

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Branding (zarz dzanie mark ) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_25S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 3 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	4	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr MAŁGORZATA WI CICKA-FERNANDO</b>					
Course instructor		<b>dr MAŁGORZATA WI CICKA-FERNANDO</b>					
Course / module objectives		<b>Transfer of knowledge in the field of brand management, its importance in the company's operations and familiarization with brand building tools. Showing the role of strong, valuable brands in the modern market. Shaping the attitude of a person capable of working in a group and individually, and aware of the need for continuous development and searching for knowledge.</b>					
Prerequisites		<b>Knowledge of marketing and management basics</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>He knows the basic principles of building a brand and creating a brand strategy.</b>			<b>K_W01 K_W11</b>	
skills	1	EP2	<b>The student is able to determine the meaning of the brand and the rules of its creation for market purposes and is able to take appropriate actions related to brand management in various environments.</b>			<b>K_U02 K_U03</b>	
	2	EP4	<b>The student is able to work in a group, accepting and dividing goals into its members</b>			<b>K_U08</b>	
social competences	1	EP3	<b>The student is ready to look for solutions to the discussed issues by using his knowledge. Is ready take a critical look at unfair brand management practices.</b>			<b>K_K01 K_K06</b>	
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Branding (zarz dzanie mark )</b>							
Format of instruction: <b>lecture</b>							
1. Do brands have the same importance in the modern market?					3	2	0
2. Developing the brand strategy					3	4	0
3. Measuring and interpreting Brand Performance					3	3	0
4. Brand design process					3	3	0
5. Brand research					3	3	0

Format of instruction: <b>discussion classes</b>					
1. The brand concepts		3	2	0	
2. The brand Brief		3	2	0	
3. The Branding steps		3	3	0	
4. Measuring and interpreting brand performance		3	4	0	
5. The brand design		3	4	0	
Modes of delivery	<b>multimedia presentations, case study, group work</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	<b>KOLOKWIUM</b>			<b>EP1,EP2,EP3</b>	
	<b>PROJEKT</b>			<b>EP1,EP2,EP3,EP4</b>	
	Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.				
Grading criteria	<b>Lecture: test with 5 open questions</b> <b>Exercises: preparation of the project and its presentation</b>				
	Grade calculation principles				
	<b>Student, in order to obtain a satisfactory grade in the lecture, should achieve 60% of the possible points</b> <b>Student, in order to obtain a satisfactory grade in the exercises, should achieve 60% of possible points from: presentation, project.</b> <b>The grade for the subject is the arithmetic mean of the exercises and lectures</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Branding (zarz dzanie mark )		Arytmetyczna	
	3	Branding (zarz dzanie mark ) [wykład]	zaliczenie z ocen		
	3	Branding (zarz dzanie mark ) [ wiczenia]	zaliczenie z ocen		
Basic reading	Kevin Keller, Vanitha Swaminathan (2019): Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson				
	Alina Wheeler (2017): Designing Brand Identity: An Essential Guide for the Whole Branding Team, Wiley				
	Catharine Slade-Brooking (2016): Creating a Brand Identity: A Guide for Designers, Laurence King Publishing				
Supplementary reading	Paul Temporal (2019): Advanced Brand Management. Building and activating a powerful brand strategy, Harriman House				
	Sean Duffy (2021): International Brand Strategy: A Guide to Achieving Global Brand Growth, Kogan Page				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
			including e-learning		
Contact hours	<b>30</b>	<b>0</b>			
Participation in test / exam	<b>2</b>	<b>0</b>			
Preparation for contact hours	<b>8</b>	<b>0</b>			
Private reading and studying	<b>10</b>	<b>0</b>			
Participation in tutorials	<b>21</b>	<b>0</b>			
Preparation of project / essay / etc.	<b>15</b>	<b>0</b>			
Preparation for test / exam	<b>14</b>	<b>0</b>			

<b>TOTAL workload</b>	<b>100</b>
<b>ECTS credits</b>	<b>4</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Business negotiations (negocjacje biznesowe) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_16S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 2 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	konwersatorium	30	0	pg	4	
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		dr in . ALICJA NER -PEŁKA					
Course instructor		dr in . ALICJA NER -PEŁKA					
Course / module objectives		The aim is to present students with issues related to the principles and conditions of negotiation, the essence of effective negotiation as well as negotiation skills and attitudes.					
Prerequisites		The student knows the basics of economics, management, sociology, interpersonal communication, can think analytically, shows a creative attitude, can work in a group and communicate with others.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	Student knows the structure of negotiations, basic styles and strategies.	K_W05			
	2	EP2	Student knows the rules of ethical negotiations	K_W10			
skills	1	EP3	Student is able to perform brief negotiations on a given topic	K_U05			
	2	EP4	Student is able to use chosen negotiations techniques in practice	K_U03			
social competences	1	EP5	The student is ready to solve problems through negotiations	K_K02			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Business negotiations (negocjacje biznesowe)</b>							
Format of instruction: <b>konwersatorium</b>							
1. The essence of negotiation. Negotiations, cooperation, fighting					2	2	0
2. Structure of negotiations. BATNA					2	2	0
3. Preparation for negotiations					2	2	0
4. Role of place, time and team in negotiating.					2	2	0
5. Features of the negotiator					2	2	0
6. Strategies and styles of negotiation					2	2	0
7. Tactics in negotiations					2	2	0
8. Emotional factor in negotiations					2	2	0

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

<b>TOTAL workload</b>	<b>100</b>
<b>ECTS credits</b>	<b>4</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Unit: <b>Lecture in the humanities [moduł]</b>							
Course title: <b>Cognitive Pragmatics (pragmatyka kognitywna) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIIJ3441_2S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 4 - polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	lecture	15	15	pg	2	
<b>Total</b>			<b>15</b>			<b>2</b>	
Course / module coordinator		<b>dr hab. MACIEJ WITEK</b>					
Course instructor		<b>dr hab. MACIEJ WITEK</b>					
Course / module objectives		<p>Conveying knowledge about models of communication developed by cognitive pragmatics;            Conveying the skills of applying communication models to describe and explain phenomena such as indirect speech (implications and indirect speech acts), figurative language usage (metaphors, irony, humor), and linguistic manipulation (insinuation, dog whistles, backdoor speech acts);            Preparing to taking responsibility for the quality of communication practice and to readiness to counteract linguistic manipulation and other forms of "bad speech."</p>					
Prerequisites		<b>no requirements</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student lists and characterizes communicative phenomena described by pragmatics: implicatures, presuppositions, speech acts.				
	2	EP2	The student characterizes the main models of communication developed by cognitive pragmatics.				
skills	1	EP3	The student applies the conceptual framework of cognitive pragmatics theories to describe and explain communicative phenomena such as indirect speech, irony, metaphors, humor, linguistic manipulation.				
social competences	1	EP4	The student takes responsibility for the quality of communication practice and is prepared to counteract manipulation and other forms of "bad speech."				
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Cognitive Pragmatics (pragmatyka kognitywna)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Two models of linguistic communication: code model and inferentialism; coding and mindreading as cognitive skills.</b>					4	2	2
2. <b>Pragmatics aspects of utterance meaning: implicatures, presuppositions, linguistic underdeterminacy, indirect speech acts.</b>					4	3	3
3. <b>Inferentialist model: Relevance Theory.</b>					4	3	3

4. Non-inferentialist model: Segmented Discourse Representation Theory.		4	3	3	
5. Cognitive pragmatics on figurative uses of language: metaphor, irony, humor.		4	2	2	
6. Cognitive pragmatics on manipulation in linguistic communication: insinuation, dog-whistles, and back-door speech acts.		4	2	2	
Modes of delivery	<b>interactive lecture, case studies</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods			No. of learning outcome from the syllabus		
	<b>SPRAWDZIAN</b>		<b>EP1,EP2,EP3,EP4</b>		
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	<b>The condition for passing the course is to pass the written test with a positive grade; the grade from the test is the passing grade.</b>				
	Grade calculation principles				
	<b>The grade is the passing grade.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Cognitive Pragmatics (pragmatyka kognitywna)		Ważona	
	4	Cognitive Pragmatics (pragmatyka kognitywna) [wykład]	zaliczenie z ocen		1,00
Basic reading	Maciej Witek (2011): Spór o podstawy teorii czynności mowy, WN US, Szczecin				
	Stephen C. Levinson (2010): Pragmatyka, PWN, Warszawa				
Supplementary reading	Dan Sperber, Deirdre Wilson (2011): Relewanca. Komunikacja i poznanie, Tertium, Kraków				
	Hans-Jorg Schmid (Ed.) (2012): Cognitive pragmatics, De Gruyter Mouton, Berlin				
	Marco Mazzone (2018): Cognitive pragmatics, De Gruyter Mouton, Berlin				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>15</b>		<b>15</b>		
Participation in test / exam	<b>3</b>		<b>0</b>		
Preparation for contact hours	<b>0</b>		<b>0</b>		
Private reading and studying	<b>16</b>		<b>0</b>		
Participation in tutorials	<b>6</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>0</b>		<b>0</b>		
Preparation for test / exam	<b>10</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>50</b>				
<b>ECTS credits</b>	<b>2</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Course title: <b>Communication in the global business (komunikacja w biznesie globalnym) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3434_6S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:	
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 1 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	15	0	pg	4
		lecture	15	15	pg	
<b>Total</b>			<b>30</b>			<b>4</b>
Course / module coordinator		<b>dr hab. MACIEJ CZAPLEWSKI</b>				
Course instructor		<b>dr hab. MACIEJ CZAPLEWSKI</b>				
Course / module objectives		<b>The students deepens knowledge related to communication in various types of global businesses. Students will be able to select optimal modern communication tools in order to support different models of traditional as well as modern IT businesses. Students will be aware of the positive and negative aspects related to proper communication in large scale business as well as their impact on economies in international perspective.</b>				
Prerequisites		<b>None</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>Defines in-depth issues related to global business</b>	<b>K_W02 K_W04</b>		
	2	EP2	<b>Understands the variety of communication related to global businesses</b>	<b>K_W02 K_W03</b>		
skills	1	EP3	<b>Chooses modern communication tools supporting traditional and modern IT businesses</b>	<b>K_U01 K_U03</b>		
social competences	1	EP4	<b>Is aware of multilateral communication aspects in global business</b>	<b>K_K02</b>		
	2	EP5	<b>Is aware of the impact of communication on whole economies from the international perspective</b>	<b>K_K02</b>		
CONTENT				Semester	No. of hours	
						including e-learning
Subject title: <b>Communication in the global business (komunikacja w biznesie globalnym)</b>						
Format of instruction: <b>lecture</b>						
1. <b>Characteristic and development trends of globalization</b>				1	3	3
2. <b>Main areas of globalization</b>				1	3	3
3. <b>Main issues connected with communication</b>				1	3	3
4. <b>Characteristics of the different business areas</b>				1	3	3
5. <b>Modern ICT as a tool helping in conducting business on a large scale</b>				1	3	3
Format of instruction: <b>discussion classes</b>						

1. Regionalisation vs globalisation trends in from international perspective	1	3	0
2. Different communication ways in various business models	1	3	0
3. Differencies and similarities of traditional and modern global companies	1	3	0
4. Case study of traditionall global companies	1	3	0
5. Case study of modern global IT companies	1	3	0

Modes of delivery	<b>Oral test</b> <b>A few questions for every student in a meeting between the lecturer and a small group of students</b>		
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.		

Assessment methods		No. of learning outcome from the syllabus
	<b>SPRAWDZIAN</b>	<b>EP1,EP2,EP3,EP4,EP5</b>
	<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>	

Grading criteria	<b>Passing oral test</b>	
	Grade calculation principles	
	<b>The final grade for the subject is the arithmetic mean of the grades obtained during the classes and lectures.</b>	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Communication in the global business (komunikacja w biznesie globalnym)		Arytmetyczna	
	1	Communication in the global business (komunikacja w biznesie globalnym) [wykład]	zaliczenie z ocen		
	1	Communication in the global business (komunikacja w biznesie globalnym) [ wiczenia]	zaliczenie z ocen		

Basic reading	J. Gołuchowski, B. Filipczyk (red.) (2020): Cyfrowa komunikacja organizacji, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, Katowice
	S. Maiti, S. Sadhukhan (2020): E-commerce & Business Communication, McGraw Hill Education, Kolkata

Supplementary reading	
-----------------------	--

#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>15</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>8</b>	<b>0</b>
Private reading and studying	<b>8</b>	<b>0</b>
Participation in tutorials	<b>22</b>	<b>0</b>
Preparation of project / essay / etc.	<b>0</b>	<b>0</b>
Preparation for test / exam	<b>30</b>	<b>0</b>
<b>TOTAL workload</b>	<b>100</b>	
<b>ECTS credits</b>	<b>4</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Computer simulation in bussiness management (symulacja komputerowa w zarz dzaniu biznesem) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_20S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 3 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	laboratory	15	0	pg	3	
		lecture	15	15	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr hab. MAŁGORZATA ŁATUSZY SKA					
Course instructor		dr hab. MAŁGORZATA ŁATUSZY SKA					
Course / module objectives		Preparing students to use computer simulation methods in business management					
Prerequisites		<b>In terms of:</b> - knowledge: the student has knowledge of the functioning of economic objects; - skills: the student is able to use the computer in the Windows operating environment; - competences: the student is able to work in a group.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	has in-depth knowledge of the possibilities and limitations of the use of computer simulation methods in business management	<b>K_W03</b>			
skills	1	EP2	creates computer simulation models using an IT simulation package to solve management problems	<b>K_U04</b>			
social competences	1	EP3	is ready to use knowledge from various disciplines in creating simulation models in self-solving problems in the field of business management	<b>K_K02</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Computer simulation in bussiness management (symulacja komputerowa w zarz dzaniu biznesem)</b>							
Format of instruction: <b>lecture</b>							
1. Introduction to computer simulation in business management. Basic definitions and concepts.					3	3	3
2. System Dynamics as a Continuous Simulation Technique. Essence and applications.					3	6	6
3. Discrete simulation techniques.					3	4	4
4. Languages and computer simulation tools.					3	2	2
Format of instruction: <b>laboratory</b>							
1. Discussion on the nature of cause-effect relationships occurring in economic objects.					3	2	0
2. Acquiring work skills in the computer simulation package environment.					3	3	0

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



# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Customer relationship management (zarz dzanie relacjami z klientem) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_19S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 3 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	30	0	pg	3	
		lecture	15	15	e		
<b>Total</b>			<b>45</b>			<b>3</b>	
Course / module coordinator		prof. dr hab. EDYTA RUDAWSKA					
Course instructor		prof. dr hab. EDYTA RUDAWSKA					
Course / module objectives		<b>The aim is to make the students aware of the need to change the approach to customer service; showing the need to maintain a balance between acquiring new customers and retaining existing customers. This course also focuses on showing methods of creating long-term relationships with customers and their use in practice</b>					
Prerequisites		<b>In terms of knowledge, the student defines the basic economic categories, explains the marketing approach to conducting market activities and uses marketing tools In terms of skills, the student uses the marketing tools to create a marketing strategy in individual industries, sets the criteria for qualifying the company to the group of marketing managed In terms of competences, the student is able to work in a group and undertake a discussion in the indicated area</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows the basic concepts of relationship marketing</b>	<b>K_W02</b>			
	2	EP2	<b>knows and understands the instruments of creating lasting relationships with clients</b>	<b>K_W05</b>			
skills	1	EP3	<b>is able to propose and use instruments aimed at building relationships with customers on the B2B and B2C market</b>	<b>K_U06</b>			
social competences	1	EP4	<b>is ready for entrepreneurial activities and solves practical problems</b>	<b>K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Customer relationship management (zarz dzanie relacjami z klientem)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Changes in contemporary business environment</b>					3	2	2
2. <b>New consumer as an object of marketing activities</b>					3	2	2
3. <b>New trends in marketing activities of contemporary businesses</b>					3	1	1
4. <b>Creating long-term relations - the concept of relationship marketing</b>					3	2	2
5. <b>Company policy focused on creating relations</b>					3	2	2
6. <b>Creating customer loyalty as the aim of marketing activities</b>					3	1	1

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

Basic reading	A. Pukas (2019): Zarządzanie relacjami z klientem w tworzeniu przewagi konkurencyjnej przedsiębiorstwa - ujęcie dynamiczne, UE we Wrocławiu, Wrocław
	E. Rudawska (2005): Lojalność klientów, PWE, Warszawa
	J. Otto (2001): Marketing relacji, C.H. Beck, Warszawa
	V. Kumar, Werner Reinartz (2018): Customer Relationship Management: Concept, Strategy, and Tools, Springer, 3rd ed.
Supplementary reading	

### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>45</b>	<b>15</b>
Participation in test / exam	<b>4</b>	<b>0</b>
Preparation for contact hours	<b>5</b>	<b>0</b>
Private reading and studying	<b>5</b>	<b>0</b>
Participation in tutorials	<b>0</b>	<b>0</b>
Preparation of project / essay / etc.	<b>10</b>	<b>0</b>
Preparation for test / exam	<b>6</b>	<b>0</b>
<b>TOTAL workload</b>	<b>75</b>	
<b>ECTS credits</b>	<b>3</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Data mining (eksploracja danych) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_32S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	laboratory	30	0	pg	4	
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		mgr in . JUSTYNA SZYDŁOWSKA-SAMSEL					
Course instructor		mgr in . JUSTYNA SZYDŁOWSKA-SAMSEL					
Course / module objectives		<b>Mastering practical skills in the field of data mining using a selected high-level programming language.</b>					
Prerequisites		<b>Basic knowledge of a selected high level programming language.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knows basic processing methods and techniques of data mining.</b>	<b>K_W03 K_W06</b>			
skills	1	EP2	<b>Can implement business decision support solutions using data mining techniques in a selected high-level programming language.</b>	<b>K_U02 K_U03 K_U04</b>			
	2	EP3	<b>Can analyze and interpret the obtained results using data mining methods and tools in a selected high-level programming language.</b>	<b>K_U05</b>			
social competences	1	EP4	<b>Is ready to identify business problems that can be solved in a computer-assisted manner.</b>	<b>K_K05</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Data mining (eksploracja danych)</b>							
Format of instruction: <b>laboratory</b>							
1. <b>Development environment configuration.</b>					4	2	0
2. <b>Basic terminology in data mining.</b>					4	2	0
3. <b>Data mining techniques.</b>					4	10	0
4. <b>Machine learning basics.</b>					4	6	0
5. <b>Data processing methods.</b>					4	4	0
6. <b>Data visualization.</b>					4	2	0
7. <b>Analysis and interpretation of results - practical application of data mining in business.</b>					4	4	0

Modes of delivery	<b>Work in a computer laboratory, practical skills tests, solving practical problems.</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	<b>PROJEKT</b>				<b>EP1,EP2,EP3,EP4</b>
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	<b>Students are assessed on the basis of the project carried out during the classes, consisting of:</b> - implementation of data processing methods and techniques in the selected programming language in order to solve a selected business problem or improve a selected aspect of business, - analysis of the obtained results.				
	Grade calculation principles				
	<b>Course grade: laboratory grade</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Data mining (eksploracja danych)		Arytmetyczna	
	4	Data mining (eksploracja danych) [laboratorium]	zaliczenie z ocen		
Basic reading	Avinash Navlani, Armando Fandango, Ivan Idris (2021): Python Data Analysis - Third Edition, Packt, Birmingham, UK.				
	Stefanie Molin (2021): Hands-On Data Analysis with Pandas – Second Edition, Packt, Birmingham, UK.				
Supplementary reading	Stephen Klosterman (2021): Data Science Projects with Python - Second Edition, Packt, Birmingham, UK				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>0</b>		
Participation in test / exam	<b>0</b>		<b>0</b>		
Preparation for contact hours	<b>14</b>		<b>0</b>		
Private reading and studying	<b>20</b>		<b>0</b>		
Participation in tutorials	<b>21</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>15</b>		<b>0</b>		
Preparation for test / exam	<b>0</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>100</b>				
<b>ECTS credits</b>	<b>4</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Decision Support Systems (systemy wspierania decyzji) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_33S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	laboratory	15	15	pg	4	
		lecture	15	15	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		dr hab. in . JAROSŁAW W TRÓBSKI					
Course instructor		dr hab. in . JAROSŁAW W TRÓBSKI					
Course / module objectives		The aim of the course is to show the possibility of using a computer to formalization of decision-making situations, their modeling and simulation, and usage of software tools and environments, which, on the modułu: basis of qualitative and quantitative data support the decisions of managers on the different levels of management.					
Prerequisites		Knowledge of the basics of computer science, general knowledge of the functions and application areas of information systems management, good knowledge of spreadsheets.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student has knowledge in the area of methods and decision support tools, that, on the basis of the analysis of qualitative and quantitative data, support managers at various levels of the enterprise management.			K_W03 K_W04 K_W06	
skills	1	EP2	Student uses tools to analyze quantitative and qualitative data for decision support.			K_U02 K_U05	
	2	EP3	Student can easily communicate in English in an international group of people in order to carry out business tasks and projects, including group tasks.			K_U03 K_U06 K_U07	
social competences	1	EP4	Student is ready to broaden their knowledge to solve social and business problems using decision models and decision support systems.			K_K01 K_K05	
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Decision Support Systems (systemy wspierania decyzji)</b>							
Format of instruction: <b>lecture</b>							
1. The types of decisions at different levels of management, approaches for their formalization, information in decision-making, Decision Support Systems (DSS) - definitions, functions and characteristics of their components.					4	2	2
2. The process of decision-making situations modeling. Computer analysis of economic systems.					4	2	2
3. Study of the applicability of the software to support the digital modeling of economies and decisionmaking situations. The DSS, EIS MSS systems and the role of data banks, methods, models and knowledge in decision support. Integrated decision support system.					4	3	3

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

4	Decision Support Systems (systemy wspierania decyzji) [wykład]	zaliczenie z ocen	0,30
---	---	-------------------	------

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

#### STUDENT WORKLOAD

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Course title: <b>Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_29S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:	
Course / module status <b>elective</b>				Language of instruction: <b>semester: 3 - english language polish language</b>		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	15	pg	4
		lecture	15	15	pg	
<b>Total</b>			<b>30</b>			<b>4</b>
Course / module coordinator		<b>dr UMASHANKAR SINGH</b>				
Course instructor		<b>dr UMASHANKAR SINGH</b>				
Course / module objectives		<p>The course aims to develop networking and relationship skills among students which is a tool for communication in business. Digital network and relationships are the requirement of this web age where business and personal all relations are reciprocated through web services on social and professional platforms. The transforming mode of business communication needs the transformation in the implementation of new age networking using digital technologies. The learning of the course will enhance student's ability for networking and relationships management for Business-Business and Business-Customer/ Consumer benefitting business entities and enhancing social connectivity.</p>				
Prerequisites		<b>no requirements</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>knows the digital networking activities</b>	<b>K_W02 K_W04</b>		
	2	EP2	<b>understands digital relationships</b>	<b>K_W03 K_W10</b>		
	3	EP3	<b>knows digital networking-relationships</b>	<b>K_W01 K_W11</b>		
skills	1	EP4	<b>can solve networking problems</b>	<b>K_U01 K_U03</b>		
	2	EP5	<b>can apply digital tools in relationship</b>	<b>K_U04 K_U07</b>		
	3	EP6	<b>can be able to manage IT</b>	<b>K_U05 K_U08</b>		
social competences	1	EP7	<b>is ready to solve relationship challenges</b>	<b>K_K01 K_K02</b>		
	2	EP8	<b>is ready to initiate digital activities</b>	<b>K_K03 K_K04</b>		
	3	EP9	<b>is ready to analyze and apply ethics</b>	<b>K_K05 K_K06</b>		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie)</b>						
Format of instruction: <b>lecture</b>						

1. Introduction to digital networking and relationships		3	2	2	
2. Networking on digital platforms		3	2	2	
3. Platforms of networking and relationships		3	1	1	
4. Social networking and web management		3	2	2	
5. Professional networking and web management		3	2	2	
6. Digital communication and management skills		3	2	2	
7. Efficient and effective use of networking		3	2	2	
8. Marketing with digital networking and relationships		3	2	2	
Format of instruction: <b>discussion classes</b>					
1. Discussion on digital networking and relationships		3	2	2	
2. A practical approach to digital relationships		3	2	2	
3. Case study on digital networking and relationships		3	1	1	
4. Creating profile on digital networking platforms		3	2	2	
5. Interaction on digital networking platforms		3	2	2	
6. Presentation on digital networking application		3	2	2	
7. Project digital networking management for business		3	2	2	
8. Project digital networking management for business		3	2	2	
Modes of delivery	<b>analysis of text with discussion, multimedia presentation, group work, case study, Information lecture, conversation lecture</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	<b>KOLOKWIUM</b>			<b>EP2,EP3,EP4</b>	
	<b>PREZENTACJA</b>			<b>EP1,EP6,EP7</b>	
	<b>PROJEKT</b>			<b>EP1,EP3,EP4,EP5,EP6,EP7,EP8,EP9</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP7,EP8,EP9</b>	
Grading criteria	<b>A student must score minimum 60% overall to pass the course. COLLOQUIUM - 50%, WRITTEN WORK / ESSAY / REVIEW- 10%, PRESENTATION- 10%, PROJECT- 10%, TEST- 10% PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 10%</b>				
	Grade calculation principles				
	<b>The final grade is the average of the grades obtained from completing the exercises and lectures.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie)		Arytmetyczna	
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) [ wiczenia]	zaliczenie z ocen		
	3	Digital networking and relationships in business (cyfrowe sieci i relacje w biznesie) [wykład]	zaliczenie z ocen		

Basic reading	Gershon, R. A. (2017): Digital Media and Innovation: Management and Design Strategies in Communication, SAGE Publications, Inc
	Hakansson, H., & Snehota, I. (1995): Developing Relationships in Business Networks, Routledge
	Harrison, L. (2015): Build Client Relationships and Business Networks: How to master digital networking, Lisa Harrison

Supplementary reading	
-----------------------	--

**STUDENT WORKLOAD**

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>30</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>10</b>	<b>0</b>
Private reading and studying	<b>10</b>	<b>0</b>
Participation in tutorials	<b>20</b>	<b>0</b>
Preparation of project / essay / etc.	<b>18</b>	<b>0</b>
Preparation for test / exam	<b>10</b>	<b>0</b>
<b>TOTAL workload</b>	<b>100</b>	
<b>ECTS credits</b>	<b>4</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Course title: <b>Diploma Seminar (seminarium dyplomowe) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_17S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:	
Course / module status <b>elective</b>			Language of instruction: <b>semester: 2 - english language polish language, semester: 3 - english language polish language, semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	seminarium	30	30	pg	3
2	3	seminarium	30	30	pg	3
	4	seminarium	30	30	pg	8
<b>Total</b>			<b>90</b>			<b>14</b>
Course / module coordinator		<b>prof. dr hab. in . KESRA NERMEND</b>				
Course instructor		<b>prof. dr hab. in . KESRA NERMEND</b>				
Course / module objectives		<b>Preparing a student to independently formulate a work plan, collect the necessary data, to carry out empirical research and write a thesis on that basis.</b>				
Prerequisites		<b>Prerequisites with regards to:</b> - knowledge - knows the basics of economics and financial analysis of public sector, necessary to analyse public entities - skills - is able to apply basic methods of economics and financial analysis of public sector to empirical study with the use of IT tools - competences - is able to think logically and understands proposed solutions and actively adjusts them to own needs				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>Student knows the main concepts of the knowledge area of his research within the thesis preparation.</b>	<b>K_W01 K_W08</b>		
	2	EP4	<b>Student knows the basics of the thesis construction methodology</b>	<b>K_W08</b>		
	3	EP5	<b>Student knows main literature in the thematic area of his thesis and the methods and techniques necessary to conduct the preparation of his thesis</b>	<b>K_W04</b>		
	4	EP6	<b>Student knows and understands the basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management.</b>	<b>K_W09</b>		

skills	1	EP2	Student can formulate a research task and thesis objective, identify research problems and questions and formulate hypothesis set in his research	K_U01
	2	EP3	Student actively participates in seminar discussions and can benefit from the suggestions proposed during those discussions	K_U06
	3	EP7	Student can apply known research methods and techniques in conducting his own research	K_U03
	4	EP8	Student analyses and interprets results and can draw conclusions based on them	K_U03 K_U05
	5	EP9	Student has acquired a skill of writing a scientific text	K_U03 K_U05 K_U06 K_U07
social competences	1	EP10	Student applies the provisions on the protection of intellectual property	K_K06

CONTENT	Semester	No. of hours	
			including e-learning

Subject title: **Diploma Seminar (seminarium dyplomowe)**

Format of instruction: **seminarium**

1. Basics of conducting scientific research methodology	2	6	6
2. Defining area and topic of thesis together with a justification of the choice	2	4	4
3. Basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management	2	4	4
4. Discussion on the research area literature and sources of data	2	4	4
5. Presentation of independently prepared work plan for the thesis	2	6	6
6. Correcting and final approval of the work plan	2	6	6
7. Presentation of the rules of scientific writing and requirements for the thesis	3	4	4
8. Preparation and presentation of essays related to the topic of the thesis	3	8	8
9. Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research	3	8	8
10. Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis	3	6	6
11. Presentation of the theoretical chapters of the thesis and their acceptance	3	4	4
12. Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis	4	6	6
13. Presentation of results and discussion of the conclusions of the conducted analytical research	4	6	6
14. Formulating and presentation of empirical part of the thesis	4	8	8
15. Final formulating of empirical part and overall thesis construction	4	10	10

Modes of delivery	<b>Seminars based on discussions with presentations by students, regarding the thesis and presentation of results of conducted research</b>
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.

Assessment methods					No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA				EP2,EP4,EP5,EP6,EP8
	PRACA DYPLOMOWA				EP1,EP10,EP2,EP4,EP5,EP6,EP7,EP8,EP9
	ZAJCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )				EP3
	Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.				
Grading criteria	Student receives a pass grade, if by the end of semester he/she conducts the assigned task, that is: semester 2 - prepares and formulates work plan and collects subject literature; semester 3 - prepares and presents the theoretical part of the thesis; semester 4 - conducts empirical study, writes and submits the final version of thesis; The obtained grade depends on the quality of the submitted work.				
	Grade calculation principles				
	The final grade is the grade obtained in a given semester.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	2	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z ocen		
	3	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	3	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z ocen		
	4	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	4	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z ocen		
Basic reading	Zgodnie z tematem pracy dyplomowej (According to the topic of thesis)				
Supplementary reading					
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	90		90		
Participation in test / exam	0		0		
Preparation for contact hours	50		0		
Private reading and studying	50		0		
Participation in tutorials	60		0		
Preparation of project / essay / etc.	50		0		
Preparation for test / exam	50		0		
<b>TOTAL workload</b>	<b>350</b>				
<b>ECTS credits</b>	<b>14</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Diversity management (zarz dzanie ró norodno ci ) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_34S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	15	0	pg	4	
		lecture	15	15	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		dr ANNA WIECZOREK-SZYMA SKA					
Course instructor		dr ANNA WIECZOREK-SZYMA SKA					
Course / module objectives		The aim of the course is to enable students to develop basic knowledge of diversity management in modern economic organizations as well as to acquire skills of managing multicultural teams..					
Prerequisites		A student has the basic socio-economic knowledge, including human capital management in organization. The ability to work within a group					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	A student knows basic rules of management of diversel teams in organization	K_W02 K_W07			
	2	EP2	A students knows theoretical basics and dimensions of diveristy management in modern global organization.	K_W12			
skills	1	EP3	A student can develop basic rules of diversity management policy in organization	K_U01			
	2	EP4	A student can use diversity management tools to coordinate team work	K_U02 K_U08			
social competences	1	EP5	A student uses the acquired knowledge and skills to work with other people	K_K06			
	2	EP6	A student is aware of the opportunities and the threats related to management of the diverse work teams in an organization.	K_K02 K_K05			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Diversity management (zarz dzanie ró norodno ci )</b>							
Format of instruction: <b>lecture</b>							
1. The introduction to diversity management - the history and modern approach to diversity management					4	2	2
2. The models of diversity management					4	2	2
3. the dimensions of diversity management in organizations					4	3	3
4. the process of implementation of diversity management in organizations					4	4	4

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

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Course title: <b>Elearning trening (szkolenie e-learningowe) (INNE DO ZALICZENIA)</b>					Course code: <b>EFZ214AIIJ3605_5S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:	
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 1 - english language polish language</b>		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	discussion classes	2	2	p	0
<b>Total</b>			<b>2</b>			<b>0</b>
Course / module coordinator		<b>mgr KONRAD MIELKO</b>				
Course instructor		<b>mgr KONRAD MIELKO</b>				
Course / module objectives		<b>To train students in the methods and techniques of distance education, including the functionality of the e-learning platform and forms of electronic communication with lecturers and administration at the University. Presentation of forms and methods of assessment in the mode using methods and techniques of distance education.</b>				
Prerequisites		<b>Active student account in the domain stud.usz.edu.pl. Basic computer skills</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>knows the basic methods of using Microsoft 365 cloud tools for communication within the university</b>			
	2	EP2	<b>The student has knowledge about the rules of passing courses conducted with the use of distance education methods and techniques</b>			
	3	EP3	<b>knows the rules of moving on the e-learning platform</b>			
skills	1	EP4	<b>is able to log in to a distance learning platform</b>			
	2	EP5	<b>is able to contact a lecturer and university staff electronically</b>			
	3	EP6	<b>is able to find a relevant subject taught online and correctly sit an exam/assessment online</b>			
	4	EP7	<b>is able to cooperate and communicate with other students and lecturers via remote working</b>			
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>Elearning trening (szkolenie e-learningowe)</b>						
Format of instruction: <b>discussion classes</b>						
1. <b>Operation of the e-learning platform</b>					1	1
2. <b>Electronic communication at the university</b>					1	1

	<b>e-learning using the Moodle platform</b>				
Modes of delivery	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	<b>SPRAWDZIAN</b>				<b>EP1,EP2,EP3,EP4,EP5,EP6,EP7</b>
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	<b>Pass without assessment on the basis of test results</b>				
	Grade calculation principles				
	<b>Obtaining at least 60% of the correct answers</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Elearning trening (szkolenie e-learningowe)		Ważona	
	1	Elearning trening (szkolenie e-learningowe) [wiczenia]	zaliczenie		1,00
Basic reading					
Supplementary reading					
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>2</b>		<b>2</b>		
Participation in test / exam	<b>0</b>		<b>0</b>		
Preparation for contact hours	<b>0</b>		<b>0</b>		
Private reading and studying	<b>0</b>		<b>0</b>		
Participation in tutorials	<b>0</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>0</b>		<b>0</b>		
Preparation for test / exam	<b>0</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>2</b>				
<b>ECTS credits</b>	<b>0</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Unit: <b>Foreign language (j zyk obcy) [moduł]</b>							
Course title: <b>English language (j zyk angielski) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIIJ3507_22S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 3 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lektorat	30	30	e	2	
<b>Total</b>			<b>30</b>			<b>2</b>	
Course / module coordinator		mgr SYLWIA NUPRYJONEK					
Course instructor		mgr SYLWIA NUPRYJONEK					
Course / module objectives		<b>The acquisition of communicative and social competence in the English language (listening and reading comprehension and written and oral expression, communicative interaction and mediation, including grammatical and stylistic correction) at the B2+ level of the Common European Framework.</b>					
Prerequisites		<b>Recommended previous knowledge and competences: students will need a minimum B2 level of English according to the Common European Framework.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>Student recognises an appropriate language register in written and oral statements.</b>			<b>K_W01</b>	
	2	EP2	<b>Student identifies and recognises the acquired grammar and lexical structures</b>			<b>K_W01</b>	
	3	EP3	<b>Student is able to select appropriate language phrases and use them in different situation patterns.</b>			<b>K_W01</b>	
skills	1	EP4	<b>Student is able to express opinions, make recommendations, determine the interests, which is the basis for conversation practice.</b>			<b>K_U01 K_U06 K_U07</b>	
	2	EP5	<b>Student can summarize oral or written statements in a clear and understandable way.</b>			<b>K_U06 K_U07</b>	
	3	EP6	<b>Student creates a consistent and logical text on the given topic in the form of a formal or informal letter, e-mail, etc.</b>			<b>K_U07</b>	
	4	EP7	<b>Student works creatively within a group.</b>			<b>K_U08</b>	
social competences	1	EP8	<b>Student demonstrates an active attitude towards continuous training and improvement of language skills.</b>			<b>K_K01</b>	
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>English language (j zyk angielski)</b>							
Format of instruction: <b>lektorat</b>							
1. Condensation of previously acquired knowledge in grammar, vocabulary, phonetics.					3	24	24

2. Introducing the topic and vocabulary for Public Management degree program.		3	6	6	
Modes of delivery	<b>conversation, listening, writing (e-mails, business letters), reading, text analysis, lexical and grammar exercises</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	<b>SPRAWDZIAN</b>			<b>EP1,EP2,EP5,EP6</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP3,EP4,EP7,EP8</b>	
	<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>				
Grading criteria	<b>To get a positive grade the student must have positive grades from both the test and classwork.</b>				
	Grade calculation principles				
	<b>test (75%); 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst classwork (25%) 100%-90% - bdb; 89%-80% - db+; 79%-70% - db; 69%-60% - dst+; 59%-50% - dst</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	English language (j zyk angielski)		Nieobliczana	
	3	English language (j zyk angielski) [lektorat]	egzamin		
Basic reading	According to the lecturer :				
Supplementary reading	According to the lecturer :				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
			including e-learning		
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>2</b>		<b>0</b>		
Preparation for contact hours	<b>5</b>		<b>0</b>		
Private reading and studying	<b>2</b>		<b>0</b>		
Participation in tutorials	<b>3</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>3</b>		<b>0</b>		
Preparation for test / exam	<b>5</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>50</b>				
<b>ECTS credits</b>	<b>2</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Entrepreneurship (przedsi biorczo ) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIIJ3433_1S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 1 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	konwersatorium	30	15	pg	4	
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr BARBARA CZERNIACHOWICZ</b>					
Course instructor		<b>dr BARBARA CZERNIACHOWICZ</b>					
Course / module objectives		<b>The aim is to familiarize students with a modern and integrated approach to the problem of individual, academic and organizational entrepreneurship; making students aware of the role of entrepreneurship in economic activation, in management processes or increasing the competitiveness of the economy and society, as well as developing entrepreneurial attitudes.</b>					
Prerequisites		<b>In terms of knowledge: knows the issues of management and quality sciences, e.g. enterprise science, management basics In terms of competences (attitudes): ready to present innovative business ideas, creative In terms of skills: can start a business, work in a group</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows business management based on the idea of intrapreneurship and the concept of academic entrepreneurship</b>	<b>K_W02 K_W11</b>			
skills	1	EP2	<b>is able to prepare an implementation plan for an entrepreneurial idea within the framework of academic entrepreneurship or within the concept of intrapreneurship</b>	<b>K_U02 K_U03</b>			
	2	EP4	<b>is able to cooperate in a group, manage and distribute tasks while preparing a project</b>	<b>K_U08</b>			
social competences	1	EP3	<b>is ready to identify own potential in the area of entrepreneurial behavior</b>	<b>K_K01 K_K02</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Entrepreneurship (przedsi biorczo )</b>							
Format of instruction: <b>konwersatorium</b>							
1. The concept, types and meaning of entrepreneurship and entrepreneurial organizations. Entrepreneurship in socio-economic life.					1	2	0
2. Characteristics of the entrepreneur. Features of an entrepreneurial person and orientation towards entrepreneurship. Entrepreneurship as an attitude, behavior, process. Kinds, types and models of entrepreneurship. Determinants of entrepreneurship development.					1	3	0
3. The process of setting up an individual business. Legal, economic and social barriers in setting up and running an individual business.					1	2	0
4. The specificity of individual entrepreneurship.					1	2	0
5. Academic entrepreneurship, basic concepts, instruments and functioning of academic incubators, technology parks, creating academic technological and intellectual infrastructure, sources of financing, creating spin-out and spin-off organizations.					1	6	0

6. The essence and role of intellectual entrepreneurship and the classification of entrepreneurs in economic practice.	1	6	6
7. Entrepreneurship as a process. Planning projects, organizing resources and defining the rules for implementing the plan.	1	3	3
8. Polish entrepreneurship programs. The importance of entrepreneurship in local and regional development. The role of entrepreneurship in the development of young people.	1	2	2
9. Technological entrepreneurship.	1	2	2
10. International entrepreneurship.	1	2	2

Modes of delivery	<b>multimedia presentation, case method, simulation methods, group work</b>		
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.		

Assessment methods		No. of learning outcome from the syllabus
	<b>KOLOKWIUM</b>	<b>EP1</b>
	<b>PROJEKT</b>	<b>EP2,EP3,EP4</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>	<b>EP2,EP3,EP4</b>
<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>		

Grading criteria	<b>Form and conditions of passing:</b> <b>Written examination: (50% of the grade) written examination in the form of test and / or descriptive questions.</b> <b>Practical classes and project implementation: (50% of the grade) students in working groups prepare projects under the idea of academic entrepreneurship. The evaluation of the project is influenced by: innovation of the idea, rationality of the plan, transparency of presentation, involvement of all members of the group in the implementation of the project.</b>		
	Grade calculation principles		
	<b>Assessment:</b> <b>The student receives a satisfactory grade: when he knows the definitions of entrepreneurship in three perspectives, knows the elements of a business plan, can define academic entrepreneurship, can identify his own entrepreneurial potential.</b> <b>The grade from the subject is equal to the grade from the seminar.</b>		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Enterpreneurship (przedsi biorczo )		Wa ona	
	1	Enterpreneurship (przedsi biorczo ) [konwersatorium]	zaliczenie z ocen		1,00

Basic reading	Kim W. (2015): Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Ingram Publisher Services				
	(2018): The Harvard Business Review Entrepreneur's: Everything You Need to Launch and Grow Your New Business, Harvard Business Review Press				

Supplementary reading	Beyer K., Czerniachowicz B., Wieczorek-Szymaska A. (2020): Przedsi biorczo i zarz dzanie przedsi biorstwem - wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczeci skiego , Szczecin				
	Katarzyna Kozioł-Nadolna, Karolina Beyer, Barbara Czerniachowicz (red.) (2018): Uwarunkowania rozwoju organizacji. Innowacyjno i przedsi biorczo , Volumina, Szczecin				
	Kozioł-Nadolna K., Leo ski W., Szczepkowska M. (2020): Przedsi biorstwo we współczesnym otoczeniu - wyzwania i dylematy, Wydawnictwo Naukowe Uniwersytetu Szczeci skiego, Szczecin				

#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>15</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>9</b>	<b>0</b>
Private reading and studying	<b>13</b>	<b>0</b>
Participation in tutorials	<b>21</b>	<b>0</b>

Preparation of project / essay / etc.	15	0
Preparation for test / exam	10	0
<b>TOTAL workload</b>	<b>100</b>	
<b>ECTS credits</b>	<b>4</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Event management (zarz dzanie wydarzeniami) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_21S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 3 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	3	
		lecture	15	15	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. ADAM PAWLICZ</b>					
Course instructor		<b>dr hab. ADAM PAWLICZ</b>					
Course / module objectives		<b>Introducing students to the issues of managing and acquiring events</b>					
Prerequisites							
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student has knowledge of the impact of events on the economy.</b>	<b>K_W10</b>			
	2	EP2	<b>The student knows and understands the rules of acquiring international events for the region.</b>	<b>K_W11 K_W12</b>			
skills	1	EP3	<b>The student is able to independently find information about the event market and pass it on to others.</b>	<b>K_U05 K_U09</b>			
social competences	1	EP4	<b>The student is sensitive to the impact of events on society and the natural environment.</b>	<b>K_K04</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Event management (zarz dzanie wydarzeniami)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction to event management</b>					3	2	2
2. <b>The brief history of events</b>					3	2	2
3. <b>Phases of event management</b>					3	2	2
4. <b>State in event management</b>					3	2	2
5. <b>Economic impact of events</b>					3	2	2
6. <b>Attracting events to destinations</b>					3	2	2
7. <b>Event pricing management</b>					3	3	3
Format of instruction: <b>discussion classes</b>							

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Unit: <b>Foreign language (j zyk obcy) [moduł]</b>							
Course title: <b>German language (j zyk niemiecki) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIIJ3362_23S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 3 - j zyk niemiecki polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lektorat	30	30	e	2	
<b>Total</b>			<b>30</b>			<b>2</b>	
Course / module coordinator		<b>mgr DOROTA MATKOWSKA-KLATT</b>					
Course instructor		<b>mgr DOROTA MATKOWSKA-KLATT</b>					
Course / module objectives		<b>To improve language skills and bring students to B2+ level by improving their language skills and broadening of specialist knowledge.</b>					
Prerequisites		<b>Grammar and vocabulary at B2 level; according to the Common European Framework.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knowledge and understanding of vocabulary on selected topics in the areas of: functioning of business in the national and international environment</b>	<b>K_W02</b>			
skills	1	EP2	<b>can predict, analyse and interpret selected phenomena and processes related to management science and quality</b>	<b>K_U01 K_U06 K_U07</b>			
social competences	1	EP3	<b>is ready to critically evaluate his/her knowledge and perceived content in the field of management sciences.</b>	<b>K_K01 K_K04</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>German language (j zyk niemiecki)</b>							
Format of instruction: <b>lektorat</b>							
1. <b>Phraseology and terminology of specialised language and problems concerning the functioning of business in terms of its management</b>					3	20	20
2. <b>Consolidation of grammar topics at B2 level</b>					3	10	10
Modes of delivery		<ul style="list-style-type: none"> <li>- reading, analysis and translation of texts</li> <li>- lexical exercises</li> <li>- writing texts, summaries, articles</li> <li>- listening to dialogues, texts and messages</li> <li>- presentations of self-prepared topics</li> </ul> <p>The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.</p>					

Assessment methods					No. of learning outcome from the syllabus
	<b>EGZAMIN PISEMNY</b>				<b>EP1,EP2,EP3</b>
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	<b>- written examination in the form of a test</b>				
	Grade calculation principles				
	<b>Examination marks</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	German language (j. zyk niemiecki)		Ważona	
	3	German language (j. zyk niemiecki) [lektorat]	egzamin		1,00
Basic reading	Helena Baberádová (2010): J. zyk niemiecki w ekonomii, LektorKlett, Poznań				
Supplementary reading	Milena Angioni, Ines Halbig (2017): Einfach besser!, Telck, Frankfurt am Main				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>4</b>		<b>0</b>		
Preparation for contact hours	<b>3</b>		<b>0</b>		
Private reading and studying	<b>3</b>		<b>0</b>		
Participation in tutorials	<b>4</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>2</b>		<b>0</b>		
Preparation for test / exam	<b>4</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>50</b>				
<b>ECTS credits</b>	<b>2</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Global businnes management (zarz dzanie biznesem globalnym) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIIJ3433_2S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 1 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	4	
		lecture	15	15	e		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr JOANNA MARKIEWICZ</b>					
Course instructor		<b>dr JOANNA MARKIEWICZ</b>					
Course / module objectives		<b>The aim is to provide the students with knowledge of the globalization process, global economy, functioning of global companies on the world market as well as cultural differences in international business.</b>					
Prerequisites		<b>Knowledge: knows basic terms in the field of entrepreneurship (at the level of secondary school) and also has general knowledge about economics. Skills: ability to work in a group, ability to discuss and argue. Competences (attitudes): openness to the knowledge and arguments provided by exercise participants.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knows the process of globalization, its effects and the controversies it raises.</b>	<b>K_W02 K_W11</b>			
	2	EP2	<b>Is able to identify the global economy and global corporations.</b>	<b>K_W11</b>			
	3	EP3	<b>Understands cultural differences in global enterprises.</b>	<b>K_W02 K_W07</b>			
skills	1	EP4	<b>Is able to analyze the performance of selected global companies.</b>	<b>K_U01 K_U05</b>			
social competences	1	EP5	<b>Is ready to cooperate in a group and work as a team in problem-solving tasks.</b>	<b>K_K02</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Global businnes management (zarz dzanie biznesem globalnym)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Identify the process of globalization, the global economy.</b>					1	4	4
2. <b>Controversies surrounding globalization.</b>					1	3	3
3. <b>The characteristics of transnational corporation</b>					1	2	2
4. <b>Mergers and Acquisitions on the global market.</b>					1	2	2
5. <b>Impact of differences on functioning of global companies.</b>					1	4	4
Format of instruction: <b>discussion classes</b>							

1. Identify the process of globalization, the global economy, the Triad, and controversies surrounding globalization		1	4	0	
2. Crown virus, war, and change in the globalization process.		1	2	0	
3. The creation of a global company, the internationalization of business.		1	4	0	
4. Transformations in transnational corporations. International cooperation of enterprises. Mergers and Acquisitions on the global market.		1	2	0	
5. Cultural differences in international business, identification of cultures. Impact of differences on functioning of global companies.		1	3	0	
Modes of delivery	<b>Presentation-based lectures</b> <b>Students' discussions</b> <b>Working in groups of three to four</b> <b>Working in pairs</b> <b>Experiential exercises</b> <b>Task solving, case study</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	EGZAMIN PISEMNY			EP1,EP2,EP3,EP4	
	PROJEKT			EP1,EP2,EP3,EP4	
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )			EP1,EP2,EP3,EP4,EP5	
	Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.				
Grading criteria	<b>The grade for the course is the arithmetic mean of the grades for the written examination and of the grade for the classes. The evaluation of the classes results from the points accumulated during the activities, group tasks and projects conducted during the classes.</b>				
	Grade calculation principles				
	<b>Credits for the classes will only be awarded if an overall positive grade is achieved (50% of all points).</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Global businnes management (zarz dzenie biznesem globalnym)		Arytmetyczna	
	1	Global businnes management (zarz dzenie biznesem globalnym) [wykład]	egzamin		
	1	Global businnes management (zarz dzenie biznesem globalnym) [wiczenia]	zaliczenie z ocen		
Basic reading	Kozioł-Nadolna K., Leo ski W., Szczepkowska M. (2020): Przedsi biorstwo we współczesnym otoczeniu: wyzwania i dylematy., Wydawnictwo Naukowe Uniwersytetu Szczeci skiego, Szczecin				
	Noga M. , Stawicka M. i inni (2020): Globalizacja a konkurencyjno w gospodarce wiatowej, , CeDeWu Sp. z o.o. , , Warszawa				
Supplementary reading	Collinson S., Narula R.. Rugman A. M. (2020): International Business, Pearson Education, USA				
	Daniels J. and others (2021): International Business, Global Edition, Pearson, USA				

### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	15
Participation in test / exam	2	0
Preparation for contact hours	5	0
Private reading and studying	10	0
Participation in tutorials	22	0
Preparation of project / essay / etc.	14	0

Preparation for test / exam	17	0
<b>TOTAL workload</b>	<b>100</b>	
<b>ECTS credits</b>	<b>4</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Hospitality management (zarz dzanie hotelarstwem) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_37S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 4 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	15	15	pg	4	
		lecture	15	15	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr hab. ADAM PAWLICZ</b>					
Course instructor		<b>dr hab. ADAM PAWLICZ</b>					
Course / module objectives		<b>Presentation of the most important issues of hotel management</b>					
Prerequisites							
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student is able to indicate the specificity of the hotel services market</b>	<b>K_W08 K_W10</b>			
	2	EP2	<b>The student has knowledge in the field of hotel facility management</b>	<b>K_W02 K_W08</b>			
skills	1	EP3	<b>Student to use the available statistical data to assess the competitiveness of the hotel markets</b>	<b>K_U02 K_U03 K_U05</b>			
	2	EP4	<b>He can indicate the specificity of outsourcing, HR, franchising and CSR in the hotel industry</b>	<b>K_U06</b>			
social competences	1	EP5	<b>He is ready to follow the rules of professional ethics in the hotel industry</b>	<b>K_K06</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Hospitality management (zarz dzanie hotelarstwem)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Basics of hospitality</b>					4	2	2
2. <b>Brief history of hospitality</b>					4	2	2
3. <b>Supply in hospitality</b>					4	2	2
4. <b>Demand for hospitality services</b>					4	2	2
5. <b>The state on hospitality market</b>					4	2	2
6. <b>Intermediaries on hospitality market</b>					4	2	2

7. Hospitality organizations in Poland and worldwide		4	3	3	
Format of instruction: <b>discussion classes</b>					
1. Measuring hospitality market		4	2	2	
2. HR in hospitality management		4	2	2	
3. Outsourcing in hospitality		4	2	2	
4. Yield management in hospitality		4	2	2	
5. Catering in hospitality		4	2	2	
6. Hotel chains		4	2	2	
7. The future of hospitality management		4	3	3	
Modes of delivery	<b>Lecture with discussion, Case study, Presentation</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	<b>KOLOKWIUM</b>			<b>EP1,EP2,EP3</b>	
	<b>PREZENTACJA</b>			<b>EP4,EP5</b>	
<b>Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.</b>					
Grading criteria	<b>Passing the lectures: 5 open questions. The student receives 1 point for each question. For &lt;2.5 points - 2.0, 2.5 points - 3.0, 3.0 points - 3.5, 3.5 points - 4.0, 4.0 points - 4.5, 4.5 points - 5.0. The completion of the exercises is the performance of the presentation. The topic of the presentation will cover one aspect of hotel management. The student chooses the topic in agreement with the teacher.</b>				
	Grade calculation principles				
	<b>Weights: presentation - 0,3, written exam 0,7</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Hospitality management (zarządzanie hotelarstwem)		Ważona	
	4	Hospitality management (zarządzanie hotelarstwem) [wyczerpanie]	zaliczenie z ocen		0,30
	4	Hospitality management (zarządzanie hotelarstwem) [wykład]	zaliczenie z ocen		0,70
Basic reading	T. Baum (2012): Hospitality management. Vol. 2, The hospitality industry - structures, strategies and markets, SAGE, Los Angeles				
Supplementary reading					
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>2</b>		<b>0</b>		
Preparation for contact hours	<b>10</b>		<b>0</b>		
Private reading and studying	<b>8</b>		<b>0</b>		
Participation in tutorials	<b>20</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>10</b>		<b>0</b>		
Preparation for test / exam	<b>20</b>		<b>0</b>		

<b>TOTAL workload</b>	<b>100</b>
<b>ECTS credits</b>	<b>4</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Unit: <b>Lecture in the humanities [moduł]</b>							
Course title: <b>How do meanings emerge? (jak powstają znaczenia?) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIIJ3442_3S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 3 - polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lecture	30	30	pg	3	
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr hab. JOLANTA MAZURKIEWICZ-SOKOŁOWSKA					
Course instructor		dr hab. JOLANTA MAZURKIEWICZ-SOKOŁOWSKA					
Course / module objectives		Familiarizing students with the basic problems of psycholinguistics and cognitive linguistics in relation to linguistic meanings in use					
Prerequisites		nothing					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student knows and understands the terminology used in psycholinguistics and cognitive linguistics and its applications.				
	2	EP2	Student knows and understands the cognitive mechanisms of creating and understanding meanings as well as psycholinguistic methods of verifying the processes of their creation and understanding.				
skills	1	EP3	Student can use psycholinguistic and cognitive linguistic terminology to describe, analyze and interpret phenomena from both areas.				
	2	EP4	Student can analyze and interpret the mechanisms of creating and understanding meanings using examples				
social competences	1	EP5	Student is ready to be critical in expressing opinions while respecting copyrights.				
	2	EP6	Student is ready to independently and creatively solve research problems.				
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>How do meanings emerge? (jak powstają znaczenia?)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Concepts, conceptualizations, meanings</b>					3	6	6
2. <b>Frames, conceptual domains, mental spaces</b>					3	3	3

3. Conceptual metaphor, metonymy		3	5	5	
4. Conceptual integration		3	5	5	
5. Word, meaning, thought, reality		3	6	6	
6. null		3	5	5	
Modes of delivery	<b>lecture</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods			No. of learning outcome from the syllabus		
	<b>KOLOKWIUM</b>		<b>EP1,EP2,EP3,EP4,EP5,EP6</b>		
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	<b>The prerequisite for passing the course is a passing grade on the basis of an oral colloquium.</b>				
	Grade calculation principles				
	<b>The final grade is the grade obtained from the oral colloquium.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	How do meanings emerge? (jak powstają znaczenia?)		Ważona	
	3	How do meanings emerge? (jak powstają znaczenia?) [wykład]	zaliczenie z ocen		1,00
Basic reading	Lakoff, G., Johnson, M. (2003): Metaphors we live by, Chicago				
	Langacker, R. (2002): Concept, image, and symbol: the cognitive basis of grammar, Berlin				
	Langacker, R. (2000): Grammar and conceptualization, Berlin				
	Dodatkowe materiały naukowe podane na zajęciach				
Supplementary reading	Lakoff, G., Johnson, M. (1999): Philosophy in the flesh: the embodied mind and its challenge to Western thought., New York				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
				including e-learning	
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>1</b>		<b>0</b>		
Preparation for contact hours	<b>0</b>		<b>0</b>		
Private reading and studying	<b>20</b>		<b>0</b>		
Participation in tutorials	<b>6</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>0</b>		<b>0</b>		
Preparation for test / exam	<b>18</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>75</b>				
<b>ECTS credits</b>	<b>3</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Innovative projects assessment practices (praktyki oceny projektów innowacyjnych) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_35S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	30	30	pg	4	
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		dr KATARZYNA ŁOBACZ					
Course instructor		dr KATARZYNA ŁOBACZ					
Course / module objectives		The aim of the course is to learn methods of innovative projects assesment used in business and to build understanding of the conditions of their aplication.					
Prerequisites		Basic knowledge in management, particularlyly innovation project management.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	student knows basic types of innovations	K_W01 K_W02			
	2	EP2	student knows methods of innovation projects evaluation	K_W04 K_W06 K_W08			
skills	1	EP3	student is able to choose evaluation method relevant for innovative projects	K_U02 K_U03 K_U05 K_U08			
	2	EP4	the student is able to cooperate with others in the evaluation of innovative projects and to argue the own position	K_U06 K_U07 K_U08			
social competences	1	EP5	student is ready to critically evaluate development projects in business	K_K01 K_K02			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Innovative projects assessment practices (praktyki oceny projektów innowacyjnych)</b>							
Format of instruction: <b>discussion classes</b>							
1. Innovation and innovation types in business					4	4	4
2. Innovation process and innovation projects evaluation stages					4	4	4
3. Conditions of success and failure of innovation projects					4	4	4
4. Tools facilitating innovation process management					4	4	4
5. Methods of innovation projects evaluation					4	6	6
6. Practices of using tools and methods to manage innovation process in an business					4	4	4

7. Comparison of methods and practices of innovation projects evaluation		4	4	4	
Modes of delivery	<b>The course uses students engagement methods based on discussion and individual and group project-style exercises</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	<b>PRACA PISEMNA/ ESEJ/ RECENZJA</b>			<b>EP1,EP2,EP3,EP5</b>	
	<b>PROJEKT</b>			<b>EP1,EP2,EP3,EP4</b>	
	<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>				
Grading criteria	<b>To complete the course it is necessary to deliver the results of required excercises and elaborate a reflective final essay.</b>				
	Grade calculation principles				
	<b>The grade for the course assignment is determined on the basis of:</b> <b>- the results of the required excercises (60%)</b> <b>- level of the final essay elaboration (40%)</b> <b>The final grade for the course is a grade received at final course assignment.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Innovative projects assessment practices (praktyki oceny projektów innowacyjnych)		Nieobliczana	
	4	Innovative projects assessment practices (praktyki oceny projektów innowacyjnych) [ wiczenia]	zaliczenie z ocen		
Basic reading	Edited by Jin Chen, Alexander Brem, Eric Viardot and Poh Kam Wong (2019): THE ROUTLEDGE COMPANION TO INNOVATION MANAGEMENT, Routlage, New York				
	Paul Trott (2017): Innovation Management and New Product Development, Pearson				
Supplementary reading					
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>0</b>		<b>0</b>		
Preparation for contact hours	<b>10</b>		<b>0</b>		
Private reading and studying	<b>13</b>		<b>0</b>		
Participation in tutorials	<b>22</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>25</b>		<b>0</b>		
Preparation for test / exam	<b>0</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>100</b>				
<b>ECTS credits</b>	<b>4</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>International economics (ekonomia mi dzynarodowa) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3432_4S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 1 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	4	
		lecture	15	15	e		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		dr in . MARCIN GRZYCZKA					
Course instructor		dr in . MARCIN GRZYCZKA					
Course / module objectives		<b>Acquiring the knowledge about the world economy processes, especially the ones concerning goods, services, labor force and capital flows; comprehension of the electronic market and e-commerce phenomena; familiarity with contemporary concepts related to international technology transfer, innovation and competitiveness</b>					
Prerequisites		<b>Basic knowledge in the fields of economics and finance.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student knows the main trends of economic policies and tendencies in economic globalization, knows the role of foreign trade in economic processes taking place in the world</b>	<b>K_W02 K_W10 K_W12</b>			
skills	1	EP2	<b>Student is able to correctly identify and explain the economic policies of the state and predict the benefits and risks associated with the development of the world economy and globalization</b>	<b>K_U01</b>			
	2	EP3	<b>Student has the ability to use the English language in terms of knowledge gained in the course of study. Understand the main ideas of complex text on business topics, including understanding the discussion.</b>	<b>K_U06 K_U07</b>			
social competences	1	EP4	<b>Student is prepared to form their own ideas and beliefs and to participate in decision-making process in a changing environment conditions</b>	<b>K_K02 K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>International economics (ekonomia mi dzynarodowa)</b>							
Format of instruction: <b>lecture</b>							
1. <b>World economy - basic concepts</b>					1	1	1
2. <b>Evolution of the international division of labor</b>					1	3	3
3. <b>International trade statistics - selected issues</b>					1	3	3

4. International technology transfer and knowledge diffusion		1	3	3	
5. Role of transnational corporations in the global economy		1	2	2	
6. Economy 4.0 - selected issues		1	3	3	
Format of instruction: <b>discussion classes</b>					
1. Formal markets and their transition into electronic markets		1	4	0	
2. International service market		1	2	0	
3. Foreign direct investments		1	2	0	
4. World Trade Organization and its role in the international trade		1	2	0	
5. International labor force flows		1	2	0	
6. New developments in the global economy		1	3	0	
Modes of delivery	<b>lectures, discussions, PowerPoint presentations, usage of Internet resources and electronic databases</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	<b>EGZAMIN PISEMNY</b>			<b>EP1,EP3</b>	
	<b>PREZENTACJA</b>			<b>EP1,EP2,EP3,EP4</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP2,EP3,EP4</b>	
<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>					
Grading criteria	<b>Self-prepared presentation on a topic chosen and AGREED with the tutor (max. 60 points), written exam at the end of the semester, consisting of 25 multiple-choice test questions (1 point for each question) and 1 open-ended question (5 points) (max. 30 points) , Activity in Exercise (max. 10 points).</b>				
	<b>Resit exam - written test with multi-choice questions</b>				
	Grade calculation principles <b>The final grade is calculated as follows: Obtaining a pass requires collecting at least 55 points out of 100 possible - 55-68 points corresponds to a mark of 3.0, 69-75 - a mark of 3.5, 76-84 - a mark of 4.0, 85-92 - a mark of 4.5, 93 or more - with a rating of 5.0</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	International economics (ekonomia mi dzynarodowa)		Wa ona	
	1	International economics (ekonomia mi dzynarodowa) [ wiczenia]	zaliczenie z ocen		0,70
	1	International economics (ekonomia mi dzynarodowa) [wykład]	egzamin		0,30
Basic reading	Carbaugh R. (2018): International Economics, Cengage				
	Feenstra R., Taylor A. (2017): International Economics, Worth Publishers				
Supplementary reading	Krugman P.R., Obstfeld M., Melitz M. (2017): International Economics: Theory and Policy, Pearson Education Limited				
	Schenk C.R. (2021): International Economic Relations since 1945, Routledge				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
			including e-learning		
Contact hours	<b>30</b>		<b>15</b>		
Participation in test / exam	<b>2</b>		<b>0</b>		
Preparation for contact hours	<b>10</b>		<b>0</b>		

Private reading and studying	17	0
Participation in tutorials	21	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
<b>TOTAL workload</b>	<b>100</b>	
<b>ECTS credits</b>	<b>4</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Course title: <b>International logistics (logistyka mi dzynarodowa) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_18S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:	
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 3 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	0	pg	1
<b>Total</b>			<b>15</b>			<b>1</b>
Course / module coordinator		<b>dr JAKUB DOWEJKO</b>				
Course instructor		<b>dr JAKUB DOWEJKO</b>				
Course / module objectives		<b>The aim of the course is to provide knowledge and skills in the field of logistic basics in a global perspective. Students learn about the determinants of the functioning of global supply chains, markets and service principals as well as final product buyers and delivery systems. In addition, the student conducts research and analysis aimed at providing information about the current state of business goals in selected economies. Students learn about dependencies in various modes of transport</b>				
Prerequisites		<b>basic knowledge of logistics and the geopolitical situation in the world</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>Student learns the knowledge of global procurement and risk management in supply chain</b>	<b>K_W01 K_W02 K_W03 K_W10</b>		
	2	EP4	<b>The student obtains in-depth knowledge of international politics that determines the functioning of international logistics companies</b>	<b>K_W04 K_W05 K_W07 K_W08 K_W09</b>		
skills	1	EP2	<b>The student is able to identify opportunities and threats for the functioning of advanced global supply chains. Student is able to carry out a critical analysis and implement innovations in the supply chain.</b>	<b>K_U01 K_U03 K_U04 K_U06</b>		
	2	EP3	<b>Student is able to make an estimate in the selection of forms of transport, in the event of an extraordinary situation of fluctuations in demand and supply for a transport service</b>	<b>K_U01 K_U03 K_U04 K_U05</b>		
	3	EP6	<b>The student receives advanced skills of logistic processes (purchasing process, outsourcing, market analysis in the of products, etc.).</b>	<b>K_U02 K_U03 K_U07 K_U09</b>		
social competences	1	EP5	<b>The student learns the legal conditions affecting international logistics</b>	<b>K_K02 K_K03</b>		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>International logistics (logistyka mi dzynarodowa)</b>						

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



# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>International tourism management (zarz dzanie turystyk mi dzynarodow ) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_36S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	discussion classes	15	15	pg	4	
		lecture	15	15	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr hab. ADAM PAWLICZ</b>					
Course instructor		<b>dr hab. ADAM PAWLICZ</b>					
Course / module objectives		<b>Indicating the specificity and role of international tourism management</b>					
Prerequisites		<b>brak</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student knows the basic concepts of tourism management in an international aspect</b>	<b>K_W02</b>			
	2	EP2	<b>The student understands the principles of tourism marketing in an international environment</b>	<b>K_W05</b>			
skills	1	EP3	<b>The student is able to identify the most important problems of tourism development in the international aspect</b>	<b>K_U05</b>			
	2	EP4	<b>The student reads and understands simple texts in English in the field of international tourism management</b>	<b>K_U07</b>			
social competences	1	EP5	<b>Student wykazuje kreatywno i samodzielno w ocenie zjawisk wpływaj cych na funkcjonowanie mi dzynarodowych rynków turystycznych</b>	<b>K_K01 K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>International tourism management (zarz dzanie turystyk mi dzynarodow )</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction to international tourism</b>					4	3	3
2. <b>International hospitality industry</b>					4	3	3
3. <b>International catering industry</b>					4	3	3
4. <b>Intermediaries in international tourism</b>					4	3	3
5. <b>Cruise tourism</b>					4	3	3
Format of instruction: <b>discussion classes</b>							

1. Globalization and the tourism industry	4	3	3
2. International marketing in tourism	4	3	3
3. International tourism organizations	4	3	3
4. International tour operator industry	4	3	3
5. Crisis management and tourism	4	3	3

Modes of delivery	<b>Lecture with discussion, Presentation, case studies analyses</b>		
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.		

Assessment methods		No. of learning outcome from the syllabus
	<b>KOLOKWIUM</b>	<b>EP1,EP2,EP3</b>
	<b>PREZENTACJA</b>	<b>EP4,EP5</b>
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.	

Grading criteria	<p><b>The written exam consists of 5 open questions. Open-ended questions will assess students' understanding of theoretical concepts and their ability to use these concepts to analyze and explain current international tourism management dilemmas. The student receives 1 point for a correct answer. The final grade is calculated as follows: &lt;2 points - 2.0 2.5 points - 3.0, 3.0 points - 3.5, 3.5 points - 4.0, 4.0 points - 4.5, 4.5 points - 5.</b></p> <p><b>The presentation will require students to work in groups to: understand, read and critically evaluate academic work related to international tourism management; present your ideas on the impact of the project on the local economy, society and the environment; suggestions for the competitiveness strategies of the companies and / or tourist destinations in question. The maximum number of points that can be obtained is 5. Both formal and substantive elements will be assessed. The final grade is calculated as follows: &lt;2 points - 2.0 2.5 points - 3.0, 3.0 points - 3.5, 3.5 points - 4.0, 4.0 points - 4.5, 4.5 points - 5.</b></p>	
	Grade calculation principles	
	<b>Weights exercises 0,3, electure 0,7.</b>	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	International tourism management (zarządzanie turystykami międzynarodowymi)		Ważona	
	4	International tourism management (zarządzanie turystykami międzynarodowymi) [wykład]	zaliczenie z ocen		0,70
	4	International tourism management (zarządzanie turystykami międzynarodowymi) [wiczenia]	zaliczenie z ocen		0,30

Basic reading	Vellas François (1995): International tourism : an economic perspective, Macmillan Business
---------------	---

Supplementary reading	
-----------------------	--

#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>30</b>
Participation in test / exam	<b>5</b>	<b>0</b>
Preparation for contact hours	<b>10</b>	<b>0</b>
Private reading and studying	<b>10</b>	<b>0</b>
Participation in tutorials	<b>20</b>	<b>0</b>
Preparation of project / essay / etc.	<b>15</b>	<b>0</b>
Preparation for test / exam	<b>10</b>	<b>0</b>

<b>TOTAL workload</b>	<b>100</b>
<b>ECTS credits</b>	<b>4</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Unit: <b>Lecture in the humanities [moduł]</b>						
Course title: <b>Language in Society (j zyk w społecze stwie) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIIJ3442_4S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:	
Course / module status <b>elective</b>			Language of instruction: <b>semester: 3 - polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	lecture	30	30	pg	3
<b>Total</b>			<b>30</b>			<b>3</b>
Course / module coordinator		<b>dr EWA GLAPKA</b>				
Course instructor		<b>dr EWA GLAPKA</b>				
Course / module objectives		<b>to acquaint students with theories and methods of discourse analysis applied in research on social identity</b>				
Prerequisites		<b>knowledge of English language at B2 level</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	<b>Has an advanced level of knowing and understanding relevant terminology of discourse analysis, as well of its origin and applicability in research on social identity</b>			
	2	EP2	<b>Knows and understands the relationship between discourse analysis and other disciplines, and knows how to approach social identity from an interdisciplinary perspective</b>			
skills	1	EP3	<b>Knows how to apply acquired knowledge to solving problems related with the relationship between discourse and identity processes</b>			
	2	EP4	<b>Is able to apply relevant methods of discourse analysis in one's own research on discourse and social identity</b>			
social competences	1	EP5	<b>Is ready to advocate and defend an open-minded attitude to the questions of social identities</b>			
	2	EP6	<b>Is ready to continue learning and appreciates the value and necessity of continuous learning and lifelong growth</b>			

CONTENT	Semester	No. of hours			
			including e-learning		
Subject title: <b>Language in Society (j zyk w społecze stwie)</b>					
Format of instruction: <b>lecture</b>					
1. <b>Language in society ? critical theory and methodology</b>	3	4	4		
2. <b>Analytic methods in critical discourse studies</b>	3	6	6		
3. <b>Discourse, consumerism and commodification</b>	3	5	5		
4. <b>Discourse and gender</b>	3	5	5		
5. <b>Discourse, race and racism</b>	3	4	4		
6. <b>Discourse, age and ageism</b>	3	3	3		
7. <b>Hate speech</b>	3	3	3		
Modes of delivery	<b>discussion and presentation</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods			No. of learning outcome from the syllabus		
	<b>KOLOKWIUM</b>		<b>EP1,EP2,EP3,EP4,EP5,EP6</b>		
	<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>				
Grading criteria	<b>passing of end-of-semester test or presentation</b>				
	Grade calculation principles				
	<b>The final grade for the course is the lecture grade</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Language in Society (j zyk w społecze stwie)		Wa ona	
	3	Language in Society (j zyk w społecze stwie) [wykład]	zaliczenie z ocen		1,00
Basic reading	Benwell, B. & E. Stokoe (2006): Discourse and identity, Edinburgh University Press, Edinburgh				
	Coates, J. (2013): Women, men and everyday talk, Palgrave Macmillan, London				
	Hoi-Yi Katy Kan (2020): Digital carnivalesque: Power discourse and counter narratives in Singapore social media, Springer , Singapore				
Supplementary reading	Litosseliti L. (ed.) (2010): Research Methods in Linguistics, Continuum, London				
	Machin, D. and A. Mayr (2012): How to do Critical Discourse Analysis, Sage, London				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>2</b>		<b>0</b>		
Preparation for contact hours	<b>0</b>		<b>0</b>		

Private reading and studying	20	0
Participation in tutorials	6	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	17	0
<b>TOTAL workload</b>	<b>75</b>	
<b>ECTS credits</b>	<b>3</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Course title: <b>Library training (szkolenie biblioteczne) (INNE DO ZALICZENIA)</b>					Course code: <b>EFZ214AIIJ3381_10S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:	
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 1 - english language polish language</b>		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	lecture	2	2	p	0
<b>Total</b>			<b>2</b>			<b>0</b>
Course / module coordinator		<b>mgr DANUTA STAWI SKA</b>				
Course instructor		<b>mgr DANUTA STAWI SKA</b>				
Course / module objectives		<b>The main aim of the subject is to acquire by the students the knowledge about the structure and rules of operation of the Main Library and the whole US Library network, and also an ability to use a library collection, a manner of sharing them and electronic resources.</b>				
Prerequisites		<b>Does not apply</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	<b>Student knows and understands the organisational structure and rules of operation of the Main Library and of the libraries of US library network.</b>			
	2	EP2	<b>Student knows and understands a specific nature of library collections and rules of sharing.</b>			
	3	EP3	<b>Student knows and understands bibliological and bibliographic concepts.</b>			
	4	EP4	<b>Student knows and understands the main sources of information available in the library, traditional as well as electronic.</b>			
skills	1	EP5	<b>Student can use both electronic and paper library catalogues and can locate searched publications.</b>			
	2	EP6	<b>Student can use databases available in the US Main Library and in the libraries of US library network.</b>			
social competences	1	EP7	<b>Student is ready to use library resources in a manner which does not hinder an access for other users. Student properly identifies and solves practical problems.</b>			
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>Library training (szkolenie biblioteczne)</b>						
Format of instruction: <b>lecture</b>						
<b>1. Library Training</b>					1	2
						2

Modes of delivery	<b>e-learning</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	<b>SPRAWDZIAN</b>				<b>EP1,EP2,EP3,EP4,EP5,EP6,EP7</b>
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	<b>Credit without a mark on the basis of correctly completed on-line test, with minimum 50% correct answers.</b>				
	Grade calculation principles				
	<b>Credit without a mark.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Library training (szkolenie biblioteczne)		Nieobliczana	
	1	Library training (szkolenie biblioteczne) [wykład]	zaliczenie		
Basic reading	Teaching materials available on the Main Library webpage and also on the webpages of the US library network.				
	Terms and conditions of the US Main Library.				
Supplementary reading					
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	2		2		
Participation in test / exam	0		0		
Preparation for contact hours	0		0		
Private reading and studying	0		0		
Participation in tutorials	0		0		
Preparation of project / essay / etc.	0		0		
Preparation for test / exam	0		0		
<b>TOTAL workload</b>	<b>2</b>				
<b>ECTS credits</b>	<b>0</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Marketing management (zarz dzanie marketingowe) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIIJ3433_11S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 2 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	6	
		laboratory	15	0	pg		
		lecture	15	15	e		
<b>Total</b>			<b>45</b>			<b>6</b>	
Course / module coordinator		<b>dr MAGDALENA KOWALSKA</b>					
Course instructor		<b>dr MAGDALENA KOWALSKA</b>					
Course / module objectives		<b>The aim is to indicate the necessity of marketing enterprise management in order to build a market position by companies; familiarizing students with the methods of analyzing the company's marketing situation and acquiring the ability to develop a marketing plan in a team.</b>					
Prerequisites		<b>basic marketing and management issues</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows the marketing management process in modern organizations</b>	<b>K_W01 K_W05</b>			
	2	EP2	<b>knows the elements of the marketing plan</b>	<b>K_W02 K_W05 K_W08</b>			
skills	1	EP3	<b>is able to construct a marketing plan for a selected company or product</b>	<b>K_U02 K_U05</b>			
social competences	1	EP4	<b>is ready for entrepreneurial activities and marketing social campaigns</b>	<b>K_K03 K_K04</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Marketing management (zarz dzanie marketingowe)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Functions of modern marketing</b>					2	2	2
2. <b>Consequences of adopting a marketing concept in an enterprise</b>					2	1	1
3. <b>Marketing management process</b>					2	2	2
4. <b>The procedure for developing a marketing plan</b>					2	2	2
5. <b>Analysis of the current marketing situation, rules for formulating marketing goals</b>					2	2	2
6. <b>Tools supporting the process of setting goals and marketing strategies</b>					2	2	2
7. <b>Marketing strategies, program of marketing activities, budgeting of activities and control of activities</b>					2	4	4

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

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Neuroleadership (neuroprzedsí biorczo ) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_15S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 2 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	laboratory	30	0	pg	5	
		lecture	15	15	e		
<b>Total</b>			<b>45</b>			<b>5</b>	
Course / module coordinator		<b>dr hab. JAROSŁAW KORPYSA</b>					
Course instructor		<b>dr hab. JAROSŁAW KORPYSA</b>					
Course / module objectives		<b>he aim of this course is to give students knowledge about the fundamentals theory of neuroscience and neuroleadership</b>					
Prerequisites		<b>Knowledge of foundations of Human Resources management</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knowledge about the essence of the neuroleadership in business</b>	<b>K_W02</b>			
	2	EP2	<b>Knows and understands the principles and research techniques of neuroleadership in business</b>	<b>K_W06</b>			
	3	EP3	<b>Has knowledge of the use of information in the process of research neuroleadership in business</b>	<b>K_W04</b>			
skills	1	EP4	<b>Be able to use computer tools to measure neuroleadership in business</b>	<b>K_U03</b>			
	2	EP5	<b>Be able to to use computer tools to measure of neuroleadership in business</b>	<b>K_U04</b>			
social competences	1	EP6	<b>To be able to plan the research process of neuroleadership in business</b>	<b>K_K02</b>			
	2	EP7	<b>To be able to improve own skills in neuroleadership in business</b>	<b>K_K05</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Neuroleadership (neuroprzedsí biorczo )</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction to neuroleadership - dilemmas and challenges</b>					2	3	3
2. <b>Methods and techniques for studying leadership in neuroscience</b>					2	3	3
3. <b>Style of neuroleadership</b>					2	3	3
4. <b>Developing neuroleadership in organization</b>					2	3	3

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

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Unit: <b>Lecture in the humanities [moduł]</b>						
Course title: <b>Neurolinguistics (neurolingwistyka) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIIJ3441_1S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:	
Course / module status <b>elective</b>				Language of instruction: <b>semester: 4 - polish language</b>		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	15	15	pg	2
<b>Total</b>			<b>15</b>			<b>2</b>
Course / module coordinator		<b>dr MARTA W SIK</b>				
Course instructor		<b>dr MARTA W SIK</b>				
Course / module objectives		<b>The objective of the course is to familiarize students with the neural mechanisms underlying the acquisition, use, comprehension, and production of language in the brain. The course gives also an overview of language disturbances in different types of aphasia. Neurolinguistic theories will be discussed, as well as the major experimental techniques employed to investigate them. An important goal is also to present an up-to-date overview of recent advances in the field.</b>				
Prerequisites		<b>Students should possess the basic knowledge on brain functioning. It is also helpful if students have previous knowledge of any branch of linguistics, however, it is not necessary.</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	<b>The student has an advanced and up-to-date knowledge of neuroanatomical and neurophysiological bases of human language abilities, as well as disturbances which arise as a result of damage to specific brain areas. The student understands an interdisciplinary character of neurolinguistic research and main tendencies of its development.</b>			<b>K_W01</b>
	2	EP2	<b>The student understands, at the advanced level, the relationship between the function of specific neuroanatomical structures in the brain and the mechanisms of language abilities, including speech perception and production.</b>			<b>K_W07</b>
	3	EP3	<b>The student uses terminology in the field of neurolinguistics at the advanced level.</b>			<b>K_W03</b>
skills	1	EP4	<b>The student analyses, assesses, selects and uses information from the Internet and from written sources in order to broad their knowledge.</b>			<b>K_U01</b>
	2	EP5	<b>The student analyses texts related to neurolinguistics and understands the relationships between the formulated hypotheses and experimental data.</b>			<b>K_U03</b>
	3	EP6	<b>The student can use terminology related to the field of neurolinguistics.</b>			<b>K_U04</b>

social competences	1	EP7	The student can critically evaluate their knowledge and skills, and is aware of the complex mechanisms being the basis of human language abilities.		K_K01	
	2	EP8	The student is open to new ideas and is ready to change their opinion in the light of the current research in the field of neurolinguistics.		K_K02	
CONTENT				Semester	No. of hours	
						including e-learning
Subject title: <b>Neurolinguistics (neurolingwistyka)</b>						
Format of instruction: <b>lecture</b>						
1. Introduction to brain and language studies. Methods in neurolinguistics (brain imaging).				4	2	2
2. Neuroanatomical bases of language ability.				4	2	2
3. Language processing at the level of single words and whole sentences (semantic, syntactic and phonological processing). Language production and comprehension in healthy individuals and aphasic patients.				4	3	3
4. New models of functional language neuroanatomy.				4	2	2
5. Developmental neurolinguistics (language acquisition and developmental language disorders).				4	2	2
6. Bilingual and multilingual brain.				4	2	2
7. Trends in neurolinguistics.				4	2	2
Modes of delivery	<b>Lecture, multimedia presentation</b>					
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.					
Assessment methods					No. of learning outcome from the syllabus	
	<b>SPRAWDZIAN</b>				<b>EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8</b>	
	<b>Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.</b>					
Grading criteria	<b>The course grade shall be the grade obtained from the final test.</b>					
	Grade calculation principles					
	<b>The grade for the subject is the grade obtained from the test.</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Neurolinguistics (neurolingwistyka)		Ważona		
	4	Neurolinguistics (neurolingwistyka) [wykład]	zaliczenie z ocen		1,00	
Basic reading	D. Kemmerer (2022): Cognitive Neuroscience of Language, Psychology Press					
	G. deZubizaray, N. Schiller (2019): The Oxford Handbook of Neurolinguistics, Oxford University Press					
	J. Kroll et al. (2012): Juggling two languages in one mind: What bilinguals tell us about language processing and its consequences for cognition. Psychology and Learning Motivation, vol. 56, p. 229-262., Elsevier					
Supplementary reading	E. Ahlsen (2006): Introduction to Neurolinguistics, John Benjamins Publishing Co					
	P. Hagoort et al. (2014): The Neurobiology of Language beyond Single Words, Annual Review of Neuroscience					

<b>STUDENT WORKLOAD</b>		
	No. of hours	
		including e-learning
Contact hours	<b>15</b>	<b>15</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>0</b>	<b>0</b>
Private reading and studying	<b>14</b>	<b>0</b>
Participation in tutorials	<b>6</b>	<b>0</b>
Preparation of project / essay / etc.	<b>0</b>	<b>0</b>
Preparation for test / exam	<b>13</b>	<b>0</b>
<b>TOTAL workload</b>	<b>50</b>	
<b>ECTS credits</b>	<b>2</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Neuroscience in business (neuronauka w biznesie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_31S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	laboratory	30	0	pg	5	
		lecture	15	15	e		
<b>Total</b>			<b>45</b>			<b>5</b>	
Course / module coordinator		prof. dr hab. in . KESRA NERMEND					
Course instructor		prof. dr hab. in . KESRA NERMEND					
Course / module objectives		The classes are aimed at deepening the knowledge of cognitive neuroscience and introducing students to a new and rapidly developing field of technology, which is of key importance in studying the influence of the psychophysical state of a decision-maker in the process of making business decisions.					
Prerequisites		Knowledge of basic issues in the field of information technology, decision-making methods, marketing and data analysis in the economy.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	He knows the principles, methods, techniques and procedures of research in management and quality sciences, and understands how to use IT tools and cognitive neuroscience techniques in conducted research.	K_W01 K_W06			
skills	1	EP2	Has the ability to use IT tools to carry out research experiments.	K_U03 K_U04			
	2	EP4	Is able to plan and carry out his own research project, working in project teams.	K_U02 K_U08			
social competences	1	EP3	He is ready to critically analyze the available sources of knowledge in the field of conducted experimental research and to take responsibility for decisions made as a result of the obtained research results.	K_K01 K_K02			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Neuroscience in business (neuronauka w biznesie)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Cognitive Neuroscience (introduction)</b>					4	2	2
2. <b>Characteristics of cognitive processes</b>					4	2	2
3. <b>Structure of the brain and information processing methods in it</b>					4	2	2
4. <b>Factors influencing business decision making</b>					4	3	3
5. <b>Cognitive neuroscience techniques and their application in business</b>					4	3	3

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

<b>TOTAL workload</b>	<b>125</b>
<b>ECTS credits</b>	<b>5</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>New trends in marketing (nowe trendy w marketingu) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_24S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 3 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	0	pg	4	
		lecture	15	15	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr MAŁGORZATA WI CICKA-FERNANDO</b>					
Course instructor		<b>dr MAŁGORZATA WI CICKA-FERNANDO</b>					
Course / module objectives		<b>The Main aim is to identify and discuss new trends in marketing</b>					
Prerequisites		<b>The student has a general knowledge of management and is able to search for information and have own opinion about new information and implementation.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student know and understand marketing terms and changes on modern market</b>	<b>K_W01 K_W02 K_W05</b>			
skills	1	EP2	<b>The student is able to search for solutions to the issues raised, using his/her knowledge. He/she is able to look critically at unfair practices.</b>	<b>K_U03 K_U05</b>			
social competences	1	EP3	<b>The student is ready to communicate freely in English in an international group of people for the purpose of discussion. The student criticises unfair market practices aimed at manipulating people.</b>	<b>K_K01</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>New trends in marketing (nowe trendy w marketingu)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Marketing and global market "Think globally, act locally"</b>					3	2	2
2. <b>Megatrends in marketing</b>					3	3	3
3. <b>New customer era ?customer is not only a customer?</b>					3	2	2
4. <b>Digital marketing</b>					3	3	3
5. <b>The customer satisfaction as an important part of the customer care</b>					3	2	2
6. <b>Marketing 5.0</b>					3	3	3
Format of instruction: <b>discussion classes</b>							

1. The concept of marketing on the global market	3	2	0
2. Identification of Megatrends	3	3	0
3. Analyses of changing role of customer	3	3	0
4. The digital marketing	3	4	0
5. The customer satisfaction	3	2	0
6. Marketing 5.0	3	1	0

Modes of delivery	<b>The Lecture will be conducted with the use of multimedia presentations, discussion, case studies, group work.</b>		
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.		

Assessment methods			No. of learning outcome from the syllabus
	<b>KOLOKWIUM</b>		<b>EP1,EP2,EP3</b>
	<b>PREZENTACJA</b>		<b>EP1,EP2,EP3</b>
	<b>Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.</b>		

Grading criteria	<b>Lecture: students receive a satisfactory grade from the lecture test if they achieve at least 60% of available points. Tutorial: Students receive a satisfactory grade from the tutorial if they achieve at least 60% of available points.</b>		
	Grade calculation principles		
	<b>The final assessment will be calculated as the arithmetic mean of the exercises and lecture.</b>		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	New trends in marketing (nowe trendy w marketingu)		Arytmetyczna	
	3	New trends in marketing (nowe trendy w marketingu) [wykład]	zaliczenie z ocen		
	3	New trends in marketing (nowe trendy w marketingu) [wiczenia]	zaliczenie z ocen		

Basic reading	Ch. Burgess, M.Burgess (2020): The New Marketing. How to Win in the Digital Age, Sage		
	Ph. Kotler, H. Kartajaya, I. Setiawan (2021): Marketing 5.0, John Wiley & Sons		
	red. E.Rudawska (2018): The Sustainable Marketing Concept in European SMEs: Insights from the Food & Drink Industry, Emeralds		

Supplementary reading	Ch. Barlow (2020): Social Media Marketing 2020: A Guide to Brand Building Using Instagram, YouTube, Facebook, Twitter, and Snapchat, Including Specific Advice on Personal Branding for Beginners, Independently published		
-----------------------	--	--	--

### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>15</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>8</b>	<b>0</b>
Private reading and studying	<b>14</b>	<b>0</b>
Participation in tutorials	<b>21</b>	<b>0</b>
Preparation of project / essay / etc.	<b>17</b>	<b>0</b>
Preparation for test / exam	<b>8</b>	<b>0</b>

<b>TOTAL workload</b>	<b>100</b>
<b>ECTS credits</b>	<b>4</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Occupational safety and health training (szkolenie BHP) (INNE DO ZALICZENIA)</b>					Course code: <b>EFZ214AIIJ3434_2S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 1 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	lecture	5	5	p	0	
<b>Total</b>			<b>5</b>			<b>0</b>	
Course / module coordinator		<b>mgr APOLONIUSZ KURYLCZYK</b>					
Course instructor		<b>mgr APOLONIUSZ KURYLCZYK</b>					
Course / module objectives		<b>Acquire knowledge and skills in health and safety, fire safety, emergency first aid and the rights and responsibilities of a university student.</b>					
Prerequisites		<b>No requirements</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>Knows and understands the legal, organisational and ethical considerations of performing professional activities during higher education</b>				
skills	1	EP2	<b>Can identify mistakes and omissions in practice</b>				
	2	EP3	<b>Be able to perform basic resuscitation, recognise hazards and take appropriate action.</b>				
social competences	1	EP4	<b>carries out tasks in a way that ensures the safety of himself and the environment, including observing the safety rules</b>				
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: <b>Occupational safety and health training (szkolenie BHP)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Legal regulations: regulation of work safety and health protection in Polish and European Union legislation, duties of HEIs, supervisors to ensure safe and hygienic learning and practice conditions, ergonomic factors in shaping conditions during education at HEIs, including hygienic standards for permanent work premises.</b>					1	1	1
2. <b>Hazardous physical, biological and chemical agents in laboratory, laboratory and field activities. Accident hazards in classes and during work placements, sports camps, field activities. Hazard avoidance with special attention to collective and individual post-accident proceedings (legal regulations, accident insurance).</b>					1	2	2
3. <b>Emergency first aid, recognition of medical emergencies, cardiopulmonary resuscitation including operation of AED defibrillator, operation of first aid kit.</b>					1	1	1
4. <b>Legal basis in the field of fire protection, fire detection systems, flammable and explosive substances, prevention of fire hazards, conduct during fire and other local hazards, handheld firefighting equipment, evacuation</b>					1	1	1

Modes of delivery	<b>E-learning course</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	<b>SPRAWDZIAN</b>				<b>EP1,EP2,EP3,EP4</b>
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	<b>Completing an e-learning course in the field of occupational health and safety - obtaining at least 60% correct answers from the test</b>				
	Grade calculation principles				
	<b>Obtaining at least 60% correct answers from the test</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Occupational safety and health training (szkolenie BHP)		Nieobliczana	
	1	Occupational safety and health training (szkolenie BHP) [wykład]	zaliczenie		
Basic reading	M. Goniewicz (2022): Pierwsza pomoc. Podręcznik dla studentów, PZWL Wydawnictwo Lekarskie, Warszawa				
	(2022): Kodeks pracy – tekst jednolity, Dziennik Ustaw RP, Warszawa				
	Zarządzenie Rektora US w sprawie organizowania szkoleń w zakresie BHP dla studentów i doktorantów US, Szczecin				
Supplementary reading	S. Wieczorek (2014): Ergonomia. Poradnik BHP, Wydawnictwo Tarbonus, Tarnobrzeg				
	(2022): ustawa o Państwowym Ratownictwie Medycznym – tekst jednolity, Dziennik Ustaw RP, Warszawa				
<b>STUDENT WORKLOAD</b>					
			No. of hours		
			including e-learning		
Contact hours	<b>5</b>		<b>5</b>		
Participation in test / exam	<b>0</b>		<b>0</b>		
Preparation for contact hours	<b>0</b>		<b>0</b>		
Private reading and studying	<b>0</b>		<b>0</b>		
Participation in tutorials	<b>0</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>0</b>		<b>0</b>		
Preparation for test / exam	<b>0</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>5</b>				
<b>ECTS credits</b>	<b>0</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Organization and management (organizacja i zarz dzanie) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIIJ3433_3S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 1 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	5	
		lecture	15	15	e		
<b>Total</b>			<b>30</b>			<b>5</b>	
Course / module coordinator		<b>dr ALEKSANDRA RUDAWSKA</b>					
Course instructor		<b>dr ALEKSANDRA RUDAWSKA</b>					
Course / module objectives		<b>The aim of the course is to advance students understanding in the field of organization and management basing on the selected contemporary perspectives, concepts and frameworks of management that regard hard and soft managerial components together with issues related to organization change.</b>					
Prerequisites		<b>Student should be familiar with the basic concepts from the field of management and organizational behaviour.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows and understands in advanced manner foundations, goals and elements of selected perspectives and frameworks of management</b>	<b>K_W01 K_W07</b>			
	2	EP5	<b>knows and understands in an advanced manner relationships among approaches and management concepts</b>	<b>K_W01 K_W07</b>			
skills	1	EP2	<b>is able to identify in an advanced manner the problems of the company, indicates the causes and suggests solutions.</b>	<b>K_U01 K_U03</b>			
	2	EP3	<b>is able to prepare writing assignment on selected topic on management selecting literature and research results, and presents it to the class</b>	<b>K_U05 K_U06 K_U07 K_U08</b>			
social competences	1	EP4	<b>is ready to assess critically solutions presented during group and class discussions as well as literature selected for the assignment</b>	<b>K_K01</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Organization and management (organizacja i zarz dzanie)</b>							
Format of instruction: <b>lecture</b>							
1. Assumptions related to managing organizations and their changes					1	2	2
2. Performance management approach					1	2	2
3. Organizational design and architecture					1	2	2
4. Employee attitudes approach					1	3	3

5. Knowledge approach in management		1	3	3	
6. Creating and leading change		1	3	3	
Format of instruction: <b>discussion classes</b>					
1. Organization-environment fit and stakeholders		1	2	0	
2. Performance management - balanced scorecard concept		1	2	0	
3. Attitudes and person-organization fit		1	4	0	
4. Organizational culture and climate		1	2	0	
5. Knowledge management perspective		1	2	0	
6. Managing change and change resistance		1	3	0	
Modes of delivery	<b>individual and group assignments and case studies enabling to development of understanding of the introduced concepts. Students' presentations, group and class discussions. lecture with use of the multimedia presentation.</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	<b>EGZAMIN PISEMNY</b>			<b>EP1,EP2,EP5</b>	
	<b>PRACA PISEMNA/ ESEJ/ RECENZJA</b>			<b>EP1,EP2,EP3,EP4</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP2,EP4,EP5</b>	
	<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>				
Grading criteria	<b>Zaliczenie wicze :</b> <b>Zaliczenie jest na podstawie zada realizowanych przez studentów podczas wicze oraz pracy pisemnej na podany temat i prezentacji przed grup .</b> <b>Zaliczenie wykładu: Egzamin w formie pisemnej z pytaniami mieszanymi (zamkni te i otwarte).</b> <b>Student podchodzi do egzaminu po otrzymaniu pozytywnej oceny z cz ci wiczeniowej.</b>				
	Grade calculation principles				
	<b>Ocena z przedmiotu jest redni wa on oceny z zaliczenia cz ci wiczeniowej (40%) oraz egzaminu (60%).</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Organization and management (organizacja i zarz dzanie)		Wa ona	
	1	Organization and management (organizacja i zarz dzanie) [ wiczenia]	zaliczenie z ocen		0,40
	1	Organization and management (organizacja i zarz dzanie) [wykład]	egzamin		0,60
Basic reading	D.A. Buchanan, A.A. Huczynski (2019): Organizational behaviour, Pearson				
	P. Massingham (2020): Knowledge management: theory in practice, Sage				
	T.A. Scandura (2022): Essentials of organizational Behavior. An Evidence-based approach, SAGE publishing				
Supplementary reading	R.S. Kaplan, D.P. Norton (2008): The Execution Premium: linking strategy to operations for competitive advantage, Harvard Business School Publishing				
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating in a competitive world, McGraw Hill				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>15</b>		
Participation in test / exam	<b>3</b>		<b>0</b>		

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Production management in digital system (zarz dzanie produkcj w systemie cyfrowym) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_26S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 3 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	15	pg	4	
		lecture	15	15	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr hab. DARIUSZ MILEWSKI</b>					
Course instructor		<b>dr hab. DARIUSZ MILEWSKI</b>					
Course / module objectives		<b>The aim of the course is to acquire practical skills to make optimal decisions based on economic calculations relating to production processes</b>					
Prerequisites		<b>Basics of the English language and basic knowledge concerning managerial and economical problems</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student understand how to make optimal decisions regarding production processes in an enterprise based on an economic calculation of economic processes.</b>	<b>K_W02 K_W08</b>			
skills	1	EP2	<b>The student presents his point of view and argues using specialist vocabulary. Is able to carry out economic calculations on the basis of which it is possible to assess the profitability of making decisions regarding the management of production processes in the enterprise</b>	<b>K_U03 K_U04 K_U06</b>			
social competences	1	EP3	<b>He/She is aware of his skills and at the same time understands that learning is an LLL (Life-Long-Learning) process.</b>	<b>K_K01</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Production management in digital system (zarz dzanie produkcj w systemie cyfrowym)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Digital Production. Processes as a Business Case.</b>					3	2	2
2. <b>Project planning and project management with digital tools</b>					3	2	2
3. <b>Design for function, reliability, production, cost, etc.</b>					3	2	2
4. <b>Mechanisms and mechanical systems analysis</b>					3	2	2
5. <b>Digital configuration and architecture</b>					3	3	3
6. <b>Digital system modelling, simulation and analysis</b>					3	2	2

7. Risk evaluation and analyses.		3	2	2	
Format of instruction: <b>discussion classes</b>					
1. Basic economic problems (costs, economic efficiency, efficiency factors, economic laws)		3	4	4	
2. Optimization of production processes of goods and services		3	4	4	
3. Optimization of production capacity		3	3	3	
4. Optimal production batch		3	2	2	
5. Materials management		3	2	2	
Modes of delivery	<b>Lecture using multimedia presentations, case studies, problem solving</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	<b>KOLOKWIUM</b>			<b>EP1,EP2</b>	
	<b>PROJEKT</b>			<b>EP1,EP2</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP3</b>	
	Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.				
Grading criteria	<b>The condition of passing the course is to make and present a project (classes) and pass a test (lecture). Rules for calculating the grade: over 50% - 3, over 60% - 3.5, over 70% - 4, over 80% - 4.5, over 90% - 5</b>				
	Grade calculation principles				
	<b>The final grade for the subject is the arithmetic mean of the grades obtained during the classes and lectures.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Production management in digital system (zarz dzanie produkcj w systemie cyfrowym)		Arytmetyczna	
	3	Production management in digital system (zarz dzanie produkcj w systemie cyfrowym) [wykład]	zaliczenie z ocen		
	3	Production management in digital system (zarz dzanie produkcj w systemie cyfrowym) [wiczenia]	zaliczenie z ocen		
Basic reading	Dariusz Milewski (2013): Relacje procesów logistycznych jako czynnik efektywno ci ekonomicznej przedsi biorstw produkcyjnych, Wydawnictwo Naukowe Uniwersytetu Szczeci skiego, Szczecin				
Supplementary reading	Bhowmik, Sumit (2018): Modeling and Optimization of Advanced Manufacturing Processes, Springer-Verlag GmbH				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>2</b>		<b>0</b>		
Preparation for contact hours	<b>7</b>		<b>0</b>		
Private reading and studying	<b>15</b>		<b>0</b>		
Participation in tutorials	<b>21</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>15</b>		<b>0</b>		
Preparation for test / exam	<b>10</b>		<b>0</b>		

<b>TOTAL workload</b>	<b>100</b>
<b>ECTS credits</b>	<b>4</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Project management (zarz dzanie projektem) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_13S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 2 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	4	
		lecture	15	15	e		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr MAGDALENA ŁAWICKA</b>					
Course instructor		<b>dr MAGDALENA ŁAWICKA</b>					
Course / module objectives		<b>As part of the course, the student will learn about the terms and elements of project management, such as the concept of a project, types and goals of projects, and forms and stages of project management. The essence of project management and the impact of effective project management on the organisation's development will be discussed.</b>					
Prerequisites		<b>Knowledge of the functioning of the organization and the use of individual management functions.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student knows and describes the concepts and techniques / methods of project management.</b>	<b>K_W01 K_W02 K_W04 K_W06</b>			
skills	1	EP2	<b>The student is able to select the appropriate methods of project management in terms of achieving the goals set.</b>	<b>K_U01 K_U02 K_U03 K_U04</b>			
	2	EP3	<b>Student is able to apply the knowledge of management to prepare and implement a project.</b>	<b>K_U01 K_U04 K_U05 K_U06 K_U08</b>			
social competences	1	EP4	<b>Student works in a team, discusses and presents his or her position on a selected problem concerning project management.</b>	<b>K_K01 K_K03 K_K04</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Project management (zarz dzanie projektem)</b>							
Format of instruction: <b>lecture</b>							
<b>1. Terms review: project, types of projects and their importance for the organization, project goals, project management.</b>					2	2	2
<b>2. Project stakeholders</b>					2	2	2
<b>3. Success factors and barriers to project implementation</b>					2	2	2

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

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Quality management (zarz dzanie jako ci ) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_5S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 1 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	30	0	pg	4	
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		dr ANNA BIELAWA					
Course instructor		dr ANNA BIELAWA					
Course / module objectives		The aim of the course is to familiarize students with the basic issues of quality management in an organization, to acquire the ability to effectively use classic and new quality tools, to realize how important it is in today's economic reality to ensure and improve quality.					
Prerequisites		The student knows the basics of management in an organization, can define the basic properties of a product, can work in a group and has lifelong learning habits					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	knows the basic categories and concepts of quality and the process of its shaping.	K_W08 K_W10			
skills	1	EP2	is able to use the tools for the analysis of the organization and its environment, is able to implement and audit the quality management system and use the tools, techniques and methods of quality management	K_U01 K_U03			
	2	EP3	is able to properly use the documentation and normative regulations of the quality management system at various levels of the organization	K_U05			
	3	EP4	is able to interact and work in a group, taking various roles in it	K_U08			
social competences	1	EP5	is aware of the essence of quality assurance and improvement in the enterprise	K_K05			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Quality management (zarz dzanie jako ci )</b>							
Format of instruction: <b>discussion classes</b>							
1. <b>Quality philosophy, basic definitions and aspects of quality</b>					1	1	0
2. <b>Evolution in the approach to the issue of quality assurance</b>					1	1	0
3. <b>Precursors and foundations of the concept of quality management</b>					1	2	0
4. <b>Instruments of quality management</b>					1	8	0
5. <b>Certification of quality management systems and products</b>					1	2	0

6. Quality management system according to ISO 9001: 2015 and its documentation	1	6	0
7. Quality management in selected sectors: food and catering sector, automotive sector, aviation sector, medical devices sector and telecommunications sector	1	4	0
8. Systemic environmental management	1	2	0
9. Occupational health and safety management	1	2	0
10. Organization management systems - case study	1	2	0

Modes of delivery	<b>Exercises with the use of case studies, based on teamwork and multimedia presentations.</b>		
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.		

Assessment methods		No. of learning outcome from the syllabus
	<b>KOLOKWIUM</b>	<b>EP1,EP2,EP3</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>	<b>EP1,EP2,EP3,EP4,EP5</b>
	<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>	

Grading criteria	<b>Completion of the course includes knowledge of the exercises and the recommended literature (multiple-choice test, passing the test with a sufficient grade requires obtaining 60% of possible points). Group work during the classes will also be considered.</b>		
	<b>The student receives a satisfactory grade when he is able to discuss the basic issues related to shaping and improving the quality in the enterprise, which checks the learning outcomes achieved in the field of knowledge obtained during participation in the exercises.</b>		
	Grade calculation principles		
<b>The grade from the subject is the grade from the completion of the exercises.</b>			

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Quality management (zarz dzenie jako ci )		Wa ona	
	1	Quality management (zarz dzenie jako ci ) [ wiczenia]	zaliczenie z ocen		1,00

Basic reading	D.R. Kiran (2016): Total Quality Management: Key Concepts and Case Studies, Butterworth-Heinemann				
	Nancy R. Tague (2020): The Quality Toolbox, Quality Press				

Supplementary reading	A. Hamrol (2018): Zarz dzenie i in ynieria jako ci, PWN, Warszawa				
	A.Matuszak- Flejszman (2021): Zarz dzenie jako ci , Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Pozna				

#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>8</b>	<b>0</b>
Private reading and studying	<b>19</b>	<b>0</b>
Participation in tutorials	<b>21</b>	<b>0</b>
Preparation of project / essay / etc.	<b>0</b>	<b>0</b>
Preparation for test / exam	<b>20</b>	<b>0</b>

<b>TOTAL workload</b>	<b>100</b>
<b>ECTS credits</b>	<b>4</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Self-development management (zarz dzanie rozwojem własnym) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_30S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	konwersatorium	15	0	pg	3	
<b>Total</b>			<b>15</b>			<b>3</b>	
Course / module coordinator		<b>dr in . ALICJA NER -PEŁKA</b>					
Course instructor		<b>dr in . ALICJA NER -PEŁKA</b>					
Course / module objectives		<b>The aim of the course is to show students how to make studies the way to work</b>					
Prerequisites		<b>In the field of skills, the student is able to analyze dependencies on the labor market, draw critical conclusions.</b>  <b>Basic knowledge of own abilities, skills, personality traits and the basics of the functioning of the labor market.</b> <b>In the field of social competences: the student is able to work in a group, discuss critically.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Has knowledge of planning his own professional career and using the period of study to improve qualifications</b>	<b>K_W04</b>			
skills	1	EP2	<b>He can define tasks that should be performer during the studies in order to have attractive competences on the labor market</b>	<b>K_U09</b>			
social competences	1	EP3	<b>Can identify own social competences needed on the labor market</b>	<b>K_K02</b>			
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: <b>Self-development management (zarz dzanie rozwojem własnym)</b>							
Format of instruction: <b>konwersatorium</b>							
1. <b>Own career concretizing</b>					4	2	0
2. <b>Own competence development</b>					4	2	0
3. <b>Personality</b>					4	2	0
4. <b>The knowledge of studies product</b>					4	3	0
5. <b>Shaping professional skills in the period of studies</b>					4	2	0
6. <b>Shaping critical thinking skills</b>					4	2	0
7. <b>The studies as a way to career</b>					4	2	0

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Services management in digital world (zarz dzanie uslugami w cyfrowym wiecie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_28S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 3 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	discussion classes	15	15	pg	4	
		lecture	15	15	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr UMASHANKAR SINGH</b>					
Course instructor		<b>dr UMASHANKAR SINGH</b>					
Course / module objectives		<b>The aim of this course is to understand the importance of decisions and to learn the process of decision making for a better business execution. The course will contribute to build the rational thought process and the decision making process. Discussions and practical orientation of the course will enhance student?s capabilities as managers to handle the challenging situation where a decision can make or break the situation.</b>					
Prerequisites		<b>no requirements</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows the decision process in business</b>	<b>K_W02 K_W03</b>			
	2	EP2	<b>understands simulation and modeling</b>	<b>K_W01 K_W10</b>			
	3	EP3	<b>knows the IT application in business</b>	<b>K_W05 K_W11</b>			
skills	1	EP4	<b>can solve problems based on decision</b>	<b>K_U01 K_U04</b>			
	2	EP5	<b>can apply decision tools in business</b>	<b>K_U04 K_U08</b>			
	3	EP6	<b>can be able to manage research problems</b>	<b>K_U02 K_U05</b>			
social competences	1	EP7	<b>is ready to solve problems with decision</b>	<b>K_K01 K_K02</b>			
	2	EP8	<b>is ready to initiate social activities</b>	<b>K_K03 K_K05</b>			
	3	EP9	<b>is ready to analyze and apply ethics</b>	<b>K_K05 K_K06</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Services management in digital world (zarz dzanie uslugami w cyfrowym wiecie)</b>							
Format of instruction: <b>lecture</b>							
<b>1. Decision making process in business</b>					3	2	2

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

Basic reading	Baker, A. J. (2019): Business Decision Making, Routledge
	Frankl, M. (2019): Business Decision Making (2nd Edition), Business Expert Press
	Nermend, K., Latuszynska, K., & Thalassinou, E. (2021): Decision-Making in Management: Methods and Behavioral Tools (1st Edition), Springer
Supplementary reading	

#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>30</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>10</b>	<b>0</b>
Private reading and studying	<b>10</b>	<b>0</b>
Participation in tutorials	<b>20</b>	<b>0</b>
Preparation of project / essay / etc.	<b>18</b>	<b>0</b>
Preparation for test / exam	<b>10</b>	<b>0</b>
<b>TOTAL workload</b>	<b>100</b>	
<b>ECTS credits</b>	<b>4</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Strategic management (zarz dzanie strategiczne) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIIJ3433_12S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 2 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	15	0	pg	4	
		lecture	15	15	e		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>mgr MAŁGORZATA SMOLSKA</b>					
Course instructor		<b>mgr MAŁGORZATA SMOLSKA</b>					
Course / module objectives		<b>The aim of the course is to: understand the essence, principles and correctness of strategic management; understanding of strategic analysis and methods of strategic planning; use of strategic analysis methods and strategic planning to solve management problems.</b>					
Prerequisites		<b>Student: knows the basic issues in the field of management, macroeconomics, finance, marketing; is able to apply management tools learned in the basic subjects of management and identify the main areas of the organization's activities and elements of its environment; is able to work in a group.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>Student defines the concepts of strategic management, understands the general principles of creating and developing an enterprise strategy.</b>			<b>K_W02 K_W07</b>	
skills	1	EP2	<b>Student draws conclusions from the presented texts, compares the methods of strategic analysis and is able to put them into practice (PEST analysis; Porter's 5 forces analysis; strategic group analysis; CPM matrix).</b>			<b>K_U01 K_U02</b>	
	2	EP3	<b>Student is able to construct a strategy for a company (analyze the necessary strategic resources, formulate operational, tactical and strategic goals based on the SMART method).</b>			<b>K_U01 K_U02</b>	
	3	EP4	<b>Student is able to: work independently and in a team, plan teamwork and present his position on strategic management issues.</b>			<b>K_U01 K_U02</b>	
social competences	1	EP5	<b>Student is ready for persistent individual and team activities in the field of strategic management and is convinced of the need to behave in a professional and ethic manner.</b>			<b>K_K01 K_K02 K_K03</b>	
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Strategic management (zarz dzanie strategiczne)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Strategic management - general concepts and economic background. Strategic management as a management concept. Enterprise strategy as a system.</b>					2	2	2

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

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

### STUDENT WORKLOAD

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>						
Course title: <b>Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3432_14S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>second degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:	
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 2 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	15	pg	4
		lecture	15	15	pg	
<b>Total</b>			<b>30</b>			<b>4</b>
Course / module coordinator		<b>prof. dr hab. MAGDALENA ZIOŁO</b>				
Course instructor		<b>prof. dr hab. MAGDALENA ZIOŁO</b>				
Course / module objectives		<b>Acquisition of knowledge and competences regarding the concept, essence and role of sustainable finance in business and indication of their impact on the creation of sustainable value and sustainable business models</b>				
Prerequisites		<b>Knowledge of management theory, finance and risk issues in business operations</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows and understands to an in-depth degree the essence, role, functions and goals of sustainable finance in business management			K_W01 K_W02 K_W07 K_W08 K_W10
	2	EP2	knows and understands in depth the specificity of ESG risk in finance and business			K_W01 K_W02 K_W06 K_W08
	3	EP3	knows and understands in depth the impact of sustainable finance on the business model of enterprises and business management			K_W01 K_W02 K_W06 K_W07 K_W08 K_W10

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

Assessment methods					No. of learning outcome from the syllabus
	KOLOKWIUM				EP1,EP2,EP3
	PREZENTACJA				EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8
	PROJEKT				EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	<b>Students are assessed on the basis of a single-choice test (verification of knowledge), a project (case study analysis) and its presentation (verification of practical skills and social competences). the student gets a positive grade from the test when he gives 60% of the correct answers, the student gets a positive grade from the project and its presentation when he completed the project correctly and independently</b>				
	Grade calculation principles				
	<b>The grade is issued as an arithmetic mean of the grades from lectures and exercises</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem)		Arytmetyczna	
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) [wyczenia]	zaliczenie z ocen		
	2	Sustainable finance in business management (finanse zrównoważone w zarządzaniu biznesem) [wykład]	zaliczenie z ocen		
Basic reading	Chrysovalantis Gaganis, Fotios Pasiouras, Menelaos Tasiou, Constantin Zopounidis (2023): Sustainable Finance and ESG: Risk, Management, Regulations, and Implications for Financial Institutions, Palgrave Macmillan, Switzerland				
	Magdalena Ziolo (2020): Finanse zrównoważone. Rozwój, ryzyko, rynek, PWE, Warszawa				
	Magdalena Ziolo, Anna Spoz, Ewa Kulińska - Sadłocha (2021): Zrównoważone rynki finansowe, PWE, Warszawa				
Supplementary reading	Magdalena Ziolo, Beata Zofia Filipiak, Blanka Tundys (2021): Sustainability in bank and corporate business models : the link between ESG risk assessment and corporate sustainability, Palgrave McMillan, Cham				
	Magdalena Ziolo (ed.) (2020): Finance and Sustainable Development Designing Sustainable Financial Systems, Routledge, Taylor&Francis				
<b>STUDENT WORKLOAD</b>					
			No. of hours		
			including e-learning		
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>2</b>		<b>0</b>		
Preparation for contact hours	<b>13</b>		<b>0</b>		
Private reading and studying	<b>20</b>		<b>0</b>		
Participation in tutorials	<b>19</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>10</b>		<b>0</b>		
Preparation for test / exam	<b>6</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>100</b>				
<b>ECTS credits</b>	<b>4</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Teamwork management (zarz dzanie prac zespolow ) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_7S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 1 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	discussion classes	15	0	pg	5	
		lecture	15	15	e		
<b>Total</b>			<b>30</b>			<b>5</b>	
Course / module coordinator		<b>dr JAROSŁAW POTERALSKI</b>					
Course instructor		<b>dr JAROSŁAW POTERALSKI</b>					
Course / module objectives		<b>The goal of the course is to familiarize students with the basic principles of team work management, by developing their skills and managerial competence</b>					
Prerequisites		<b>Basic knowledge of human resources management, communications and strategic planning</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student explains essence, role and main features of teams and distinguishes teams from groups.</b>	<b>K_W05 K_W07 K_W10</b>			
	2	EP2	<b>Student knows factors that determine effective teamwork</b>	<b>K_W01 K_W07 K_W10</b>			
skills	1	EP3	<b>Student identifies problems occurring during teamwork and proposes solutions</b>	<b>K_U01 K_U03 K_U07 K_U08</b>			
	2	EP4	<b>Student prepares written assignments on the topic of teamwork</b>	<b>K_U06 K_U08</b>			
social competences	1	EP5	<b>Student is ready to formulate their own ideas and prepare projects.</b>	<b>K_K01 K_K04</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Teamwork management (zarz dzanie prac zespolow )</b>							
Format of instruction: <b>lecture</b>							
<b>1. The essence of teamwork</b>					1	2	2
<b>2. Key competences in teamwork</b>					1	4	4
<b>3. Team roles</b>					1	3	3
<b>4. The leader vs boss</b>					1	2	2
<b>5. Communication and conflict management in a team</b>					1	4	4

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

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-II-S-24/25Z</b>							
Course title: <b>Toolbox in project management (narz dzia zarz dzania projektem) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIIJ3433_27S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>second degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 3 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	laboratory	30	30	pg	4	
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr HANNA SOROKA-POTRZEBNA</b>					
Course instructor		<b>dr HANNA SOROKA-POTRZEBNA</b>					
Course / module objectives		<b>Familiarize students with the tools used in project management.</b>					
Prerequisites		<b>No requirements.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student knows the concepts related to project management</b>	<b>K_W01 K_W07</b>			
	2	EP2	<b>Student knows project management tools</b>	<b>K_W04 K_W06 K_W08</b>			
skills	1	EP3	<b>Student is able to use project management tools</b>	<b>K_U01 K_U02 K_U03 K_U05</b>			
	2	EP4	<b>Student is able to recognize project management tools</b>	<b>K_U02 K_U03</b>			
social competences	1	EP5	<b>Student is ready to engage in teamwork</b>	<b>K_K03</b>			
	2	EP6	<b>Student is ready to use the knowledge about the tools used in project management</b>	<b>K_K02</b>			
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: <b>Toolbox in project management (narz dzia zarz dzania projektem)</b>							
Format of instruction: <b>laboratory</b>							
1. <b>Introduction to project management - basic concepts.</b>					3	4	4
2. <b>Importance of a toolbox for a project manager.</b>					3	2	2
3. <b>Tools helpful in the work of the project team.</b>					3	6	6
4. <b>Tools for suport project planning.</b>					3	6	6
5. <b>Tools for controlling and managing errors in projects.</b>					3	6	6
6. <b>Tools for presenting the effects of a project.</b>					3	6	6

Modes of delivery	<b>Multimedia presentation, group work, case study solving, project preparation</b>				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods					No. of learning outcome from the syllabus
	<b>PROJEKT</b>				<b>EP1,EP2,EP3,EP6</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>				<b>EP1,EP2,EP3,EP4,EP5,EP6</b>
	<b>Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.</b>				
Grading criteria	<b>Assessment criteria: preparation of the project and activity in the classroom.</b>				
	Grade calculation principles				
	<b>Final grade: grade obtained from the completion of the course.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Toolbox in project management (narz dzia zarz dzania projektem)		Wa ona	
	3	Toolbox in project management (narz dzia zarz dzania projektem) [laboratorium]	zaliczenie z ocen		1,00
Basic reading	Trocki M. (2014): Nowoczesne zarz dzanie projektami, PWE, Warszawa				
	Wysocki R. K. (2013): Efektywne zarzadzanie projektami, Helion, Gliwice				
Supplementary reading	Axelos (2013): Zarz dzanie ryzykiem: przewodnik dla praktyków M_o_R , TSO, Londyn				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>30</b>		
Participation in test / exam	<b>0</b>		<b>0</b>		
Preparation for contact hours	<b>13</b>		<b>0</b>		
Private reading and studying	<b>16</b>		<b>0</b>		
Participation in tutorials	<b>21</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>20</b>		<b>0</b>		
Preparation for test / exam	<b>0</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>100</b>				
<b>ECTS credits</b>	<b>4</b>				