business)*, Independently Published, 2019.

Supplementary reading:

1. R. Abrams, Successful Business Plan: Secrets & Strategies, Planning Shop, 2019.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Ethics in Economics**					**ECTS credits: 2**	
Instructor: **as listed in the instructor roster and class schedule**						
Year: **3**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **6**	**15**	**0**	**0**	**0**	**18**	**ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to equip students with knowledge in the field of normative ethics. Preparation for specific business situations – acquiring the ability to make assessments and moral decisions. Raising awareness of the ethical aspects of economic choices.*						
Teaching methods: *lectures using audiovisual aids, semester project – self-directed project – case study.*						
*Pr***erequisites:** *Actively participate in classes, complete recommended assignments on your own.*						

No	Course content
I	**LECTURE:** 1. Introduction to ethics in the economic context. 2. Selected tools for moral evaluation and decision-making: Ethical systems. Utilitarianism. Kant's ethics of duty. Catholic personalism. 3. Selected tools for moral evaluation and decision-making: Concepts of moral responsibility and justice. Resolving moral dilemmas. 4. Ethics in personal practice. Elements of the psychology of moral judgments and decisions. 5. Ethics of business goals. 6. Work and employment ethics. 7. Ethics of management and business relations in multicultural contexts. 8. Ethics of competition. Positive competition. Fair competition. Selected morally unacceptable ways of competing. Hindering market access. Corruption. Monopolistic practices.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA:** Moral controversy regarding the goals of the enterprise, particularly the role of profit. Entrepreneurial ethos. The problem of a morally good object of economic activity. Aristotelian-Thomistic criteria for a morally good object of consumption. The company from the perspective of personalism, with particular emphasis on John Paul II's encyclical **Centesimus annus**. Managerial capitalism and Kantian capitalism—a dispute over the concept of Corporate Social Responsibility.

Learning outcomes			
Direct effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the place	Presents the ethical dimension of economics. Knows and

		of economics in the system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	distinguishes the basic concepts: morality, ethics, moral values, natural law. Knows the difficulties of making moral decisions.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional activities.	Discusses current economic processes and the accompanying ethical controversies. Knows ethical systems and methods for analyzing actions and making moral choices.
P6U_W	P6S_WG	E1_W05 Possesses advanced knowledge and understanding of humans as entities that create economic structures; understands the rules of human behavior in the context of satisfying needs; has a basic understanding of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply knowledge in practice.	Has knowledge about human beings and their ethical and moral values. Knows the prerequisites and consequences of conducting responsible human economic activity, as well as the principles of creating and developing individual entrepreneurship, taking into account ethical principles.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as	Explains and illustrates the importance of ethical and moral norms and rules in terms of the functioning of organizations and the people who create such structures, patterns, and dilemmas. It describes the impact of ethical and moral values on the directions of economic development.

		complex relationships between them.	
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UU	E1_U08 Has the ability to plan and organize the process of writing papers on specific topics using theoretical approaches, principles of collecting various data sources, their description and interpretation, and drawing conclusions based on current scientific literature (in connection with the selected specialization in the field of economics).	Analyzes selected behaviors of market entities, drawing on knowledge in the field of ethical and moral behavior. It correctly applies systems for the ethical and moral assessment of entities' behavior in business relations.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his own.	Understands the need to expand knowledge in the field of ethics in economics and is open to new perspectives in this area.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Actively cooperates in task forces while respecting social, cultural, and ethical-moral norms.
P6U_K	P6S_KR	E1_K03 Is able to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to consult experts in this	Is open to new ideas and techniques related to the analysis and evaluation of ethical and moral attitudes in economics.

		regard in case of difficulties in solving them on his or her own.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial way and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Is characterized by personal values related to ethics, morality, respect for social norms, and loyalty in business dealings. Is aware of moral responsibility for decisions made in economic and public life.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual	Group project
E1_W01, E1_W04, E1_W05, E1_W07,			**X**					**X**	**X**		
E1_U08			**X**					**X**	**X**		
E1_K01... K03, E1_K6,								**X**	**X**		

The student's workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	12
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, consultation, seminar)	
Total	**12**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	18
Writing a paper/project/essay	
Gathering materials and preparing presentations	15
Independent reading	15
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	**48**
Total (contact hours + student's own work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0.5 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**1.5 ECTS**
Practical classes	

Types of classes	Number of hours
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Form and conditions for passing the course: lecture using distance learning techniques, oral examination based on the course material

Required reading: *(up to 3 items)*

1. D. Mele, Business Ethics in Action, Bloomsbury Publishing, London 2019.
2. S.G. Savur, Business Ethics: The Sustainable and Responsible Way, SAGE Publications Inc, Thousand Oaks 2024.
3. J. Graafland, Ethics and Economics: an Introduction to Free Markets, Equality and Happiness, Taylor & Francis Ltd, Abingdon-on-Thames 2021.

Supplementary reading: *(up to 5 items)*

1. K.K. Shah, *Business Ethics, Corporate Social Responsibility & Corporate Governance*, LAP Lambert Academic Publishing, 2023.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Quality Management Systems**						**ECTS credits: 2**
Instructor: **as per the list of instructors and the class schedule**						
Year: **2**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit*
Semester: **3**	**12**	**0**	**0**	**12**	**12**	**ZO/ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to present key aspects related to understanding the essence of quality management systems, as well as the implementation and practical functioning (improvement) of systems in manufacturing and service enterprises; performance of a specific practical task and discussion regarding the results obtained, possibilities for their improvement, and potential for application in organizations.*						
Teaching methods: *knowledge acquisition through a traditional lecture; practical tasks: case study and brainstorming.* **Teaching tools used:** *FlinklISO software.*						
Prerequisites*: knowledge of: basics of organizational management, basics of marketing, basics of statistics.*						

No	**Course content**
I	**LECTURE:** 1. Introduction to quality management. 2. Quality system according to ISO 9000 – basic concepts and their definitions. 3. Formal aspects of quality assurance – ISO 9001 system certification. 4. Quality management tools. 5. ISO 14000 environmental management system and its implementation. 6. Other quality assurance systems: HACCP, ISO 18000, GMP, GHP, GLP. 7. The concept of TQM and the principles of its implementation in organizations.
II	**SEMINARS:** 1. Structure and guidelines for the application of ISO 9000 and 9001 standards and related standards within the Quality Management System framework. 2. Quality costs – classification and importance. 3. Quality system documentation (Quality Manual, procedures, instructions, quality records). 4. Management of quality system documentation. 5. Tools for quality improvement. 6. Organoleptic evaluation of products.
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA:** Formal aspects of quality assurance – development of selected elements of the quality system documentation.

Learning outcomes	
Directional effects – symbol and specification	**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:	
E1_W01 Has a	

P6U_W	P6S_WG	comprehensive knowledge of the place of economics in the system of sciences, its nature, methodology, and relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	Can define concepts related to quality management. Describes the essence of quality management and other quality systems, knows the basic terminology resulting from the ISO standard.
P6U_W	P6S_WG	E1_W05 Possesses advanced knowledge of humans as entities that create economic structures; understands the rules of human behavior in terms of satisfying needs; has a basic understanding of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply knowledge in practice.	Discusses an individual's behavior within an organization, their needs regarding optimal work performance as outlined in the quality assurance system documentation, and the psychological constraints arising from the implementation of ISO standards.
P6U_W	P6S_WG	E1_W06 Knows and understands at an advanced level how to apply and analyze the results of selected quantitative tools in describing facts, objects, and phenomena related to various areas of economic activity and complex interdependencies, as well as in forecasting future scenarios of economic and social activity.	Presents methods (tools) related to quality improvement—the so-called classic and new approaches. Knows the standard methods and tools for data acquisition and their interpretation based on quality improvement tools, allowing for the optimization of processes within the organization in accordance with the requirements of ISO standards. Has knowledge of the phenomena occurring and the need to improve processes leading to their optimization, and as a result, certification of the system's (developed structure's) compliance with the requirements of a specific quality standard.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and	Correctly interprets economic phenomena and processes using terminology and standards from the ISO family.

		economic processes in the context of legal, technological, political and cultural changes.	
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Uses theoretical knowledge and collected data describing the course of processes within the organization to analyze and optimize their future development.
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and to analyze and evaluate the processes and economic and social phenomena taking place.	Forecasts the processes taking place in the organization using quality improvement tools and identifies the practical consequences and risks of processes based on system documentation. Evaluates the suitability of various quality management systems.
P6U_U	P6S_UW P6S_UO P6S_UU	E1_U06 Is able to independently plan and carry out their own learning, taking into account the dynamic development of the sciences, and applying acquired economic knowledge, practical insights, and professional experience to independently complete tasks, run a business, and resolve professional challenges.	Has the ability to draw practical conclusions based on the documentation of the quality assurance system and to raise ideas and concerns regarding the functioning system—specifically, the optimization and improvement of processes and documentation. Has the ability to use quality management tools and methods.
P6U_U	P6S_UW P6S_UO	E1_U10 Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice, in connection with the studied specialty.	Monitors ongoing processes and properly uses relevant documents, as well as creates new records to improve processes.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving	Understands the need to learn about quality assurance and proper quality management.

		cognitive and practical problems and consults experts if he has difficulty solving the problem on his own.	
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being mindful of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Correctly identifies, diagnoses, and improves the course of ongoing processes using quality improvement tools and creating appropriate documentation. Actively cooperates in teams dealing with quality improvement (quality circles).
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Participates in quality improvement projects, is prepared for substantive discussion and the exchange of views related to the improvement of quality systems.
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues related to the tasks and business activities performed, is aware of the importance of professional activities consistent with the principles of professional ethics and respect for the diversity of views and cultures; values the achievements and traditions of the profession	Independently expands knowledge and improves skills related to quality assurance, and is open to continuous improvement—permanent quality enhancements.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, and develops	Is characterized by personal values related to being guided in professional life by business responsibility and respect for the views and opinions of others in the field of

		resilience to failure and stress.	comprehensive, holistic, and improvement, , and quality assurance.

Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual	Group project
E1_W01, E1_W05, E1_W06			**X**								**X**
E1_U01			**X**					**X**			**X**
E1_U02											**X**
E1_U03											**X**
E1_U06			**X**					**X**			**X**
E1_U010			**X**					**X**			**X**
E1_K01								**X**			**X**
E1_K03... K06								**X**			**X**

Form and conditions for passing the course: lecture using a multimedia presentation, passing based on a 5–7-minute oral presentation, group project using case studies

The student's workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	12
Participation in seminars	
Participation in exercises	12
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
BUNA	12
Total	**36**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	14
Writing a paper, project, or essay	10
Gathering materials and preparing presentations	
Independent reading	10
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral credit in a subject	20
Total	**54**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours completed in the form of independent work	**2 ECTS**

Practical courses

Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	90
Total	**90**

Number of ECTS credits for practical classes	**3 ECTS**

Basic literature: *(up to 3 items)*

1. L. Pittman, Introduction to Quality Management, States Academic Press, New York 2022.
2. N.R. Tague, The Quality Toolbox, ASQ Quality Press, Milwaukee 2024.
3. R. Tricker, Quality Management Systems: A Practical Guide to Standards Implementation, Taylor & Francis Ltd, Abingdon-on-Thames 2019.

Supplementary literature:

1. M. Sartor, G. Orzes (eds.), Quality Management: Tools, Methods and Standards, Emerald Publishing Limited, Bingley 2019.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Business Finance**						**ECTS credits: 3**
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit hours*
Semester: **2**	**24**	**0**	**0**	**0**	**12**	**E**

* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course objective: *to introduce key concepts in the field of finance and to develop* skills *in financial analysis and management.*

Teaching methods: *knowledge acquisition through traditional lectures and independent study through problem analysis.*
Teaching tools used: *software Accounting, use of website Resources: https://www.calculatorsoup.com/calculators/financial/*

Prerequisites: *general knowledge of how businesses operate in the market, general ability to identify the organization's needs, and a general understanding of cause-and-effect relationships.*

No	**Course content**
I	**LECTURE** 1. The essence and concept of finance. 2. Scope of finance. 3. Basic techniques of financial analysis. 4. Basics of corporate financial management. 5. Control and monitoring in corporate finance.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA:** 1. Change in the time value of money. 2. The basics of investing money. 3. Audit in the field of finance—goals, effects, organizations.

Learning outcomes

Directional effects – definition and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the place of economics within the system of sciences, its nature, methodology, and its relationship to other	Discusses the essence of the science of corporate finance. It characterizes the instruments and principles of functioning of the main areas of the company's financial economy, in particular in the field of sources of financing, shaping the structure of assets and capital, financial liquidity management, and investments.

		scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Describes the scope of processes related to corporate finance from a practical perspective. Distinguishes between basic methods and tools in the field of financial analysis.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Characterizes the relationships and patterns in the field of financial analysis. It presents the principles and detailed legal regulations related to the practical management of the financial operations of market entities.
P6U_W	P6S_WG	E1_W13 Possesses advanced knowledge of accounting, financial reporting and analysis, corporate financial management, financial control, and internal audit, and understands their practical application in professional activities.	Has in-depth knowledge in the field of enterprise asset management and understands the theoretical basis for evaluating investment projects through the lens of asset structure.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Is able to use his theoretical knowledge to effectively and effectively obtain reliable data from	Applies knowledge of corporate finance to understand the patterns of investment and the variability of the time value of money in practice. Is able to analyze a company's financial situation based on data from financial statements.

		primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	
P6U_U	P6S_UW P6S_UO P6S_UU	E1_U06 Is able to independently plan and implement their own learning, being aware of the dynamic development of sciences, using the acquired economic knowledge and practical conclusions and specialist experience in the independent implementation of tasks, as well as in running a business and solving the dilemmas of professional work.	Formulates conclusions regarding the soundness of business financing. Possesses strong skills in assessing the conditions of the company's operations and is able to draw conclusions from information about the broader and immediate business environment.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his own.	Understands the need to acquire knowledge in the field of corporate finance and has a positive attitude toward changes in the business environment that may affect the financial condition of companies. Is prepared to conduct the analyses and assessments necessary for making financial decisions within the company and to deepen his knowledge in this area.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Can independently supplement and improve knowledge in the field of financial management of enterprises and is open to ideas and techniques for effective financial management of the company.

Ways to verify the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in discussion	Individual project	Group project
E1_W01, E1_W02, E1_W07, E1_W13	**X**				**X**				**X**		
E1_U02,	**X**				**X**				**X**		

E1_U07											
E1_K01, E1_K06					X				X		

Form and conditions for passing the course: lecture using a multimedia presentation, written exam—questions of a closed and open interpretive practical nature.

The amount of work required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	24
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for the training group, consultations, seminars)	
Total	**24**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	18
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	30
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	18
Preparation for written/oral assessment in a subject	
Total	**66**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**2 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparing for practical credit	60
Total	**60**
Number of ECTS credits for practical classes	**2 ECTS**

Basic literature: *(up to 3 items)*

1. P. Atrill, Financial Management for Decision Makers, PEARSON Education Limited, London 2019.
2. S. Ross, R. Westerfield, B. Jordan, ISE Essentials of Corporate Finance, McGraw-Hill Education, New York 2022.

Supplementary reading: *(up to 5 items)*

1. W. Conradie, W. Fourie, R. Pellissier, Basic Financial Management, Juta % Company Ltd, [no place] 2022.

Approved by the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Banking**					**ECTS credits: 1.5**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **2**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **4**	**0**	**0**	**0**	**21**	**12**	**ZO**
* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of a faculty member						
Course objective: *to enable students to acquire the following skills and competencies in the core areas: understanding the principles of the modern banking system; understanding the principles of operation of regulatory and legal institutions governing banking activities; assessing the impact of the banking sector on the macroeconomic situation; assessing the impact of banking system stability on banking activities; understanding the principles and methods of bank management.*						
Teaching methods: *lecture, case study, use of audiovisual equipment (transparencies – overhead projector, slides – multimedia projector).* **Teaching tools used:** *Apache Fineract software, HomeBank software.*						
Prerequisites*: basic knowledge of microeconomics and macroeconomics.*						

No	Course content
I	**LECTURES: none**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISE:** 1. Types of modern banking: relationship banking, transaction banking, correspondent banking, international (global) banking, commercial banking, wholesale banking, corporate banking, retail banking, universal banking, specialized banking and its types (mortgage, cooperative, others). 2. Expansion of banks beyond the traditional range of banking services: derivatives, securitization of assets. 3. Risk in lending activities (active, passive, single, portfolio), sources of credit risk. 4. Single credit risk management in a modern bank. Methodology for assessing the creditworthiness of various types of customers. Forms of collateral for credit receivables (single risk), criteria and rules for their selection, legal and non-financial collateral. 5. Portfolio credit risk management in a modern bank—prudential standards taking into account legal requirements (NUK), internal limits in lending activities. 6. Liquidity, interest rate, currency, and operational risk management – theoretical principles (including liquidity management rules—the golden banking rule, the transfer rule, and others), applicable prudential regulations. 7. Bank risk in payment systems (liquidity and operational risk)
V	**BUNA:** 1. Depository activities of the bank. Financial instruments, deposit policy – concepts, scope, elements, rules. 2. Credit activity – concept, scope, elements. Types of loans. 3. Offer of banking, deposit, and credit products. Rules for calculating the price of banking products. 4. Payment and settlement instruments. Types, rules of operation.

Learning outcomes	
Directional effects – symbol and specification	**Objective effects – specification**

in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the role of economics within the scientific system, its nature, methodology, and relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, as well as the practical application of this knowledge in business activities. E1_W03 Identifies the interrelationships between phenomena, entities, structures, ~~and economic~~	Has knowledge of the nature and principles of banking in Poland, including the types of risk in banking activities. Describes banking activities and the banking system, the nature of the Central Bank and its policy objectives, as well as the nature of banking supervision. Has in-depth knowledge of the field of finance, the functions of finance, and financial phenomena; can identify and describe the links within the financial system and the relationships between them.
P6U_W	P6S_WGP6S_WK	institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge in practice. E1_W06 Knows and understands at an advanced level how to apply and analyze the results of selected quantitative tools in the	Understands the strategies and business models of banks, the basic types of risk in banking activities, and the functions of the key institutions that make up the banking system. Describes the products offered by banks to individual and institutional clients and the trends in this area.
P6U_W	P6S_WG		Presents the principles of preparing documentation in the banking system and understands the principles of creditworthiness assessment based on the submitted documentation. Discusses contemporary transformation processes in the banking system and the directions of banking development in conjunction with technological advancements.

		description of facts, objects and phenomena concerning various areas of economic functioning and complex interdependencies, as as well as forecasting future scenarios of economic and social activity.	
P6U_W	P6S_WG	E1_W12 Has advanced knowledge of modern information and information systems and techniques and possibilities their use in accordance with the studied direction in practice.	Has knowledge of how to use available IT solutions in the analysis of banking products and services and in the analysis of the impact of changes in key financial parameters for the banking market on customer choices.
in terms of <u>SKILLS</u>:			.
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Observes and interprets phenomena characteristic of banking activity and uses banking terminology. Is able to justify the application of banking regulations to specific situations in the financial market.
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Uses knowledge of the banking system to obtain specific data that characterize the functioning of the banking system.
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and to analyze and evaluate the processes	Accurately documents the course of processes characteristic of banking activities. Is able to analyze reports and data on the effectiveness and security of banks

		and economic and social phenomena taking place	
P6U_U	P6S_UW P6S_UO P6S_UU	E1_U06 Is able to independently plan and implement their own learning, being aware of the dynamic development of sciences, using the acquired economic knowledge and practical conclusions and specialist experience in the independent implementation of tasks, as well as in running a business and solving the dilemmas of professional work.	Correctly uses documents characteristic of banking activities—legal acts, regulations, procedures—to resolve specific situations, with particular emphasis on the risks associated with the activities of such entities.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his own.	Understands the need to learn and expand knowledge in the field of banking. Understands the role of the bank as an institution of social trust and is prepared to act in accordance with the public interest.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Can collaborate in task forces to solve complex problems in the banking sector. Participates in project teams, develops solutions, and contributes substantive insights based on current knowledge in the field.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to	Consciously uses documents specific to banking activities, searches for and develops optimal solutions. Understands the role of the bank as an institution of public trust and is prepared to responsibly shape the relationship between the bank and its environment.

		consult experts in this regard if you encounter difficulties in solving them on your own.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with others; adapts to new situations and conditions, develops resilience to failure and stress.	Complements banking expertise, is open to creative, innovative ideas in banking products and technology, and shares insights with others. Resolves banking problems on his/her own.

Ways **to assess this learning outcome (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)**

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in discussion	Individual project	Group project
E1_W01, E1_W03, E1_W06, E1_W12			**X**					**X**		**X**	
E1_U01, E1_U02, E1_U03, E1_U06			**X**					**X**	**X**	**X**	
E1_K01, E1_K02, E1_K03, E1_K06								**X**	**X**	**X**	

Form and conditions for passing the course: completion of the individual project; passing based on practical tasks discussed during class.

Student workload to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	21
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for the training group, conv., sem.)	
BUNA	12
Total	**33**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	10
Writing a paper/project/essay	17
Gathering materials and preparing presentations	
Self-study	10
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	20
Total	**57**

Total (contact hours + independent study)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**2 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	90
Total	**90**
Number of ECTS credits for practical classes	**3 ECTS**

Basic literature**:** *(up to 3 items)*

1. M. Choudhry, *Principles of Banking*, John Wiley & Sons Inc, Hoboken 2022.
2. J. Cao, Economics of Banking, Taylor & Francis Ltd, Abingdon-on-Thames 2021.

Supplementary literature:

1. A. N. Berger, P. Molyneux, J. O. Wilson (eds.), Oxford Handbook of Banking, Oxford University Press, Oxford 2022.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: *Economic and Social Sciences*
COURSE: *Economics*
LEVEL OF EDUCATION: *first-cycle studies (bachelor's) FORM OF EDUCATION: full-time*
PROFILE: *practical*

COURSE DESCRIPTION
(Syllabus)

Course title**: Diploma Seminar - Proseminar**						**ECTS credits: 3**
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Lab exercises	Exercise	BUNA *	Credit type*
Semester: **1**	**0**	**0**	**0**	**30**	**12**	**Z**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
Course objective: *to present the substantive, methodological, and technical aspects of preparing a written scientific thesis—including final and diploma theses. To demonstrate the essence of scientific reliability, conscientiousness, and originality. To foster diligence and the ability to organize and plan one's own work.*						
Teaching *methods: seminars, discussions, comparative analyses*						
Prerequisites: *basic computer skills—word processor, spreadsheet, presentation software.*						

No	**Subject matter of the classes**
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISE:** 1. General remarks on written scientific work – final theses, diploma theses. 2. Title page, table of contents, structure of the thesis. 3. Introduction, main body, conclusion. 4. Review of footnotes and rules for their use – copyright, plagiarism issues. 5. Bibliography – selection of literature. 6. Graphic elements: tables, figures. 7. Technical aspects of the work.
V	**BUNA:** 1. Rules for the use of footnotes. 2. Selection of references. 3. Formulating a research problem and attempting to solve it.

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG P6S_WK	E1_W10 Knows and understands the basic principles of industrial property protection and copyright law, with particular emphasis on the field of economics.	Discusses the principles of using scientific sources while complying with copyright law.

P6U_W	P6S_WG P6S_WK	E1_W17 Knows the substantive, methodological, and formal requirements for the preparation of a thesis, the development and submission of which for evaluation is determined by the thesis procedure in the field of economics.	Possesses knowledge of research planning and modern techniques of data collection and research tools appropriate to the selected topic of the thesis.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UU	E1_U08 Has the ability to plan and organize the process of writing papers on specific topics using theoretical approaches, principles of collecting various data sources, their description and interpretation, and drawing conclusions based on current scientific literature (in connection with the selected specialization in the field of economics).	In practice, applies knowledge of the editorial principles for preparing scientific studies, as well as the collection and use of empirical data, the principles of literature selection, and consequently the description, inference, and interpretation of the phenomena in question. Is able to deliver an oral presentation supported by visual aids, highlight the findings of the literature review, and enrich inferences based on the results of empirical data.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is able to critically assess their level of knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts if they have difficulty solving the problem on their own.	Understands the need to learn and improve research techniques.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Cooperates with others in solving research problems.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis and evaluation of economic processes in	Is open to criticism, new ideas, and techniques aimed at improving scientific and research skills.

		various types of organizations and to consult experts in this regard in case of difficulties in solving them on your own.	

Ways to verify the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Outcomes (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in discussion	Individual project	Group project
E1_W10, E1_W17					**X**	**X**		**X**	**X**		
E1_U8					**X**	**X**		**X**	**X**		
E1_K01, E1_K02, E1_K03						**X**		**X**	**X**		

Form and conditions for passing the course: text analysis with discussion, research project, discussion, individual consultations based on the analysis of the assigned texts and written sections of the work.

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	30
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for the training group, consultations, seminars)	
Total	**30**

Student's independent work broken down by time (*examples of student work forms)*

Type of student work	**Number of hours**
Class preparation	15
Writing a paper/project/essay	12
Gathering materials and preparing presentations	15
Self-study	18
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	**60**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0.5 ECTS**
2. including the number of ECTS credits for hours completed in the form of independent work	**2.5 ECTS**

Practical classes

Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**ECTS 1**

Basic literature: *(up to 3 items)*

1. Literature on the topics of the work.

Supplementary literature:

1. R. Murray, How to Write a Thesis, McGraw-Hill Education Ltd, New York 2017.
2. C.G. Thomas, Research Methodology and Scientific Writing, Springer Nature Switzerland AG, [no place] 2021.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Office and Multimedia Systems**					**ECTS credits: 2**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **1**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit*
Semester: **1**	**0**	**0**	**24**	**0**	**9**	**ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course: *to develop knowledge, skills, and social competencies gained from previous educational stages in the field of multimedia applications in microeconomic and* macroeconomic *analyses and research.*						
Teaching methods: *exercises based on the use of various sources of knowledge, design method, case study, seminar discussion, demonstration.* **Teaching tools used:** *Teams software, ClickUp.*						
Prerequisites: *computer skills in the use of text editors and graphic calculators, and successful completion of the Information Technology course.*						

No	**Course content**
I	**LECTURES: none**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES:** Development of a set of multimedia components supporting the work of an individual, team, or organization (text, image, sound, video) for a selected company in teams of 3–5 people. Options include: – letterhead, document mock-up, mail merge, company newsletter; – logo, business card, leaflet, poster, organizational chart, promotional/informational video (press release, event recap, self-presentation), interactive training material; – invoice, Gantt chart, calculation and visualization of results; database designs, website, instant messenger, email, computer network implementation projects.
IV	**EXERCISES – not applicable**
V	**BUNA:** Analysis of selected corporate websites, identifying positive and negative elements of effective communication with the market.

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements,	Discusses the processes and phenomena occurring in the context of the digital economy. Knows and understands the concepts related to the acquisition and processing of multimedia data in the context of building transmission systems, storage, and searching for images and sounds.

		characteristics, and development.	
P6U_W	P6S_WG	E1_W06 Knows and understands at an advanced level how to apply and analyze the results of selected quantitative tools in describing facts, objects, and phenomena related to various areas of economic activity and complex interdependencies, as well as forecasting future scenarios of economic and social activity.	Describes standard IT methods and tools, including techniques for obtaining data from primary and secondary sources, enabling the analysis and interpretation of phenomena, processes, entities, structures, and activities of the organization**.**
P6U_W	P6S_WG	E1_W12 Has advanced knowledge of modern information systems and technologies and their potential applications in practice, in line with the field of study.	Understands the basic concepts and principles of industrial property protection and copyright in the digital space. Has knowledge of the essence of entrepreneurship, knows the relevant legal provisions and general principles, procedures, and processes of creating and developing forms of individual entrepreneurship, applying this knowledge in the context of the company's visual identity in the digital space.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines. E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and analyze and evaluate ongoing economic and social processes and phenomena. E1_U04 Communicates effectively using terminology from the field of economics and related sciences, both within a team of employees and ~~when seeking advice from~~	Uses Internet resources and obtains reliable data to analyze specific economic processes and phenomena.
P6U_U	P6S_UW		Properly analyzes and documents the course of specific processes, using office computer software.
P6U_U	P6S_UK P6S_UO		Has the ability to prepare standard written works in Polish on detailed topics, using basic office suite programs. Uses the , economic, and knowledge, , , , and practical conclusions and specialist experience in the independent execution of office tasks using specialized software.

		specialists from various fields of knowledge. He is able to present his own ideas and views in an attractive and convincing manner.	
P6U_U	P6S_UK P6S_UU	E1_U08 Has the ability to plan and organize the process of writing papers on specific topics using theoretical approaches, principles of collecting various data sources, their description and interpretation, and drawing conclusions based on current scientific literature (in connection with the selected specialization in the field of economics).	Prepares oral presentations supported by multimedia presentations. Has competence in the field of project work.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Can actively cooperate in task teams carrying out project tasks. Participates in projects related to the development of graphic elements using office software.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Independently supplements and improves skills and knowledge in the use of office software. Improves his/her competencies in the field of multimedia work and is able to creatively solve assigned tasks.
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues related to the tasks and business activities carried out, is aware of the importance	Thinks and acts in an entrepreneurial manner, communicates effectively with others both in person and online.

		of professional activities, consistent with the principles of professional ethics and respect for the diversity of views and cultures; takes care to preserve the achievements and tradition of the profession	

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Effects(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the discussion	Individual project	Group project
E1_W02									**X**		
E1_W06								**X**	**X**		
E1_W12									**X**		**X**
E1_U02; U03					**X**			**X**			
E1_U04					**X**					**X**	
E1_U8					**X**						**X**
E1_K02								**X**			**X**
E1_K03									**X**		**X**
E1_K05					**X**				**X**		**X**

Requirements for passing the course: completion of a group project using office software, with credit awarded based on practical assignments and class discussions

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	
Participation in laboratory classes	24
Consultations (2 hours for the lecture, 1 hour for the training group, conv., sem.)	
Total	**24**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	9
Writing a paper/project/essay	
Gathering materials and preparing presentations	9
Self-study	10
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	8
Total	**36**
Total (contact hours + student's own work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**0.5 ECTS**
2. including the number of ECTS credits for hours completed in the form of independent work	**1.5 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	24
Preparation for practical credit	36
Total	**60**
Number of ECTS credits for practical classes	**ECTS 2**

Basic literature: *(up to 3 items)*

1. Azhar ul Haque Sario, CPA USA Business Analysis and Reporting, epubli, [no place] 2023.
2. Ch. Singh, A. Khatri, Principles and Practices of Management and Organizational Behavior, Taylor & Francis Ltd, Abingdon-on-Thames 2024.

Supplementary literature:

1. S. Greengard, Virtual Reality, MIT Press Ltd, Cambridge 2019.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Market Analysis and Marketing Research**						**ECTS credits: 2**
Instructor: **as listed in the instructor roster and class schedule**						
Year: **3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **5**	**0**	**0**	**0**	**21**	**12**	**ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course is *to provide students with knowledge and practical skills in the field of marketing research, as well as to teach them how to use empirical data to describe market phenomena affecting organizations, which in turn should help optimize their marketing decisions.*						
Teaching methods: *practical exercises using audiovisual techniques, problem-based discussions, case studies, and a term paper—an independent project.* **Teaching tools used:** *KNIME software.*						
*Pr***erequisites:** *active participation in classes, completing the subsequent stages of recommended tasks independently.*						

No	Course content
I	**LECTURES: none**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES:** 1. The essence of marketing research and the creation of a marketing information system (MIS). 2. Designing marketing research. 3. Measurement of secondary sources and measurement of primary sources. 4. Pre-existing empirical data. 5. Areas of market analysis and analysis of empirical data using the adopted measurement scales. 6. Inference and reporting based on the collected and analyzed empirical data.
V	**BUNA:** 1. Advantages and disadvantages of data from secondary and primary sources. 2. Stages, scope, and significance of the research project. 3. Selected areas of analysis of market phenomena – (time, space, interdependence, etc.).

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the role of economics within the system of sciences, its nature,	Has knowledge of elements related to the marketing orientation of market entities and the need to study characteristic areas of market activity.

		methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	
P6U_W	P6S_WGP6S_WK	E1_W03 Identifies interrelationships between phenomena, entities, structures, and economic institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. He knows how to apply this knowledge in practice.	Discusses relationships related to the development of business activity as determined by the actions of competitors, customers, and other market participants.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data, as well as their practical application in professional contexts activities.	Describes methods for measuring secondary and primary sources, identifying their advantages and disadvantages in the context of the results obtained from empirical data analysis.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing the	Presents ethical requirements related to the implementation of measurement and analysis, particularly with regard to data protection and the handling of sensitive issues in research.

		structures and institutions of the economy. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the essence and determinants of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Characterizes the possibilities and consequences of building and using a Marketing Information System (MIS) for the development of market entities.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes. E1_U02 Is able to apply theoretical	Is able to observe and interpret phenomena related to the market behavior of entities. Can conduct market analysis.
P6U_U	P6S_UW	knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines. E1_U07 Can collaborate with others as part of a team or as a leader; takes the initiative in analyzing and evaluating alternative solutions to economic	Uses knowledge about the behavior of market entities, effectively and efficiently collects market data, analyzes it, and describes it in relation to specific market situations.
P6U_U	P6S_UK P6S_UW P6S_UO	problems and selects methods and tools that enable rational resolution and	Participates in discussion groups, developing directions and guidelines related to the preparation of marketing research projects, the implementation of pilot studies, and the improvement of comprehensive basic research.

		their optimization.	
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is able to critically assess the extent of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts when he has difficulty solving the problem on his own.	Understands the need to supplement knowledge of the fundamentals of market research. Demonstrates an awareness of the importance of the market economy for the socio-economic development of the region and the country.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Designs marketing research in cooperation with the team while respecting socio-cultural, ethical, and legal norms. Appropriately sets priorities for market analysis. Identifies the role of social needs in shaping the company's product range.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to consult experts in this regard if difficulties arise in solving them independently.	Demonstrates empathy and assertiveness regarding the issues addressed in the market research conducted. Recognizes that economic entities deliberately shape consumer behavior.

Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio	Participation in discussion	Individual project	Group project
E1_W01, E1_W03, E1_W04, E1_W07, E1_W08			**X**			**X**		**X**	**X**		
E1_U01,			**X**		**X**	**X**		**X**	**X**		

E1_U02, E1_U07											
E1_K01, E1_K02, E1_K03,								**X**	**X**		

Requirements for passing the course: Completion of an independent project; credit based on completed courses.

The student's workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	24
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, consultations, seminars)	
BUNA	12
Total	**36**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	14
Writing a paper, project, or essay	
Gathering materials and preparing presentations	10
Independent reading	10
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	20
Total	**54**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent work	**2 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	90
Total	**90**
Number of ECTS credits for practical classes	**3 ECTS**

Basic literature**:** *(up to 3 items)*

1. Ch. Hackley, Qualitative Research in Marketing and Management, Taylor & Francis Ltd, Abingdon-on-Thames 2024.
2. R.P. Leone, D.A. Aaker, G.S. Day, Marketing Research, John Wiley & Sons Inc, Hoboken 2020.

Supplementary reading: (up to 5 items)

1. V. Kumar, Marketing Research: New Methodology, Vibrant Publishers, Broomfield 2024.

Appointment of the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Title**: Economics and Business Organization**					**ECTS credits: 4**	
Instructor: **as per the list of instructors and the class schedule**						
Year: **2**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **3**	**12**	**0**	**0**	**18**	**12**	**E/ZO**
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
The aim of the course is *to introduce students to the issues surrounding the operation of businesses, and above all to familiarize them with the theoretical and practical foundations of business operations, general principles and specific aspects of business functioning, financing of activities, and new methods* of *business management that are useful for making appropriate management decisions, with particular emphasis on economic issues.*						
Teaching methods: *lectures with multimedia presentations, case studies, and group work, collaboration. Exercises using interactive methods.* **Teaching tools used:** *use of website resources: https://simceo.org/, https://www.econopy.com/en/simulator.php.*						
Prerequisites: *knowledge of the organization and management of a business entity. Ability to conduct basic analyses of the enterprise's operations. Competencies: teamwork,* *economic decision-making.*						

No	Course content
I	**LECTURE:** 1. Basic concepts in the field of economics. 2. Enterprise value management: risk-adjusted value measures, capital allocation. 3. Fixed assets. Working capital. 4. Wages and salaries. 5. Material and inventory management. 6. Investment economics. Renovation economics. 7. Production management. 8. Spatial organization of the production process. 9. Scheduling of repetitive and one-off production. 10. Reliability of production processes.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISE:** 1. Review and interrelationships of basic concepts in the field of economics. 2. Enterprise value management. Measurement of enterprise value and shareholder value. 3. Techniques for financial recovery and restructuring. 4. Production capacity. 5. Financing the enterprise's activities.
V	**BUNA:** 1. Types of working hours. 2. Labor standards. 3. Wages and salaries.

Learning outcomes	

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_ W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Discusses issues in the field of economics. Understands the concepts of economics and business organization, as well as the factors of production, and proposes ways to use them rationally.
P6U_ W	P6S_WGP6S_WK	E1_W03 Identifies interrelationships between phenomena, entities, structures, and economic institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. He knows how to apply this knowledge in practice.	Describes the relationships related to value creation in a business entity. Analyzes the resources of the factors of production and proposes ways to use them rationally. Identifies factors that shape the efficiency of enterprises.
P6U_ W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data, as well as	Discusses issues related to the employment and compensation of employees within an organization. Understands salary planning and budgeting in the enterprise. Cites key information and independently identifies the tools needed to solve a given problem, justifying the choice.

		their practical application in professional activities.	
P6U_W	P6S_WG	E1_W05 Has an advanced understanding of human beings as entities that create economic structures; understands the patterns of human behavior in the context of satisfying needs; and possesses a basic understanding of the principles and motivations underlying human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	Presents methods for measuring the value of an organization, determining the effectiveness and efficiency, and the determinants of its asset management.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Presents the norms and principles of property management. Knows the rules, procedures, and processes characteristic of business activity.
		E1_W09 Knows and understands	

P6U_W	P6S_WGP6S_W K	the principles of the functioning of the market economy and knows the basic principles of creating and developing various forms of entrepreneurship . Knows how to apply this knowledge in practice.	Has knowledge of restructuring processes. Knows the techniques of financial recovery and restructuring within a company.
P6U_W	P6S_WG	E1_W15 Has specialist knowledge in the field of transport economics; recognizes its place in the system of sciences, transport processes, and phenomena, and knows the methods, tools, and data acquisition techniques used to describe the transport market. Knows how to apply this knowledge in practice.	Knows and understands the metrics of transport operations. Is able to calculate the income elasticity of demand for transport services and perform a load analysis of the transport route.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Correctly observes and interprets phenomena characteristic of the subject's activity. Is able to use theoretical knowledge to describe and analyze cause-and-effect relationships in the activity and effectiveness of enterprises.
P6U_U	P6S_UW	E1_U02 Is able to use his theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Collects reliable data characterizing specific areas of management within the organization. Can analyze factors and optimize the course of economic processes in enterprises and their environment. Forecasts processes and phenomena and predicts the consequences and risks of activities. Can document

P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes and analyze and evaluate the processes and economic and social phenomena taking place.	ongoing phenomena and economic processes in organizations. Is able to assess the management processes and the financial and economic results accompanying them.
P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Can collaborate with others as part of a team or as a leader; takes the initiative in analyzing and evaluating alternative solutions to economic problems and selects methods and tools that enable rational resolution and optimization of these problems.	Formulates conclusions regarding specific areas of the company's operations. Applies business management methods to help make the right management decisions.
P6U_U	P6S_UK P6S_UU	E1_U08 Has the ability to plan and organize the process of writing papers on specific topics using theoretical approaches, principles for collecting various data sources, their description and interpretation, and drawing conclusions based on current scientific literature (in connection with the selected specialization in the field of economics).	Uses knowledge to independently diagnose specific cases within the organization.
P6U_U	P6S_UW	E1_U09 Is prepared to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology	Participates in teamwork assessing specific cases related to the organization’s operations. Solves decision-making problems in the field of the enterprise’s current operations.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of	Understands the need to supplement knowledge in the field of SME economics in the context of environmental changes. Is eager to expand his knowledge in the field of transport economics.

		knowledge in solving cognitive and practical problems and consults experts when facing difficulties in solving problems on his/her own.	
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Is open to innovative concepts characteristic of enterprises. Can work in a group to develop case studies and define priorities for the economic efficiency of enterprises. Resolves decision-making problems in the field of current production enterprises. Works in a team and understands the importance of cooperation.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Demonstrates ethical values in social and business interactions and addresses issues concerning the organization and its members with respect.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Independently supplements and enhances knowledge in the field of economics and business management. Demonstrates creativity in applying skills related to business operations.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual	Group presentation	Class participation	Participation in the	Individual	Group project
E1_W02... W05, E1_W07, E1_W09, E1_W15	**X**		**X**		**X**			**X**			
E1_U01... U03,	**X**		**X**					**X**	**X**		

E1_U07... U09					X						
E1_K01, E1_K02, E1_K03, E1_K06					X			X	X		

Form and conditions for passing the course: lecture using a multimedia presentation, assessment based on practical tasks discussed during classes, written exam—questions of a closed and open-ended interpretive nature.

Student workload required to achieve learning outcomes during class hours and ECTS credits

Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	12
Participation in seminars	
Participation in exercises	18
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
BUNA	12
Total	**42**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	18
Writing a paper/project/essay	15
Gathering materials and preparing presentations	
Self-study	25
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	20
Sum of	**78**
Total (contact hours + student's own work)	**120**
	4 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1.5 ECTS**
2. including the number of ECTS credits for hours spent on independent work	**2.5 ECTS**

Classes with a practical focus	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	120
Total	**120**
Number of ECTS credits for practical classes	**4 ECTS**

Basic literature: *(up to 3 items)*

1. Longenecker, Petty, Palich, Hoy, *Small Business Management: Launching & Growing Entrepreneurial Ventures*, Cengage Learning EMEA, Boston, 2022.
2. E.C. Ekomanna, Entrepreneurship and Small Business Management, Independently Published, 2021.

Supplementary literature: *(up to 5 items)*

1. Stokers, Small Business Management and Entrepreneurship, Cengage Learning EMEA, Boston 2021.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Financial Management**						**ECTS credits: 2**
Instructor: **as listed in the instructor roster and class schedule**						
Year: **3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **5**	**0**	**0**	**0**	**21**	**12**	**ZO**

* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course Objective: The *primary objective of this course is to impart knowledge and skills in the field of effective corporate financial management. The course also aims to demonstrate to students the connections between various functional and strategic decisions within an organization and the possibilities for their flexible adjustment.*

Teaching methods*: interactive activities, group work, practical exercises, project work.*
Teaching tools used: *software HubroSimulations, use of website resources: https://www.surepayroll.com/resources/calculators/salary-paycheck, https://www.calculatorsoup.com/calculators/financial/.*

Prerequisites: *knowledge of the structure of financial statements and the ability to interpret the economic information contained therein. Knowledge of the principles of the enterprise's accounting system is also required. The student should be able to define the enterprise's key objectives and relate them to the enterprise's financial results.*

No	Course Content
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISE:** 1. The concept, essence, and objectives of financial management in a business. 2. The time value of money (future and present) – review. 3. Financial efficiency in the enterprise – management of property resources, investment activity. 4. Financial structure in the enterprise – sources of financing, shaping the capital structure, and the cost of equity and debt. Financial analysis. 5. Formation of the financial result in the enterprise—operating leverage, financial risk, and combined leverage, and their impact on the financial result. 6. Assessment of the enterprise's financial condition.
V	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of KNOWLEDGE:			
P6U_W	P6S_WG	E1_W01 Has a comprehensive understanding of the role of economics in the system of	Has knowledge in the field of corporate financial planning. Knows theories regarding the financial management of an enterprise and their application, which supports the achievement of the enterprise's key objectives. Knows theories regarding financial management and their application,

		sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	which serves to achieve the company's key objectives operations.
P6U_W	P6S_WGP6S_WK	E1_W03 Identifies the interrelationships between phenomena, entities, structures, and economic institutions at the microeconomic and sectoral levels, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge in practice.	Discusses the basic records of economic operations from financial accounting. Characterizes the financial decisions made in the company and the effects of these decisions, in the short and long term.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods and IT tools for the collection, analysis, and presentation of economic and social data and their practical application in professional activities.	Describes the basic methods, techniques, tools, and materials used in financial planning. Lists and defines the basic concepts related to financial planning. Knows the principles and methods of financial analysis.
P6U_W	P6S_WG	E1_W07. Possesses the knowledge necessary to run a business, explains and illustrates the importance of norms and rules (legal, technical-organizational,	Discusses the behavior of the enterprise in the financial market during financial planning procedures.

		(moral, ethical) principles that underpin the structures and institutions of economics. Knows and understands selected facts, objects, phenomena, as well as the complex relationships between them.	
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the essence and determinants of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Analyzes the implementation of financial planning in the capital market based on financial indicators and the analysis of the company's financial liquidity. Describes economic phenomena and processes occurring within an enterprise.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political and cultural changes.	Designs and proposes alternative solutions for the management of basic economic processes within the enterprise. Is able to conduct a financial analysis of the company and interpret its results in relation to specific areas of the company's operations.
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Applies acquired knowledge to manage the company, critiques ineffective solutions, establishes criteria for optimal solutions, and discusses these solutions. Applies acquired knowledge regarding the financial management of the enterprise.
P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Can collaborate with others as part of a team or as a leader; contributes to the analysis and evaluation of alternative solutions to economic problems and selects methods and	Anticipates crisis situations within the enterprise, analyzes and evaluates the functioning of economic processes from the perspective of financial accounting.

		instruments that enable rational resolution and optimization of them.	
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his/her knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his/her own.	Demonstrates creativity in recording economic transactions and understands the relevant rules. Knows how to apply any amendments to the law regarding the Accounting Act. Applies the acquired knowledge about the company's operations in a way that contributes to increasing its efficiency.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms; performs responsible roles within the team, is mindful of the decisions they make, and takes responsibility for the results of their work and the entire team.	Willingly works in a team, maintaining an assertive attitude. Uses the acquired knowledge about the company's operations in a way that contributes to increasing efficiency.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Is sensitive to all kinds of shortcomings and irregularities in the interpretation of the provisions of the balance sheet law. Attempts to eliminate various types of irregularities and shortcomings as soon as possible. Takes responsibility for the decisions made and knows how to defend them.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Strives for independent and effective work in learning about the functioning of laws, norms, and principles of financial accounting at the basic level. Further improves his/her competencies in matters related to corporate finance.
Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)			

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual	Group project
E1_W01, E1_W03, E1_W04, E1_W07, E1_W08			**X**		**X**				**X**		**X**
E1_U01, E1_U02, E1_U07,			**X**		**X**						**X**
E1_K01, E1_K02, E1_K03, E1_K06			**X**		**X**				**X**		

Requirements for passing the course: completion of the group project; assessment based on practical assignments and exercises

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	21
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)	
BUNA	12
Total	**33**

Student's own work organized by time (examples of student work forms)	
Form of student work	**Number of hours**
Preparing for classes	17
Writing a paper/project/essay	
Gathering materials and preparing presentations	10
Self-study	
Preparing for colloquia/tests	10
Preparing for the written/oral exam in a subject	
Preparation for the written/oral credit in a subject	20
Total	**57**
Total (contact hours + student's own work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent work	**2 ECTS**

Practical classes	
Types of classes	Number of hours
Participation in laboratory exercises	
Preparation for practical credit	90
Total	**90**
Number of ECTS credits for practical classes	**3 ECTS**

Required reading:

1. E. Brigham, Financial Management: Theory and Practice, Cengage Learning EMEA, Hampshire 2023.

2. P. Atrill, Financial Management for Decision Makers, PEARSON Education Limited, London 2019.

Supplementary reading:

1. G. Shields, Financial Management: The Ultimate Guide to Planning, Organizing, Directing, and Controlling the Financial Activities of an Enterprise, Createspace Independent Publishing Platform, Scotts Valley 2018.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Social and Economic Insurance**						**ECTS credits: 1**
Instructor: **as per the list of instructors and the class schedule**						
Year: **3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **5**	**18**	**0**	**0**	**0**	**12**	**ZO**

* E – exam; Z – credit; ZO – passing with a grade; BUNA – without the participation of an academic instructor

The aim of the course: *to familiarize students with the theory and practice of insurance to the extent necessary to actively participate in the process of transformation and development of the insurance sector operating in a market economy, to familiarize students with the basic concepts, principles, and current legal regulations in the field of insurance and social insurance, to develop the ability to understand and critically assess insurance offerings, and to raise awareness of insurance and the role played by social and economic insurance.*

Teaching methods: *knowledge acquisition through moderated discussions, and learning through problem/case analysis (CASE STUDY).*
Teaching tools used: *openIMIS software, use of website resources: https://www.oecd.org/en/data/tools/oecd-calculator-of-taxes-and-benefits.html?utm_source=chatgpt.com*

Prerequisites: *General knowledge of how enterprises operate in the market, general ability to identify human needs and organizational structures, and a general understanding of cause-and-effect relationships.*

No	Course content
I	**LECTURE**: 1. The nature and purpose of insurance. Types of insurance. The functions of insurance and their importance in the economy. 2. Contracts and insurance relationships. 3. Life insurance. 4. Characteristics of non-life insurance products. 5. Social Security benefits. Calculation of the premium. 6. Own company – insurance obligations to ZUS (State Social Insurance Institution).
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA:** History of social security. Insurance market and institutional environment. Social security compared to other systems. Pension system in Poland.

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
		E1_W02 Knows and	

P6U_W	P6S_WG P6S_WK	understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	Knows and understands the concepts of insurance, the role, functions, and principles used in insurance. Has basic knowledge of the functioning of the insurance system and the elements of this structure. Has knowledge of human behavior in the context of risk and the opportunities presented by social and economic insurance.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	Characterizes the nature of the insurance market, knows the basic legal provisions and general principles related to the specifics of this market. Knows the principles of the establishment, operation, and development of insurance companies in the form of joint-stock companies and mutual insurance companies.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Applies theoretical knowledge and obtained data characterizing risk and the possibilities of risk insurance. Can obtain, analyze, and interpret data on the insurance market to assess the economic processes occurring within it.
P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Can collaborate with others as part of a team or as a leader; takes the lead in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools that allow rational resolution and optimization of these problems.	Formulates practical conclusions regarding socio-economic risk situations in the context of insuring against the consequences of specific events. Analyzes and documents the symptoms, causes, and progression of processes related to risk insurance.
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and	Has the ability to observe, understand, and analyze phenomena related to socio-economic risk and the insurance market, as well as identify activities that improve the effectiveness of decisions in the field of risk insurance.

		uncertainty, using normative systems, using specialized terminology	
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his or her knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his or her own.	Understands the need to draw on knowledge from available scientific publications and to search for specialized (industry) literature discussing current trends in the field of social and economic insurance. Recognizes the need to systematically expand their knowledge and skills.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Determines the sequence of actions based on the specific nature of the risk and its insurance. Demonstrates personal values related to being guided in professional life by a sense of responsibility in the field of activities related to risk and socio-economic insurance.
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Correctly identifies and analyzes the factors influencing the functioning of insurance markets and the social and economic insurance system
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Independently supplements and improves knowledge and skills in the field of practical insurance activities—social and economic.
Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)			

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio	Participation in the	Individual project	Group project
E1_W02, E1_W07			X		X			X	X		
E1_U02, E1_U07, E1_U09			X		X			X	X		
E1_K01, E1_K02, E1_K03, E1_K06,			X					X	X		

Form and conditions for passing the course: contribution via a multimedia presentation, discussion, written assessment based on the lecture content in the form of a test consisting of multiple-choice questions

The student's workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with an instructor

Types of classes	Number of hours
Attendance at lectures	18
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one training group, consultation, seminar)	
BUNA	12
Total	**30**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	Number of hours
Preparing for classes	10
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-study	10
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	10
Total	**30**
Total (contact hours + student's own work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent work	**1 ECTS**

Classes with a practical focus

Types of classes	Number of hours
Participation in laboratory exercises	
Preparation for practical credit	30
Total	**30**
Number of ECTS credits for practical classes	**2 ECTS**

Basic literature: *(up to 3 items)*

1. M. Mansoor, S. Chattopadhyay, Principles of Insurance, Notion Press Media Pvt. Ltd, Chennai 2024.
2. Ch.J. Boggs, Property & Casualty, Insurance Concepts Simplified. The Ultimate "How to" Insurance Guide for Agents, Brokers, Underwriters, and Adjusters, Wells Media Group Inc, San Diego 2018.

Supplementary literature: 1. W.R. Vance, Handbook of the Law of Insurance, Legare Street Press, 2021.
Approved by the Vice-Rector: **Vice-Rector for Science and Education Quality**

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course name: **CREATING A BUSINESS PLAN – university-wide lecture**						**ECTS credits: 0.5**
Instructor: as per the roster and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **2, 4, 6**	**15**	**0**	**0**	**0**	**0**	**Z**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course Objective:
Presentation of relevant content on the creation of a business plan.
Developing the ability to create and analyze a business plan, with a particular focus on financial plans. Applying knowledge of economic and marketing analysis in professional practice.

Developing the ability to draft a business plan.

Teaching methods:
1. lecture – an informational lecture,
2. problem-based lecture,
3. discussion.

Prerequisites: *None*

No	Course content
I	1. Provide basic concepts and definitions related to the business plan. 2. Objectives and basic principles of creating a business plan. 3. Developing the basic concept of a business plan. 4. The essence, scope, and use of strategic analysis of the project. 5. Analysis of the microenvironment, SWOT analysis. 6. Formulating a marketing strategy. 7. Characteristics of the company's human resources. 8. Characteristics of the technical and technological conditions for implementing the planned project. 9. Assessment of the effectiveness of project implementation under the business plan. 10. Financial analysis of the project.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of KNOWLEDGE:			
	P6S_WG	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as	Knows the rules for creating a business plan for a

P6U_W	P6S_WK	phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	enterprise. Has basic knowledge in the field of marketing, economics, management, and organization of enterprises necessary to conduct business in conditions of competition and a free market. Knows IT techniques, databases, and methods of obtaining and processing information.
P6U_W	P6S_WG	**E1_W07** Possesses the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) governing economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as the complex relationships between them.	Has basic knowledge in the fields of marketing, economics, management, and business organization necessary to conduct business in a competitive and free market environment. Knows the legal principles and ethical standards related to his profession.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U02** Is able to apply his theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Is able to apply his knowledge and use the correct terminology when creating a business plan. Can select the appropriate organizational and legal form of business activity
P6U_U	P6S_UW	**E1_U09** Is prepared to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology	Can use basic IT techniques. He has computer skills in the areas of text editing, presentation preparation, information gathering, statistical analysis, spreadsheet operation, and computer graphics basics.
in the field of <u>SOCIAL COMPETENCES:</u>			
P6U_K	P6S_KK P6S_KR	**E1_K01** Is able to critically assess the extent of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the advice of experts when they have difficulty solving a problem on their own.	Is aware of the need for continuous professional development. He is aware of his own limitations and understands the need to consult with experts.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being mindful of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Is able to work in a team, effectively fulfilling the tasks entrusted to him, demonstrating communication and organizational skills. Is entrepreneurial, shows initiative and independence in action.
Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)			

Outcome(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W02, E1_W07,	X							X			
E1_U02, E1_U09	X							X	X		
E1_K01, E1_K02,						X			X		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance sheet,
- up to 10% absence, compensated for in a manner agreed upon individually with the instructor,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is written—a matching exercise. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points; a minimum of 60% correct answers is required for a passing grade.

Assessment criteria for the test

Assessment	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. Justification for missed classes and completion of the material covered during the lectures while absent is determined by the instructor conducting the classes

The student's workload required to achieve learning outcomes during class hours and ECTS credits

Contact hours with an academic instructor	
Types of classes	**Number of hours**
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of students, conv., sem.)	
Total	**15**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1. including the number of ECTS credits for contact hours involving the direct participation of	

an academic teacher	
2. including the number of ECTS credits for hours spent on independent study	

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. L. Harley, How to Write a Business Plan, Flow Swans, 2023.
2. V. Evans, FT Essentials Guide to Writing a Business Plan, Pearson Education Limited, London 2022

Supplementary reading:

1. How to Write a Winning Business Plan, Tasha Yates, 2023.

Approved by the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course name: **METHODS OF EFFECTIVE TEAM LEADERSHIP – university-wide lecture**						**ECTS credits: 0.5**
Instructor: depending on the cast and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **2, 4, 6**	**15**	**0**	**0**	**0**	**0**	**Z**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course Objective:

Familiarization with the principles of organizing teamwork and the principles of managing teams.

Teaching methods:
1. lecture – an informational lecture,
2. problem-based lecture,
3. discussion.

Prerequisites: *None*

No	Course content
I	1. Group vs. team. 2. Team leader, their role and responsibilities. Leadership styles vs. team roles. 3. Conversations with employees as a motivational tool. 4. Methods for enhancing the effectiveness and creativity of the team and its members. 5. Determinants and barriers to team effectiveness. 6. Dysfunctions in the team management process. 7. Communication – essence, forms, functions, barriers to effectiveness. 8. Conflicts in the team: essence, causes, types, effects, ways to address them.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WGP6S_WK	**E1_W03** Identifies the interrelationships between economic phenomena, entities, structures, and institutions at the microeconomic and	Understands the concepts of human capital and human

		s e c t o r al scale, both in real and monetary terms, including in the field of a selected specialization in economics. He knows how to apply this knowledge into practice.	capital management and can explain their role in business management. Knows and can explain the stages of team formation and the rules for selecting employees for the team.
P6U_W	P6S_WG	**E1_W05** Possesses advanced knowledge and understanding of human beings as entities that create economic structures; understands the rules governing human behavior in the context of satisfying needs; has a basic understanding of the principles and motives underlying human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	Knows the principles of effective communication and decision-making in a team. Knows the concept of talent and understands its importance in the economy and knowledge-based enterprises. Knows the tools for development, career management, and talent management.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UO	**E1_U04** Communicates effectively using terminology from the field of economics and related sciences, both within a team of employees and when consulting specialists from various fields of knowledge. Is able to present his own ideas and views in an engaging and convincingly.	Solves complex and unusual problems by applying knowledge of effective communication methods. Communicates effectively with others and collaborates with colleagues as part of a team.
P6U_U	P6S_UW P6S_UK P6S_UO	**E1_U07** Is able to cooperate with others as part of a team or as a leader; takes the lead in analyzing and evaluating alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	Can design the development process for team members, taking into account their aspirations and potential as well as the organization's capabilities. Knows effective ways to solve problems and manage conflict within a team.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being mindful of the decisions they make, and also taking responsibility for the results of their work and the entire team.	Develops the ability to work in a team and coordinate the work of a team of employees. Can effectively communicate team goals and assess the degree of their implementation. Is ready to responsibly perform the role of the head of the sales team, as well as to comply with and develop the rules of professional ethics and act in accordance with these principles
~~P6U_K~~	~~P6S_KR~~	**E1_K03** , is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to	Is ready to recognize the importance of knowledge in solving problems occurring in sales teams, as well as to consult experts with knowledge not available within the organization. Is ready to determine priorities for the the implementation of business tasks within the organization, taking into account the principles of corporate social

		consult experts in this regard if they encounter difficulties in solving them on their own.		Responsibility

Ways to assess the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Effects (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W03, E1_W05,	**X**							**X**			
E1_U04, E1_U07	**X**							**X**	**X**		
E1_K02, E1_K03,						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance sheet,
- up to 10% absence, compensated for in a manner agreed upon individually with the instructor,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is written—a matching exercise. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points; a minimum of 60% correct answers is required for a passing grade.

Assessment criteria for the test

Conditions for making up classes missed for justified reasons:
Making up for missed classes is possible only in the event of a student's illness, as documented by a doctor's note, or for other unforeseen reasons. The instructor conducting the classes is responsible for ensuring that students make up for the missed classes and master the material covered during the lectures

The student's workload required to achieve learning outcomes in terms of contact hours and ECTS credits

Contact hours with an academic instructor

Types of classes	**Number of hours**
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**15**

Student's own work organized by time (*examples of student work forms)*

Student work form	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	

Preparing for the written/oral exam in a subject	
Preparation for written/oral credit in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1.including the number of ECTS credits for contact hours with the direct participation of an academic instructor	
2. including the number of ECTS credits for hours completed in the form of independent work	

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. Team Management: How to Manage Virtual & Hybrid Teams, Book Star Publishers, [New York] 2023.
2. A. Anderson, Management: Take Charge of Your Team: Communication, Leadership, Coaching, and Conflict Resolution, Lulu Press Inc, Morrisville 2019.

Supplementary reading:

1. P.J. Barbour, Building Top-Performing Teams, Kogan Page Ltd, London 2025.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

Grade	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course title: **COMMUNICATION IN BUSINESS – university-wide lecture**						**ECTS credits: 0.5**
Instructor: as per the roster and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **2, 4, 6**	**15**	**0**	**0**	**0**	**0**	**Z**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course Objective:
Developing practical skills in using methods of mass and interpersonal communication in business activities.

Developing the ability to choose effective and efficient forms of communication between the company and its stakeholders

Teaching methods:
1. giving – an informational lecture,
2. problem-based lecture,
3. discussion.

Prerequisites: *None*

No	Course content
I	1. Interpersonal and mass communication in business. 2. Conditions for the implementation of the communication process in business activities. 3. Methods of communication, typology of communication processes in business. 4. Relationships between phenomena, entities, and structures in business communication. 5. Methods for studying the effectiveness and efficiency of the communication process in business. 6. Legal acts and other regulations related to the process of communication and image creation in the market environment. 7. Innovative forms of communication in business—role and directions of development. 8. Integration and coordination of communication with the company's environment.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
	P6S_WGP6S_WK	**E1_W03** Identifies mutual relationships between economic phenomena, entities,	

P6U_W		structures, and institutions on a microeconomic and sectoral scale, both in real and monetary terms, including in the field of a selected specialization in economics. Knows how to apply this knowledge in practice.	Has knowledge of the nature and scope of interpersonal and mass communication in business. Discusses the conditions for the implementation of the communication process in business activities—interpersonal and mass communication. It describes the relationships between phenomena, entities, and structures in business communication. Lists methods for studying the effectiveness and efficiency of the communication process in business. Presents legal acts and other regulations related to the process of communication and image creation in the market environment.
P6U_W	P6S_WG	**E1_W05** Knows and understands at an advanced level the nature of humans as agents shaping economic structures; understands the patterns of human behavior in meeting needs, and possesses foundational knowledge of the principles and motivations behind human action in the process of designing and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UO	**E1_U04** Communicates effectively using terminology from the fields of economics and related sciences, both within a team of employees and when consulting specialists from various fields of knowledge. Is able to present their own ideas and views in an engaging and convincingly.	Implements solutions to effectively build a positive image of the organization and selects activities that optimize communication efforts. Demonstrates a strong ability to prepare speeches and engage in oral communication. Actively participates in activities related to the communication process and collaborates effectively within a team. Is able to work in a group, taking on various roles, particularly that of a leader
P6U_U	P6S_UW P6S_UK P6S_UO	**E1_U07** Is able to cooperate with others as part of a team or as a leader; leads a department in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KK P6S_KR	**E1_K01** Is able to critically assess the extent of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the advice of experts when they have difficulty solving a problem on their own.	Understands the need to expand knowledge in the field of effective and efficient communication within individual and mass organizations. Thinks and acts in an entrepreneurial manner, uses multimedia tools for business communication. Is guided by personal values related to ethics and social responsibility in the field of building a communication bond between business and the market
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting	

		social, cultural, and legal norms, and perform responsible roles within the team, being mindful of the decisions they make, and also takes responsibility for the results of their work and the entire team.	environment. Is prepared to work and communicate in a team.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W03, E1_W05,	**X**							**X**			
E1_U04, E1_U07	**X**							**X**	**X**		
E1_K01, E1_K02,						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance sheet,
- up to 10% absence, compensated for in a manner agreed upon individually with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is written—a matching exercise. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points; a minimum of 60% correct answers is required for a passing grade.

Assessment criteria for the test

Grade	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. Justification for missed classes and completion of the material covered during the lectures while absent is determined by the instructor conducting the classes

The student's workload required to achieve learning outcomes during class hours and ECTS credits

Contact hours with an academic instructor

Types of classes	**Number of hours**
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of students, conv., sem.)	
Total	**15**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	

Self-study	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1.including the number of ECTS credits for contact hours with the direct participation of an academic instructor	
2. including the number of ECTS credits for hours completed in the form of independent study work	

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. J. Schiefelbein, Effective Business Communication, John Wiley & Sons Inc, Hoboken 2023.
2. D. Borthwick, Body Language: How to Read Any Body – The Secret to Nonverbal Communication to Understand & Influence in Business, Sales, Online, Presenting & Public Speaking, Derek Borthwick All Rights Reserved, 2022.

Supplementary reading:

1. M.T. Violanti, S. Kelly, *Business and Professional Communication Playbook*, SAGE Publications Ltd, Thousand Oaks, 2023.

Acceptance by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title: **THE ROLE OF THE MEDIA IN THE MODERN WORLD – university-level lecture**						**ECTS credits: 0.5**
Instructor: as per the roster and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **2, 4, 6**	**15**	**0**	**0**	**0**	**0**	**Z**
*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						
Course Objective: Familiarization with the role and importance of media in the modern world.						
Teaching methods: 1. presentation – an informational lecture, 2. problem-based lecture, 3. discussion.						
Prerequisites: *None*						

No	Course content
I	1. Definitions and concepts of mass communication. 2. Means and forms of mass communication. 3. Theories and doctrines of mass communication. 4. Media in open systems. 5. Media in closed systems. 6. Analysis of the functioning of the mass media using selected examples. 7. New media. 8. The information society and the knowledge society. 9. The future of mass media. 10. Social media today. 11. Problems of the media in the post-truth era – fake news, clickbait.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
V	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WGP6S_WK	**E1_W03** Identifies mutual relationships between economic phenomena, entities, structures, and institutions at the microeconomic and	

		s e c t o r al scale, both in real and monetary terms, including in the field of selected specializations in economics. He knows how to apply this knowledge into practice.	Understands how social and political institutions function on the European continent, with particular emphasis on the media (mass and social media). Has knowledge of media culture, its evolution, and diversity
P6U_W	P6S_WG	**E1_W06** Demonstrates advanced knowledge and understanding of how to apply and analyze the results of selected quantitative tools in describing facts, objects, and phenomena related to various areas of economic activity and complex interdependencies, as well as in forecasting future scenarios of economic and social activity.	Knows methods and tools, including data acquisition techniques, used to describe institutions and processes taking place in the media on an international scale. Knows the methods and techniques of conflict resolution in the international arena.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U03** Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and analyze and evaluate the economic and social processes and phenomena taking place.	Is able to search for information about socio-political changes taking place within the country and on the international arena. Is able to perceive and analyze phenomena occurring in international social and political , economic, and cultural spheres.
P6U_U	P6S_UW P6S_UK	**E1_U05** ~~Can identify and~~ appropriately select sources of information, critically analyze, evaluate, and synthesize this information, and participate in debates by presenting and discussing different opinions and positions.	Is able to search for and critically analyze available knowledge on the social, political, cultural, and economic dimensions of media activities and communication in contemporary Europe
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KO	**E1_K04** Is prepared to fulfill social obligations and help organize activities that benefit the community, and acts in the public interest.	Is capable of analyzing the causes and course of phenomena related to the functioning of the media in various social, political, and cultural contexts. Is able to interact and assume different social roles in various forms of civic activity.
P6U_K	P6S_KO P6S_KR	**E1_K05** Understands ethical issues related to the tasks and professional activities performed, is aware of the importance of professional activities consistent with the principles of professional ethics and respect for the diversity of views and cultures; cares for the achievements and tradition of the profession	Follows the rules of professional ethics and expects others to do the same. Is able to act based on respect for the applicable norms of social coexistence. Understands the need to respect others' intellectual property and copyright

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class activity	Participation in the	Individual project	Group project
E1_W03, E1_W06,	**X**							**X**			
E1_U03, E1_U05	**X**							**X**	**X**		
E1_K04, E1_K05						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance sheet,
- up to 10% absence, compensated for in a manner agreed upon individually with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is a written exam consisting of matching questions. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points. A minimum of 60% correct answers is required to pass.

Assessment criteria for the test

Grade	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. Justification for missed classes and completion of the material covered during the lectures while absent is determined by the instructor conducting the classes

The student's workload required to achieve learning outcomes during class hours and ECTS credits

Contact hours with an academic instructor

Types of classes	**Number of hours**
Attendance at lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**15**

Student's independent work divided by time (*examples of student work forms)*

Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	

	0.5 ECTS
1. including the number of ECTS credits for contact hours involving the direct participation of a faculty member	
2. including the number of ECTS credits for hours spent on independent work	

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. D. Yengin, New Media Theories, Peter Lang, Lausanne 2023.
2. V.F. Filak, *Exploring Mass Communication: Connecting with the World of Media*, SAGE Publications, Thousand Oaks, 2024.

Supplementary reading:

1. D. Chandler, R. Munday, Dictionary of Media and Communication, Oxford University Press, Oxford 2020.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course name: **ENTREPRENEURSHIP – university-wide lecture**						**ECTS credits: 0.5**
Instructor: depending on the cast and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: 1, 3, 5	**15**	**0**	**0**	**0**	**0**	**Z**
*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						

Course Objective:
Familiarization with the essence of entrepreneurship and its impact on employment on a national and global scale.

Presentation of the impact of external factors on entrepreneurial decisions and economic policy instruments in the SME sector.

1. T**eaching methods:** lecture, problem-based lecture, discussion.

Prerequisites: *None*

No	Course content
I	**LECTURE:** 1. The essence of entrepreneurship. 2. Measurement of entrepreneurial activity – an international comparison. 3. Entrepreneurship and employment/unemployment. 4. Entrepreneurship and innovation. 5. The international dimension of entrepreneurship. 6. Methods of supporting entrepreneurship. 7. The influence of traditions, customs, culture, and religion on entrepreneurial decisions in different countries. 8. Economic policy instruments and the SME sector. 9. The nature, determinants, and barriers to female entrepreneurship. 10. Success in business.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics within the	

		system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	Discusses the data sources used in the analysis of long-term trends in the development of entrepreneurship. Describes methods for analyzing the relationship between entrepreneurial activity and the level of economic development.
P6U_ W	P6S_WGP6S_WK	**E1_W03** Identifies the interrelationships between economic phenomena, entities, structures, and institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge in practice.	Presents the principles of constructing indicators of entrepreneurship, freedom to conduct business, and competitiveness used in international comparisons. Describes the theoretical basis of entrepreneurship and innovation policies at different stages of economic development.
P6U_W	P6S_WGP6S_W K	**E1_W09** Knows and understands the principles of how a market economy works and is familiar with the basic principles of establishing and developing various forms of entrepreneurship . Knows how to apply this knowledge in practice.	Lists theoretical concepts regarding the role of foreign capital for host countries, particularly for the SME sector.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political and cultural changes.	Conducts a comparative analysis of the level of entrepreneurial activity in Poland compared to other countries in Europe and the world. It assesses changes in the external environment and specific economic policy instruments affecting the functioning of the SME sector.
P6U_U	P6S_UW	**E1_U03** Is able to properly analyze and prepare accounting and financial documentation for decision-	

		for decision-making and accounting purposes, and to analyze and evaluate the economic and social processes and phenomena taking place.	Performs a comparative analysis on an international scale of the relationship between the development of entrepreneurship and the institutional environment of
P6U_U	P6S_UW P6S_UK P6S_UO	**E1_U07** Is able to cooperate with others as part of a team or as a leader; takes the lead in analyzing and evaluating alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	running a business. Analyzes the relationship between innovation and success in business. Cooperates with others as part of a team in the field of entrepreneurship. Independently plans his own development and his own entrepreneurial activities. Identifies the varying effectiveness of economic policy instruments designed to stimulate entrepreneurship and participates in discussions on the topic.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KR	**E1_K03** Is able to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to consult experts in this regard if difficulties arise in solving them on his/her own.	Understands the specific characteristics of women's entrepreneurship and the barriers in this field, and recognizes the importance of knowledge in this area. Understands the influence of traditions, customs, culture, and religion on entrepreneurial decisions in different countries.
P6U_K	P6S_KO	**E1_K04** Is ready to fulfill social obligations and co-organize activities for the benefit of the social environment and acts in the public interest.	Initiates activities for the public good and understands the varying motivations for starting a business depending on the stage of economic development.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to think and act in an entrepreneurial manner and communicate effectively with the environment; adapts to new situations and conditions, takes on new challenges requiring creative thinking, and develops resilience to failure.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participation	Participation in the	Individual project	Group project
E1_W01, E1_W03, E1_W09,	**X**							**X**			
E1_U01, U03, E1_U07	**X**							**X**	**X**		
E1_K03, E1_K04, E1_K06						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

— 100% attendance in ; confirmed by a mark on the attendance list,

- up to 10% absence, compensated for in a manner agreed upon individually with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is a written exam consisting of matching questions. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points. A minimum of 60% correct answers is required to pass.

Assessment criteria for the test

Assessment	Very good (5.0)	Good Plus (4.5)	Good (4.0)	Sufficient Plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. Justification for missed classes and completion of the material covered during the lectures while absent is determined by the instructor conducting the classes

The student's workload required to achieve learning outcomes during class hours and ECTS credits	
Contact hours with an academic instructor	
Types of classes	**Number of hours**
Attendance at lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**15**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1.including the number of ECTS credits for contact hours with the direct participation of an academic instructor	
2. including the number of ECTS credits for hours completed in the form of independent work	
Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. Kumar Grewai, Entrepreneurship Development, Notion Press Media Pvt. Ltd., Chennai, 2024.
2. E.C. Ekomann, Entrepreneurship and Small Business Management (A Basic Approach), Independently Published, [no place] 2021.

Supplementary literature:

1. F.B. Suarez, Entrepreneurship in the Social Economy, Oxford 2023.

Appointment of the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION

Subject name: **HEALTH PROMOTION AND HEALTH EDUCATION – university-level lecture**						**ECTS credits: 0.5**
Instructor: as per the roster and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: 1, 3, 5	**15**	**0**	**0**	**0**	**0**	**Z**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Subject Purpose:
Interest in health-related issues and activities aimed at improving one's own health, as well as personal and social development.

Familiarization with health education methods and the implementation of health promotion projects.

Teaching methods: lecture

Prerequisites: *None*

No	Course content
I	**LECTURE:** 1. Definitions, health aspects, holistic approach. Health models and indicators. 2. Health and its determinants. 3. Biomedical and biopsychosocial models of health. 4. Health education – definitions, concepts, goals, stages. 5. Health promotion – origins, definitions, concepts. 6. Public health, health policy, and health promotion – their interrelationships. 7. Stress and health. 8. Obesity at different ages. Prevention and treatment. 9. Health promotion in psychological theory and practice.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics within the system of sciences, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences and its application	Explains the definitions and concepts of health, resources, and risk factors for health. Lists the basic concepts and principles of health education. Knows the methods of health promotion, with particular emphasis on health education.

		Practical knowledge in business activities.	
P6U_W	P6S_WG	**E1_W05** Knows and understands at an advanced level the concept of humans as agents shaping economic structures; understands the patterns of human behavior in the context of meeting needs, and possesses foundational knowledge of the principles and motivations behind human actions in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply knowledge in practice.	Understands the prevention of unhealthy behaviors manifested in the form of the use of narcotic drugs or psychoactive substances, alcohol consumption, and smoking, as well as the prevention of lifestyle-related and mental health conditions.
P6U_W	P6S_WG P6S_WK	**E1_W08** Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the essence and conditions of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Understands the relationship between health promotion, prevention, and health education. Provides definitions and principles of health promotion, including mental health promotion. At an advanced level, discusses health-promoting lifestyles.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW P6S_UO P6S_UU	**E1_U06** Is able to independently plan and implement his or her own learning, taking into account the dynamic development of the sciences, and applying acquired economic knowledge, practical insights, and professional experience to independently carry out tasks, manage a business, and resolve professional challenges. **E1_U07** Is able to cooperate with others as part of a team or as a leader; participates in the	Independently plans and promotes an active and healthy lifestyle. Uses motivational methods in practice. Undertakes activities in the field of health promotion and disease prevention.
P6U_U	P6S_UW P6S_UK P6S_UO	analysis and evaluation of alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them. **E1_U09** Is prepared to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, using normative systems and specialized terminology	Identifies the group's needs in the field of health education and implements changes in the diet of the population to prevent the onset of obesity. Collaborates with others to create programs that promote a healthy lifestyle.
P6U_U	P6S_UW		Is able to plan interventions in the field of health promotion and health education in response to the health needs of a selected local community. Can provide health advice on lifestyle. Prepares educational materials.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles with respect	Understands the need for openness, empathy, and authenticity in health educators, as well as cooperation and partnership in health promotion.

		for social, cultural, and legal norms, and perform responsible roles within the team, being mindful of the decisions they make, and also takes responsibility for the results of their work and the entire team.	
P6U_K	P6S_KO	**E1_K04** Is prepared to fulfill social obligations, co-organize activities that benefit the community, and act in the public interest.	Recognizes health as a value for individuals and a resource for society. Is aware of the importance of setting behavioral examples for others.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, develops resilience to failure and stress.	Can organize the prevention of unhealthy behaviors manifested in the form of the use of narcotic drugs or psychoactive substances, alcohol consumption, and smoking, as well as the prevention of lifestyle-related and mental diseases.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W01, E1_W05, E1_W08,	**X**							**X**			
E1_U06, E1_U07, E1_U09	**X**							**X**	**X**		
E1_K02, E1_K04, E1_K06						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance list,
- up to 10% absence, compensated for in a manner agreed upon individually with the instructor,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is written—a matching exercise. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points; a minimum of 60% correct answers is required for a passing grade.

Assessment criteria for the test

Grading	Very good (5.0)	B+ (4.5)	Good (4.0)	Satisfactory+ (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for justified reasons:
Make-up classes are permitted only in the event of a student's illness, as documented by a doctor's note, or for other unforeseen reasons. The instructor conducting the classes is responsible for ensuring that students make up the missed classes and master the material covered during their absence

The student's workload required to achieve learning outcomes in terms of contact hours and ECTS credits	
Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**15**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1.including the number of ECTS credits for contact hours with the direct participation of an academic instructor	
2. including the number of ECTS credits for hours completed in the form of independent work	
Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparing for the practical exam	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. C.D. Grant, T.E. Boddy, Intersectionality in Health Education, John Wiley & Sons Inc, New York 2024.
2. R. Cross, Health Promotion and Health Education in Nursing, SAGE Publications, Thousand Oaks 2023.

Supplementary literature:

1. P.Ch. Kpodo, The Urgency of Mental Health in Education, Percy Kpodo, 2024.

Approval of the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Title: **INTELLECTUAL PROPERTY PROTECTION – university-level lecture**						**ECTS credits: 0.5**
Instructor: depending on the cast and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Lab exercises	Exercise	GOODA*	Credit type*
Semester: 1, 3, 5	**15**	**0**	**0**	**0**	**0**	**Z**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course Objective:
Acquisition of knowledge regarding the issues and legal regulations of intellectual property protection.

Preparation for solving basic legal problems related to the application of regulations governing the protection of intellectual property.

Teaching methods: lecture

Prerequisites: *None*

No	Course content
I	**LECTURE:** 1. Basic concepts in the field of intellectual property protection. 2. Legal bases for protection, institutions for the protection of intellectual property, and registries. 3. Industrial property and prerequisites for patentability. Patents and know-how. 4. Trademarks—types, conditions of protection. Trademark protection rights. 5. Geographical indications. The right to register a geographical indication. 6. Copyright. The concept and types of works, copyright holders, moral rights, economic rights, fair use, plagiarism. 7. Legal protection of intellectual property, basic instruments of protection. 8. Trade in intellectual property rights, licenses.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics within the scientific community, its nature, methodology, and its relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, as well as how to apply this practical knowledge in	Understands the nature and properties of the rights granted to creators. Understands the rules governing the use of works and objects of related rights, as well as the essence and cases of permitted use of works. Understands the rules and consequences relating to the infringement of copyrights and moral rights

		business activities.	
P6U_W	P6S_WG P6S_WK	**E1_W10** Knows and understands the basic principles of industrial property protection and copyright law, with particular emphasis on the studied specialty in the field of economics.	Knows the concepts of intellectual property protection, copyright, and industrial property law. Understands the essence of intellectual property protection and distinguishes between tangible and intangible goods

in terms of <u>SKILLS</u>:

P6U_U	P6S_UW	**E1_U01** Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political, and cultural changes.	Correctly interprets and explains legal phenomena related to copyright in comparison to other fields of knowledge and explains the interrelationships between legal and social phenomena.
P6U_U	P6S_UW P6S_UK	**E1_U05** Can find and properly select sources of information, critically analyze, evaluate, and synthesize this information, and participate in debates, presenting and discussing different opinions and positions.	Recognizes cases of unlawful use of intellectual property. Obtains information from intellectual property literature, registries, and other sources.

in the field of <u>SOCIAL SKILLS:</u>

P6U_K	P6S_KR	**E1_K03** Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them on their own.	Is prepared to apply copyright regulations in practice, taking ethical considerations into account.
P6U_K	P6S_KO	**E1_K04** Is ready to fulfill social obligations and co-organize activities for the benefit of the social environment and acts in the public interest.	Undertakes activities aimed at raising social awareness of the importance of intellectual property in the knowledge society.

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual	Group presentation	Class activity	Participation in the	Individual project	Group project
E1_W01, E1_W10,	**X**							**X**			
E1_U01 E1_U05	**X**							**X**	**X**		
E1_K03, E1_K04						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance list,
- up to 10% absence, compensated for in a manner agreed upon individually with the instructor,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is written—a matching exercise. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points; a minimum of 60% correct answers is required for a passing grade.

Assessment criteria for the test

Grade	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient Plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. The lecturer conducting the classes is responsible for justifying the missed sessions and ensuring that the material covered during the lectures is understood

The student's workload required to achieve learning outcomes in terms of contact hours and ECTS credits

Contact hours with an academic instructor	
Types of classes	**Number of hours**
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of students, conference, semester)	
Total	**15**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1. including the number of ECTS credits for contact hours involving the direct participation of a faculty member	
2. including the number of ECTS credits for hours spent on independent work	

Classes with a practical focus	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. Bently, Sherman, Gangjee, Johnson, Intellectual Property Law, Oxford University Press, Oxford 2022.
2. P. Torremans, Holyoak, and Torremans, Intellectual Property Law, Oxford University Press, Oxford 2019.

Supplementary reading:

1. G.S. Robertson, The Law of Copyright, Legare Street Press, 2023.
2. The Copyright Handbook: What Every Writer Needs to Know, NOLO PR, 2024.

Approved by the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course name**: HUMAN RIGHTS IN THE 21ST CENTURY – university-wide lecture**						**ECTS credits: 0.5**
Instructor: as per the roster and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: 1, 3, 5	**15**	**0**	**0**	**0**	**0**	**Z**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Subject Purpose:
Familiarization with the basic issues and standards in the field of international human rights law.

Familiarization with the catalogs of individual rights and obligations and the rights of minorities in the twenty-first century.

Teaching methods:
1. presentation – an informational lecture,
2. problem-based lecture,
3. discussion.

Prerequisites: *None*

No	Course content
I	1. Concepts of human rights, concept of rights and freedoms. 2. Classifications of rights and freedoms. 3. National and international legal frameworks for the protection of human rights. 4. Sources of international human rights law. 5. A European regional system for the protection of human rights. 6. European Convention on Human Rights. 7. Complaint to the European Court of Human Rights. 8. Domestic systems for the protection of individual freedoms and rights. 9. Responsibilities of the entity. 10. Minority Rights.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			**Objective effects – specification**
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the place of economics within the system of sciences, its nature, methodology, and its relationship to other scientific	

		disciplines, knows and understands the basic terminology of the economic sciences, as well as how to apply this practical knowledge in business activities.	Has in-depth knowledge of the subject and specialized terminology in the field of international human rights law. Has knowledge of various legal acts defining human rights.
P6U_W	P6S_WG P6S_WK	**E1_W08** Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the essence and conditions of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Understands and explains the causes and consequences of socio-cultural and political changes in the field of human rights protection. Describes the specific nature of human rights treaties and legal relations between various entities on a national and international scale.
P6U_W	P6S_WG	**E1_W14** Identifies and describes the role of human resources, financial, and material capital in economic organizations.	Presents the impact of human rights standards on national law and practice. It discusses the principles governing the organization and functioning of international organizations involved in the protection and promotion of human rights.

in terms of SKILLS:

P6U_U	P6S_UW	**E1_U03** Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and to analyze and evaluate the economic and social processes and phenomena taking place.	Applies theoretical knowledge to thoroughly and critically analyze specific examples of human rights violations. Is able to describe various institutions that protect human rights. Analyzes contemporary social phenomena and processes in relation to human rights theory.

in the field of SOCIAL COMPETENCIES:

P6U_K	P6S_KR	**E1_K03** Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to consult experts in this regard if they encounter difficulties in solving them on their own.	Correctly identifies moral problems and ethical dilemmas and resolves them in accordance with human rights standards. Has knowledge of the individual as a subject of international law, taking into account the definition of their rights and the principles of their protection.
P6U_K	P6S_KO	**E1_K04** Is ready to fulfill social obligations and co-organize activities for the benefit of the social environment and acts in the public interest.	Cares about the legal acquis and traditions of his profession, and is ready to perform his professional role in a responsible manner. Initiates activities for the public interest in the context of respect for human rights.

Methods for assessing learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Effects (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class activity	Participation in the	Individual project	Group project

E1_W01, E1_W08, E1_W14	**X**							**X**			
E1_U03,	**X**							**X**	**X**		
E1_K03, E1_K04						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance sheet,
- up to 10% absence, compensated for in a manner agreed upon individually with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is written—a matching exercise. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points; a minimum of 60% correct answers is required for a passing grade.

Assessment criteria for the test

Assessment	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. Justification for missed classes and completion of the material covered during the lectures while absent is determined by the instructor conducting the classes

The student's workload required to achieve learning outcomes during class hours and ECTS credits

Contact hours with an academic instructor	
Types of classes	**Number of hours**
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of students, conference, semester)	
Total	**15**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1. including the number of ECTS credits for contact hours involving the direct participation of a faculty member	
2. including the number of ECTS credits for hours spent on independent work	

Classes with a practical focus	
Types of classes	**Number of hours**

Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. E. Kirkbride, Public Law – The Fundamentals, Sweet & Maxwell Ltd, Mytholmroyd 2021.
2. I. Bentekas, L. Oette, International Human Rights Law, Cambridge University Press, Cambridge 2020.

Supplementary reading:

1. J. Stanton, C. Prescott, Public Law, Oxford University Press, Oxford 2022.

Approval of the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course name: **HEALTH-PROMOTING FORMS OF MOVEMENT – university-level lecture**						**ECTS credits: 0.5**
Instructor: as per the roster and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: 1, 3, 5	**15**	**0**	**0**	**0**	**0**	**Z**
*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor						

Subject Purpose:
Familiarization with health-promoting behaviors, with particular emphasis on physical activity. Awareness of the importance of taking care of one's own health and engaging in physical activity.

Preparation for implementing a physical activity program independently and in a group.

Teaching methods:
1. delivering an informational lecture,
2. problem-based lecture,
3. discussion.

Prerequisites: *None*

No	Course content
I	1. Structure of the human body. The body in motion. 2. Profile of health-promoting human performance. Measurement of physical activity. 3. Motives for engaging in physical activity. Motivation of people with disabilities to be physically active. 4. Physical activity under changing climatic conditions. 5.Optimizing rest methods. 6. Health training. Creating a health program. 7. Nutrition in health training. 8. Physical activity in the promotion of modern human health. 9. Health risks associated with physical activity.
II	**SEMINARS: n/a**
III	**LABORATORY EXERCISES: n/a**
IV	**EXERCISES: n/a**
In	**BUNA: n/a**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the place of economics in the system of sciences, its	Discusses the structure of the human body in terms of the passive and active musculoskeletal system and the basic

		nature, methodology, and relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, along with the application of this practical knowledge in business activities.	physiological processes occurring in the human body during work and rest. Description of the impact of physical activity on human functioning
		E1_W05 Knows and understands at an advanced level the concept of the human being as an entity that creates economic structures; knows the rules of human behavior in terms of satisfying needs, has a basic understanding of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	Characterizes selected models of health-promoting behaviors of a person with particular emphasis on their physical activity. Knows the importance of health-promoting forms of physical activity in modern civilization.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UO	**E1_U04** Communicates effectively using terminology from the field of economics and related sciences, both within a team of employees and when consulting specialists from various fields of knowledge. He is able to present his own ideas and views in an engaging and persuasive manner.	The role of health promotion and physical activity in the prevention of social exclusion and social pathologies. care of his own health and physical activity, and also discusses it using specialized terminology.
P6U_U	P6S_UW P6S_UO	**E1_U10** Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice related to the field of study.	Implements a physical activity program independently and in a group. Is able to implement an adaptive physical activity program and conduct sports training and competitions for people of different ages with various disabilities
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KO	**E1_K04** Is ready to fulfill social obligations and co-organize activities for the benefit of the social environment and acts in the public interest.	Demonstrates an attitude that promotes health and physical activity among the public and is able to warn patients about health risks, based on the latest scientific findings.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles with respect social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Is able to ensure his or her own safety, as well as that of the environment and coworkers. Is mindful of the level of physical activity required by his or her profession.
Ways to assess the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)			

Effects (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W01 E1_W05,	**X**							**X**			
E1_U04, E1_U10	**X**							**X**	**X**		
E1_K01, E1_K02, E1_K05						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance sheet,
- up to 10% absence, compensated for in a manner agreed upon individually with the instructor,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is a written exam consisting of matching questions. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points. A minimum of 60% correct answers is required to pass.

Assessment criteria for the test

Grade	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient Plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. Justification for missed classes and completion of the material covered during the lectures while absent is determined by the instructor conducting the classes

The student's workload required to achieve learning outcomes during class hours and ECTS credits	
Contact hours with an academic instructor	
Types of classes	**Number of hours**
Attendance at lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**15**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS

1. including the number of ECTS credits for contact hours involving the direct participation of a faculty member	
2. including the number of ECTS credits for hours spent on independent work	

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. D. Eastwood, D. Vishnubala, Sport and Exercise Medicine, Taylor & Francis Ltd, Abingdon-on-Thames 2023.
2. P. McGinnis, *Biomechanics of Sport and Exercise*, Human Kinetics Publishers, Champaign, 2020.

Supplementary literature:

1. J. Sproule, Oxford Resources for IB DP Sports, Exercise and Health Science: Course Book, Oxford, [2024].

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course name: **ANALYSIS OF THE LABOR MARKET IN POLAND – university-level lecture**						**ECTS credits: 0.5**
Instructor: as per the roster and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratories exercises	Exercise	BUNA*	Credit type*
Semester: 1, 3, 5	**15**	**0**	**0**	**0**	**0**	**Z**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course Objective:

Familiarization with the mechanism of labor supply and demand in the Polish labor market.
Understanding the principles and effects of employment policy and measures to combat unemployment on the economy and society.

Teaching methods:
1. Lecture method (informative lecture),
2. Teaching method (using audiovisual tools, whiteboards),
3. Presentation method.

Prerequisites: *None*

No	Course content
I	1. The labor market as an economic category. Labor demand and the factors determining it. Labor supply and the factors determining it. 2. The nature and types of unemployment in Poland. Positive and negative effects of unemployment. 3. Freedom of movement for persons and employment opportunities in the European Union. 4. Active labor market policy—labor market instruments, labor market institutions, and services in Poland, including job placement and career guidance. 5. Labor market programs. Activation of women, youth, and people with disabilities.
II	**SEMINARS: n/a**
III	**LABORATORY EXERCISES: n/a**
IV	**EXERCISES: n/a**
In	**BUNA: n/a**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG P6S_WK	**E1_W02** Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related to the market. He has	Defines the basic concepts of the labor market and the main

		knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	factors determining it. Discusses the links between the labor market in Poland and other spheres of socio-economic life. Knows the theories of the labor market and can explain the causes of imbalances in the labor market.
P6U_W	P6S_WG	**E1_W06** Demonstrates advanced knowledge and understanding of how to apply and analyze the results of selected quantitative tools in describing facts, objects, and phenomena related to various areas of economic activity and complex interdependencies, as well as in forecasting future scenarios of economic and social activity.	Knows the methods and tools of economic analysis as well as techniques and tools for obtaining data appropriate for describing phenomena occurring in the labor market in Poland. Knows the relationships between labor market institutions as well as data sources and methods and tools used in the analysis of the labor market situation.

in terms of <u>SKILLS</u>:

P6U_U	P6S_UW	**E1_U02** Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Uses knowledge of economic analysis methods and tools, as well as data collection techniques and tools, to gather and organize relevant data; based on this data, identifies, analyzes, and evaluates phenomena and processes occurring in the Polish labor market; and independently and as part of a team, forecasts these phenomena and assesses their effects.
P6U_U	P6S_UW P6S_UO	**E1_U10** Independently identifies, diagnoses, and resolves problems and applies various solutions in business practice related to the field of study.	Identifies the main problems of the labor market in Poland and proposes solutions. Is able to compare and evaluate anti-unemployment policy models aimed at different segments of the labor market.

in the field of <u>SOCIAL COMPETENCIES:</u>

P6U_K	P6S_KK P6S_KR	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts in case of difficulty in solving the problem on their own.	Understands the need to learn in order to acquire new skills and competencies. Thinks and acts in an entrepreneurial manner and understands the social aspects of the practical application of acquired knowledge. Makes a critical assessment of his or her knowledge in the field of labor market economics.
P6U_K	P6S_KO P6S_KR	**E1_K02** Is able to actively cooperate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and perform responsible roles within the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	Thinks and acts in an entrepreneurial manner and understands the social implications of applying acquired knowledge in practice. Can organize their own work and collaborate effectively in a team, including interdisciplinary teams, while taking on various roles within the team.

Ways to assess the outcomes of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Effects (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class activity	Participation in the	Individual project	Group project

E1_W02, E1_W06,	**X**							**X**			
E1_U02, E1_U10	**X**							**X**	**X**		
E1_K01, E1_K02						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance list,
- up to 10% absence, compensated for in a manner agreed upon individually with the instructor,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is written—a matching exercise. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points; a minimum of 60% correct answers is required for a passing grade.

Assessment criteria for the test

Grading	Very good (5.0)	Good+ (4.5)	Good (4.0)	Satisfactory plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for justified reasons:
Making up for missed classes is possible only in the event of a student's illness, as documented by a sick note, or for other unforeseen reasons. The lecturer conducting the classes is responsible for ensuring that students make up for the missed classes and master the material covered during the lectures

The student's workload required to achieve learning outcomes in terms of contact hours and ECTS credits

Contact hours with an academic instructor	
Types of classes	**Number of hours**
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**15**
Student's own work organized by time (*examples of student work forms)*	
Student work form	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of an academic instructor	
2. including the number of ECTS credits for hours completed through independent work	

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	

Preparing for practical credit	
Total	
Number of ECTS credits for practical classes	

Basic literature:

1. M. Jelonek, Universities and the Labor Market: Graduate Transitions from Education to Employment, Taylor & Francis Ltd, Abingdon-on-Thames 2023

Supplementary reading:

1. G.J. Borjas, Labor Economics, McGraw-Hill Education, New York 2023.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***undergraduate studies (bachelor's)***
FORM OF EDUCATION: full-time
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title: **SOCIAL AND HEALTH INSURANCE – University-level lecture**						**ECTS credits: 0.5**
Instructor: as per the roster and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **2, 4, 6**	**15**	**0**	**0**	**0**	**0**	**X**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course Objective:
Familiarization with the theoretical foundations of the functioning of the mandatory social security system in Poland.
Familiarization with the rules for paying contributions and acquiring the right to social security benefits in Poland.

Presentation of social security issues in the European Union.

Teaching methods:
1. lecture – an informational lecture,
2. problem-based lecture,
3. discussion.

Prerequisites: *None*

No	Course Content
I	1. Definition of social and health insurance. The concept of social security. 2. Obligations of individuals regarding social security and obligations of companies in the field of social and health insurance. 3. Retirement benefits. Criteria for acquiring the right to a pension. 4. Disability pensions, survivor's pension, training pension. 5. Types of benefits and rules for granting short-term social security benefits. 6. Principles of accident insurance and benefits for work-related accidents or occupational diseases. 7. Selected social security systems in the European Union.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
		E1_W02 Knows and understands economic	Presents types of social and health insurance. Discusses the

P6U_W	P6S_WG P6S_WK	conditions, forms, and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics, and development.	criteria for acquiring pension rights. Understands the values, principles, and goals of Social Security.
P6U_W	P6S_WG P6S_WK	**E1_W08** Has knowledge of the processes of development and transformation of entities, institutions, and economic structures; recognizes the nature and conditions of entrepreneurial activities and the importance of innovation in building a knowledge-based competitiveness.	Presents the criteria for eligibility for benefits and accident benefits. Knows the rules for coordinating the social and health insurance systems in force in the European Union.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U02** Is able to apply theoretical knowledge and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines. **E1_U03** Is able to properly ~~analyze and prepare~~ accounting and financial documentation for decision-making and accounting purposes, and to analyze and evaluate the economic and social processes and phenomena taking place.	Is able to apply knowledge in the field of social and health insurance in professional practice and everyday life.
P6U_U	P6S_UW		Analyzes the demographic, economic, legal, and social determinants of social security in Poland. It compares insurance solutions for individual social risks in selected countries.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KK P6S_KR	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts in case of difficulty in solving the problem on their own.	Is able to independently and critically expand their knowledge and skills through an interdisciplinary approach. Complies with social security and health insurance regulations. Appreciates the importance of understanding regulations in the field of social and health insurance.
P6U_K	P6S_KR	**E1_K03** Is able to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to consult experts in this regard if difficulties arise in solving them on his/her own.	Presents and describes, based on in-depth knowledge, legal acts governing local, national, and international health and social policy. Is able to independently and critically expand knowledge and skills through an interdisciplinary approach. Complies with social security and health insurance regulations.
Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)			

Assessment (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W02, E1_W08,	**X**							**X**			
E1_U02, E1_U03,	**X**							**X**	**X**		
E1_K01, E1_K03,						**X**			**X**		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance list,
- up to 10% absence, compensated for in a manner agreed upon individually with the instructor,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the multiple-choice test.

The test is a written exam consisting of matching questions. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points. A minimum of 60% correct answers is required to pass.

Assessment criteria for the test

Grade	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient Plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. Justification for missed classes and completion of the material covered during the lectures while absent is determined by the instructor conducting the classes

The student's workload required to achieve learning outcomes during class hours and ECTS credits

Contact hours with an academic instructor	
Types of classes	**Number of hours**
Attendance at lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**15**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS

1. including the number of ECTS credits for contact hours involving the direct participation of a faculty member	
2. including the number of ECTS credits for hours spent on independent work	

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. J.K. Pepper, Beik's Health Insurance Today, Elsevier 2024.
2. M. Mansoor, S. Chattopadhyay, *Principles of Insurance*, Notion Press Media Pvt. Ltd, Chennai 2024.

Supplementary literature:

1. S. Asmussen, M. Steffensen, Risk and Insurance: A Graduate Text, Springer Nature Switzerland AG, 2020.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***Economic and Social Sciences***
COURSE: ***Economics***
LEVEL OF EDUCATION: ***first-cycle studies (bachelor's) FORM OF EDUCATION: full-time***
PROFILE: ***practical***

COURSE DESCRIPTION
(Syllabus)

Course name: **MARKETING ON THE INTERNET – university-level lecture**						**ECTS credits: 0.5**
Instructor: depending on the cast and schedule						
Year: **1, 2, 3**	Lectures	Seminars	Laboratory Exercises	Exercise	BUNA*	Credit type*
Semester: **2, 4, 6**	**15**	**0**	**0**	**0**	**0**	**Z**

*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic instructor

Course Objective:
Familiarization with the basic principles of Internet marketing.

Development of the ability to use Internet marketing tools in accordance with ethical principles.

Teaching methods:
1. lecture – an informational lecture,
2. problem-based lecture,
3. discussion.

Prerequisites: *None*

No	Course Content
I	1. The essence of Internet marketing. 2. Psychology of consumer behavior on the Internet. 3. Social processes on the Internet and their impact on consumer behavior. 4. Internet marketing strategies and tools. 5. Models of satisfaction and loyalty in online marketing. 6. Internet costs. 7. The role of the Internet in B2C marketing. 8. Promotion on the Internet. Planning and implementation of online advertising campaigns. 9. Types of online advertising. The online advertising market in Poland and globally. E-commerce. 10. Performance metrics. Search engines as a marketing tool. 11. Practical aspects of customer relations using the Internet.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES: not applicable**
In	**BUNA: not applicable**

Learning outcomes

Directional effects – symbol and specification			Objective effects – specification
in the field of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	**E1_W01** Has a comprehensive understanding of the role of economics in the system of	Defines the concepts characteristic of e-marketing and

		sciences, their nature, methodology, and their relationship to other scientific disciplines; knows and understands the basic terminology of economic sciences, as well as the application of this practical knowledge in business activities.	explains the differences between e-marketing and traditional marketing. Has knowledge of marketing as a scientific discipline within the field of management sciences.
P6U_W	P6S_WGP6S_WK	**E1_W03** Identifies the interrelationships between economic phenomena, entities, structures, and institutions on a microeconomic and sectoral scale, both in real and monetary terms, including within the field of a selected specialization in economics. Knows how to apply this knowledge practice.	Discusses the methods of traditional and online marketing research and the conditions for their use. Knows the rules for designing email campaigns. Has knowledge of the company's organizational structure and its relationships with other management functions.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	**E1_U03** Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes, and to analyze and evaluate the economic and social processes and phenomena taking place.	Has the ability to practically analyze the market and design a marketing strategy, including the selection of the target market and the use of basic marketing instruments and activities.
P6U_U	P6S_UW P6S_UO	**E1_U10** ~~Independently~~ identifies, diagnoses, and resolves problems and applies various solutions in business practice related to the field of study.	Has the ability to manage marketing processes from the moment of their design, through implementation, to the assessment of the effects of marketing activities.
in the field of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KK P6S_KR	**E1_K01** Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts when encountering difficulty in solving the problem on their own.	Understands the need to constantly acquire, improve, and supplement marketing knowledge in order to acquire new competencies that enhance their qualifications in the changing labor market.
P6U_K	P6S_KO P6S_KR	**E1_K06** Is able to think entrepreneurially and communicate effectively with the environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to think and act in an entrepreneurial way, is prepared to work in enterprises, on his own account, and in social projects.
Ways to assess the learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)			

Effects (symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Class participatio n	Participation in the	Individual project	Group project
E1_W01, E1_W03,	X							X			
E1_U03, E1_U10	X							X	X		
E1_K01, E1_K06						X			X		

Requirements for passing the course:

The basis for earning credit is:

- 100% attendance; confirmed by a mark on the attendance sheet,
- up to 10% absence, compensated for in a manner agreed upon individually with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the topics discussed during the lecture),
- a passing grade on the matching test.

The test is in written form—a matching exercise. Each correct answer is worth 1 point; no answer or an incorrect answer is worth 0 points. A minimum of 60% correct answers is required for a passing grade.

Assessment criteria for the test

Assessment	Very good (5.0)	Good+ (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93–100%	85–92%	77–84%	69–76%	60–68%	59% and below

Conditions for making up classes missed for valid reasons:
Making up missed classes is possible only in the case of a student's illness documented by a sick note or other unforeseen circumstances. Justification for missed classes and completion of the material covered during the absence is determined by the instructor conducting the classes

The student's workload required to achieve learning outcomes in terms of contact hours and ECTS credits

Contact hours with an instructor	
Types of classes	**Number of hours**
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Total	**15**
Student's independent work divided by time (*examples of student work forms)*	
Form of student work	**Number of hours**
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Independent reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for the written/oral assessment in a subject	
Total	
Total (contact hours + student's own work)	
	0.5 ECTS
1. including the number of ECTS credits for contact hours with the direct participation of	

an academic instructor	
2. including the number of ECTS credits for hours completed as independent work	

Practical classes	
Types of classes	**Number of hours**
Participation in laboratory exercises	
Preparation for practical credit	
Total	
Number of ECTS credits for practical classes	

Required reading:

1. E-Commerce. Business through Social Media Marketing. Simple Steps to Start Your E-Commerce Brand/Company through Facebook and Instagram Marketing, Goldink Publishers LLC, 2021.

Supplementary reading:

1. K. Laudon, C. Traver, E-Commerce 2023-2024. Business, Technology, Society, PEARSON Education Limited, London 2023.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences***
MAJOR: ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Human Resources Outsourcing**					**ECTS** Credits**: 2**	
Instructor: as per the faculty roster and class schedule						
Year: **3**	Lectures	Seminars	Laboratory exercises	Practical	BUNA**	Assessment method*
Semester: **6**	**9 (ZO)**	**0**	**0**	**0**	**15 (Z)**	**ZO/Z**
* E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment consisting of a documented term paper evaluated by the instructor						
Course objective: *The student examines the development prospects of this form of business management and describes various forms of outsourcing: total, partial, in the form of leasing, and task division. The student highlights its strategic importance and describes the opportunities it opens up for organizations.*						
Teaching *m e t h o d s* **:** *lecture, interactive lecture, discussion; case study, term paper.*						
Prerequisites: *basic knowledge of business management, knowledge of human resource management.*						

Nr	**Course topics**
I	**LECTURES:** 1. Concept and areas of activity offered to an outsourcing company. 2. Developing a plan and guidelines for outsourcing cooperation—legal terms and conditions. 3. Policy on employee transfers in connection with outsourcing. 4. How to communicate information about the restructuring process to employees. 5. Monitoring the costs and quality of outsourcing services. 6. Implementing the process and executing the outsourcing plan.
II	**SEMINAR: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**PRACTICAL SESSIONS: not applicable**
V	**BUNA**: Term paper on a selected topic from the lecture material – paper/essay. Sample topics: Job satisfaction and fulfillment in outsourcing – mental barriers. Scope, methods, and rules for contract negotiation. Guidelines for collaborating with an external company to ensure the efficient and effective completion of tasks.

Learning outcomes

Program-specific learning outcomes – symbol and description			**Course-specific outcomes – description**
in the area of <u>KNOWLEDGE</u>:			Has knowledge of the nature of outsourcing activities in a modern organization and a turbulent environment.
P6U_W	P6S_WG	E1_W01 Possesses comprehensive knowledge of the place of economics within the system of sciences, its nature,	

		methodology, and its connections to other scientific disciplines; knows and understands basic economic terminology, along with the application of this practical knowledge in business activities.	
P6U_W	P6S_WG	E1_W05 Possesses an advanced understanding of human beings as agents shaping economic structures; understands the rules of human behavior regarding the satisfaction of needs; has a basic understanding of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	Has knowledge of the nature of human behavior in an organization resulting from the performance of specific managerial functions. Understands the policy on employee transfers in connection with outsourcing
P6U_W	P6S_WG	E1_W06 Possesses advanced knowledge and understanding of the methods of application and analysis of the results of selected quantitative tools in the description of facts, objects, and phenomena concerning various areas of economic activity and complex interdependencies, as well as in forecasting future scenarios of economic and social activity.	Is familiar with methods for studying relationships and bonds within an organization, as well as the patterns of interpersonal relations that arise, particularly in the context of workplace reorganization. Has knowledge of the nature of entrepreneurship and the success factors associated with with the implementation outsourcing processes, that determine specific behaviors of organizational members.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Is able to use the knowledge they possess theoretical and effectively and effectively attract reliable data from	Uses theoretical knowledge to analyze causes and the course of of processes and economic. Can use data regarding the functioning organizations under conditions reorganization and implementation of functions processes.

		primary and secondary sources for analyzing specific economic processes and phenomena in the field of economic disciplines.	
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and record-keeping purposes, as well as analyze and evaluate ongoing economic and social processes and phenomena.	Is able to analyze and document symptoms related to work within an organization in the context of process outsourcing implementation. Properly analyzes the causes and course of complex processes in the context of outsourcing.
P6U_U	P6S_UW P6S_UK P6S_UO	E1_U07 Is able to collaborate with others as part of a team or as a leader; participates in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to resolve them rationally and optimize.	Formulates practical conclusions in the context of HR outsourcing. Actively participates in the analysis and evaluation of alternative solutions to outsourcing problems. Is willing to collaborate in a group, taking on both executive and initiating roles.
P6U_U	P6S_UW P6S_UO	E1_U10 Independently identifies, diagnoses, and resolves problems and applies various solution options in business practice, in connection with the studied specialization.	Is able to observe individual and collective human behavior in the context of work performance and describe it in the context of ongoing personnel outsourcing activities.
In the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is ready to critical evaluation the level of his or her knowledge; recognizes the importance of problem-solving cognitive cognitive and practical problems, and seeks advice	Understands the need for lifelong learning. Sets priorities for activities, plans their own work and team work, takes responsibility for the implementation goals, and builds resilience to stress.

		experts when having difficulty solving the problem.	
P6U_K	P6S_KR	E1_K03 Is willing to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to seek expert advice in this regard when facing difficulties in solving problems independently.	Correctly identifies dilemmas and proposes alternative solutions in outsourcing. The student participates in projects, and boldly and substantively expresses views on factors related to outsourcing activities in the workplace and individual behavior in situations involving changes to employment terms. Independently expands their knowledge relevant to personnel outsourcing.
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues in relation to the tasks performed and business activities, is aware of the importance of professional conduct consistent with the principles of professional ethics and respect for the diversity of views and cultures; cares for the achievements and traditions of the profession	Is guided by professional ethics, business ethics, and corporate social responsibility.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicates effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Thinks and acts in an entrepreneurial manner. Is able to independently expand their knowledge in the field of personnel outsourcing.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)											
Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W01, E1_W05, E1_W06	**X**			**X**				**X**			
E1_U02, E1_U03, E1_U07...U10	**X**			**X**				**X**			
E1_K01 E1_K03...K06	**X**			**X**				**X**			

Course assessment format and requirements: Lecture – written exam. BUNA – paper/essay on a topic related to the subject matter covered in the lectures.

Student workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with the instructor and BUNA	
Types of classes	**Number of hours**
Attendance at lectures	9
Participation in seminars	
Participation in exercises	
Participation in lab sessions	
Office hours (2 hours per lecture, 1 hour per exercise, seminar, or seminar group)	
BUNA – a form of assessment consisting of a documented term paper graded by the instructor	15
Total	**24**

Student's independent work divided by time *(examples of student work)*	
Type of student work	**Number of hours**
Preparation for classes	6
Writing a paper/project/essay	10
Gathering materials and preparing a presentation	
Independent reading	10
Preparing for quizzes/tests	
Preparing for the written/oral exam in the subject	10
Preparing for the written/oral assessment in the course	
Total	**36**
Total (contact hours and BUNA + student's independent work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with direct participation by an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**1 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in exercises	
Preparation for the practical exam	
Total	
Number of ECTS credits for practical classes	**0 ECTS**

Primary reading:

1. Gerardus B., Outsourcing Human Resources: A Complete Guide, 5STARCooks, 2021.

Supplementary reading:

1. M. J. Mol, *Business Process Outsourcing: A Complete Guide*, The Art of Service, 2020.

Approved by the Vice-Rector:

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Career Path**					**ECTS** Credits**: 3**	
Instructor: **as per the faculty roster and class schedule**						
Year: **3**	Lectures	Seminars	Laboratory exercises	Practical	BUNA**	Assessment method*
Semester: **5**	**9 (ZO)**	**0**	**0**	**9 (ZO)**	**15 (Z)**	**ZO/ZO/Z**
* E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment in the form of a documented term paper evaluated by the instructor						

Course objective: *to acquire knowledge regarding issues related to career planning; to discuss commonly applied principles of career management and career path planning for employees; to pay particular attention to the requirements related to the practical documentation of employment history, qualifications, and skills as the foundation for career development.*

Teaching *methods***:** *informative lecture, , case study, demonstration, expert panel method. Project, term paper – essay/presentation/report.*

Prerequisites: *active participation in seminars, completion of recommended independent assignments*.

No.	Course Topics
I	**LECTURES:** 1. Professional career and its stages of development in the context of the human life cycle (challenges of specific stages of the professional career). 2. Professional careers and their stages in the context of the human life cycle (individual career planning and the problem of job mismatch). 3. Career management—traditional and contemporary approaches (myths about career development). 4. Planning a career path (traditional and flexible). Career development strategies.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**PRACTICAL EXERCISES:** 1. Career planning. Social skills. Self-assessment. 2. Guidelines for preparing application documents: resume (CV) and cover letter. 3. Recruitment process: preparing for an interview, types and procedures, frequently asked questions, types of assessment tests, Assessment Center activities. 4. The Labor Market in Poland and Europe – Trends and Drivers of Change. 5. Career development programs in business practice.
V	**BUNA:** Semester project – essay/paper/presentation – an in-depth exploration of a selected aspect of the topics covered in lectures and seminars.

Learning Outcomes			
Program-specific learning outcomes – symbol and description			**Course-specific learning outcomes – details**
in the area of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Possesses comprehensive knowledge of the place of economics within the academic system, its nature, methodology, and connections to other academic disciplines; knows and understands basic economic terminology and can apply this practical knowledge in business activities.	Has knowledge of the importance of employee career planning and is familiar with the stages of career development. Possesses knowledge from regarding the theory of managing people in an organization. Has knowledge of the norms and principles governing the functioning business entities in the context of careers.
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as market-related phenomena and processes. Has knowledge of economic structures and institutions, as well as their components, characteristics, and development.	Is able to apply the acquired knowledge by implementing individual professional development programs for employees. Is familiar with various approaches to career management and basic career development strategies.
P6U_W	P6S_WG P6S_WK	E1_W03 Identifies the interrelationships between economic phenomena, entities, structures, and institutions at the microeconomic and sectoral levels, both in real and monetary terms, including within the scope of a selected specialization in the field of economics. Knows how to apply this knowledge in practice.	Possesses practical knowledge of the personality, economic, and situational factors involved in implementing an effective career path program for employees.
P6U_W	P6S_WG	E1_W04 Knows and understands, at	Possesses practical knowledge of the processes

		an advanced level, the application of selected mathematical and statistical methods as well as IT tools used for the collection, analysis, and presentation of economic and social data, and their practical application in professional activities.	and tools related to the effective selection of employees and the planning of their professional careers for the mutual benefit of both the organization and the employee.
P6U_W	P6S_WG	E1_W05 Possesses and understands, at an advanced level, knowledge of humans as agents shaping economic structures; understands the rules of human behavior regarding the satisfaction of needs; possesses basic knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	They have an understanding of people and use that understanding to build career paths. They understand human behavior and use that insight to build career paths for people.
P6U_W	P6S_WG	E1_W14 Identifies and describes the role of human resources, financial capital, and physical capital in business organizations.	Is familiar with selected contemporary concepts of employee competency management. Describes professional career development strategies and ways to influence one's career.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW P6S_UO P6S_UU	E1_U06 Is able to independently plan and carry out their own learning while being aware of the dynamic development of science, using acquired economic knowledge and practical insights and experiences	Possesses the ability to analyze and assess an employee's situation within an organization, including their strengths and weaknesses related to their work and opportunities for further professional development

		specialized skills in independently carrying out tasks, as well as in conducting business activities and resolving professional dilemmas.	
		E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, utilizing normative systems and employing specialized terminology	Is able to actively participate in the process of creating a career development path, skillfully communicates principles related to career development, and resolves conflicts regarding career advancement.
P6U_U	P6S_UW P6S_UO	E1_U10 Independently identifies, diagnoses, and resolves problems and applies various solution options in business practice, in connection with the field of study.	They regularly assess their own skills in building a career path. They are able to present practical, concrete solutions for improving the career advancement process within the organization and actively participate in discussions and working groups focused on enhancing professional development.
In the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when facing difficulties in solving a problem independently.	He/she is interested in the issue of managing people, which influences the desire for continuous and systematic learning in the area of employees' professional career development.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting norms	Actively collaborates in a team to build career paths—their own and others'. Sets priorities in selecting the actions that make up the process of building a career path.

		social, cultural, and legal norms, and fulfills responsible roles within the team while being aware of the decisions they make, and also takes responsibility for the results of their work and the entire team.	
		E1_K06 Is able to think entrepreneurially and communicates effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to independently acquire knowledge in the area of professional development and actively participates in improving their own skills in the area of effectiveness and efficiency in career planning through the exchange of experiences and collaboration with others. Respects the principles of ethics and respect toward other students and colleagues when defining opportunities and conditions for promotion and professional career development.

Methods for assessing learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W01...W05, E1_W14	**X**			**X**	**X**			**X**	**X**	**X**	
E1_U06, E1_U09...U10	**X**			**X**	**X**			**X**	**X**	**X**	
E1_K01...K03, E1_K06	**X**			**X**				**X**	**X**	**X**	

Form and requirements for course completion: Lecture – assessment in the form of a multiple-choice test**;** completion of the seminar based on the completion of a project on a specified topic. BUNA – preparation of a in the form specified by the lecturer – essay, paper, presentation

Student workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Attendance at lectures	9
Participation in seminars	
Participation in practical exercises	9
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per exercise group, seminar, semester)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	15
Total	**33**

Student's independent work divided by time into *(examples of student work)*

Type of student employment	**Number of hours**

Preparation for class	16
Writing a paper/project/essay	21
Gathering materials and preparing a presentation	
Independent reading	10
Preparing for quizzes/tests	
Preparing for the written/oral exam in the subject	10
Preparation for the written/oral assessment in the course	
Total	**57**
Total (contact hours and BUNA + student's independent work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**2 ECTS**

Practical courses	
Types of classes	**Number of hours**
Participation in exercises	9
Preparation for the practical exam (project preparation)	21
Total	**30**
Number of ECTS credits for practical courses	**1 ECTS**

Primary reading:

1. J. Zeter, T. John, Law. Career Paths., Express Publishing, 2018.
2. DK, Careers Handbook: The Ultimate Guide to Planning Your Future, Dorling Kindersley Ltd, 2022.

Supplementary reading:

1. The School of Life, Career Workbook, The School of Life Press, 2023.

Approval of the Vice-Rector:
Vice-Rector for Science and Educational Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: IT Systems in Human Resource Management Human Resources**						**ECTS** credits**: 2**
Instructor: as per the faculty roster and class schedule						
Year: **3**	Lectures	Seminars	Laboratory exercises	Practical	BUNA**	Assessment method*
Semester: **6**	**0**	**0**	**0**	**24 (ZO)**	**15 (Z)**	**ZO/Z**

*E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment consisting of a documented term paper evaluated by the instructor

Course objective: *to familiarize students with a dedicated software program (**GRATYFIKANT GT** insERT) used for HR and payroll management in companies, as well as in external entities performing HR and payroll tasks on behalf of such entities.*

Teaching methods: *practical classes preceded by a demonstration, simulated completion of assigned tasks. BUNA – project completion.*
Teaching tools used: *Horilla software.*

Prerequisites: *basic knowledge of business management.*

No.	Course topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL SESSIONS:** 1. Maintaining personnel records. 2. Drafting specific contracts. 3. Time tracking, absence tracking, deductions, payroll processing, and payroll disbursement. 4. Administration of the Company Social Benefits Fund. 5. Issuing tax returns (including: PIT-4, PIT-4R, PIT-8AR, PIT-11/8B, PIT-36, PIT-36L, PIT-37, PIT-40). 6. Issuing Social Insurance Institution (ZUS) declarations (including: RCA, RZA, RSA, DRA). 7. Functions and rules for using the selected financial and accounting system – Sage Symfonia HR and Payroll, Płatnik.
V	**BUNA:** Development of a project as a term paper – task – demonstrating the benefits of using dedicated software using a specific example.

Learning Outcomes

Program-specific learning outcomes – symbol and description			**Course-specific outcomes – details**
in terms of KNOWLEDGE:			
P6U_W	P6S_WG	E1_W05 Has an advanced understanding of	Is familiar with the typical methods and tools used to leverage organizational data related to HR and payroll management, enabling

		human beings as agents shaping economic structures; knows the rules of human behavior regarding the satisfaction of needs, and has a basic understanding of the principles and motives behind human actions in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	software software, related to fro m specific processes in this area.
P6U_W	P6S_WG	E1_W06 Has an advanced knowledge and understanding of the methods of application and analysis of the results of selected quantitative tools in the description of facts, objects, and phenomena related to various areas of economic activity and complex interdependencies, as well as in forecasting future scenarios of economic and social activity.	Knows advanced statistical used in human resource management.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business activities, explains and illustrates the significance of norms and rules (legal, technical-organizational, moral, ethical) that organize economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as the complex relationships between them.	Explains the meaning of and legal in HR IT systems.
P6U_W	P6S_WG	E1_W14 I identify and describe the role of human resources, financial capital, and physical capital in business organizations.	
In terms of <u>SKILLS</u>:			

P6U_U	P6S_UW P6S_UO P6S_UU	E1_U06 Can independently plan and carry out their own learning while being aware dynamic development sciences, with using the acquired knowledge economic and practical conclusions and specialized in independent carrying out tasks, as well as managing business business and resolving professional dilemmas .	Observes and interprets phenomena related to personnel and payroll and the structure , uses uses appropriate the relevant terminology in this field.
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions fraught with risk and uncertainty, utilizing normative systems and employing specialized terminology	Forecasts phenomena related to HR and payroll policy and is able to use dedicated software to keep detailed records of processes in this area.
P6U_U	P6S_UW P6S_UO	E1_U10 Independently identifies, diagnoses, and resolves problems and applies various solution options in business practice, in connection with the studied specialization.	Applies knowledge and insights regarding HR and payroll processes, and independently records relevant data in dedicated software.
In the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is willing to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks advice	Understands the need for learning and the proper approach to issues related to the implementation of HR and payroll records using IT systems.

		experts when facing difficulties in solving the problem.	
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, as well as fulfill responsible roles within the team with an awareness of the decisions they make, and take responsibility for the results of their own work and that of the entire team.	Actively participates in teamwork related to the recording and management of HR and payroll processes using dedicated software.
P6U_K	P6S_KR	E1_K03 Is willing to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to seek expert advice in this regard when facing difficulties in solving them independently.	Identifies, diagnoses, and suggests ways to effectively and efficiently solve problems characteristic of the use of IT systems dedicated to handling HR and payroll processes.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Independently supplements knowledge and skills in the use of dedicated HR and payroll software. Demonstrates business responsibility and adherence to confidentiality standards and principles regarding HR and payroll matters.

Methods for assessing learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W05...W14			X		X			X	X	X	
E1_U06, E1_U09, E1_U10			X		X			X	X	X	
E1_K01...K03, E1_K06			X		X			X	X	X	

Form and conditions for course completion: Course completion based on practical tasks performed in class using the software, and an entrance exam. BUNA – development of a project serving as a term paper.

Student workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	Number of hours
Attendance at lectures	
Participation in seminars	
Participation in exercises	24
Participation in laboratory classes	
Consultations (2 hours per lecture, 1 hour per seminar group, per semester)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	15
Total	**39**

Student's independent work divided by time *(examples of student work)*

Type of student work	Number of hours
Preparation for classes	
Writing a paper/project/essay	21
Gathering materials and preparing a presentation	
Independent reading	
Preparing for quizzes/tests	
Preparing for a written/oral exam in the subject	
Preparing for the written/oral exam in the course	
Total	**21**
Total (contact hours and BUNA + student's independent work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**1 ECTS**

Practical classes

Types of classes	Number of hours
Participation in seminars	24
Preparation for the practical exam (project preparation)	36
Total	**60**
Number of ECTS credits for practical courses	**2 ECTS**

Required reading:

1. T. Issa, S. Z. Nau, *Management Information Systems: Harnessing Technologies for Business & Society*, SAGE Publications, 2024.

Supplementary reading:

1. J. Allen, M. Nyman, J. Younger, W. Brockbank, D. Ulrich, HR Transformation: Building Human Resources From the Outside In, McGraw-Hill, 2025.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: Part-time*** **PROFILE:** ***Practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Compensation Strategies**					**ECTS** credits**: 2**	
Instructor: **as per the faculty roster and course schedule**						
Year: **3**	Lectures	Seminars	Laboratory exercises e	Practicals	BUNA**	Assessment method*
Semester: **5**	**0**	**0**	**0**	**18 (ZO)**	**15 (Z)**	**ZO/Z**

*E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment in the form of a documented term paper evaluated by the instructor

Course objective: *to acquire knowledge regarding the development of an effective compensation system in organizations operating under various market conditions.*

Teaching methods: *group discussion, case study, project.*

Prerequisites: *basic knowledge of business management*.

No.	Course Topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL EXERCISES:** 1. Compensation systems – typology, functions, macroeconomic determinants 2. Forms of remuneration and forms of employment 3. Determining base pay 4. Job evaluation. Pay scale and wage table. 5. Pay reviews 6. Compensation systems vs. incentive systems 7. Special remuneration systems
V	**BUNA:** Development of a project as a term paper; sample topics: microeconomic determinants of employee compensation, design of a compensation system.

Learning outcomes

Program-specific learning outcomes – code and description			**Course-specific learning outcomes – detailed description**
in the area of KNOWLEDGE:			
P6U_W	P6S_WG	E1_W06 Has an advanced knowledge and understanding of the methods of application and analysis of the results of selected quantitative tools in the description of facts, objects, and phenomena concerning various areas	Explains and identifies the significance of specific legal acts, standards, and regulations applicable to the design of compensation systems; possesses knowledge of the relationships and patterns regarding forms of compensation and the function of compensation. Possesses knowledge of the nature of entrepreneurship and is familiar with legal regulations pertaining to the application of compensation systems and forms of employment

		of economic functioning and complex interdependencies, as well as in forecasting future scenarios of economic and social activity.	
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW P6S_UK P6S_UO	E1_U07 Is able to collaborate with others in teamwork or as a leader; participates in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	Correctly applies normative systems—regulations and legal standards relating to forms of employment and compensation.
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions of risk and uncertainty, using normative systems and specialized terminology	Has the ability to draw conclusions regarding forms of employment and remuneration, and formulates useful conclusions regarding factors determining incentive and remuneration strategies and systems.
P6U_U	P6S_UW P6S_UO	E1_U10 Independently identifies, diagnoses, and resolves problems, and applies various solutions in business practice, in connection with the field of study.	Applies knowledge and conclusions to independently identify factors influencing the design of effective and efficient compensation systems.
P6U_W	P6S_WG	E1_W14 Identifies and describes the role of human resources, financial capital, and physical capital in economic organizations.	The student knows and understands the significance of fundamental concepts in the field of employee compensation. Is able to apply specialized solutions regarding the development and implementation of employee compensation processes.

In the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is willing to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when facing difficulties in solving a problem independently.	Understands the need for learning and for an assertive and empathetic approach to issues related to employee compensation and motivation strategies.
P6U_K	P6S_KR	E1_K03 Is willing to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to seek expert advice in this regard when facing difficulties in solving them independently.	Properly sets priorities when developing employee compensation strategies. Participates in economic and social projects. Correctly identifies factors influencing employee motivation resulting from adopted compensation strategies. Is able to independently supplement and improve knowledge and skills related to building effective and efficient compensation systems. is characterized by an ethical and moral approach and business responsibility in the area of building effective and efficient compensation systems
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues as they relate to assigned tasks and business operations; recognizes the importance of professional conduct that adheres to the principles of professional ethics and respects the diversity of views and cultures; upholds the legacy and traditions of the profession	Thinks and acts in an entrepreneurial manner when establishing compensation strategies. Adapts to new situations and conditions, takes on challenges
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial and skillfully	

		communicates with others; adapts to new situations and conditions, and develops resilience to failure and stress.	creative thinking.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W06						**X**		**X**	**X**	**X**	
E1_U07, E1_U09, E1_U10						**X**		**X**	**X**	**X**	
E1_K01, E1_K03...K06						**X**		**X**	**X**	**X**	

Form and conditions for course completion: Completion of an individual project—assessment based on practical tasks. BUNA—preparation of a project along with its presentation.

Student workload required to achieve learning outcomes in hours and ECTS credits

Office hours with the faculty member and BUNA

Types of classes	**Number of hours**
Attendance at lectures	
Participation in seminars	
Participation in exercises	18
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per seminar/practical group per semester)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	15
Total	**33**

Student's independent work divided by time into *(examples of student work)*

Type of student work	**Number of hours**
Preparation for classes	
Writing a paper/project/essay	27
Gathering materials and preparing a presentation	
Independent reading	
Preparing for quizzes/tests	
Preparing for the written/oral exam in the course	
Preparing for the written/oral assessment in the subject	
Total	**27**
Total (contact hours and BUNA + student's independent work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with direct participation by an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**1 ECTS**

Practical classes

Types of classes	**Number of hours**
Participation in seminars	18
Preparing for the practical exam (project preparation)	42
Total	**60**

Number of ECTS credits for practical practical	**2 ECTS**

Primary reading:

1. V. Harnish, S. Ross, Scaling Up Compensation, FORBESBOOKS, 2022.

Supplementary reading:

1. S. N. Zanjat, B. S. Karmore, Compensation and Benefits, LAP LAMBERT Academic Publishing, 2020.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Training and Coaching**				**ECTS** credits**: 2**		
Instructor: **as per the faculty roster and course schedule**						
Year: **3**	Lectures	Seminars	Laboratory exercises	Practical	BUNA**	Assessment method*
Semester: **5**	**0**	**0**	**0**	**9 (ZO)**	**15 (Z)**	**ZO/Z**
* E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment in the form of a documented term paper evaluated by the instructor						
Course objective: *to present key aspects of human resource development through the design and implementation of a training process, to demonstrate the principles of the coaching process, and to identify the factors determining the effectiveness of actions taken in this area.*						
Teaching methods*: discussion, case studies, independent experiences, personal activities, problem-solving tasks, completing educational tests, case studies, project.*						
Prerequisites: *basic knowledge of business management.*						

Nr	**Course Topics**
I	**LECTURES: N/A**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**PRACTICAL SESSIONS:** 1. Training and education. 2. Types of training. 3. Functions of training. 4. The trainer as a person. 5. Trainer's working styles. 6. Training methods. 7. Identifying training needs. 8. Training design. 9. The Competency Ladder. 10. Adult learning – Kolb's cycle. 11. Creating presentations. 12. Self-presentation. 13. Coaching vs. mentoring.
V	**BUNA:** An in-depth study of a topic selected by the instructor during the course—a project serving as a term paper.

Learning outcomes

Program-specific learning outcomes – symbol and description			**Course-specific outcomes – description**
in the area of KNOWLEDGE:			
P6U_W	P6S_WG	E1_W01 It offers a comprehensive knowledge of the location	The student has knowledge of the nature of training activities and human resource development. He knows and understands

		economics within the system the nature of the discipline, methodology and related to other disciplines scientific disciplines, knows and understands basic economic terminology economics, along with the application of this practical knowledge in economic business	terms related to the training process. Knows what role training training and and in organizations. He presents types of training and knows how to in practice.
P6U_W	P6S_WG P6S_WK	E1_W03 Identifies the interrelationships between economic phenomena, entities, structures, and institutions at the microeconomic and sectoral levels, both in real and monetary terms, including within the scope of a selected specialization in the field of economics. He knows how to put this knowledge into practice.	He knows interpersonal interpersonal in the micro – and macroeconomic levels in various sectors.
P6U_W	P6S_WG	E1_W04 Has an advanced knowledge and understanding of the application of selected mathematical and statistical methods and IT tools used to collect, analyze, and present economic and social data, as well as their practical application in professional practice.	Knows basic research research approaches used in coaching.
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business activities, explains and illustrates the significance of standards and rules (legal, technical,	Knows the basic legal provisions and general principles related to the organization and implementation of training activities

		organizational, moral, and ethical) that govern economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of economic entities, institutions, and structures; recognizes the essence and determinants of entrepreneurial activities as well as the importance of innovation in building knowledge-based competitiveness	Possesses knowledge of the transformation processes of entities that influence their functioning.
P6U_W	P6S_WG	E1_W14 Identifies and describes the role of human resources, financial capital, and physical capital in economic organizations.	Is familiar with the methodology of conducting training as a tool used in the development of employee competencies.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and processes in the context of legal, technological, political, and cultural changes.	Applies knowledge of employee training and professional development, and draws conclusions regarding the satisfaction of participants in training sessions.
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively and efficiently obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena	Is able to participate in the analysis and evaluation of training processes and identify alternative solutions to problems related to the effective, efficient, and optimal training of employees

		in the field of economics.	
P6U_U	P6S_UW P6S_UK P6S_UO	E1_U07 Is able to collaborate with others in teamwork or as a leader; participates in the analysis and evaluation of alternative solutions to economic problems and selects methods and instruments to rationally resolve them and optimize	Possesses the ability to observe, understand, and analyze phenomena related to employee training and to document the effectiveness and efficiency of implemented training activities and the coaching process.
in the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is willing to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when facing difficulties in solving a problem independently.	Is able to express views on training methods and techniques confidently and substantively, identifying the relevant organizational and legal requirements.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and assume various roles while respecting social, cultural, and legal norms, as well as fulfill responsible roles within the team with an awareness of the decisions they make, and takes responsibility for the results of their own work and that of the entire team.	Fulfills various roles within a team and willingly collaborates with others Is able to independently and as part of a team supplement and improve knowledge and skills related to the process of staff training and continuing education.
P6U_K	P6S_KR	E1_K03 Is willing to recognize the importance of knowledge in problem-solving	Can set priorities for training.

		related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to seek expert advice in this regard when facing difficulties in resolving issues independently.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with others; adapts to new situations and conditions, and develops resilience to setbacks and stress.	Is able to think and act in an entrepreneurial manner regarding the organization and implementation of training activities, takes initiative, adapts to new situations within the training process, and is resilient to setbacks throughout the training process.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W01, E1_W03, E1_W04, E1_W07, E1_W14			**X**		**X**			**X**	**X**	**X**	**X**
E1_U01, E1_U02, E1_U07			**X**		**X**			**X**	**X**	**X**	**X**
E1_K01...K03, E1_K06					**X**			**X**	**X**	**X**	**X**

Assessment format and requirements: A written exam**,** and assessment based on practical assignments (group project) discussed during class. BUNA – a project serving as the semester assignment.

Student workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Attendance at lectures	
Participation in seminars	
Participation in exercises	9
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per exercise, seminar, or seminar group)	
BUNA – a form of assessment in the form of a documented term paper by the instructor	15
Total	**24**

Student's independent work, broken down by time *(examples of student work)*

Type of student work	Number of hours
Preparation for classes	5
Writing a paper/project/essay	13
Gathering materials and preparing a presentation	
Independent reading	5
Preparing for quizzes/tests	13
Preparing for the written/oral exam in the course	
Preparing for the written/oral assessment in the subject	
Total	**36**
Total (contact hours and BUNA + student's independent work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**1 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in seminars	9
Preparation for the practical exam (project preparation)	51
Total	**60**
Number of ECTS credits for practical courses	**2 ECTS**

Primary reading:

1. K. Ruth, The Power of Coaching: Nurturing Leadership & Personal Development, Authors & Co., 2024.
2. K. E. Webb, The Coach Model for Christian Leaders: Powerful Leadership Skills for Solving Problems, Reaching Goals, and Developing Others, Morgan James Faith, 2019.

Supplementary reading:

1. R. Noe, Employee Training & Development, McGraw-Hill Education, 2022.

Acceptance by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: Part-time*** **PROFILE:** ***Practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Thesis Seminar**				**ECTS** credits**: 2**	
Instructor: as per the faculty roster and class schedule					
Year: **2**	Lectures	Seminars	Practicals	BUNA**	Assessment of assessment*
Semester: **4**	**0**	**0**	**9 (ZO)**	**10 (Z)**	**ZO/Z**
* E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment consisting of a documented term paper evaluated by the instructor					
Course objective: *to clarify students' academic interests (outline the boundaries of the research area) in relation to their future bachelor's thesis (Stage I). This will take place through presentations by students of their research findings, followed by a critical discussion of the work.*					
Teaching methods: *assimilation of knowledge through storytelling, identifying models, and discussing problems, as well as practical exercises—including the use of available secondary factual sources and primary field measurements. Semester project.*					
Prerequisites: *knowledge of scientific writing (Proseminar).*					

No.	**Course Topics**
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL** 1. Research methods in the economic sciences. 2. Formulating a research problem. 3. Analysis of scientific publications.
V	**BUNA:** Term paper – independent project – searching for and analyzing related (analogous) issues in the literature – domestic and international academic journals – case study.

Learning Outcomes

Program-specific learning outcomes – symbol and description			**Course-specific outcomes – description**
in the area of <u>KNOWLEDGE</u>:			Characterizes methods and techniques for studying bonds and relationships in B2B, B2C, C2C, B2E, and B2G contexts, as well as the patterns observed in these areas, relating them to the field of study and the research problem. Discusses research methods and techniques related to secondary and primary sources, as well as the analysis (synthesis) and interpretation of the results obtained regarding a specific research problem. Knows the principles of using
P6U_W	P6S_WG P6S_WK	E1_W10 Knows and understands the basic principles of industrial property protection and copyright law, with particular emphasis on the major in economics.	

P6U_W	P6S_WG P6S_WK	E1_W17 Knows the substantive, methodological, and formal requirements for preparing a thesis, the drafting and submission of which for evaluation are governed by the thesis procedure in the economics program.	copyright and data protection against competitors. Has knowledge of research planning and modern data collection techniques and research tools appropriate to the chosen thesis topic.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UU	E1_U08 Possesses the ability to plan and organize the process of writing papers on specific topics using theoretical approaches, principles of collecting various data sources, their description and interpretation, and drawing conclusions based on current scientific literature (in connection with a selected specialization in the field of economics).	Is able to properly design a research process, formulating a scientific research problem and selecting a research method to solve it.
<u>In the area of</u> SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when facing difficulties in solving a problem independently.	Is prepared to articulate views substantively and boldly and to justify the results obtained from independently conducted research.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, as well as fulfill responsible roles within	Defines a sequence of steps—a schedule—enabling the achievement of the research objective specified by the thesis topic. Is able to actively collaborate in research teams.

		the team, being aware of the decisions they make, and takes responsibility for the results of their work and the entire team.	

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W10, E1_W17						**X**				**X**	
E1_U08						**X**				**X**	
E1_K01, E1_K02						**X**				**X**	

Course Assessment Format and Requirements: Completion of a practical research project, including a discussion of the results obtained; interim assessments based on stage-by-stage tasks related to the study of literature; final assessment based on a comprehensive study of the topic presented
in the bachelor's thesis, prepared in accordance with the established requirements for this type of thesis. BUNA – term paper, a project on a specified topic.

Student workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	9
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per exercise, seminar, or seminar group)	
BUNA – a form of assessment in the form of a documented term paper that is graded by the instructor	10
Total	**19**

Student workload	**Number of hours**
Preparation for classes	
Writing a paper/project/essay	41
Gathering materials and preparing a presentation	
Independent reading	
Preparing for quizzes/tests	
Preparing for a written/oral exam in the course	
Preparing for the written/oral assessment in the course	
Total	**41**
Total (contact hours and BUNA + student's independent work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with direct participation by an academic instructor, including BUNA	**0.5 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**1.5 ECTS**

Practical courses

Types of classes	**Number of hours**
Participation in seminars	9
Preparation for the practical exam	51

(project preparation)	
Total	**60**
Number of ECTS credits for practical courses	**2 ECTS**

Primary literature:

1. Literature related to the topic of the thesis.

Supplementary reading:

1. L. Charles, How to Write a BA Thesis, University of Chicago Press, 2018.
2. C. G. Thomas, *Research Methodology and Scientific Writing*, Springer Nature Switzerland AG, 2021.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Thesis Seminar**				**ECTS** credits**: 2**	
Instructor: **as per the faculty roster and class schedule**					
Year: **3**	Lectures	Seminars	Practicals	BUNA**	Assessment of assessment*
Semester: **5**	**0**	**0**	**9 (ZO)**	**10 (Z)**	**ZO/Z**

* E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment consisting of a documented term paper evaluated by the instructor

Course objective: *to develop the concept of a given thesis—its topic and structure (Stage II). The student should be able to present the topic of their thesis and outline its structure, while also presenting the methodology they have adopted. The discussion accompanying this stage should address the subject of the thesis as well as the proposed method for solving the given research problem.*

Teaching methods: *assimilation of knowledge through storytelling, identifying models, and discussing problems; as well as practical exercises—including the use of available secondary factual sources and primary field measurements—and a project.*

Prerequisites: *knowledge of scientific writing (Proseminar).*

No.	Course Topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL** 1. Designing one's own research. 2. Drawing conclusions based on empirical data.
V	**BUNA:** Term paper – completion of an independent project – searching for and analyzing related (analogous) issues in the literature – domestic and international academic journals – case study.

Learning Outcomes

Program-specific learning outcomes – code and description			**Course-specific learning outcomes – details**
In terms of <u>KNOWLEDGE</u>:			Describes methods and techniques for studying bonds and relationships in B2B, B2C, C2C, B2E, and B2G contexts, as well as the patterns observed in this area, relating them to the field of study and the research problem. Discusses research methods and techniques related to secondary and primary sources, as well as the analysis (synthesis) and interpretation of the results obtained regarding a specific research problem. Knows the principles of using
P6U_W	P6S_WG P6S_WK	E1_W10 Knows and understands the basic principles of industrial property protection and copyright law, with particular emphasis on the major in economics.	

P6U_W	P6S_WG P6S_WK	E1_W17 Knows the substantive, methodological, and formal requirements for preparing a thesis, the drafting and submission of which for evaluation are governed by the thesis procedure in the economics program.	copyright and data protection against competitors. Has knowledge of research planning and modern data collection techniques and research tools appropriate to the chosen thesis topic.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UU	E1_U08 Possesses the ability to plan and organize the process of writing papers on specific topics using theoretical approaches, principles of collecting various data sources, their description and interpretation, and drawing conclusions based on current scientific literature (in connection with the chosen specialization in the field of economics).	Is able to properly design a research process, formulating a scientific research problem and selecting a research method to solve it.
<u>In terms of</u> SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 He is prepared to critically assess his own level of knowledge; he recognizes the importance of knowledge in solving cognitive and practical problems, and seeks expert advice when he has difficulty solving a problem on his own.	Is prepared to convey views substantively and boldly and to justify the results obtained from independently conducted research.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, as well as fulfill responsible roles within	Defines a sequence of actions—a schedule—enabling the achievement of the research objective specified by the thesis topic. Is able to actively collaborate in research teams.

		the team, being aware of the decisions they make, and takes responsibility for the results of their work and the entire team.	

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W10, E1_W17						**X**				**X**	
E1_U08						**X**				**X**	
E1_K01, E1_K02						**X**				**X**	

Form and conditions for course completion: Completion of a practical research project along with a discussion of the obtained results; partial assessments based on stage-by-stage tasks related to literature review, final assessment based on a comprehensive study of the topic presented
in the bachelor's thesis, prepared in accordance with the established requirements for this type of thesis. BUNA – term paper, a project on a specified topic.

Student workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Attendance at lectures	
Participation in seminars	
Participation in exercises	9
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per exercise, seminar, or seminar group)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	10
Total	**19**
Student workload	**Number of hours**
Preparation for classes	
Writing a paper/project/essay	41
Gathering materials and preparing a presentation	
Independent reading	
Preparing for quizzes/tests	
Preparing for the written/oral exam in the course	
Preparing for the written/oral assessment in the course	
Total	**41**
Total (contact hours and BUNA + student's independent work)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with direct participation by an academic instructor, including BUNA	**0.5 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**1.5 ECTS**

Practical classes

Types of classes	**Number of hours**
Participation in exercises	9
Preparation for the practical exam (project preparation)	51

Total	**60**
Number of ECTS credits for practical courses	**2 ECTS**

Primary literature:

1. Literature related to the topic of the thesis.

Supplementary reading:

1. L. Charles, How to Write a BA Thesis, University of Chicago Press, 2018.
2. C. G. Thomas, Research Methodology and Scientific Writing, Springer Nature Switzerland AG, 2021.

Approval by the Vice-Rector:
Vice-Rector for Science and Education Quality

DEPARTMENT: ***of Economic and Social Sciences***
MAJOR: ***Economics SPECIALIZATION:*** ***GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Thesis Seminar**				**ECTS** credits**: 5**	
Instructor: **as per the faculty roster and class schedule**					
Year: **3**	Lectures	Seminars	Practicals	BUNA**	Assessment of assessment*
Semester: **6**	**0**	**0**	**9 (ZO)**	**75 (Z)**	**ZO/Z**
*E – exam; Z – pass; ZO – pass with a grade; **BUNA – form of assessment in the form of a documented term paper evaluated by the instructor					
Course objective: *preparation for writing a paper and its public presentation, allowing for minor revisions (Stage III).*					
Teaching methods: *assimilation of knowledge through storytelling, identifying models, and discussing problems, as well as practical exercises—including the use of available secondary factual sources and primary field measurements. Term project.*					
Prerequisites: *knowledge of academic writing (Proseminar).*					

No.	Course Topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**EXERCISES** 1. Best practices for presenting results and drawing conclusions – analysis and synthesis. 2. Rules for the final exam and defense of research results.
V	**BUNA:** Semester project – implementation of an independent project – search for and analysis of related (analogous) issues in the literature – domestic and international scientific journals – case study

Learning Outcomes

Program-specific learning outcomes – code and description			**Course-specific outcomes – details**
in terms of KNOWLEDGE:			Characterizes methods and techniques for studying bonds and relationships in B2B, B2C, C2C, B2E, and B2G contexts, as well as the patterns observed in this area, relating them to the field of study and the research problem. Discusses research methods and techniques related to secondary and primary sources, as well as the analysis (synthesis) and interpretation of the results obtained regarding a specific research problem. Knows the principles of using in compliance with the law
P6U_W	P6S_WG P6S_WK	E1_W10 Knows and understands the basic principles of industrial property protection and copyright law, with particular emphasis on the major in economics.	

P6U_W	P6S_WG P6S_WK	E1_W17 Knows the substantive, methodological, and formal requirements for preparing a thesis, the drafting and submission of which for evaluation are governed by the thesis procedure in the economics program.	copyright and data protection against competitors. Has knowledge of research planning and modern data collection techniques and research tools appropriate to the chosen thesis topic.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UU	E1_U08 Possesses the ability to plan and organize the process of writing papers on specific topics using theoretical approaches, principles of collecting various data sources, their description and interpretation, and drawing conclusions based on current scientific literature (in connection with the chosen specialization in the field of economics).	Is able to properly design a research process, formulating a scientific research problem and selecting a research method to solve it.
<u>In terms of</u> SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when facing difficulties in solving a problem independently.	Is prepared to convey views substantively and boldly and to justify the results obtained from independently conducted research.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms	Defines a sequence of actions—a schedule—enabling the achievement of the research objective specified by the thesis topic. Is able to actively collaborate in research teams.

		and take on leadership roles within the team, being fully aware of the decisions they make and taking responsibility for the results of their work and that of the entire team.	

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W10, E1_W17						**X**				**X**	
E1_U08						**X**				**X**	
E1_K01, E1_K02						**X**				**X**	

Form and conditions for course completion: Completion of a practical research project along with a discussion of the obtained results; partial assessments based on stage-by-stage tasks related to literature review, final assessment based on a comprehensive study of the topic presented in the bachelor's thesis, prepared according to the established requirements for this type of thesis. BUNA –
semester paper, a project on a specified topic.

Student workload required to achieve learning outcomes in hours and ECTS credits

Office hours with the faculty member and BUNA

Types of classes	**Number of hours**
Attendance at lectures	
Participation in seminars	
Participation in exercises	9
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per exercise, seminar, or seminar group)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	75
Total	**84**

Student workload	**Number of hours**
Preparation for classes	
Writing a paper/project/essay	66
Gathering materials and preparing a presentation	
Independent reading	
Preparing for quizzes/tests	
Preparing for the written/oral exam in the course	
Preparing for the written/oral exam in the subject	
Total	**66**
Total (contact hours and BUNA + student's independent work)	**150**
	5 ECTS
1. including the number of ECTS credits for contact hours with direct participation by an academic instructor, including BUNA	**3 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**2 ECTS**

Practical classes

Types of classes	**Number of hours**

Participation in seminars	9
Preparation for the practical exam (project preparation)	141
Total	**150**
Number of ECTS credits for practical courses	**5 ECTS**

Primary literature:

1. Literature related to the topic of the thesis.

Supplementary reading:

1. L. Charles, How to Write a BA Thesis, University of Chicago Press, 2018.
2. C. G. Thomas, Research Methodology and Scientific Writing, Springer Nature Switzerland AG, 2021.

Approval by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **MAJOR:**
Economics SPECIALIZATION: GZL
LEVEL OF STUDIES: ***Bachelor's degree FORM OF***
STUDIES: part-time **PROFILE:** ***practical***

COURSE SYLLABUS

(Syllabus)

Course Title**: Professional Internship**						**ECTS** Credits**: 6+6 /37/**
Instructor: **Internship Supervisor**						
Year: **1st and 2nd**	Lectures	Seminars	Laboratory exercises s	Practical	BUNA/PZ**	Assessment method*
Semester: **2 and 3**	**0**	**0**	**0**	**0**	**160+160 /960/ (Z)**	**Z**

* E – exam; Z – pass; ZO – pass with grade; **BUNA – form of assessment in the form of a documented term paper evaluated by the instructor; PZ – professional internship

Course objective: The main objective of the professional internship is to support the practical application of the curriculum. The internship is mandatory for first-cycle students. The internship lasts a minimum of four to six weeks. Students should only be placed with entities/institutions that express a willingness to provide them with the conditions necessary to achieve the standard learning outcomes assigned to the professional internship, in accordance with this syllabus (which also serves as an appendix to the applicable agreement for admission to the professional internship). Detailed rules for completing internships are set forth in the Regulations on Student Professional Internships.

Course Syllabus:
The professional internship provides students with direct exposure to the workplace environment and helps foster an appropriate attitude toward colleagues and the responsibilities associated with working in local government, non-governmental, and other organizations operating in the public sphere. The internship is designed to teach students how to actively and constructively assume various roles within the economic, local, and regional spheres. It prepares students to apply the knowledge, skills, and social competencies useful in solving economic problems that arise in professional work consistent with their field of study, as well as to gain professional experience.
The internship should also serve as a trial run for the student's economic, social, and administrative work. The internship is also an important element in shaping the attitudes and personality traits necessary to practice as an economist and fulfill the role of a social life animator. The functions of the internship (cognitive, educational, and formative) significantly complement its main practical function.

The purpose of this part of the program is the practical verification of theoretical knowledge acquired during studies, along with the integration of its into practical action. The implementation of internships thus enables students
to familiarize themselves with the specifics of the work and the functioning of the institution in practical terms.

Teaching methods: *assimilation of knowledge through problem-based tasks arising from workplace situations and practical exercises performed at specific workstations.*

Prerequisites: *knowledge of core, major-specific, and specialization-specific subjects.*

No.	Course Topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**

IV	**PRACTICAL SESSIONS: not applicable**
V	**BUNA/PZ** Students independently choose the location for their internship and may take advantage of both external and university-affiliated opportunities. Professional internships for students may take place at the following institutions: - financial institutions: banks, accounting firms, tax offices, - insurance institutions: ZUS, KRUS, insurance companies, - state and local government institutions: city and municipal offices, - non-governmental organizations: foundations, associations. Enterprises organized under various legal and organizational forms and engaged in various types of activities. Healthcare facilities: healthcare institutions, sanitary and epidemiological stations, hospitals, medical clinics, non-governmental organizations, and institutions involved in healthcare (hospices, social care homes, social assistance centers, homes for the chronically ill, The main goal of the internship is, among , among other things, to verify knowledge, skills, and social competencies acquired during studies and applying them in a professional setting by enabling students to engage with a real-world work environment, including fostering an appropriate attitude toward colleagues and the responsibilities associated with the profession, as well as gaining professional experience within the field of study and specialization. -familiarizing oneself with the basic regulations governing the unit's operations and occupational safety and health rules, -familiarizing oneself with the organizational structure of the entity and the nature of its operations, -familiarizing students with the organization of work in the various departments of the organization, particularly the tasks associated with specific positions with which the student has or may have contact, -Understanding interpersonal communication processes, including supervisor-subordinate interactions, -familiarization with basic documentation, document circulation, and archiving within the organization, -understanding the principles of maintaining HR records, -understanding the principles of the unit's interactions with clients, businesses, and government agencies, -acquiring the ability to operate office equipment, -familiarization with the ICT systems used within the organization, -understanding the legal aspects of the organization's operations.

Learning Outcomes

Program-specific learning outcomes – symbol and description			**Course-specific outcomes – description**
in terms of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands the economic conditions, forms, and standards, as well as the phenomena and processes related the market. Has knowledge of the structures and economic institutions, as as well as their components, characteristics, and development.	The student is familiar with the legal norms, as well as the rules, instructions, and other documents governing the operations of the entity where they are completing their professional internship.
P6U_W	P6S_WG P6S_WK	E1_W03 Identifies the interrelationships between phenomena, entities, structures, and economic institutions on a microeconomic and sectoral levels, both	The student knows and understands the principles of industrial property protection and trade secret protection as they apply to the organization where the internship is taking place.

		in the real and and monetary terms, within the scope of a selected specialization in the field of economics. Knows how to apply this knowledge in practice.	
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods as well as IT tools used for the collection, analysis and presentation of economic and social data, as well as their practical application in professional practice.	The student has knowledge of the essence of entrepreneurship, is familiar with detailed legal regulations, as well as relevant procedures (documentation specific to the specialization) describing the processes taking place in the entity where the professional internship is conducted, as well as the determinants of its development.
P6U_W	P6S_WG	E1_W12 Has advanced knowledge of modern methods, systems, and information technology, as well as how to apply them in practice in practice.	Possesses knowledge and selects appropriate methods and tools, including advanced information and communication technology (ICT) techniques.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and efficiently and effectively obtain reliable data from primary and secondary sources to analyze specific processes and economic phenomena within the scope of economic disciplines.	The student correctly applies standards, procedures, instructions, and other documents comprising the regulatory framework to solve tasks and problems in the workplace at the entity where the professional internship is conducted. The student is able to formulate practical conclusions for decision-makers at various decision-making levels within an organization, as well as present views, ideas, and comments based on theory and perspectives within the field of study.
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions of risk and uncertainty, utilizing normative systems and employing specialized terminology.	The student applies the acquired economic knowledge and insights gained from the professional internship while independently performing assigned tasks in the workplace, in accordance with their field of study.
P6U_U	P6S_UW P6s_UO	E1_U10 Independently identifies, diagnoses, and resolves problems and applies various solution options in business practice,	

		in connection with their field of study	
P6U_U	P6S_UW P6S_UK	E1_U11 Uses a foreign language at the B2 level of the Common European Framework of Reference for Languages and is able to use it in situations related to business activities.	Is able to communicate with others and justify their position based on foreign language proficiency at the B2 level of the Common European Framework of Reference for Languages
In terms of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 is ready to critically assess the level of their knowledge and recognizes the importance of knowledge in solving cognitive and practical problems, and seeks expert advice when encountering difficulties when unable to solve a problem on their own.	The student is able to appropriately prioritize tasks aimed at achieving goals related to the completion of professional internships in specific job positions, taking responsibility for the results of their work.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and can assume responsible roles within the team, being aware of the decisions they make, and taking responsibility for the results of their own work and that of the entire team.	The student is able to appropriately identify, diagnose, and resolve dilemmas related to task execution, and seeks optimal and reliable solutions to problems in specific job positions. The student is able to independently expand their knowledge and skills related to the implementation of the internship in specific job positions and is open to new ideas and techniques for learning the profession, in accordance with their field of study.
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues in relation with the tasks being carried out and business activities, is aware of the importance of professional conduct consistent with the principles of and respect for the diversity of views and culture, and cares for the achievements and traditions of the profession.	The student is able to think and act in an entrepreneurial manner, skillfully communicates with their surroundings while performing tasks related to the professional internship at specific job positions, assesses the risks of their actions, and develops resilience to failure in the practice of their profession. The student is guided by business ethics and social responsibility, as well as respect for others and loyalty to the members of the organization where the professional internship is taking place in specific job positions.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicates effectively with their surroundings, adapts to new situations and conditions, and develops resilience to failure and stress.	

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in discussion	Project	Project
E1_W02, E1_W03, E1_W04								**X**	**X**		
E1_U02, E1_U09, E1_U10								**X**	**X**		
E1_K01, E1_K02, E1_K05, E1_K06,								**X**	**X**		

Form and conditions for course completion:
The professional internship is subject to the same credit requirements as other academic courses. Academic and educational supervision of students participating in the internship is provided by the company internship supervisor at the student's internship site and the university internship supervisor, appointed by the Vice Rector for Academic and Student Affairs.

Student workload required to achieve learning outcomes in hours:

- **160 hours in the second semester,***
- **160 hours in the third semester,***
- 320 hours in the fourth semester,
- 160 hours in the fifth semester,
- 160 hours in the sixth semester.

Primary literature:

1. Internal documentation of the entity (e.g., bylaws, regulations, management policies, instructions, etc.).

Supplementary reading:

1. Professional internship program.

Appointment of the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: Part-time*** **PROFILE:** ***Practical***

COURSE DESCRIPTION

(Syllabus)

Course Title**: Professional Internship**					Credits **ECTS: 13+6+6 /37/**	
Instructor: **Internship Supervisor**						
Year: **2nd** and **3rd**	Lectures	Seminars	Laboratory exercises e	Practicals	BUNA/PZ**	Assessment method*
Semester: **4, 5, 6**	**0**	**0**	**0**	**0**	**320 + 160 + 160 /960/ (Z)**	**Z**

* E – exam; Z – pass; ZO – pass with grade; **BUNA – form of assessment in the form of a documented term paper evaluated by the instructor; PZ – professional internship

Course Objective: The primary objective of the professional internship is to support the practical application of the curriculum. The internship is mandatory for undergraduate students. It lasts a minimum of two to eight weeks. Students should only be placed with entities/institutions that express a willingness to provide them with the conditions necessary to achieve the standard learning outcomes assigned to the professional internship, in accordance with this syllabus (which also serves as an appendix to the applicable agreement for admission to the professional internship). Detailed rules for conducting internships are set forth in the Regulations on Student Professional Internships.

Course Syllabus:
The professional internship enables students to engage with the immediate work environment, including fostering an appropriate attitude toward employees and the responsibilities associated with professional practice in local government, non-governmental, and other institutions operating in the public sphere. The internship should teach students to actively and constructively assume various roles within the economic, local, and regional spheres. It prepares students to apply the knowledge, skills, and social competencies useful in solving economic problems that arise in professional work consistent with their field of study, as well as to gain professional experience.
The internship should also serve as a trial run for the student's economic, social, and administrative work. The internship is also an important element in shaping the attitudes and personality traits necessary to practice as an economist and fulfill the role of a social life animator. The functions of the internship (cognitive, educational, and formative) significantly complement its main practical function.
The purpose of this part of the program is to practically verify the theoretical knowledge acquired during studies and to integrate it into practical action. Completing the internship thus enables students to familiarize themselves
with the specifics of the work and the functioning of institutions in a practical context.

Teaching methods: *assimilation of knowledge through problem-based tasks arising from workplace situations and practical exercises performed in specific work settings.*

Prerequisites: *knowledge in basic subjects in and and specialization.*

No.	Course topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**

IV	**PRACTICALS: not applicable**
V	**BUNA/PZ** Students independently choose the location for their internship and may take advantage of both external and university-affiliated opportunities. Professional internships for GZL students may take place in organizational units involved in human resources management. The main objective of the internship is: - to familiarize themselves with the company's mission, goals, and action plans, - understanding the company's communication model (internal and external), - the company's relationships with external entities, - defining the detailed scope of activities and competencies of human resources management departments, learning about the basic tools used in human resources management, - selecting methods for evaluating the workforce, - familiarizing oneself with employee motivation tools. Methods of data collection and processing for decision-making processes within an organization. The student becomes familiar with the structure and operational mechanisms of the institution where they are completing their internship. They learn about the professional environment and various job positions. They expand and verify the knowledge acquired during their studies regarding institutional management. They gain experience in performing professional duties both independently and as part of a team. They learn about the ethical principles in force at the institution. The principles of the unit's cooperation with external entities, as well as the methods and tools for shaping relationships with the external environment used within the unit. Becomes familiar with the analysis of the organization's specific characteristics and the assessment of its market prospects. Learns to design organizational development strategies using various methods (e.g., analyses of the immediate and broader environment, market and marketing analyses, analyses of documents and projects, etc.).

Learning Outcomes

Program-specific learning outcomes – symbol and description			**Course-specific outcomes – details**
in terms of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG P6S_WK	E1_W02 Knows and understands economic conditions, forms, and standards, as well as phenomena and processes related the market. Has knowledge of economic structures and institutions, as as well as their components, characteristics, and development.	Analyzes legal standards, as well as rules, instructions, and other documents that govern the operations of the organization where they are completing their professional internship. Is familiar with research methodologies in the field of accounting and finance as both an academic discipline and a professional practice. Understands the principles of protecting industrial property and trade secrets pertaining to the entity where the professional internship takes place. Possesses knowledge of the nature of entrepreneurship, the applications of modern information technology, as well as relevant procedures (documentation compliant with
P6U_W	P6S_WG P6S_WK	E1_W03 Identifies the interrelationships between phenomena, entities, structures, and economic institutions at the	

		microeconomic and sectoral levels, both in the real and and monetary terms, within the scope of a selected specialization in the field of economics. Knows how to apply this knowledge in practice.	specialization), describing the processes taking place at the entity where the internship is held. They discuss the determinants of the entity's development.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods as well as IT tools used for the collection, analysis and presentation of economic and social data, as well as their practical application in professional practice.	Has the necessary knowledge and selects the appropriate methods and tools
P6U_W	P6S_WG	E1_W12 Has advanced knowledge of modern methods, systems, and information technology techniques, as well as the possibilities for their application in accordance with their field of study in practice.	including advanced information information – ICT communication.
in the area of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Can apply theoretical knowledge and efficiently and effectively obtain reliable data from primary and secondary sources to analyze specific processes and economic phenomena within the scope of economic disciplines.	Applies acquired economic knowledge and insights gained from professional practice while independently performing assigned tasks in work settings consistent with their chosen specialization.
P6U_U	P6S_UW	E1_U09 Is prepared to perform tasks innovatively and solve complex and unusual problems in conditions involving risk and uncertainty, utilizing normative systems and employing specialized terminology.	Properly applies standards, procedures, instructions, and other documents that make up the regulatory framework to solve tasks and problems in the workplace at the organization where the internship is taking place.
P6U_U	P6S_UW P6s_UO	E1_U10 Independently identifies, diagnoses, and resolves problems and applies various	Formulates practical recommendations for decision-makers at various levels within the organization, and presents

		alternative solutions in business practice, in connection with the field of study	views, ideas, and comments based on theory and perspectives within the field of study.
P6U_U	P6S_UW P6S_UK	E1_U11 Uses a foreign language at the B2 level of the Common European Framework of Reference for Languages and is able to use it in situations related to business activities.	Is able to communicate with others and justify their position based on foreign language proficiency at the B2 level of the Common European Framework of Reference for Languages
In terms of SOCIAL COMPETENCIES:			The student is able to appropriately prioritize tasks aimed at achieving goals related to the completion of professional internships in specific job positions, taking responsibility for the results of their work.
P6U_K	P6S_KK P6S_KR	E1_K01 is ready to critically assess the level of their knowledge, recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when facing difficulties in solving a problem independently.	The student is able to appropriately identify, diagnose, and resolve dilemmas related to task execution, and seeks optimal and reliable solutions to problems in specific job positions.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and can assume responsible roles within the team, being aware of the decisions they make, and takes responsibility for the results of their own work and that of the entire team.	The student is able to independently expand their knowledge and skills related to the performance of practical training in specific job positions and is open to new ideas and techniques for learning the profession, in accordance with their field of study. The student is able to think and act in an entrepreneurial manner, communicates effectively with others while performing tasks related to the professional internship at specific job positions, assesses the risks of their actions, and develops resilience to failure in the practice of their profession.
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues in relation with the tasks being carried out and business activities, is aware of the importance of professional conduct consistent with the principles of and respect for the diversity of views and culture, and cares for the achievements and traditions of the profession.	Students are guided by ethical principles and corporate social responsibility, as well as respect for others and loyalty to the members of the organization where they are completing their professional internship in specific job positions.

P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicates effectively with their environment, adapts to new situations and conditions, and develops	
		resilience to failure and stress.	

Methods for assessing learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in discussion	Project	Project
E1_W07, E1_W10, E1_W11								**X**	**X**		
E1_U05, E1_U08, E1_U13								**X**	**X**		
E1_K05, E1_K06, E1_K09, E1_K11, E1_K12								**X**	**X**		

Form and conditions for course completion:

The professional internship is subject to the same credit requirements as other academic courses. Academic and educational supervision of students undergoing internships is provided by the company internship supervisor at the student's internship site and the university internship supervisor, appointed by the Vice Rector for Academic and Student Affairs.

Student workload required to achieve learning outcomes in hours:

- 160 hours in the second semester,
- 160 hours in the third semester
- **320 hours in the fourth semester*,**
- **160 hours in the fifth semester*,**
- **160 hours in the sixth semester.***

Primary literature:

1. Internal documentation of the entity (e.g., bylaws, regulations, management policies, instructions, etc.).

Supplementary reading:

1. Professional internship program.

Approval of the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences***
MAJOR: ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: Part-time*** **PROFILE:** ***Practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Foreign Language**					**ECTS** credits**: 2**	
Instructor: as per the faculty list and course schedule						
Year: **1**	Lectures	Seminars	Practicals	Lab exercises	BUNA**	Assessment*
Semester: **1**	**0**	**0**	**24 (ZO)**	**0**	**20 (Z)**	**ZO/Z**
* E – exam; Z – pass; ZO – pass with a grade; **BUNA – form of assessment in the form of a documented term paper evaluated by the instructor						
Course objective: *to acquire knowledge and practical skills in using a foreign language in the field of business at the B2 CEFR level, to achieve an appropriate level of English proficiency, and to obtain the Pearson English International Certificate*						
Teaching methods: *knowledge assimilation – textbook work, exercises, level test, readiness test, question bank, guide, tips provided by PEARSON, semester-long project summarizing the learning stage.*						
Prerequisites: *language proficiency at the B1 CEFR level*						

No.	Course Topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**PRACTICAL SESSIONS:** • Employer – employees. • Issues related to the chosen specialization. • Describing people at work. • Communication in business relationships (adverbs of manner). • Key professions in the broad field of economics. • Types of contracts, salaries, characteristics of professions, skills associated with each profession.
V	**BUNA:** Texts for independent reading and analysis. Exercises related to the topics covered, expanding knowledge. Preparation of a project as a term paper.

Learning Outcomes	
	Course-specific learning outcomes – detailed list
Program-specific outcomes – symbol and details	

in the area of KNOWLEDGE:			
P6U_W	P6S_WK	E1_W11 Knows the vocabulary and rules for using foreign languages at proficiency levels A1 and B2 of the Common European Framework of Reference for Languages	Applies vocabulary related to the field in accordance the requirements specified for levels A1 and B2 of the Common of Language Language.
P6U_W	P6S_WG	E1_W14 Identifies and describes the role of human resources, financial capital, and physical capital in economic organizations.	The student knows and understands the concepts of human resource management. The student defines vocabulary related to human behavior in organizations.
in terms of SKILLS:			
P6U_U	P6S_UK P6S_UO	E1_U04 Communicates effectively and accurately using terminology from the field of economics and related disciplines, both within a work team and when seeking advice from specialists in various fields of knowledge. Is able to present their own ideas and views in an engaging and persuasive manner.	Possesses the ability to communicate in a foreign language at the B2 level of the Common European Framework of Reference for Languages within the scope of the field of study.
P6U_U	P6S_UW P6S_UK	E1_U11 Uses a foreign language at the B2 level of the Common European Framework of Reference for Languages and is able to use it in situations related to professional activities.	Communicates using vocabulary related to the field of economics, in accordance with the requirements specified for level B2 of the Common European Framework of Reference for Languages.
in the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is ready to critical evaluation level of one's knowledge; recognizes the importance of in solving cognitive cognitive and practical problems, and	I understand the need of continuous improvement language proficiency in a changing environment.

		seeks expert advice when having difficulty solving the problem.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicates effectively with their environment; adapts to new situations and conditions, and develops resilience to failure and stress.	Is open to improving language skills through various methods and is open to new techniques for learning a foreign language. Is able to collaborate in teams, especially international ones, by utilizing their communication skills.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam			Essay/paper	Tasks,	Presentation	Presentation	Class participation	Participation in	Project	Project
E1_W11, E1_W14			**X**		**X**			**X**	**X**	**X**	**X**
E1_U04, E1_U11			**X**		**X**			**X**	**X**	**X**	**X**
E1_K01, E1_K06			**X**		**X**			**X**	**X**	**X**	**X**

Form and conditions for course completion: BUNA – Project completion (individual/group) with a presentation. Assessment in the form of an oral conversation and a test on the use of a foreign language in speaking and writing regarding general topics and the field of study.

Student workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	24
Participation in laboratory sessions	
Consultations (2 hours per lecture, 1 hour per seminar group, per semester)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	20
Total	**44**

Student's independent work divided by time *(examples of student work)*

Type of student work	**Number of hours**

Preparation for classes	
Writing a paper/project/essay	6
Gathering materials and preparing a presentation	
Independent reading	
Preparing for quizzes/tests	10
Preparing for the written/oral exam in the course	
Preparing for the written/oral assessment in the course	
Total	**16**
Total (contact hours, BUNA, and student independent study)	**60**
	2 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1.5 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**0.5 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in seminars	24
Preparation for the practical exam (project preparation)	36
Total	**60**
Number of ECTS credits for practical courses	**2 ECTS**

Required reading:
1. Textbook and exercises recommended by the instructor during the first class.

Further reading:
1. Oxford Essential Polish Dictionary, Oxford University Press, 2020.

Approval of the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Foreign Language**					**ECTS** Credits**: 3**	
Instructor: **as per the faculty roster and class schedule**						
Year: **1**	Lectures	Seminars	Practicals	Lab exercises	BUNA**	Assessment*
Semester: **2**	**0**	**0**	**24 (ZO)**	**0**	**10 (Z)**	**ZO/Z**

* E – exam; Z – pass; ZO – pass with a grade; **BUNA – assessment in the form of a documented term paper graded by the instructor

Course objective: *to acquire knowledge and practical skills in using a foreign language in the field of business at the B2 CEFR level, to achieve an appropriate level of English proficiency, and to obtain the Pearson English International Certificate*

Teaching methods: *knowledge assimilation – textbook work, exercises, level test, readiness test, question bank, guide, tips provided by PEARSON, semester-long project summarizing the learning stage.*

Prerequisites: *language proficiency at the B1 CEFR level*

No.	Course Topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL SESSIONS:** • Employer – employees. • Issues related to the chosen specialization. • Characterizing people in the workplace. • Communication in business relationships (adverbs of manner). • Key professions in the broad field of economics. • Types of contracts, salaries, job characteristics, and skills associated with each profession.
V	**BUNA:** Texts for independent reading and analysis. Exercises related to the topics covered, expanding knowledge. Preparation of a project as a term paper.

Learning Outcomes	
Program-specific learning outcomes – symbol and description	**Course-specific outcomes – details**

in the area of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WK	E1_W11 Knows vocabulary and the rules for using foreign languages at proficiency levels A1 and B2 of the Common European Framework of Reference for Languages	Uses vocabulary related to the field of study in accordance in accordance with the requirements specified for levels A1 of the Framework Languag Language Language.
P6U_W	P6S_WG	E1_W14 Identifies and describes the role of human resources, financial capital, and physical capital in economic organizations.	The student knows and understands the concepts of human resource management. The student defines vocabulary related to human behavior in organizations.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UO	E1_U04 Communicates effectively, using terminology accurately in the field of economics and related fields, both within a work team and when seeking advice from specialists in various fields of knowledge. Is able to present their own ideas and views in an engaging and persuasive manner.	Possesses the ability to communicate in a foreign language at the B2 level of the Common European Framework of Reference for Languages within the field of study.
P6U_U	P6S_UW P6S_UK	E1_U11 Uses a foreign language at the B2 level of the Common European Framework of Reference for Languages and is able to use it in situations related to professional activities.	Communicates using vocabulary related to the field of economics, in accordance with the requirements specified for level B2 of the Common European Framework of Reference for Languages.
In the area of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KK P6S_KR	E1_K01 Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks advice	Understands the necessity continuous improvement language skills strangers in a changing environment.

		experts when you have trouble solving a problem on your own the problem.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial and communicates effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Is open to improving language skills through various methods and is open to new techniques for learning a foreign language. Is able to collaborate in teams, particularly those of an international nature, utilizing communication skills.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)				Essay/paper	Assignments,	Presentation	Presentation	Activity on	Participation in	Project	Project
E1_W11, E1_W14			**X**		**X**	**X**		**X**	**X**	**X**	**X**
E1_U04, E1_U11			**X**		**X**	**X**		**X**	**X**	**X**	**X**
E1_K01, E1_K06			**X**		**X**	**X**		**X**	**X**	**X**	**X**

Form and requirements for course completion: BUNA – Project completion (individual/group) followed by a presentation. Assessment consists of an oral conversation and a written exam on the use of a foreign language in speaking and writing, covering general topics as well as those related to the student's field of study.

Student workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	24
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per exercise group, seminar, semester)	
BUNA – a form of assessment consisting of a documented term paper graded by the instructor	10
Total	**34**

Student's independent work divided by time *(examples of student work)*

Type of student work	**Number of hours**

Preparation for classes	15
Writing a paper/project/essay	15
Gathering materials and preparing a presentation	
Independent reading	10
Preparing for quizzes/tests	16
Preparing for the written/oral exam in the course	
Preparing for the written/oral assessment in the subject	
Total	**56**
Total (contact hours and BUNA + student's independent work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with direct participation by an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**2 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in seminars	24
Preparation for the practical exam (project preparation)	66
Total	**90**
Number of ECTS credits for practical courses	**3 ECTS**

Required reading:
1. Textbook and exercises recommended by the instructor during the first class.

Supplementary reading:
1. Oxford Essential Polish Dictionary, Oxford University Press, 2020.

Appointment of the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Foreign Language**					**ECTS** Credits**: 3**	
Instructor: **as per the faculty roster and class schedule**						
Year: **2**	Lectures	Seminars	Practicals	Lab exercises	BUNA**	Assessment *
Semester: **3**	**0**	**0**	**24 (E)**	**0**	**10 (Z)**	**E/Z**
* E – exam; Z – pass; ZO – pass with a grade; **BUNA – assessment in the form of a documented term paper graded by the instructor						
Course objective: *to acquire knowledge and practical skills in using a foreign language in the field of business at the B2 CEFR level, to achieve an appropriate level of English proficiency, and to obtain the Pearson English International Certificate*						
Teaching methods: *knowledge assimilation – textbook work, exercises, level test, readiness test, question bank, guide, tips provided by PEARSON, semester-long project summarizing the learning stage.*						
Prerequisites: *language proficiency at the B1 CEFR level*						

No.	Course Topics
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL SESSIONS:** • Employer - employees. • Issues related to the chosen specialization. • Characterizing people in the workplace. • Communication in business relationships (adverbs of manner). • Key professions in the broad field of economics. • Types of contracts, salaries, job characteristics, and skills associated with each profession.
V	**BUNA:** Texts for independent reading and analysis. Exercises related to the topics covered, expanding knowledge. Preparation of a project as a term paper.

Learning Outcomes	
	Course-specific learning outcomes – detailed list
Program-specific outcomes – symbol and details	

in the area of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WK	E1_W11 Knows the vocabulary and rules for using foreign languages at proficiency levels A1 and B2 of the Common European Framework of Reference for Languages	Applies vocabulary related to the field of study in in accordance with the requirements specified for levels A1 of the Framework Languag Language Language.
P6U_W	P6S_WG	E1_W14 Identifies and describes the role of human resources, financial capital, and physical capital in economic organizations.	The student knows and understands the concepts of human resource management. The student defines vocabulary related to human behavior in organizations.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UK P6S_UO	E1_U04 Communicates effectively and accurately using terminology from the fields of economics and related disciplines, both within a work team and when seeking advice from specialists in various fields of knowledge. Is able to present their own ideas and views in an engaging and persuasive manner.	Possesses the ability to communicate in a foreign language at the B2 level of the Common European Framework of Reference for Languages within the scope of the field of study.
P6U_U	P6S_UW P6S_UK	E1_U11 Uses a foreign language at the B2 level of the Common European Framework of Reference for Languages and is able to use it in situations related to professional activities.	Communicates using vocabulary related to the field of economics, in accordance with the requirements specified for level B2 of the Common European Framework of Reference for Languages.
in the area of <u>SOCIAL COMPETENCIES:</u>			
P6U_K	P6S_KK P6S_KR	E1_K01 Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems, and	Understands the necessity continuous improvement language skills in a changing environment.

		seeks expert advice when having difficulty solve a problem on their own.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Is open to improving language skills through various methods and is open to new techniques for learning a foreign language. Is able to work in teams, especially international ones, by utilizing communication skills.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam			Essay/paper	Assignments,	Presentation	Presentation	Class participation	Participation in	Project	Project
E1_W11, E1_W14	**X**	**X**			**X**			**X**	**X**	**X**	**X**
E1_U04, E1_U11	**X**	**X**			**X**			**X**	**X**	**X**	**X**
E1_K01, E1_K06	**X**	**X**			**X**			**X**	**X**	**X**	**X**

Form and conditions for course completion: oral conversation assessment, final examination assessing the use of the foreign language in speaking and writing on general topics and those related to the field of study. Internal written exam. Exam provided by PEARSON ENGLISH INTERNATIONAL CERTIFICATE. BUNA - Project completion (individual/group) with a presentation.

Student workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Attendance at lectures	
Participation in seminars	
Participation in exercises	24
Participation in lab sessions	
Office hours (2 hours per lecture, 1 hour per exercise, seminar, or seminar group)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	10
Total	**34**

Student's independent work divided by time *(examples of student work)*	
Form of student work	**Number of hours**
Preparation for class	10
Writing a paper/project/essay	16
Gathering materials and preparing a presentation	
Independent reading	10
Preparing for quizzes/tests	
Preparing for the written/oral exam in the subject	20
Preparing for the written/oral assessment in the course	
Total	**56**
Total (contact hours and BUNA + student's independent work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**2 ECTS**

Practical courses	
Types of classes	**Number of hours**
Participation in exercises	24
Preparation for the practical exam (project preparation)	66
Total	**90**
Number of ECTS credits for practical courses	**3 ECTS**

Required reading:

1. Textbook and exercises recommended by the instructor during the first class.

Supplementary reading:

1. Oxford Essential Polish Dictionary, Oxford University Press, 2020.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences***
MAJOR: ***Economics SPECIALIZATION:***
GZL
LEVEL OF STUDIES: ***Bachelor's degree MODE OF***
STUDY: Part-time **PROFILE:** ***Practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Recruitment and Employee Selection**					**ECTS** credits**: 3**	
Instructor: **as per the faculty roster and class schedule**						
Year: **3**	Lectures	Seminars	Laboratory exercises	Practicals	BUNA**	Assessment*
Semester: **4**	**0**	**0**	**0**	**21 (ZO)**	**15 (Z)**	**ZO/Z**

*E – exam; Z – pass; ZO – pass with a grade; **BUNA – form of assessment in the form of a documented term paper graded by the instructor

Course Objective*: Students will learn the components of the employee selection process, basic recruitment and selection methods and techniques, and the legal aspects of employee recruitment. In addition, students will be able to identify the appropriate type of interview based on the job requirements and the organization's strategy. As a result, it becomes possible to*
Define key performance indicators for the employee selection and onboarding process.

Teaching methods: *case studies, independent experiences—personal initiatives, problem-solving tasks, and completing educational tests. Term paper—project.*
Teaching tools used: *Manatal software, use of website resources: https://www.skillfuel.com/*

Prerequisites: *basic knowledge of business management.*

Nr	**Course topics**
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL SESSIONS:** 1. Recruitment and Human Resources Management. Stages of Recruitment. 2. Conducting a recruitment campaign: labor market analysis, drafting and posting job ads, using recruitment agencies, initial screening of applications. 3. Onboarding. Managing employee mobility. 4. The legal framework for recruitment. 5. Recruitment methods and techniques. 6. Job interviews—types, rules, and styles. 7. Effectiveness of selection methods: analyzing information from documents, tests (psychological, knowledge-based), behavioral observation (assessment center, work samples), job interview
V	**BUNA:** Semester project – independent project – preparation of a requirements profile and job description.

Learning outcomes

Program-specific learning outcomes – code and description			**Course-specific outcomes – details**
in terms of <u>KNOWLEDGE</u>:			The student is familiar with and understands the fundamentals of human resource management. The student understands the relationships that exist in the labor market between employers and institutions involved in the recruitment and selection process.
P6U_W	P6S_WG	E1_W01 Possesses comprehensive knowledge of the place of economics within the system of sciences, its nature,	

		methodology, and its connections to other scientific disciplines; knows and understands basic economic terminology, along with the application of this practical knowledge in business activities.	
P6U_W	P6S_WG P6S_WK	E1_W03 Identifies the interrelationships between economic phenomena, entities, structures, and institutions at the microeconomic and sectoral levels, both in real and monetary terms, including within the scope of a selected specialization in the field of economics. Knows how to apply this knowledge in practice.	Has knowledge of human behavior in the context of the application process, followed by recruitment and selection. Knows and understands concepts and classifies and explains cross-cutting issues in the task areas of people management. The student defines the significance of the employee recruitment and selection process in human resource management. Has knowledge of the methods and tools used in the recruitment and selection process. Applies techniques from the task areas of human resource management in an enterprise . They are familiar with the legal standards applicable to the employee recruitment process. They understand the analysis of employees' skills, strengths, and weaknesses, and know how to apply this knowledge in practice.
P6U_W	P6S_WG	E1_W04 Knows and understands advanced application of selected mathematical and statistical methods, as well as IT tools used for the collection, analysis, and presentation of economic and social data, and their practical application in professional practice.	
P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business activities, explains and illustrates the significance of norms and rules (legal, technical-organizational, moral, and ethical) that organize	

		the structures and institutions of the economy. Knows and understands selected facts, objects, phenomena, as well as the complex relationships between them.	
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of economic entities, institutions, and structures; recognizes the essence and determinants of entrepreneurial activities as well as the importance of innovation in building knowledge-based competitiveness	Discusses issues related to transformation, as well as the external and internal conditions of organizations, in the context of improving the employee recruitment and selection process. Possesses knowledge of activities related to employee recruitment and selection, understands the principles and course of the process, as well as the outcomes of its individual stages.
P6U_W	P6S_WG	E1_W14 Identifies and describes the role of human resources, financial capital, and physical capital in business organizations.	The student is able to detail the significance of the employee recruitment and selection process in human resource management and can characterize the impact of an improperly conducted employee recruitment and selection process on the organization and the candidate.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and processes in the context of legal, technological, political, and cultural changes.	Is able to observe and interpret phenomena related to the need for employee recruitment and selection. The student is able to apply all learned solutions regarding recruitment and selection, assess their limitations, and combine them.
P6U_U	P6S_UW	E1_U02 Is able to utilize their theoretical knowledge and effectively and efficiently obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economics.	Possesses the skills to identify recruitment needs and draw conclusions from the subsequent stages of the employee recruitment and selection process. Is able to conduct the recruitment and selection process based on known methods and techniques for hiring employees, combine them, and analyze the actions taken.
P6U_U	P6S_UW	E1_U07	

	P6S_UK P6S_UO	Is able to collaborate with others as part of a team or as a leader; participates in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to resolve them rationally and optimize them.	Is able to actively participate in recruitment and selection processes and is familiar with the relevant methods used in the recruitment and selection of human resources.
In terms of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is willing to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when facing difficulties in solving a problem independently.	Understands the need for an assertive and empathetic approach to personnel changes and the recruitment and selection process. Is responsible for their own development and shaping it.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, and can fulfill responsible roles within the team, being aware of the decisions they make, and takes responsibility for the results of their own work and that of the entire team.	They actively collaborate in task forces while respecting the social, cultural, ethical, and legal norms associated with the recruitment and selection process.
P6U_K	P6S_KR	E1_K03 He is prepared to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and	Correctly identifies and diagnoses dilemmas related to employee selection and recruitment, and seeks effective solutions in this area. Is characterized by clearly defined values when making decisions in the areas of employee recruitment and selection.

		evaluation of economic processes in various types of organizations, and to seek expert advice in this regard when encountering difficulties in resolving them independently.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial and communicates effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to independently expand their knowledge and improve their skills related to the essence of the employee recruitment and selection process. Participates constructively in discussions and debates, formulates their own observations, and remains open to alternative arguments.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W01, E1_W03, E1_W04, E1_W07, E1_W08, E1_W14			**X**					**X**	**X**	**X**	**X**
E1_U01, E1_U02, E1_U07			**X**					**X**	**X**	**X**	**X**
E1_K01, E1_K02, E1_K03, E1_K06								**X**	**X**	**X**	**X**

F o r m **and conditions for course completion:** Quiz – written assessment. Group project – case study. BUNA – individual project.

Student workload required to achieve learning outcomes, expressed in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Attendance at lectures	
Participation in seminars	
Participation in exercises	21
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per exercise, seminar, or seminar group)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	15
Total	**36**

Student's independent work divided by time into *(examples of student work)*	
Type of student employment	**Number of hours**
Preparation for class	
Writing a paper/project/essay	54
Gathering materials and preparing a presentation	
Independent reading	
Preparing for quizzes/tests	
Preparing for a written/oral exam in the course	
Preparing for the written/oral assessment in the course	
Total	**54**
Total (contact hours and BUNA + student's independent work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**2 ECTS**

Practical courses	
Types of classes	**Number of hours**
Participation in exercises	21
Preparation for the practical exam (project preparation)	69
Total	**90**
Number of ECTS credits for practical courses	**3 ECTS**

Primary reading:

1. C. A. Picardi, Recruitment and Selection. Strategies for Workforce Planning & Assessment, SAGE Publications Inc, 2020.

Supplementary reading:

1. R. N. Landers, Social Media in Employee Selection and Recruitment, Springer, 2018.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Employee Evaluations and the Motivation**					**ECTS** credits**: 4**	
Instructor: as per the faculty roster and class schedule						
Year: **3**	Lectures	Seminars	Laboratory exercises	Practicals	BUNA**	Assessment*
Semester: **5**	**9 (ZO)**	**0**	**0**	**21 (ZO)**	**6 (Z)**	**ZO/ZO/Z**

* E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment in the form of a documented term paper evaluated by the instructor

Course objective: *to familiarize students with the nature and role of the evaluation process and the outcome of that process (evaluation) in the management of a modern organization. To identify the essence and scope of the motivation process resulting from employee evaluation, to acquire practical skills in identifying and improving incentive systems, and to develop an empathetic attitude toward employees and a human-centered approach to people within the organization.*

Teaching methods: *discussion, case studies, hands-on experiments, independent work, problem-solving exercises, and taking quizzes. Term paper.*
Teaching tools used: *software TeamFlect, use of website resources: https://venngage.com/features/performance-review-generator.*

Prerequisites: *basic knowledge of business management.*

Nr	**Course topics**
I	**LECTURES:** 1. Employee evaluation—concept, essence, origins, labor law, and employee evaluations. Employee evaluation as an element of the human resource management system. 2. Forms of employee evaluation in an organization. 3. The employee evaluation system and its structure. Objectives of employee evaluation. Criteria for employee evaluation. Methods and techniques of evaluation.
II	**SEMINARS: not applicable**
III	**LABORATORY EXERCISES: not applicable**
IV	**EXERCISES:** 1. Parties involved in the evaluation process. 360-degree evaluation. Areas and principles for using employee evaluation results. 2. The appraisal interview as a fundamental stage of the appraisal process. Formats for the appraisal interview. Principles for providing employees with feedback on their appraisal, offering constructive criticism, and praising employees. 3. The issue of employee resistance to evaluation—causes, manifestations, and ways to increase employee acceptance of evaluations. 4. The Motivation Process – Essence, Significance, and Its Relationship to Employee Evaluation. 5. Models of the motivation process as part of a system for developing employee potential. 6. Elements of the motivation system. 7. Determinants of the employee motivation process.
V	**BUNA:** Term paper – presentation/paper on a topic assigned by the instructor; sample topics:
	1. Employee evaluation procedure based on a selected organization – design, implementation, utilization, and monitoring at the operational and strategic levels. 2. Errors in the evaluation process. Characteristics and methods of mitigation. 3. Incentive systems in selected organizations – a study of practical cases.

Learning Outcomes			
Program-specific learning outcomes – code and description			**Course-specific learning outcomes – details**
in terms of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Possesses comprehensive knowledge of the place of economics within the system of sciences, its nature, methodology, and connections to other scientific disciplines; knows and understands basic economic terminology, including the application of this practical knowledge in business activities.	Has knowledge of human behavior within an organization and employees' attitudes toward performance evaluations, and as well as the motivations for acting in desired and expected situations.
P6U_W	P6S_WG P6S_WK	E1_W03 Identifies the interrelationships between phenomena, entities, structures and economic institutions at the microeconomic and sectoral levels, both in real and monetary terms, including within the scope of a selected specialization in the field of economics. Knows how to apply this knowledge in practice.	Is able to and practically identify methods and tools for conducting employee evaluations, and knows the principles of using data from such evaluations to design an optimal incentive system.
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical and statistical methods as well as IT tools used for the collection, analysis, and presentation of economic and social data, and their practical	Is able to practically apply the acquired knowledge regarding employee evaluation in adapting the incentive system to changing economic and social conditions and the organization's situation.
		application in .	

P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business operations; explains and illustrates the significance of standards and rules (legal, technical, organizational, moral, and ethical) that organize economic structures and institutions. He or she knows and understands selected facts, objects, phenomena, as well as the complex relationships between them.	Knows the legal standards used in the employee evaluation process.
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of economic entities, institutions, and structures; recognizes the essence and determinants of entrepreneurial activities as well as the importance of innovation in building knowledge-based competitiveness	Has knowledge of the transformation processes of entities, institutions, and economic structures. Has knowledge of employee evaluation planning and the motivation process.
P6U_W	P6S_WG	E1_W14 Identifies and describes the role of human resources, financial capital, and physical capital in economic organizations.	Is familiar with contemporary concepts of employee competency management. Describes employee evaluation strategies and the motivation process.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret phenomena economic and economic processes in the context of change legal, technological, political, and cultural.	Can obtain the necessary knowledge in the field employee evaluations and use this knowledge in improving the process motivation employees in organizations.

P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and efficiently and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	Possesses practical skills to develop, in the form of a project, an employee evaluation procedure that supports the improvement of the motivation process within the organization. Possesses the ability to analyze the course of the employee evaluation and the motivation process implemented within the organization.
P6U_U	P6S_UW P6S_UK P6S_UO	E1_U07 Is able to collaborate with others as part of a team or as a leader; participates in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to rationally resolve and optimize them.	Is able to apply acquired knowledge and skills in independently carrying out tasks related to employee evaluations and the motivation process.
in the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is willing to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice case of difficulty solving a problem independently.	Correctly identifies the determinants of the motivational process and, based on the principles of employee evaluation, diagnoses the causes of barriers. Uses a practical approach to find solutions to existing problems in work evaluation and work motivation.
P6U_K	P6S_KO P6S_KR	E1_K02 The student is able to actively collaborate in teams, including international ones, and take on various roles while respecting social, cultural, and legal norms, as well as fulfill responsible roles within the team by	Through their engagement, the student is motivated to further explore the issues of employee performance evaluations and motivation, and strives to exchange experiences with other students.

		an awareness of the decisions they make and takes responsibility for the results of their work and that of the entire team.	
P6U_K	P6S_KR	E1_K03 Is willing to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to seek expert opinions in this regard when facing difficulties in solving them independently.	They embody appropriate values such as cooperation, honesty, and camaraderie, which are essential for the proper execution of tasks and form the fundamental basis of HR work.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial and communicates effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Independently expands their knowledge in the area of employee motivation.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in discussions	Individual project	Group project
E1_W01, E1_W03, E1_W04, E1_W07, E1_W08, E1_W14			**X**	**X**		**X**		**X**	**X**		**X**
E1_U01, E1_U02, E1_U07			**X**	**X**		**X**		**X**	**X**		**X**
E1_K01, E1_K02, E1_K03, E1_K06				**X**		**X**		**X**	**X**		**X**

Course assessment format and requirements: Lecture – written assessment – colloquium.

Seminars – group project – case study. BUNA – term paper in the form of a paper or presentation.

Student workload required to achieve learning outcomes in hours and ECTS credits	
Contact hours with the instructor and BUNA	
Types of classes	**Number of hours**
Attendance at lectures	9
Participation in seminars	
Participation in exercises	21
Participation in lab sessions	
Office hours (2 hours per lecture, 1 hour per exercise group, seminar, semester)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	6
Total	**36**
Student's independent work divided by time *(examples of student work)*	
Type of student work	**Number of hours**
Preparation for classes	10
Writing a paper/project/essay	39
Gathering materials and preparing a presentation	10
Independent reading	10
Preparing for quizzes/tests	15
Preparing for the written/oral exam in the course	
Preparing for the written/oral exam in the subject	
Total	**84**
Total (contact hours and BUNA + student's independent work)	**120**
	4 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**3 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in seminars	21
Preparation for the practical exam (project preparation)	39
Total	**60**
Number of ECTS credits for practical courses	**2 ECTS**

Primary reading:

1. B. Whitter, Employee Experience Strategy: Design an Effective Ex Strategy to Improve Employee Performance and Drive Business Results, KOGAN PAGE, 2023.
2. A. Riyaz, R. Cirkiel, Employee Total Rewards Strategy: Creating a New and Relevant Strategy for Employee Total Rewards, Lulu.com, 2018.

Supplementary reading:

1. L. Fitzpatrick, Successful Employee Communications, Kogan Page Ltd, 2022.

Approved by the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: part-time*** **PROFILE:** ***practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Labor Law and Trade Unions in Practice**					**ECTS** credits**: 3**	
Instructor: **as per the faculty roster and course schedule**						
Year: **2**	Lectures	Seminars	Laboratory exercises	Practicals	BUNA**	Assessment*
Semester: **4**	**0**	**0**	**0**	**18 (ZO)**	**15 (Z)**	**ZO/Z**

* E – exam; Z – pass; ZO – pass with a grade; **BUNA – form of assessment in the form of a documented term paper evaluated by the instructor

Course objective: *to acquire practical knowledge regarding the application of labor law, with particular emphasis on legislative changes in regulations, as well as to strengthen the practical skills of HR professionals in drafting employment contracts, terminating employment, maintaining personnel files, tracking employee leave and other absences, and recording employee working hours.*

Teaching methods: *case studies***,** *group project work, multimedia presentation, term paper—an individual project.*

Prerequisites: *Basic knowledge of law.*

Nr	**Course topics**
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL SESSIONS:** 1. Labor Law. 2. The Labor Code and Work Regulations. 3. Types of employment contracts. 4. Termination of an employment contract. 5. Disciplinary penalties. 6. Vacation. 7. Working hours. 8. Prohibition of discrimination and workplace bullying. 9. Occupational safety and health in HR. 10. Parental leave.
V	**BUNA**: Project on a selected topic discussed during the course (term paper): 1. Labor Law. 2. The Labor Code and Work Regulations. 3. Types of employment contracts. 4. Termination of an employment contract. 5. Disciplinary penalties. 6. Vacation. 7. Working hours. 8. Prohibition of discrimination and workplace harassment. 9. Occupational Safety and Health in Human Resources.
	10. Parental leave

Learning outcomes			
Program-specific learning outcomes – symbol and description			**Course-specific outcomes – details**
in the area of <u>KNOWLEDGE</u>:			
P6U_W	P6S_WG	E1_W01 Possesses comprehensive knowledge of the place of economics within the system of sciences, its nature, methodology, and connections to other scientific disciplines; knows and understands basic economic terminology, including the practical application of this knowledge in business activities.	Has knowledge of personnel policies in organizations—hiring, termination, leave, and working hours.
P6U_W	P6S_WG P6S_WK	E1_W03 Identifies the interrelationships between economic phenomena, entities, structures, and institutions at the microeconomic and sectoral levels, in both real and monetary terms, including within the scope of a selected specialization in the field of economics. Knows how to apply this knowledge in practice.	Has knowledge of human behavior in organizations, human needs and motivation, and legal sensitivity in the context of professional work.
P6U_W	P6S_WG	E1_W04 Has an advanced knowledge and understanding of the application of selected mathematical and statistical methods, as well as IT tools used to collect, analyze, and present economic and social data, and their practical application in professional practice.	Is familiar with the standards and rules related to personnel policies implemented in business entities regarding hiring, termination, working hours, and staff development and promotion.

P6U_W	P6S_WG	E1_W07 Possesses the knowledge necessary to conduct business activities, explains and illustrates the significance of norms and rules (legal, technical-organizational, moral, and ethical) that organize economic structures and institutions. Knows and understands selected facts, objects, phenomena, as well as the complex relationships between them.	Knows the legal regulations and other provisions relating to the implementation of personnel policy and the associated consequences.
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the development and transformation processes of economic entities, institutions, and structures; recognizes the essence and conditions of entrepreneurial activities as well as the importance of innovation in building knowledge-based competitiveness	Has knowledge of the transformation processes of entities subject to labor law.
In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and processes in the context of legal, technological, political, and cultural changes.	Is able to use knowledge and data to identify the personnel policies implemented by economic entities regarding hiring, termination, working hours, the application of penalties and staff development and promotion.
P6U_U	P6S_UW	E1_U02 Is able to apply theoretical knowledge and effectively and efficiently obtain reliable data from primary and secondary sources to analyze	Properly uses relevant documents describing the principles of personnel policy implementation.

		specific economic processes and phenomena in the field of economic disciplines.	
P6U_U	P6S_UW P6S_UK P6S_UO	E1_U07 Is able to collaborate with others as part of a team or as a leader; participates in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools to resolve them effectively and optimize them.	Is able to actively participate in discussions and evaluations of activities related to personnel policy regarding hiring, termination, working hours, the application of disciplinary measures, and the training and promotion of staff in accordance with labor law.
in the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is willing to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when unable to solve a problem independently.	Understands the need for an assertive and empathetic approach to personnel policy issues regarding hiring, termination, and staff development and promotion.
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively collaborate in teams, including international ones, and assume various roles while respecting social, cultural, and legal norms, as well as fulfill responsible roles within the team with an awareness of the decisions they make, and takes responsibility for the results of their own work and that of the entire team.	Participates in the design of elements related to personnel policy, and expresses views on this subject boldly and substantively.

P6U_K	P6S_KR	E1_K03 Is willing to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to seek expert opinions in this regard when facing difficulties in solving them independently.	Is able to independently supplement and improve knowledge and skills related to the implementation of personnel policy according to regulations of labor law in market-based organizations.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicate effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	Is able to independently expand their knowledge of labor law and trade unions. Demonstrates ethical and moral principles, loyalty, and social and economic responsibility in the application of labor law within business entities.

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in ...	Individual project	Group project
E1_W01, E1_W03, E1_W04, E1_W07, E1_W08			**X**					**X**	**X**	**X**	**X**
E1_U01, E1_U02, E1_U07			**X**					**X**	**X**	**X**	**X**
E1_K01...K03, E1_K06,			**X**					**X**	**X**	**X**	**X**

Form and conditions for course completion:

Seminars – completion of a group project, passing a test based on practical questions of both closed-ended and open-ended nature. BUNA – completion of an individual project.

Student workload required to achieve learning outcomes, expressed in hours and ECTS credits	
Contact hours with the instructor and BUNA	
Types of classes	**Number of hours**
Attendance at lectures	
Participation in seminars	
Participation in exercises	18
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per exercise, seminar, or seminar group)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	15
Total	**33**
Student's independent work divided by time into *(examples of student work)*	
Type of student employment	**Number of hours**
Preparation for class	
Writing a paper/project/essay	57
Gathering materials and preparing a presentation	
Independent reading	
Preparing for quizzes/tests	
Preparing for a written/oral exam in the course	
Preparing for the written/oral assessment in the course	
Total	**57**
Total (contact hours and BUNA + student's independent work)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with direct participation by an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**2 ECTS**

Practical courses	
Types of classes	**Number of hours**
Participation in seminars	18
Preparation for the practical exam (project preparation)	72
Total	**90**
Number of ECTS credits for practical practical	**3 ECTS**

Primary reading:

1. H. Collins, K. Ewing, A. McColgan, Labour Law, Cambridge University Press, 2019.

Supplementary reading:

1. Bossche, P., Bern, W., and Zdouc, Law and Policy of the World Trade Organization, Cambridge University Press, 2021.

Appointment of the Vice-Rector:
Vice-Rector for Science and Education Quality

FACULTY: ***of Economic and Social Sciences*** **FIELD OF STUDY:** ***Economics SPECIALIZATION: GZL***
LEVEL OF STUDIES: ***Bachelor's degree FORM OF STUDIES: Part-time*** **PROFILE:** ***Practical***

COURSE DESCRIPTION
(Syllabus)

Course Title**: Organizational and Employee Image**						**ECTS** credits**: 3**
Instructor: **as per the faculty roster and class schedule**						
Year: **3**	Lectures	Seminars	Practical Laboratory	Practicals	BUNA**	Assessment*
Semester: **6**	**0**	**0**	**0**	**18 (ZO)**	**15 (Z)**	**ZO/Z**

* E – exam; Z – pass; ZO – pass with a grade; **BUNA – a form of assessment consisting of a documented term paper evaluated by the instructor

Course objective: *to provide knowledge on the organization of image-building activities within a company and to raise awareness of the role and effects of creating a conscious image of employees and the organization in the market environment.*

Teaching methods: *examples of organizations operating in the market with a specific reputation, project implementation, BUNA – term paper – a project supported by observation.*

Prerequisites: *knowledge of the basics of organizational management, human capital management, and marketing.*

Nr	**Course topics**
I	**LECTURES: not applicable**
II	**SEMINARS: not applicable**
III	**LABORATORY SESSIONS: not applicable**
IV	**PRACTICAL SESSIONS:** 1. The Essence of Building an Organization's Image in Its Market Environment. 2. The goals and objectives of PR activities within a company. 3. Organizing internal and external image-building activities. 4. Shaping the organization's image in crisis situations. 5. The effectiveness of image-building activities—measurement and conclusions 6. Funding image-building activities and their effectiveness for the organization
V	**BUNA:** Term paper – completion of a group project based on observations of a selected organization, detailing a specific problem discussed during the course.

LEARNING OUTCOMES

Program-specific learning outcomes – symbol and description			**Course-specific outcomes – description**
in terms of KNOWLEDGE:			Can identify the importance of building a positive image of the organization within its market environment and the resulting benefits. The student has knowledge of how to build an organization's image within its environment and manage it effectively. Possesses the skills to select appropriate actions
P6U_W	P6S_WG	E1_W01 Possesses comprehensive knowledge of the place of economics within the system of sciences, its nature, methodology, and	

		links to other scientific disciplines; they know and understand basic economic terminology, along with the application of this practical knowledge in business activities.	PR in processes of changing, maintaining, or defending an organization's image.
P6U_W	P6S_WG	E1_W05 Knows and understands advanced knowledge about humans as agents shaping economic structures; knows the rules of human behavior regarding the satisfaction of needs, and has a basic understanding of the principles and motives behind human actions in the process of creating and implementing tasks and organizational changes within these structures. Knows how to apply this knowledge in practice.	Possesses knowledge about people and defines their image within economic structures. Understands that every employee contributes to the organization's image. If this image is positive , it makes it easier to identify with the company, which translates into more creative and effective work.
P6U_W	P6S_WG	E1_W06 Has advanced knowledge and understanding of how to apply and analyze the results of selected quantitative tools in describing facts, objects, and phenomena related to various areas of economic activity and complex interdependencies, as well as in forecasting future scenarios of economic and social activity.	Knows methods and techniques for data collection that enable the analysis and interpretation of entities' PR activities. Understands the necessity of creating an image through public relations activities, the use of advertising messages to shape the company's image, and building its image based on social initiatives.
P6U_W	P6S_WG	E1_W14 I identify and describe the role of human resources, financial capital, and physical capital in business organizations.	Has knowledge of the processes of building the image of an organization and its employees, both in terms of positive and negative image (so-called black PR).

In terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U02 Can apply their theoretical knowledge and effectively and efficiently obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena within the field of economics.	Applies theoretical knowledge and uses data from primary and secondary sources.
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and record-keeping purposes, as well as analyze and evaluate ongoing economic and social processes and phenomena	Properly analyzes and documents the symptoms of processes affecting the image of the organization and its employees.
P6U_U	P6S_UW P6S_UO P6S_UU	E1_U06 Is able to independently plan and carry out their own learning, being aware of the dynamic development of science, using acquired economic knowledge and practical conclusions and specialized experience in independently carrying out tasks, as well as in conducting business activities and resolving professional dilemmas.	Can apply basic theoretical knowledge and obtain reliable data to analyze the image of the organization and its employees in the market.
P6U_U	P6S_UW P6S_UK P6S_UO	E1_U07 Is able to collaborate with others in teamwork or as	Is able to analyze and document the symptoms, causes, and course, as well as the effectiveness of the image-building process. Is able to apply acquired knowledge in the field of organizational image creation

		leader; participates in the analysis and evaluation of alternative solutions to economic problems and selects methods and tools that allow for their rational resolution and optimize	and employees, adapting it to their own needs and activities. Possesses the ability to observe, understand, and analyze phenomena related to active (intentional) and passive image creation, as well as to document the effectiveness and efficiency of these activities.
In the area of SOCIAL COMPETENCIES:			
P6U_K	P6S_KK P6S_KR	E1_K01 Is willing to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks expert advice when facing difficulties in solving a problem independently.	Understands the necessity of drawing knowledge from available scientific publications and searching for specialized (industry-specific) literature discussing current trends in image building—case study.
P6U_K	P6S_KR	E1_K03 Is willing to recognize the importance of knowledge in solving problems related to the development, implementation, analysis, and evaluation of economic processes in various types of organizations, and to seek expert advice in this regard when facing difficulties in solving them independently.	When analyzing a problem-based task (case study) related to image building, is able to actively (on a collaborative basis) work within a team.
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues in connection with the tasks performed and business activities, is aware of the importance of professional conduct consistent with the principles of professional ethics and	Correctly identifies and diagnoses the determinants of shaping the image of organizations and employees in the market. Is able to independently supplement and improve knowledge and skills in the field of practical image-building activities of entities and employees in the market.

		respect for the diversity of views and cultures; cares for the achievements and the profession's heritage	He or she is characterized by personal values centered on adhering to business ethics and corporate social responsibility in their professional life, as well as respect for for others, which is reflected in the intentional cultivation of an appropriate, positive image.
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think entrepreneurially and communicates effectively with others; adapts to new situations and conditions, and develops resilience to failure and stress.	

Methods of verifying learning outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCIES*)

Outcomes (symbol)	Exam	Exam	Quiz	Essay/paper	Assignments, homework	Individual presentation	Group presentation	Class participation	Participation in	Individual project	Group project
E1_W01, E1_W05, E1_W06, E1_W14			**X**					**X**		**X**	**X**
E1_U02, E1_U03, E1_U6...07			**X**					**X**		**X**	**X**
E1_K01, E1_K03...06			**X**			**X**	**X**	**X**		**X**	**X**

Course Assessment Format and Requirements: Coursework assessment – completion of an independent project based on practical issues; 3–5-minute oral exam; BUNA – term paper – group project with a presentation.

Student workload required to achieve learning outcomes in hours and ECTS credits

Contact hours with the instructor and BUNA

Types of classes	**Number of hours**
Participation in lectures	
Participation in seminars	
Participation in exercises	18
Participation in lab sessions	
Consultations (2 hours per lecture, 1 hour per seminar group, per semester)	
BUNA – a form of assessment in the form of a documented term paper graded by the instructor	15
Total	**33**

Student's independent work divided by time into *(examples of student work)*

Type of student work	**Number of hours**
Preparation for classes	
Writing a paper/project/essay	57
Gathering materials and preparing a presentation	
Independent reading	

Preparing for quizzes/tests	
Preparing for a written/oral exam in the course	
Preparing for the written/oral assessment in the course	
Total	**57**
Total (contact hours, BUNA, and student independent study)	**90**
	3 ECTS
1. including the number of ECTS credits for contact hours with direct participation of an academic instructor, including BUNA	**1 ECTS**
2. including the number of ECTS credits for hours completed as independent study	**2 ECTS**

Practical classes	
Types of classes	**Number of hours**
Participation in seminars	18
Preparation for the practical exam (project preparation)	72
Total	**90**
Number of ECTS credits for practical courses	**3 ECTS**

Primary reading:

1. C. L. Pearce, E. A. Locke, Principles of Organizational Behavior: The Handbook of Evidence-Based Management, Wiley, 2023.

Supplementary reading:

1. S. D. Clatworthy, *The Experience-Centric Organization: How to Win Through Customer Experience*, O'Reilly Media, Inc., 2019.

Acceptance by the Vice-Rector:
Vice-Rector for Science and Educational Quality