

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Business economics (ekonomia biznesu) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3432_3S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. TOMASZ BERNAT</b>					
Course instructor		<b>dr hab. TOMASZ BERNAT</b>					
Course / module objectives		<p>The primary purpose of the lecture is to familiarize students with the basic concepts and concepts that characterize the way managers think about the market, its institutions, the structure and the results of their decisions Use theory and economics methods (especially micro-economics) to solve problems in making optimal decisions. By embedding the issues under consideration on concrete examples, students will be able to use the knowledge gained not only in the business, but also in the public sector and in all types of organizations, as well as by anyone who is looking for the best solutions in their personal decisions of a financial, economic, etc. nature.</p>					
Prerequisites		<p>The student has general knowledge at the high school level in social sciences and basic mathematics, enabling them to understand economic concepts. During the course, the student gradually acquires knowledge of microeconomics and macroeconomics, as well as the principles of market economy functioning. The student takes an interest in current economic events and is able to relate them to the topics discussed. The student develops the ability to solve basic quantitative problems and to interpret graphs illustrating relationships between key economic categories relevant to business operations. The student also builds the ability to think analytically and to draw conclusions based on the acquired knowledge of the economy and business operations.</p>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knows the basic economic concepts associated with an interest in the management economy</b>	<b>K_W02 K_W04 K_W05</b>			
skills	1	EP2	<b>The student will anticipate possible scenarios resulting from current developments in different markets and assess the situation of the company in specific market structures, depending on the evolution of costs, revenues, etc.</b>	<b>K_U01 K_U02 K_U03</b>			
social competences	1	EP3	<b>The student is willing to think and act in an entrepreneurial way</b>	<b>K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Business economics (ekonomia biznesu)</b>							
Format of instruction: <b>lecture</b>							
<b>1. Economics thinking</b>					1	2	0
<b>2. Proces podejmowania decyzji managerskich</b>					1	2	0
<b>3. The market and its impact on management decisions</b>					1	2	0

4. Decision's optimization process - production		1	2	0	
5. Optimize the company's profit		1	2	0	
6. Firm performance in long run: size, diversification, and scope		1	2	0	
7. The role of the market structure in managerial decision		1	3	0	
Format of instruction: <b>discussion classes</b>					
1. Economics thinking		1	2	0	
2. The process of management decision-making		1	2	0	
3. The market and its impact on management decisions		1	2	0	
4. Decision's optimization process		1	2	0	
5. Optimize the company's profit		1	2	0	
6. Firm performance in long run: size, diversification, and scope		1	2	0	
7. The role of the market structure in managerial decision		1	3	0	
Modes of delivery	<b>lecture</b> <b>case studies</b> <b>graphic and algebraic tasks</b> <b>discussions</b> <b>perform tests and tasks in the e-learning system</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</b>	
	<b>KOLOKWIUM</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>Exercise Assessment:</b> <b>The exercises will be evaluated based on a written colloquium. The task for the colloquium will involve solving a case study of a business operation set in economic realities, utilizing knowledge from microeconomics theory. Students will be required to answer open-ended questions related to this case study.</b>				
	<b>Final Exam:</b> <b>The final exam will be conducted as tests placed in the e-study system or in a traditional format (printout). These tests will check students' knowledge in the field of microeconomics theory.</b>				
	Grade calculation principles				
	<b>Final Exam:</b> <b>The final exam will be conducted in the form of a case study solution from the operation of an enterprise embedded in economic realities using knowledge from the theory of microeconomics</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Business economics (ekonomia biznesu)		Arytmetyczna	
	1	Business economics (ekonomia biznesu) [wykład]	egzamin		
	1	Business economics (ekonomia biznesu) [wiczenia]	zaliczenie z ocen		
Basic reading	Geoffrey Schneider (2024): Microeconomic Principles and Problems: A Pluralist Introduction (Routledge Pluralist Introductions to Economics) 2nd Edition, Kindle Edition, Routledge				
	Christopher Thomas (2019): Managerial Economics, McGrawHill, New York				
	Michael Baye, Jeff Prince (2020): Managerial Economics & Business Strategy 10th Edition, Mcgraw, New York				
	Steven A. Greenlaw, University of Mary Washington David Shapiro, Pennsylvania State University Waldemar Karpa, Akademia Leona Koźmińskiego Piotr Maszczyk, Szkoła Główna Handlowa w Warszawie (2023): Mikroekonomia, OpenStax, on-line				

Supplementary reading	Umar Narejo (2023): Economics, Kindle Edition, on-line
	CNBS Business
	Forbes, Forbes
	Newsweek

**STUDENT WORKLOAD**

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</b>
Participation in test / exam	<b>4</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>8</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>75</b>	
<b>ECTS credits</b>	<b>3</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Business Intelligence (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3434_30S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 6 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	laboratory	30	0	pg	3	
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. ADAM STECYK</b>					
Course instructor		<b>dr hab. ADAM STECYK</b>					
Course / module objectives		<b>An explanation of how business intelligence analysis can be used in business applications and what BI methods can be used to analyze data using dashboards. Acquisition of skills creating data models that relate to the use of information available as part of the business performance. Understanding how BI mechanisms work in order to build complex analytical tools</b>					
Prerequisites		<b>Basics of data analysis in spreadsheets (aggregate functions, logical functions, charts, pivot table, pivot chart)</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student knows and understands the principles of business intelligence</b>	<b>K_W01 K_W07</b>			
	2	EP2	<b>Student understands the importance of BI in the use of data business</b>	<b>K_W05 K_W07</b>			
skills	1	EP3	<b>Student knows how to choose and use BI methods in business applications</b>	<b>K_U02 K_U03</b>			
	2	EP4	<b>Student knows how to choose the right creation tools for BI models</b>	<b>K_U05</b>			
	3	EP5	<b>By participating in laboratory classes student can interact and work in a group and assist in analysis of solutions created by other group members</b>	<b>K_U08</b>			
social competences	1	EP6	<b>Student is ready to disseminate good practices in the selection and use of the business intelligence method and tools</b>	<b>K_K05</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Business Intelligence</b>							
Format of instruction: <b>laboratory</b>							
1. 1. Introduction to business intelligence					6	2	0
2. 2. Multidimensional pivot table and logical functions					6	4	0
3. 3. Visualizations - first report					6	2	0
4. 4. Data sources and working with connectors					6	2	0
5. 5. Power query - data cleansing					6	8	0

6. 6. Relational data model		6	2	0	
7. 7. Measures and calculation columns. Selected DAX functions		6	6	0	
8. 8. Dashboards		6	4	0	
Modes of delivery	<p><b>Traditional education, e-learning, blended learning, presentation, group work, instructional videos, tasks, development of dashboards for data analysis</b></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	
	<b>PROJEKT</b>			<b>EP1,EP2,EP3,EP4,EP5,EP6</b>	
<p>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.</p>					
Grading criteria	<b>Implementation of the BI project and evaluation of the current work during laboratory classes (grading scale 2 - 5)</b>				
	Grade calculation principles				
	<b>The grade for the course is the grade obtained from the labs based on the arithmetic average of the grades obtained from the classes.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Business Inteligence		Ważona	
	6	Business Inteligence [laboratorium]	zaliczenie z ocen		1,00
Basic reading	A. Aspin (2016): Pro Power BI Desktop, Apress, London				
	A. Stecyk (2021): E-learning video tutorials, Own production, Szczecin				
	A. Stecyk. P. Gutowski (2019): Analiza danych w arkuszach kalkulacyjnych, Uniwersytet Szczeciński, Szczecin				
Supplementary reading					
<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>10</b>		<b>0</b>		
Private reading and studying	<b>5</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>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-I-S-25/26Z</b>						
Course title: <b>Business plans and strategic analysis (biznesplan i analiza strategiczna) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_16S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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	0	e	
<b>Total</b>			<b>30</b>			<b>4</b>
Course / module coordinator		<b>dr KAROLINA BEYER</b>				
Course instructor		<b>dr KAROLINA BEYER</b>				
Course / module objectives		<b>The aim of the course is to present issues related to the preparation of a business plan for enterprises and their strategic analysis. It is important to acquire planning skills in a company that give the opportunity to develop and achieve a competitive advantage on the market</b>				
Prerequisites		<b>In terms of: knowledge: the student knows the concepts of the functioning of the enterprise, enterprise resources, its development strategy, skills: is able to analyze the functioning of the company and its development strategy competences (attitudes): is ready to analyze case studies and work in a group</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>student knows the essence of business planning and the importance of a business plan in strategic management</b>	<b>K_W01 K_W02 K_W05 K_W07</b>		
	2	EP2	<b>student has knowledge of the methods of strategic analysis of the enterprise</b>	<b>K_W01 K_W06 K_W07</b>		
	3	EP3	<b>student knows the essence, goals and functions of strategic, tactical and operational planning in an enterprise</b>	<b>K_W01 K_W04</b>		
skills	1	EP4	<b>student is able to apply the acquired knowledge to create a business plan of an enterprise and indicate the resources needed to implement the project</b>	<b>K_U02 K_U03 K_U05</b>		
	2	EP5	<b>student is able to prepare a strategic analysis of a company</b>	<b>K_U01 K_U02 K_U04</b>		
	3	EP6	<b>student is able to plan his own and team work in the preparation of a business plan and strategic analysis of a company</b>	<b>K_U08 K_U09</b>		
social competences	1	EP7	<b>student is ready to critically evaluate the possessed knowledge and improving it in solving problems related to planning and strategic analysis of an enterprise</b>	<b>K_K01 K_K06</b>		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning

Subject title: <b>Business plans and strategic analysis (biznesplan i analiza strategiczna)</b>					
Format of instruction: <b>lecture</b>					
1. The importance and areas of planning in a company		2	2	0	
2. A business plan as a strategic planning tool		2	2	0	
3. The use of strategic analysis in planning in an enterprise		2	2	0	
4. Strategic analysis methods		2	4	0	
5. Business plan and its financial part - financial planning and financial analysis		2	5	0	
Format of instruction: <b>discussion classes</b>					
1. Business plan and strategic analysis in economic practice - forms, tools, methods of use		2	2	0	
2. Introduction to the business plan - Identification of the development needs of the selected company - team work on the project		2	2	0	
3. Strategic analysis of the selected company - team work on the project		2	5	0	
4. Business plan - team work on the financial part (financial planning, financial analysis)		2	4	0	
5. Business plan and strategic analysis of selected companies - project presentations		2	2	0	
Modes of delivery	<b>zajęcia z wykorzystaniem prezentacji multimedialnej</b> <b>dyskusje studentów</b> <b>praca z grupach nad projektem, analiza przypadków (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,EP7</b>	
	<b>PROJEKT</b>			<b>EP4,EP5,EP6,EP7</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 form and conditions for passing the lectures:</b> <b>The grade for the lectures is the grade obtained from the exam (approx. 5 open questions)</b> <b>The form and conditions for passing the exercises:</b> <b>The grade of the exercises is the assessment of the prepared project of business plan along with the strategic analysis of the selected enterprise</b>				
	Grade calculation principles				
	<b>student receives a grade:</b> <b>- satisfactory with at least 50% of the exam points</b> <b>- good, with at least 70% of the exam points</b> <b>- very good, obtaining at least 90% of the exam points</b> <b>The grade for the subject is the arithmetic mean of the grades obtained from lectures and exercises</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna)		Arytmetyczna	
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna) [wykład]	egzamin		
	2	Business plans and strategic analysis (biznesplan i analiza strategiczna) [wiczenia]	zaliczenie z ocen		
Basic reading	Gierszewska G., Romanowska M, (2016): Analiza strategiczna przedsiębiorstwa, PWE, Warszawa				
	Grant R. M. (2015): Contemporary Strategy Analysis: Text and Cases Edition, Wiley				
	Opolski K., Wańkowski K. (2020): Biznesplan. Jak go budować i analizować, CeDeWu, Warszawa				
	Shelton H. (2017): The Secrets to Writing a Successful Business Plan: A Pro Shares A Step-by-Step Guide to Creating a Plan That Gets Results, LIGHTNING SOURCE INC				

Supplementary reading	Beyer K. (2024): Create Your business , karolinabeyer.pl
	Beyer K., Czerniachowicz B., Wieczorek-Szymanska A. (2020): Przedsiębiorczość i zarządzanie przedsiębiorstwem - wyzwania i dylematy, WNUS, Szczecin
	Pinson L. (2013): Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future (Small Business Strategies Series), Out Of Your Mind . . . And Into The Mark
	The Staff of Entrepreneur Media (2015): Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground, Entrepreneur Press, USA

### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<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>15</b>	<b>0</b>
Participation in tutorials	<b>15</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-I-S-25/26Z</b>							
Course title: <b>Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_63S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</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 make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.</b>					
Prerequisites		<b>no requirements</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows the business activities</b>	<b>K_W02 K_W04</b>			
	2	EP2	<b>understands business promotion with IT</b>	<b>K_W03 K_W10</b>			
	3	EP3	<b>knows the IT application in business</b>	<b>K_W02 K_W11</b>			
skills	1	EP4	<b>can solve business problems with IT</b>	<b>K_U02 K_U04</b>			
	2	EP5	<b>can apply promotion tools in business</b>	<b>K_U01 K_U05</b>			
	3	EP6	<b>can be able to reach goals with IT</b>	<b>K_U07 K_U08</b>			
social competences	1	EP8	<b>is ready to start promotional activities inspiring to act for the benefit of the local community</b>	<b>K_K04</b>			
	2	EP9	<b>is ready to apply the principles of ethics in the area of promotional activities</b>	<b>K_K05 K_K06</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)</b>							
Format of instruction: <b>lecture</b>							
<b>1. Business promotion basics</b>					3	2	0
<b>2. Tools and Techniques of business promotion</b>					3	2	0

3. Role of information technology in communication		3	1	0	
4. Information technology tools and techniques		3	2	0	
5. Promotional activity with information technology		3	2	0	
6. Criteria to choose information technology tools		3	2	0	
7. Content and media selection		3	2	0	
8. Measuring the effect of promotional campaign		3	2	0	
Format of instruction: <b>discussion classes</b>					
1. Discussion on business promotion requirement		3	2	0	
2. A practical approach to business promotion		3	2	0	
3. Business promotion using IT case study		3	1	0	
4. Presentation on IT enabled promotions in business		3	2	0	
5. Promotional tools using IT comparison		3	2	0	
6. Activity to implement a promotional campaign		3	2	0	
7. Real life business project creation for promotion		3	2	0	
8. Real life business project creation for promotion		3	2	0	
Modes of delivery	<b>Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, 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>EP2,EP3,EP4</b>	
	<b>PREZENTACJA</b>			<b>EP1,EP6,EP8,EP9</b>	
	<b>PROJEKT</b>			<b>EP1,EP2,EP3,EP4,EP5,EP6</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP8,EP9</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: COLLOQUIUM- 100%, Exercises: PRESENTATION- 20%, PROJECT- 50%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 20%</b> <b>A student must score minimum 60% overall to pass the course.</b>				
	Grade calculation principles				
	<b>The final grade for the subject is the arithmetic mean of the grades obtained from passing the lectures and exercises.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu)		Arytmetyczna	
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [ wiczenia]	zaliczenie z ocen		
	3	Business promotion with information technology application (wykorzystanie informatycznych technologii w promocji biznesu) [wykład]	zaliczenie z ocen		

Basic reading	John, S. E. (2013): Application of Information Technology to Business Management
	Lucas, H. C. (2009): Information Technology for Management, Global Text
	Molenaar, C. (2012): e-Marketing Applications of Information Technology and the Internet within Marketing, Routledge
Supplementary reading	

**STUDENT WORKLOAD**

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</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>10</b>	<b>0</b>
Participation in tutorials	<b>12</b>	<b>0</b>
Preparation of project / essay / etc.	<b>11</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-I-S-25/26Z</b>							
Course title: <b>Bussiness process modelling (modelowanie procesów biznesowych) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_22S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	30	0	pg	4	
		lecture	15	0	e		
<b>Total</b>			<b>45</b>			<b>4</b>	
Course / module coordinator		<b>dr hab. MAŁGORZATA ŁATUSZY SKA</b>					
Course instructor		<b>dr hab. MAŁGORZATA ŁATUSZY SKA</b>					
Course / module objectives		<b>Familiarizing students with the theoretical and practical aspects of business process modeling.</b>					
Prerequisites		<b>Prerequisites for:</b> - <b>knowledge:</b> the student has a general knowledge of the functioning of economic objects; - <b>skills:</b> the student is able to use the computer in the WINDOWS operating environment; - <b>competences:</b> the student has instilled habits of lifelong learning and consciously uses computer technology.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows and understands the principles of operation of the company's areas of activity in which business process modeling can be applied.</b>	<b>K_W01 K_W07</b>			
skills	1	EP2	<b>can use advanced IT tools for modeling and analysis of business processes.</b>	<b>K_U02 K_U04</b>			
social competences	1	EP3	<b>is ready to independently update the knowledge and skills related to the use of methods and tools for modeling business processes.</b>	<b>K_K01</b>			
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: <b>Bussiness process modelling (modelowanie procesów biznesowych)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Process approach in a modern organization.</b>					3	2	0
2. <b>Basics of business process management in an enterprise.</b>					3	2	0
3. <b>Introduction to business process modeling.</b>					3	2	0
4. <b>Business process modeling methodology.</b>					3	4	0
5. <b>Review of IT tools for business processes modeling .</b>					3	2	0
6. <b>Business process reference models.</b>					3	3	0
Format of instruction: <b>laboratory</b>							
1. <b>Introduction to ADONIS. The functional scope and the basics of the user interface.</b>					3	2	0

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

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_46S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 5 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	laboratory	15	0	pg	2	
<b>Total</b>			<b>15</b>			<b>2</b>	
Course / module coordinator		dr in . TOMASZ WI NIEWSKI					
Course instructor		dr in . TOMASZ WI NIEWSKI					
Course / module objectives		<b>The aim is to introduce students to the theoretical fundamentals of simulation modeling and process optimization, and to use the learned skills to solve problems in practical applications in enterprises</b>					
Prerequisites		<b>Basic computer skills, basic mathematics</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>The student knows solutions (including IT solutions) which can be used for simulation and process optimization</b>			<b>K_W03 K_W07</b>	
	2	EP2	<b>Student knows definitions of model, optimization, computer simulation, distinguish elements of optimization model.</b>			<b>K_W01</b>	
skills	1	EP3	<b>The student is able to model business processes with the use of dedicated IT tools.</b>			<b>K_U02</b>	
	2	EP4	<b>Students with the use of simulations and optimization models are able to analyze the flow of business processes and interpret the results</b>			<b>K_U03 K_U05 K_U09</b>	
social competences	1	EP5	<b>The student is ready to formulate an opinion on the implemented business processes on the basis of simulation modelling and the optimization process</b>			<b>K_K03 K_K04</b>	
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów)</b>							
Format of instruction: <b>laboratory</b>							
1. <b>Introduction to simulation analysis - system, model, simulation, steps in building a simulation model</b>					5	3	0
2. <b>Conduct simulation experiments using software tools such as Arena Simulation.</b>					5	3	0
3. <b>Building optimization models, implementing optimization in simulation models</b>					5	3	0
4. <b>Process optimization using Excel with the Solver add-in.</b>					5	3	0
5. <b>Construction and presentation of final projects</b>					5	3	0

Modes of delivery	<b>Multimedia presentations, case studies, project method, laboratory classes</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,EP5</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>				<b>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 the course takes place through active participation in classes, completing assigned tasks and making a project using the tools and techniques learned during the classes</b>				
	Grade calculation principles				
	<b>The final grade is the lab grade</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów)		Nieobliczana	
	5	Computer simulation for process optimization (symulacja komputerowa w optymalizacji procesów) [laboratorium]	zaliczenie z ocen		
Basic reading	A. M. Law (2007): Simulation Modeling and Analysis, Fourth Edition, Mc Graw - Hill				
	Mielczarek B. (2009): Modelowanie symulacyjne w zarz dzaniu - symulacja dyskretna, Politechnika Wroclawska				
Supplementary reading	J. Banks, J.S. Garson, B. L. Nelson, D.M. Nicol (2009): Discrete-event systems simulation, V edycja, Pearson Education				

#### STUDENT WORKLOAD

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

3. Models of consumers behaviour		3	3	0	
4. Laws and effects in consumer behaviour		3	2	0	
5. Consumer research		3	4	0	
Format of instruction: <b>laboratory</b>					
1. Main determinants of consumer behavior (needs, motives)		3	2	0	
2. Economic and non-economic factors influencing consumer behavior		3	3	0	
3. Typology of consumption decisions		3	2	0	
4. Customer segmentation and positioning		3	2	0	
5. The risk of making decisions by consumers		3	2	0	
6. Contemporary trends in consumer market behavior		3	4	0	
Modes of delivery	<b>Exercises, case study, discussion, 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>EGZAMIN PISEMNY</b>			<b>EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8</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: Written exam - 4 essay questions. In each of the questions, the student will have to use the acquired knowledge and theory and use his own examples. For a satisfactory grade, the student must correctly write 2 questions, for a good grade - 3 questions, for a very good grade - 4 questions.</b>				
	<b>LABORATORY: Assessment obtained on the basis of a scientific article on consumer market behavior and its presentation in the group by the student.</b>				
	Grade calculation principles				
<b>The arithmetic mean of the lecture grade and the laboratory grade.</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Consumer behaviour (zachowania konsumentów)		Arytmetyczna	
	3	Consumer behaviour (zachowania konsumentów) [laboratorium]	zaliczenie z ocen		
	3	Consumer behaviour (zachowania konsumentów) [wykład]	egzamin		
Basic reading	G. Antonides, W.F. Van Raaij, F.W. Van Raaij (2017): Consumer Behaviour: A European Perspective, John Wiley & Sons				
	L.G. Schiffman, J.L. Wisenblit (2015): Consumer Behaviour, Pearson				
	M.R. Solomon (2019): Consumer Behaviour: Buying, having and being, Pearson Education Limited				
Supplementary reading					
<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>2</b>		
Preparation for contact hours	<b>5</b>		<b>0</b>		
Private reading and studying	<b>10</b>		<b>0</b>		

Participation in tutorials	10	10
Preparation of project / essay / etc.	10	0
Preparation for test / exam	8	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-I-S-25/26Z</b>						
Course title: <b>Creativity and Innovations (kreatywno i innowacje) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_18S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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	conversation	30	0	pg	3
<b>Total</b>			<b>30</b>			<b>3</b>
Course / module coordinator		<b>dr hab. KATARZYNA SZOPIK-DEPCZY SKA</b>				
Course instructor		<b>dr hab. KATARZYNA SZOPIK-DEPCZY SKA</b>				
Course / module objectives		<b>The main objective of the course will be to learn the basic issues related to innovation in enterprises as well as creativity, along with tools and techniques to support individual and group creativity that can foster the creation of innovative products and services.</b>				
Prerequisites		<b>In terms of knowledge: the student knows the basics of organization and management in an enterprise In terms of skills: student distinguishes between basic economic categories, such as: resources, processes, etc. In terms of social competences: student has instilled habits of lifelong learning.</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>Has a knowledge of the essence of innovation, its determinants, connection with creativity and impact on the development of the organization and in relations between them</b>	<b>K_W02 K_W05</b>		
	2	EP2	<b>Has a knowledge of the role of creativity in managing a small business, knows the factors influencing the creativity of human beings in the organization and its barriers, along with its connections in the area of innovative activity.</b>	<b>K_W06</b>		
skills	1	EP3	<b>On the basis of certain parameters, the student is able to analyze the company and its environment, assess the state of innovation and indicate potential sources of innovation along with a proposal of directions of innovative activities along with the selection of an innovation strategy.</b>	<b>K_U01 K_U02</b>		
	2	EP4	<b>Student is able to apply creative thinking methods.</b>	<b>K_U03 K_U06</b>		
	3	EP6	<b>Student can interact and work in a group, assuming various roles in it</b>	<b>K_U08</b>		
social competences	1	EP5	<b>He is ready to search for information and propose innovative solutions in projects implemented for the benefit of the company or the local community</b>	<b>K_K03</b>		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>Creativity and Innovations (kreatywno i innowacje)</b>						
Format of instruction: <b>conversation</b>						

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

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Decision making methods in management (metody podejmowania decyzji w zarz dzaniu) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_29S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 6 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	discussion classes	15	0	pg	4	
		lecture	15	0	e		
<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 people</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_K04 K_K05</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Decision making methods in management (metody podejmowania decyzji w zarz dzaniu)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Decision making process in business</b>					6	2	0

2. Problem identification and analysis		6	2	0	
3. Decision making tools and techniques		6	2	0	
4. Decision criteria and models		6	1	0	
5. Multi criteria decision making		6	2	0	
6. Behavioral tools of decision making		6	2	0	
7. Rational tools of decision making		6	2	0	
8. Different approaches to decision making		6	2	0	
Format of instruction: <b>discussion classes</b>					
1. Discussion on the importance of decisions		6	2	0	
2. A practical approach to decision process		6	2	0	
3. Decision in business case study		6	1	0	
4. Presentation on decision issues in business		6	2	0	
5. Decision making tools comparison		6	2	0	
6. Role play to take decision in a risk situation		6	2	0	
7. Simulation to implement decision process		6	2	0	
8. Business decisions evaluation		6	2	0	
Modes of delivery	<b>case study, Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, 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>EGZAMIN PISEMNY</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: WRITTEN EXAM- 100%</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
	6	Decision making methods in management (metody podejmowania decyzji w zarz dzaniu)		Arytmetyczna	
	6	Decision making methods in management (metody podejmowania decyzji w zarz dzaniu) [wykład]	egzamin		
	6	Decision making methods in management (metody podejmowania decyzji w zarz dzaniu) [wiczenia]	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>0</b>
Participation in test / exam	<b>4</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>22</b>	<b>0</b>
Preparation of project / essay / etc.	<b>10</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-I-S-25/26Z</b>						
Course title: <b>Descriptive statistics (statystyka opisowa) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3432_20S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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	4
		lecture	15	0	pg	
<b>Total</b>			<b>30</b>			<b>4</b>
Course / module coordinator		<b>dr KRZYSZTOF DMYTRÓW</b>				
Course instructor		<b>dr KRZYSZTOF DMYTRÓW</b>				
Course / module objectives		<b>The aim of the course is to acquire basic knowledge on a quantitative description of economic and social phenomena as well as ability to present the results of research, based on primary or secondary data.</b>				
Prerequisites		<ul style="list-style-type: none"> <li>- knowledge of basic economic concepts,</li> <li>- knowledge and abilities from the "Mathematic" module</li> </ul>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>Student knows the parameters describing the socioeconomic characteristics, their properties, measurement scales, student knows how to describe dynamics and relationships.</b>	<b>K_W03</b>		
	2	EP2	<b>Student knows the research methods in the social sciences and methods of measurement specific for social and economic sciences.</b>	<b>K_W03</b>		
	3	EP3	<b>Student knows the methods of presentation of the study of primary and secondary data, taking into account characteristics of the populations and distributions.</b>	<b>K_W03</b>		
skills	1	EP4	<b>Student is able to quantitatively describe the socio-economic phenomena on the basis of both primary and secondary data.</b>	<b>K_U02</b>		
	2	EP5	<b>Student is able to estimate strength and direction of relationships.</b>	<b>K_U02</b>		
	3	EP6	<b>Student is able to describe dynamics of economic phenomena.</b>	<b>K_U02</b>		
social competences	1	EP7	<b>Student is ready to use results of surveys conducted by national statistical institutes, including acknowledging the importance and consequences of cooperation with public statistics institution.</b>	<b>K_K01</b>		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>Descriptive statistics (statystyka opisowa)</b>						
Format of instruction: <b>lecture</b>						

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

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

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

**STUDENT WORKLOAD**

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</b>
Participation in test / exam	<b>0</b>	<b>0</b>
Preparation for contact hours	<b>20</b>	<b>0</b>
Private reading and studying	<b>10</b>	<b>0</b>
Participation in tutorials	<b>11</b>	<b>0</b>
Preparation of project / essay / etc.	<b>14</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-I-S-25/26Z</b>							
Course title: <b>Digital documents circulation (elektoniczny obieg dokumentów) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_45S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 5 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	laboratory	30	0	pg	2	
<b>Total</b>			<b>30</b>			<b>2</b>	
Course / module coordinator		mgr in . PATRYK WLEKŁY					
Course instructor		mgr in . PATRYK WLEKŁY					
Course / module objectives		<b>The purpose of this course is to introduce a student to workflow support systems, to develop the ability to assess the status of and seek solutions for the maintenance and development of these systems, and to develop a related readiness to critically evaluate and update their knowledge in this area.</b>					
Prerequisites		<b>Basic knowledge of computer science.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Students will learn to understand the needs for efficient document management (including electronic documents) as well as the strategies of maintenance and development of systems dedicated to electronic document circulation in organisations.</b>	<b>K_W01 K_W07</b>			
skills	1	EP2	<b>Students will be able to assess the needs concerning the development of electronic document circulation management systems in an organisation and to propose solutions within this scope, taking into account their functional and economic legitimacy.</b>	<b>K_U02 K_U03</b>			
social competences	1	EP3	<b>The student is prepared to recognise the importance of knowledge concerning the development of systems dedicated to electronic document circulation in organisations, to critically assess the knowledge possessed and to continuously improve in this respect.</b>	<b>K_K01 K_K02</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Digital documents circulation (elektoniczny obieg dokumentów)</b>							
Format of instruction: <b>laboratory</b>							
1. <b>Processing documentation in ERP and ECM systems.</b>					5	6	0
2. <b>Document management: check in / check out, version management, search and navigation, organize documents.</b>					5	9	0
3. <b>Workflow management (visualization of organizational processes and structures, parallel and sequential processing of procedures, reminders, deadlines, tasks, monitoring and documenting the process status).</b>					5	9	0
4. <b>Storage, preservation and distribution of documentation in ECM class systems.</b>					5	6	0

Modes of delivery	<b>Laboratory exercises, case studies, simulations.</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</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>				<b>EP1,EP2,EP3</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 the laboratories on the basis of a skill test conducted at the end of the class and solving problem tasks, taking into account the student's activity during the course of the classes.</b>				
	Grade calculation principles				
	<b>The final grade for the subject is the grade obtained from passing the laboratories.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Digital documents circulation (elektoniczny obieg dokumentów)		Wa ona	
	5	Digital documents circulation (elektoniczny obieg dokumentów) [laboratorium]	zaliczenie z ocen		1,00
Basic reading	Gerardus Blokdyk (2020): Document Management Systems a Complete Guide - 2020 Edition, Emereo Pty Limited				
	William B. Green (2012): Introduction to Electronic Document Management Systems, Academic Press Inc., Pasadena California				
Supplementary reading	Blake Richardson (2012): Records Management For Dummies, John Wiley & Sons				
<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>4</b>		<b>0</b>		
Private reading and studying	<b>5</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>3</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-I-S-25/26Z</b>						
Course title: <b>Digital media management (zarz dzanie mediami cyfrowymi) (KIERUNKOWE)</b>				Course code: <b>EFZ214AIJ3433_48S</b>		
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 5 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	5	discussion classes	15	0	pg	4
		lecture	15	0	pg	
<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 course aims to make students understand the role of digital media in business expansion for globalization. The boom of information and communication technology has transformed the media industry all around the world. The learning from the course will enhance student?s understanding about the digital media usage and the benefits all kind of business entities. Moreover, a real life observation through the course learning will add the digital media management skill as a competence for managers.</b>				
Prerequisites		<b>no requirements</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	knows the digital media activities	K_W02 K_W03		
	2	EP2	understands managing digital media	K_W03 K_W10		
	3	EP3	knows the digital media applications	K_W05 K_W11		
skills	1	EP4	can solve media problems	K_U01 K_U02		
	2	EP5	can apply digital tools in media	K_U04 K_U07		
	3	EP6	can be able to manage data and IT	K_U05 K_U08		
social competences	1	EP7	is ready to solve media challenges	K_K02 K_K04		
	2	EP8	is ready to initiate digital media activities	K_K01 K_K03		
	3	EP9	is ready to analyze and apply ethics	K_K05 K_K06		
<b>CONTENT</b>				Semester	No. of hours	
					including e-learning	
Subject title: <b>Digital media management (zarz dzanie mediami cyfrowymi)</b>						
Format of instruction: <b>lecture</b>						
1. <b>Introduction to digital media and industry</b>				5	2	0

2. Digital media management and marketing		5	2	0	
3. Types and tools of digital media		5	1	0	
4. Social media and web network management		5	2	0	
5. Online business or managing management		5	2	0	
6. Digital media communication and management skills		5	2	0	
7. Communication through digital media		5	2	0	
8. Marketing and promotion with digital media		5	2	0	
Format of instruction: <b>discussion classes</b>					
1. Critical discussion on digital media requirements		5	2	0	
2. A practical approach to digital media		5	2	0	
3. Case study on digital media implementation		5	1	0	
4. Web technologies, visuals, and graphic design		5	2	0	
5. Interactive digital media development		5	2	0	
6. Activity to implement a digital media in business		5	2	0	
7. Live project digital media management for business		5	2	0	
8. Live project digital media management for business		5	2	0	
Modes of delivery	<b>Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, 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	
	KOLOKWIUM			EP2,EP3,EP4	
	PREZENTACJA			EP1,EP6,EP7	
	PROJEKT			EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8,EP9	
	ZAJCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )			EP7,EP8,EP9	
	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: COLLOQUIUM- 100%</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
	5	Digital media management (zarz dzanie mediami cyfrowymi)		Nieobliczana	
	5	Digital media management (zarz dzanie mediami cyfrowymi) [wykład]	zaliczenie z ocen		
	5	Digital media management (zarz dzanie mediami cyfrowymi) [wiczenia]	zaliczenie z ocen		

Basic reading	Gershon, R. A. (2017): Digital Media and Innovation: Management and Design Strategies in Communication, SAGE Publications, Inc.
	Lucas, H. C. (2009): Information Technology for Management, Global Text
	Paige, A. (2019): A Textbook of Media Management, Trittech Digital Media
Supplementary reading	

**STUDENT WORKLOAD**

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</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>19</b>	<b>0</b>
Participation in tutorials	<b>11</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-I-S-25/26Z</b>						
Course title: <b>Diploma Seminar (seminarium dyplomowe) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_38S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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, semester: 5 - english language polish language, semester: 6 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	seminar	30	0	pg	3
3	5	seminar	30	0	pg	3
	6	seminar	30	0	pg	5
<b>Total</b>			<b>90</b>			<b>11</b>
Course / module coordinator		<b>prof. dr hab. in . KESRA NERMEND</b>				
Course instructor						
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</b>		
	2	EP4	<b>Student knows the basics of the thesis construction methodology</b>	<b>K_W01 K_W03</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_W03</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_W08</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 K_U04 K_U05
	4	EP8	Student analyses and interprets results and can draw conclusions based on them	K_U04
	5	EP9	Student has acquired a skill of writing a scientific text	K_U01 K_U03 K_U04 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: **seminar**

1. Basics of conducting scientific research methodology	4	6	0
2. Defining area and topic of thesis together with a justification of the choice	4	4	0
3. Basic concepts and principles concerning the protection of industrial property and copyright and the need for intellectual property management	4	4	0
4. Discussion on the research area literature and sources of data	4	4	0
5. Presentation of independently prepared work plan for the thesis	4	6	0
6. Correcting and final approval of the work plan	4	6	0
7. Presentation of the rules of scientific writing and requirements for the thesis	5	4	0
8. Preparation and presentation of essays related to the topic of the thesis	5	8	0
9. Formulating and correcting the thesis chapters with regard to the topic, objective and scope of the research	5	8	0
10. Discussion on the choice of methods and formulating the chapter on the methodological aspects of the thesis	5	6	0
11. Presentation of the theoretical chapters of the thesis and their acceptance	5	4	0
12. Presentation and evaluation of gathered data, necessary for constructing the empirical part of the thesis	6	6	0
13. Presentation of results and discussion of the conclusions of the conducted analytical research	6	6	0
14. Formulating and presentation of empirical part of the thesis	6	8	0
15. Final formulating of empirical part and overall thesis construction	6	10	0

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 się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.					
Grading criteria	The final grade is the grade obtained in a given semester.				
	Grade calculation principles				
	<b>Student receives a pass grade, if by the end of semester he/she conducts the assigned task, that is:</b> <b>semester 4 - prepares and formulates work plan and collects subject literature;</b> <b>semester 5 - prepares and presents the theoretical part of the thesis;</b> <b>semester 6 - conducts empirical study, writes and submits the final version of thesis;</b> <b>The obtained grade depends on the quality of the submitted work.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	4	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z ocen		
	5	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	5	Diploma Seminar (seminarium dyplomowe) [seminarium]	zaliczenie z ocen		
	6	Diploma Seminar (seminarium dyplomowe)		Nieobliczana	
	6	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		0		
Participation in test / exam	0		0		
Preparation for contact hours	50		0		
Private reading and studying	35		0		
Participation in tutorials	30		0		
Preparation of project / essay / etc.	35		0		
Preparation for test / exam	35		0		
<b>TOTAL workload</b>	<b>275</b>				
<b>ECTS credits</b>	<b>11</b>				

# COURSE SYLLABUS AND SPECIFICATION

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

8. Concept and measurement of profitability and debt.		3	4	0	
Format of instruction: <b>laboratory</b>					
1. Reading the basic financial statements of the selected companies.		3	2	0	
2. Methods of economic analysis: logarithm and subsequent substitutions - tasks with two or three factors.		3	2	0	
3. A preliminary assessment of the situation the investigated companys assets		3	2	0	
4. A preliminary assessment of the situation the investigated companys capital		3	2	0	
5. Study of short-term and long-term financial static liquidity of company X		3	3	0	
6. Establishing and interpretation of the cash conversion cycle (operating, net).		3	2	0	
7. Assessment of the company's profitability and turnover.		3	6	0	
8. Corporate debt analysis		3	3	0	
9. Analysis of a company's financial condition - case study		3	8	0	
Modes of delivery	<b>case studies, discussion based on financial statments, team work, PPT 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,EP4</b>	
	<b>KOLOKWIUM</b>			<b>EP1,EP2,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>Lecture: Test including the question of theoretical and empirical task viewing knowledge of methods and ability to interpret the results. 51% guarantee a passing grade</b>				
	<b>Excercise: Test tests the achievements in the field of knowledge (theoretical questions) and student skill (practical tasks together with an interpretation). 51% guarantee a passing grade</b>				
	Grade calculation principles				
<b>The final grade is a weighted mean: 50% test score and 50% written exam score.</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Economic analysis (analiza ekonomiczna)		Arytmetyczna	
	3	Economic analysis (analiza ekonomiczna) [wykład]	egzamin		
	3	Economic analysis (analiza ekonomiczna) [laboratorium]	zaliczenie z ocen		
Basic reading	Steven M. Bragg (2014): Financial Analysis: Second Edition A Business Decision Guide				
Supplementary reading	(2019): Journal of Business and Economic Analysis				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>45</b>		<b>0</b>		
Participation in test / exam	<b>2</b>		<b>0</b>		
Preparation for contact hours	<b>12</b>		<b>0</b>		
Private reading and studying	<b>13</b>		<b>0</b>		

Participation in tutorials	13	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	15	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-I-S-25/26Z</b>							
Course title: <b>E-learning Training (szkolenie e-learningowe) (ANOTHER TO PASS)</b>					Course code: <b>EFZ214AIJ3605_3S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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</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							
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>has knowledge of the rules for passing courses conducted using distance education methods and techniques</b>				
	3	EP3	<b>knows how to navigate the e-learning platform</b>				
skills	1	EP4	<b>is able to log on to a distance learning platform</b>				
	2	EP5	<b>is able to contact lecturers and university staff electronically</b>				
	3	EP6	<b>is able to find the correct subject and correctly sit the online exam/assessment</b>				
social competences	1	EP7	<b>has the competence to cooperate and communicate with other students and lecturers in a remote working mode</b>				
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>E-learning Training (szkolenie e-learningowe)</b>							
Format of instruction: <b>discussion classes</b>							
<b>1. Operation of the e-learning platform</b>					1	1	1
<b>2. Electronic communication at the university</b>					1	1	1

Modes of delivery	<b>e-learning using the Moodle platform</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>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	E-learning Training (szkolenie e-learningowe)		Nieobliczana	
	1	E-learning Training (szkolenie e-learningowe) [wiczenia]	zaliczenie		
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-I-S-25/26Z</b>							
Course title: <b>e-marketing (e-marketing) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_43S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 5 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	3	
		lecture	15	0	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr MAGDALENA KOWALSKA</b>					
Course instructor		<b>dr MAGDALENA KOWALSKA</b>					
Course / module objectives		<b>Familiarizing students with the possibilities and conditions for undertaking effective marketing activities in the network and developing the ability to analyze data and market information regarding various forms of organization.</b>					
Prerequisites		<b>The student knows the basic issues of economics, knows the basics of management and marketing.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student describes the conditions and understands the principles of operation and management of individual areas of the company's operation</b>	<b>K_W01 K_W06</b>			
	2	EP5	<b>The student knows and understands marketing tools and their impact on the market position of the organization</b>	<b>K_W05 K_W10</b>			
skills	1	EP2	<b>the student is able to analyze data and market information regarding various forms of organization</b>	<b>K_U01 K_U03</b>			
	2	EP3	<b>the student is able to interact and work in a group taking various roles in it</b>	<b>K_U08</b>			
social competences	1	EP4	<b>The student is ready to disseminate good e-marketing practices</b>	<b>K_K05</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>e-marketing (e-marketing)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Internet - medium of communication and sales</b>					5	2	0
2. <b>Building a marketing strategy for online activities</b>					5	3	0
3. <b>E-consumer - behaviors, trends</b>					5	2	0
4. <b>Assessment of websites and their functionality</b>					5	2	0
5. <b>Online marketing research</b>					5	2	0

6. Online marketing communication tools		5	2	0	
7. New trends in e-marketing		5	2	0	
Format of instruction: <b>discussion classes</b>					
1. Profile of a global, European and Polish internet user		5	2	0	
2. Assessment of advantages and disadvantages of the Internet in marketing. Conditions for the effective use of the network		5	2	0	
3. Selecting a market, company and comparing 2 competitors		5	2	0	
4. Online survey preparation		5	2	0	
5. E-marketing tools		5	2	0	
6. Building an online marketing campaign		5	2	0	
7. Presentation and evaluation of projects		5	3	0	
Modes of delivery	<b>Multimedia presentation, case studies, project development, 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>EGZAMIN PISEMNY</b>			<b>EP1,EP2,EP5</b>	
	<b>KOLOKWIUM</b>			<b>EP1,EP2</b>	
	<b>PREZENTACJA</b>			<b>EP2,EP3,EP4,EP5</b>	
	<b>PROJEKT</b>			<b>EP1,EP2,EP3,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	Lecture - credit is obtained after obtaining a positive grade in the written exam. Classes - the final assessment of the exercises takes into account the result of the test covering the verification of knowledge and skills on the basis of a set of test questions, evaluation of the work carried out during the classes and the project.				
	The method of calculating the grade for the final test (exercises) / examination (lectures): - A student receives a satisfactory grade when he / she obtains at least 60% of the points possible - A student receives a good grade if he / she receives at least 80% of the points possible - A student receives a very good grade if he / she receives 100% of the points possible				
	Grade calculation principles				
	The final grade for the subject is the arithmetic mean of the grades obtained in the exam and in the exercises. When assigning the final grade for a subject, the following grading scale applies: 1) up to 3.259 - sufficient / 3.0 / 2) 3.260-3.759 - sufficient plus / 3.5 / 3) 3.760-4.259 - good / 4.0 / 4) 4.260-4.509 - good plus / 4.5 / 5) 4.510-5.0 - very good / 5.0 /				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	e-marketing (e-marketing)		Arytmetyczna	
	5	e-marketing (e-marketing) [ wiczenia]	zaliczenie z ocen		
	5	e-marketing (e-marketing) [wykład]	egzamin		
Basic reading	R. Frost, A.K. Fox, J. Strauss (2018): E-marketing , Routledge				
	S. Kingsnorth (2019): Digital Marketing Strategy: An Integrated Approach to Online Marketing 2, Kogan Page				
Supplementary reading	G. Mazurek (2019): transformacja cyfrowa. Perspektywa marketingu, WN PWN, Warszawa				
	red. G. Mazurek (2018): E-marketing. Planowanie, narzędzia, praktyka, Poltext,, Warszawa				

<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>5</b>	<b>0</b>
Private reading and studying	<b>5</b>	<b>0</b>
Participation in tutorials	<b>8</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>75</b>	
<b>ECTS credits</b>	<b>3</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Unit: <b>Foreign language (j zyk obcy) [moduł]</b>							
Course title: <b>English language (j zyk angielski) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3507_25S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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, semester: 4 - english language polish language, semester: 5 - english language polish language, semester: 6 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lektorat	30	0	pg	2	
	4	lektorat	30	0	pg	2	
3	5	lektorat	30	0	pg	3	
	6	lektorat	30	0	e	3	
<b>Total</b>			<b>120</b>			<b>10</b>	
Course / module coordinator		<b>mgr SYLWIA NUPRYJONEK</b>					
Course instructor		<b>mgr SYLWIA NUPRYJONEK</b>					
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>He/She knows the vocabulary regarding economy and its functioning, management and globalization.</b>	<b>K_W01</b>			
skills	1	EP4	<b>Student is able to communicate freely with an Englishspeaking interlocutor on management topics, is able to analyze and present his point of view and arguments</b>	<b>K_U06 K_U07</b>			
	2	EP6	<b>Student can carry out a written analysis of business problems in the form of an email, formal letter, report.</b>	<b>K_U01 K_U07</b>			
	3	EP7	<b>Student works creatively within a group.</b>	<b>K_U08</b>			
social competences	1	EP8	<b>He/She is ready to supplement and improve acquired knowledge and skills; has the need for lifelong learning.</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. <b>Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.</b>					3	24	0

2. Classes devoted to revising the material.		3	6	0	
3. Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.		4	24	0	
4. Classes devoted to revising the material.		4	6	0	
5. Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.		5	24	0	
6. Classes devoted to revising the material.		5	6	0	
7. Classes improving all language competences related to the vocabulary and topics in the scope proposed in the textbook.		6	24	0	
8. Classes devoted to revising the material.		6	6	0	
Modes of delivery	<b>lexical and grammar exercises, conversation, listening, writing (e-mails, business letters), reading, text analysis</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,EP6</b>		
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>		<b>EP4,EP7,EP8</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 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]	zaliczenie z ocen		
	4	English language (j zyk angielski)		Nieobliczana	
	4	English language (j zyk angielski) [lektorat]	zaliczenie z ocen		
	5	English language (j zyk angielski)		Nieobliczana	
	5	English language (j zyk angielski) [lektorat]	zaliczenie z ocen		
	6	English language (j zyk angielski)		Nieobliczana	
6	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>120</b>		<b>0</b>		
Participation in test / exam	<b>4</b>		<b>0</b>		
Preparation for contact hours	<b>25</b>		<b>0</b>		
Private reading and studying	<b>25</b>		<b>0</b>		
Participation in tutorials	<b>30</b>		<b>0</b>		

Preparation of project / essay / etc.	20	0
Preparation for test / exam	26	0
<b>TOTAL workload</b>	<b>250</b>	
<b>ECTS credits</b>	<b>10</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>E-tourism management (zarz dzanie e-turystyk ) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_32S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 6 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
<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>The aim of the didactic process is to familiarize students with the interdependencies between the development of new technologies and tourism</b>					
Prerequisites							
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student knows the basic concepts of e-tourism</b>	<b>K_W02 K_W06</b>			
skills	1	EP2	<b>The student is able to understand and apply specialized terminology related to ICT management in tourism</b>	<b>K_U06</b>			
	2	EP3	<b>The student is able to identify the most important problems of ICT implementation in tourism</b>	<b>K_U02</b>			
social competences	1	EP4	<b>The student demonstrates creativity and independence in assessing the phenomena of influencing the use of ICT in tourism management</b>	<b>K_K05</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>E-tourism management (zarz dzanie e-turystyk )</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction to tourism</b>					6	2	0
2. <b>Information and communication technologies in tourism. Introduction.</b>					6	2	0
3. <b>History of ICT implementation in airlines.</b>					6	3	0
4. <b>ICT in hospitality.</b>					6	2	0
5. <b>ICT in other tourism businesses</b>					6	2	0
6. <b>ICT use in destination tourism management</b>					6	2	0
7. <b>The future of ICT in tourism</b>					6	2	0

Format of instruction: <b>discussion classes</b>					
1. <b>Mobile technologies in tourism</b>		6	3	0	
2. <b>Social media in tourism</b>		6	3	0	
3. <b>The use of big data in tourism</b>		6	3	0	
4. <b>The use of ICT by intermediaries in tourism economy</b>		6	3	0	
5. <b>Sharing economy and ICT in tourism</b>		6	3	0	
Modes of delivery	<b>A lecture, 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,EP3</b>	
	<b>PREZENTACJA</b>			<b>EP2,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>Passing the lectures: Test of 20 single-choice questions.</b>				
	<b>Completing the exercises: The evaluation of the presentation will take into account both formal and content-related elements. The topic of the presentation will cover one aspect of ICT management in tourism. The student chooses the topic in agreement with the teacher.</b>				
	Grade calculation principles				
<b>The arithmetic mean of both assessments. Rounded up if necessary.</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	E-tourism management (zarządzanie e-turystyk)		Arytmetyczna	
	6	E-tourism management (zarządzanie e-turystyk) [wykład]	zaliczenie z ocen		
	6	E-tourism management (zarządzanie e-turystyk) [wiczenia]	zaliczenie z ocen		
Basic reading	Adam Pawlicz (2012): E-turystyka, PWN, Warszawa				
	ed. Azizul Hassan, Anukrati Sharma (2021): The Emerald Handbook of ICT in Tourism and Hospitality, ISOQAR, Bingley				
Supplementary reading					
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>0</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>10</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>5</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-I-S-25/26Z</b>						
Course title: <b>EU project management (zarz dzanie projektami UE) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_59S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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	conversation	15	0	pg	2
<b>Total</b>			<b>15</b>			<b>2</b>
Course / module coordinator		<b>dr JAROSŁAW POTERALSKI</b>				
Course instructor		<b>dr JAROSŁAW POTERALSKI</b>				
Course / module objectives		The aim is to provide students with knowledge and skills to obtain and properly use EU funds for the implementation of various business and social projects, with the possibility of using them in practice. The aim of the course is also to provide information on the most important EU programs with the principles of managing undertakings (projects) financed from EU funds. In the area of social competences, the objectives are aimed at raising awareness of the importance of knowledge of issues related to obtaining EU funds and managing EU projects.				
Prerequisites		The student has elementary knowledge of project management, in particular, knows the basics of management, including the basics of strategic analysis.				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	The student knows what are the possibilities of financing economic and social ventures (projects) from EU funds.	K_W03 K_W05 K_W07		
	2	EP2	The student knows the financing programs for undertakings (projects) under EU funds.	K_W05 K_W07 K_W10		
	3	EP3	The student knows the basic assumptions of the preparation of undertakings (projects) financed from EU funds.	K_W07		
skills	1	EP4	The student is able to formulate the basic assumptions of potential projects financed from EU funds.	K_U02 K_U03 K_U08		
	2	EP5	The student is able to search for potential sources of financing of undertakings (projects) under EU funds.	K_U02 K_U05 K_U08		
social competences	1	EP7	The student is aware of the potential for development opportunities thanks to the implementation of projects within the EU funds.	K_K02 K_K03		
	2	EP8	The student represents an open attitude to the possibilities resulting from the implementation of projects (projects) financed by the EU.	K_K03 K_K05		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>EU project management (zarz dzanie projektami UE)</b>						
Format of instruction: <b>conversation</b>						

1. Introduction to the EU structural funds	4	2	0
2. Strategic documents at the national and regional level	4	4	0
3. Selected operational programs	4	4	0
4. Institutions involved in the implementation of operational programs	4	2	0
5. null	4	3	0

Modes of delivery	<b>case study, multimedia presentation, Analysis of strategic and program documents</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,EP5,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>Students are assessed on the basis of prepared and presented written studies on potential sources and possibilities of financing specific undertakings (projects).</b>	
	Grade calculation principles	
	<b>The grade from the preparation and presentation of the project is the final grade for the course.</b>	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	EU project management (zarządzanie projektami UE)		Nieobliczana	
	4	EU project management (zarządzanie projektami UE) [konwersatorium]	zaliczenie z ocen		

Basic reading	Ministry of Funds and Regional Policy (2021): Partnership Agreement Draft for the Implementation of the Cohesion Policy 2021- 2027 in Poland, Ministry of Funds and Regional Policy, Warsaw				
	Ministry of Infrastructure and Development (2014): Programming the Financial Perspective 2014-2020. Partnership Agreement., Ministry of Infrastructure and Development, Warsaw				
	Webseite (2021): <a href="http://www.funduszeuropejskie.gov.pl">www.funduszeuropejskie.gov.pl</a>				
	West Pomerania (2022): Regional Operational Program for the West Pomeranian Voivodeship 2021-2021, West Pomerania, Szczecin				

Supplementary reading	K. Dreła, A. Malkowska, J. Zieziula (2020): Kapitał ludzki i współpraca transgraniczna w programach unijnych z perspektywy województwa zachodniopomorskiego , Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin				
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#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	15	0
Participation in test / exam	0	0
Preparation for contact hours	10	0
Private reading and studying	10	0
Participation in tutorials	5	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	0	0
<b>TOTAL workload</b>	<b>50</b>	
<b>ECTS credits</b>	<b>2</b>	



# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Unit: <b>Lecture in the humanities [moduł]</b>							
Course title: <b>Evolution and prospects for the development of the English language (ewolucja i perspektywy rozwoju j zyka angielskiego) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3442_4S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 6 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	lecture	15	15	pg	2	
<b>Total</b>			<b>15</b>			<b>2</b>	
Course / module coordinator		<b>dr MONIKA SKORASI SKA</b>					
Course instructor		<b>dr MONIKA SKORASI SKA</b>					
Course / module objectives		<b>to familiarize students with the processes of language change that have led to the development of Present-Day English and with potential prospects for the future development of the English language</b>					
Prerequisites		<b>the knowledge of English language on B2 level</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>knows and understands the evolutionary nature of language, general characteristics of the systems of the English language in the most important stages of its development, changes taking place in the English language, and prospects for its future development</b>			<b>K_W11</b>	
skills	1	EP2	<b>develops their own research skills in terms of historical linguistics and language change; conducts a linguistic analysis of texts coming from the earlier stages of the development of the English language</b>			<b>K_U04 K_U07</b>	
social competences	1	EP3	<b>conducts self-assessment of their competences, directs their development</b>			<b>K_K01</b>	
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Evolution and prospects for the development of the English language (ewolucja i perspektywy rozwoju j zyka angielskiego)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Pre-Old English era</b>					6	3	3
2. <b>Old English period</b>					6	2	2
3. <b>Middle English period</b>					6	2	2
4. <b>Early Modern English period</b>					6	2	2
5. <b>late modern English period</b>					6	2	2
6. <b>English as a global language</b>					6	2	2

<b>7. the future of English</b>		6	2	2	
Modes of delivery	<b>interactive presentation, 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</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 positive grade for the written test</b>				
	Grade calculation principles				
	<b>the final grade for the course is the grade for the written test</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Evolution and prospects for the development of the English language (ewolucja i perspektywy rozwoju języka angielskiego)		Ważona	
	6	Evolution and prospects for the development of the English language (ewolucja i perspektywy rozwoju języka angielskiego) [wykład]	zaliczenie z ocen		1,00
Basic reading	Crystal, D. (2003): English as a Global Language, CUP, Cambridge				
	Crystal, D. (1997): The Cambridge Encyclopedia of Language, CUP, Cambridge				
	Crystal, D. : The Past, Present, and Future of World English				
	Millward, C.M., Hayes, M. (2012): A Biography of the English Language, Boston				
Supplementary reading	Baugh, A.C., Cable, T. (2002): A History of the English Language, Routledge, London				
	Fisiak, J. (2000): An Outline History of English, External History, Wydawnictwo Poznańskie				
	Freeborn, D. (1992): From Old English to Standard English, Macmillan, London				
	McArthur, T. : The Oxford Companion to the English language, OUP, Oxford				
	Pyles, T., Algeo, J. (1982): The Origins and Development of the English Language				
	Trask, R.L. (1996): Historical Linguistics, Arnold, London				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>15</b>		<b>15</b>		
Participation in test / exam	<b>1</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>1</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-I-S-25/26Z</b>							
Course title: <b>Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3362_36S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 6 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr in . IRENEUSZ MICIUŁA					
Course instructor		dr in . IRENEUSZ MICIUŁA					
Course / module objectives		<b>To acquaint students with the essence of risk in running a business. To acquaint students with the basic methods and tools of risk management in the enterprise.</b>					
Prerequisites		<b>Knowledge of the subject: fundamentals of finance and macroeconomics. Ability to perform basic financial calculations.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student has basic knowledge of the impact of risk on the company's operations, and in particular knows the basic tools and methods of risk management in the enterprise</b>	<b>K_W01 K_W02 K_W04</b>			
	2	EP2	<b>He knows the basic methods and tools for obtaining and analyzing information for the purposes of measuring financial risk</b>	<b>K_W04 K_W05</b>			
skills	1	EP3	<b>The student assesses the company's exposure to risk using basic quantitative and qualitative methods</b>	<b>K_U01 K_U02</b>			
	2	EP4	<b>The student is able to apply and evaluate the effectiveness of selected methods and instruments of risk management</b>	<b>K_U03 K_U04</b>			
social competences	1	EP5	<b>The student is able to critically assess the environment and understands the role of continuous replenishment of knowledge</b>	<b>K_K05 K_K06</b>			
	2	EP6	<b>Is willing to think and act in an entrepreneurial manner, taking into account all types of financial risk in business</b>	<b>K_K01 K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Basic issues related to risk management: the essence and types of risk.</b>					6	2	0
2. <b>Risk exposure research, risk management processes in the company.</b>					6	2	0

3. Basics of risk measurement: volatility measures, sensitivity measures, risk measures.		6	2	0	
4. Basic methods and tools of risk management in the current activity of the enterprise.		6	2	0	
5. Basic methods and tools of credit risk management		6	3	0	
6. Basic methods and tools for managing the risk of property, intangible and legal and capital investments		6	2	0	
7. The role of derivatives in reducing the risk of enterprises' operations.		6	2	0	
Format of instruction: <b>discussion classes</b>					
1. Risk exposure testing and risk management processes in the company - tasks		6	2	0	
2. Determining measures of variability, sensitivity and threat - tasks		6	3	0	
3. Determining risk measures - using statistical and financial functions of a spreadsheet		6	2	0	
4. Analysis and valuation of derivatives - tasks		6	4	0	
5. Methods and tools of risk management in the current activity of the enterprise - tasks		6	4	0	
Modes of delivery	<b>Project method, Situational method, Brainstorming, Conventional lecture, Conversational lecture, Lecture with multimedia presentation, Discussion, Case analysis, 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>EGZAMIN PISEMNY</b>			<b>EP1,EP2,EP5</b>	
	<b>KOLOKWIUM</b>			<b>EP3,EP4,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>The condition for obtaining a credit is to obtain positive grades from both forms of verification of knowledge and skills - a test on the tasks (exercises) and a final test (lecture). In order to obtain credit (in both forms), the student must achieve at least 60% of the points.</b>				
	Grade calculation principles				
	<b>The grade for the subject is the arithmetic mean of both grades obtained for the test for the tasks and the final test</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych)		Arytmetyczna	
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [ wiczenia]	zaliczenie z ocen		
	6	Financial risk in business strategies (ryzyko finansowe w strategiach biznesowych) [wykład]	zaliczenie z ocen		
Basic reading	Jajuga K. (2019): Zarz dzenie ryzykiem, PWN, Warszawa				
	Kaczmarek T.T. (2010): Zarz dzenie ryzykiem. Uj cie interdyscyplinarne, Difin, Warszawa				
	Krawczyk T. (2018): Analiza i zarzadzanie ryzykiem w finansach korporacyjnych z zastosowaniem arkusza kalkulacyjnego Excel, CeDeWu, Warszawa				
	Tarczy ski W., Mojsiewicz M. (2001): Zarz dzenie ryzykiem, PWE, Warszawa				
Supplementary reading	Damodaran A. (2009): Ryzyko strategiczne. Podstawy zarz dzenia ryzykiem, Wydawnictwa Akademickie i Profesjonalne, Warszawa				
	Miciuła I. (red.) (2015): Wycena przedsi biorstw, Texter, Warszawa				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			

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

# COURSE SYLLABUS AND SPECIFICATION

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

2. Econometric forecasts, prediction errors		4	5	0	
3. Exponential smoothing		4	5	0	
Modes of delivery	<b>Lectures, computer laboratory</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,EP2</b>	
	<b>PROJEKT</b>			<b>EP3,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	<b>Student prepares an individual project. The project checks education effects in terms of skills and social competences. The project grade determines the laboratory grade. The oral exam checks education effects in terms of knowledge. Student can take the exam after obtaining a positive project grade.</b>				
	Grade calculation principles				
	<b>The exam grade is the final grade.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Forecasting (prognozowanie)		Ważona	
	4	Forecasting (prognozowanie) [laboratorium]	zaliczenie z ocen		0,00
	4	Forecasting (prognozowanie) [wykład]	egzamin		1,00
Basic reading	Hanke J.E., Wichern D. (2014): Business Forecasting, Pearson Education Limited				
	Hyndman R.J., Athanopoulos G. (2018): Forecasting: principles and practice, OTEXT				
Supplementary reading	Batóg B., Wawrzyniak K. (2019): Comparison of the results of modelling rates of return depending on the financial situation of companies with the use of real and transformed values of variables, Springer Proceedings of Business and Economics				
	Stock J.H., Watson M.W. (2020): Introduction to Econometrics, Pearson Education Limited				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours		<b>30</b>	<b>0</b>		
Participation in test / exam		<b>1</b>	<b>0</b>		
Preparation for contact hours		<b>4</b>	<b>0</b>		
Private reading and studying		<b>5</b>	<b>0</b>		
Participation in tutorials		<b>7</b>	<b>0</b>		
Preparation of project / essay / etc.		<b>15</b>	<b>0</b>		
Preparation for test / exam		<b>13</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-I-S-25/26Z</b>							
Course title: <b>Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsi biorstw - zasady i podstawy teoretyczne) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3433_11S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	conversation	30	0	pg	3	
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr MALWINA SZCZEPKOWSKA</b>					
Course instructor		<b>dr MALWINA SZCZEPKOWSKA</b>					
Course / module objectives		<b>The goal is to familiarize students with the basic knowledge of the mechanisms of economic organizations, the principles of their operation, and the internal and external conditions of business and market success.</b>					
Prerequisites		<b>Knowledge: knows basic terms in the field of entrepreneurship (at the level of secondary school). Skills: ability to work in a group, ability to discuss and argue. Competences (attitudes): openness to the knowledge and arguments provided by exercise participants.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knows the concept of entrepreneur, enterprise and entrepreneurship.</b>	<b>K_W01 K_W05</b>			
	2	EP2	<b>Knows the different types and forms of organizations, legal organization and ownership of businesses.</b>	<b>K_W04 K_W09</b>			
	3	EP3	<b>Recognizes the resources of a business and the elements of its environment.</b>	<b>K_W02 K_W09</b>			
skills	1	EP4	<b>Is able to identify the appropriate legal and organizational form for conducting various types of business activities.</b>	<b>K_U01 K_U03</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_K01 K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsi biorstw - zasady i podstawy teoretyczne)</b>							
Format of instruction: <b>conversation</b>							
1. <b>Overview of organization concepts, including economic and organization life cycle.</b>					2	2	0
2. <b>The selected theories about entrepreneurs. The essence of entrepreneurship and of its factors and types.</b>					2	2	0
3. <b>Theoretical and practical foundations of business operations. Classification of organizations in terms of various criteria.</b>					2	6	0
4. <b>Vision and mission of the company. Strategic goals. Setting SMART goals.</b>					2	4	0
5. <b>Enterprise resources - the structure of resources in a modern enterprise and their importance in building competitive advantage on the market.</b>					2	2	0
6. <b>Environment of the organization - essence and changes in the macro- and micro environment. Presentation about selected methods of analyzing an organization's environment.</b>					2	4	0

7. The family business as a specific form of conducting business.		2	3	0	
8. The global enterprise. Cooperation of enterprises and chosen forms of cooperation. Capital groups. Global and family capital groups as specific examples.		2	5	0	
9. An outline of corporate social responsibility.		2	2	0	
Modes of delivery	<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	
	<b>KOLOKWIUM</b>			<b>EP1,EP2,EP3,EP4</b>	
	<b>PROJEKT</b>			<b>EP1,EP2,EP3,EP4,EP5</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP1,EP2,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 evaluation of the classes results from the points accumulated during the written exams, 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
	2	Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsi biorstw - zasady i podstawy teoretyczne)		Nieobliczana	
	2	Functioning of enterprises - principles and theoretical background (funkcjonowanie przedsi biorstw - zasady i podstawy teoretyczne) [konwersatorium]	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				
	Ko uch B. (2021): Nauka o organizacji , CeDeWu, Warszawa				
Supplementary reading	Adamik A. (2021): Nauka o organizacji, PWN , Warszawa				
<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>8</b>		<b>0</b>		
Participation in tutorials	<b>10</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>13</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-I-S-25/26Z</b>							
Course title: <b>Fundamentals of accounting (podstawy rachunkowo ci) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3432_19S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	0	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr PRZEMYSŁAW MU KO					
Course instructor		dr PRZEMYSŁAW MU KO					
Course / module objectives		<b>The aim of the course is to provide students with the knowledge about the role that accounting serves as the informational system of an enterprise, with the focus on data gathering and processing as well as the presentation of information.</b>					
Prerequisites		<b>The knowledge of basic economic terms and corporate law.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>students knows main regal regulations related to accounting</b>	<b>K_W05</b>			
	2	EP2	<b>student knows rules of recording business transactions and the scope of the main elements of a financial statement</b>	<b>K_W02 K_W04</b>			
skills	1	EP3	<b>student is able to classify resources and claims in the balance sheet and the elements affecting the financial result as well as determine the result of simple business transactions</b>	<b>K_U01 K_U07</b>			
	2	EP4	<b>student is able to record simple business transactions and assess their effect on elements of a financial statement</b>	<b>K_U01 K_U07</b>			
	3	EP5	<b>student is able to further and improve their knowledge and skills related to accounting</b>	<b>K_U09</b>			
social competences	1	EP6	<b>student is ready to appreciate and understand the importance of accounting in decision making</b>	<b>K_K01</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Fundamentals of accounting (podstawy rachunkowo ci)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Accounting - the essence, functions, main concepts. Legal regulations of accounting. The informational process of accounting.</b>					3	1	0
2. <b>The scope of a financial statement.</b>					3	1	0
3. <b>The classification of assets, equity and liabilities. Balance sheet.</b>					3	2	0

4. Business transactions and their effect on the balance sheet. The accounts - the structure, elements, types, rules of functioning. Documentations of business transactions.	3	2	0		
5. Rules of recording business transactions. Double-entry bookkeeping. Trial balance sheet.	3	3	0		
6. Income, expenses, gains and losses. Rules of recording transactions on loss and profit accounts.	3	2	0		
7. Income statement. Methods of preparation of income statement and calculating the financial result.	3	2	0		
8. Preparing a simplified balance sheet and profit and loss account for the basis of the trial balance.	3	2	0		
Format of instruction: <b>discussion classes</b>					
1. Introduction to accounting - legal regulations, accounting principles, functions of accounting. Users of financial information.	3	2	0		
2. The classification of assets, equity and liabilities. Balance sheet.	3	3	0		
3. Business transactions and their effect on the balance sheet. The account, rules of its functioning.	3	2	0		
4. Recording business transactions. Double-entry bookkeeping. Trial balance sheet.	3	3	0		
5. Financial results. Loss and profit accounts and rules of their functioning.	3	2	0		
6. Calculating financial result and preparing the income statement.	3	3	0		
Modes of delivery	<b>Powerpoint presentations, quizzes, case study, discussion, 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>EGZAMIN PISEMNY</b>		<b>EP1,EP2,EP3,EP4,EP5,EP6</b>		
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>		<b>EP3,EP4,EP5,EP6</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 form and terms getting credit for the class:</b> Students are assessed on the basis of activity and written assignments (one for each part of the course - lectures and discussion classes).				
	<b>Forms of the assignments for each part of the course:</b> - for the lectures - a written examination testing the knowledge and skills; the examination covers the part of the test (about 40% of the points - the test of choice, fill-in-the-blanks, and open-ended questions) and the case studies. (60% of the points) - for the discussion class - students are assessed on the basis of in-class activities; to pass a student have to solve properly at least 3 tasks (problems) assigned during classes or at home.				
	<b>Grading:</b> The student receives a passing grade assuming, they achieved the minimal required percentage of points from the assignment (i.e. circa 60%).  Every student has the right to have their grade from the discussion class increased by 0.5 grade point provided that they have been active during the classes, answering the teacher's questions and proposing solutions to the discussed problems.				
	Grade calculation principles  <b>Final grade is equal to the weighted average of the discussion classes grade (30% weighted) and lecture grade (70% weighted) - upon condition that both grades are at least satisfactory (3,0). The calculation takes into consideration all grades achieved by students, also make-up tests and exams.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Fundamentals of accounting (podstawy rachunkowo ci)		Wa ona	
	3	Fundamentals of accounting (podstawy rachunkowo ci) [wykład]	egzamin		0,70
	3	Fundamentals of accounting (podstawy rachunkowo ci) [ wiczenia]	zaliczenie z ocen		0,30

Basic reading	Elliott B., Elliott J. (2017): Financial accounting and reporting, 18 edition, Pearson, Harlow
	L.M.Walther (2023): Financial Accounting, Principlesofaccounting.com
	M. Franklin, P. Graybeal, D. Cooper i in. (2024): Principles of Accounting. Volume 1 Financial accounting., Openstax, <a href="https://openstax.org/details/books/principles-financial-accounting">https://openstax.org/details/books/principles-financial-accounting</a>
Supplementary reading	T.P. Edmonds (2019): Survey of accounting, McGraw-Hill Education, New York
	Waldemar Gos (red.) (2021): Podstawy rachunkowo ci: cz I-wykład, cz II-zbiór zada , cz III-historie i quizy, Wydawnictwo Naukowe Uniwersytetu Szczeci skiego, Szczecin

### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</b>
Participation in test / exam	<b>4</b>	<b>0</b>
Preparation for contact hours	<b>15</b>	<b>0</b>
Private reading and studying	<b>10</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>75</b>	
<b>ECTS credits</b>	<b>3</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>						
Course title: <b>Fundamentals of finances (podstawy finansów) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3432_7S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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	3
		lecture	15	0	pg	
<b>Total</b>			<b>30</b>			<b>3</b>
Course / module coordinator		<b>dr hab. BEATA WIECKA</b>				
Course instructor		<b>dr hab. BEATA WIECKA</b>				
Course / module objectives		<b>Analysis of the main issues in the field of finance. Participation in cours allows you to acquire practical knowledge in financial management.</b>				
Prerequisites		<b>The student has basic knowledge of the social and political framework, as well as a basic understanding of the business environment; is capable of solving basic mathematical problems; is able to use academic sources from both the internet and the literature.</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>The student has knowledge of the position of finance within the general economic environment and of its links to other disciplines (such as sociology and law), while understanding the main processes, categories and instruments within finance.</b>	<b>K_W01 K_W05</b>		
	2	EP2	<b>The student has knowledge of the basic rules of financial system functioning, mainly with respect to financial and non-financial institutions (of the private and public sector) and its relations with the real economy.</b>	<b>K_W02 K_W09</b>		
	3	EP3	<b>The student understands the role of money in the economy and the money creation mechanism.</b>	<b>K_W02</b>		
skills	1	EP4	<b>The student is able to correctly interpret the money creation process in the modern economy, including its sources and link this to macroeconomic outcomes.</b>	<b>K_U01</b>		
	2	EP5	<b>The student is able to identify the perspectives and challenges related to changes within modern financial processes, including changes of institutions and markets.</b>	<b>K_U01</b>		
	3	EP6	<b>The student has basic skills of analysing the role of financial instruments usage by financial and non-financial institutions.</b>	<b>K_U04 K_U05</b>		
	4	EP8	<b>The student is prepared to communicate and present basic knowledge on the rules of functioning of the modern financial system.</b>	<b>K_U05 K_U06 K_U07</b>		

social competences	1	EP7	The student is capable to identify basic ethical dilemma relating to using financial instruments in the private and public sector, in the context of the moral hazard problem.	K_K05 K_K06		
	2	EP9	The student is interested in further studies and perfecting skills in the field of finance.	K_K01 K_K02		
CONTENT			Semester	No. of hours		
				including e-learning		
Subject title: <b>Fundamentals of finances (podstawy finansów)</b>						
Format of instruction: <b>lecture</b>						
1. The field and functions of finance. Cash and cashless.			1	2	0	
2. Financial and banking systems.			1	3	0	
3. Financial and banking system.			1	4	0	
4. Behavioral finance.			1	2	0	
5. Entrepreneurial Finance.			1	2	0	
6. Public finance.			1	2	0	
Format of instruction: <b>discussion classes</b>						
1. Cash and cashless management.			1	2	0	
2. Personal finance management.			1	4	0	
3. Debt management.			1	3	0	
4. Heuristics in finance.			1	2	0	
5. Young entrepreneur and taxes.			1	2	0	
6. Financial protection for the future.			1	2	0	
Modes of delivery	<p><b>Lecture with powerpoint presentations, analysis of data and information sources, basic financial calculations, discussion, case-study.</b></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		
	KOLOKWIUM			EP1,EP2,EP3,EP4		
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP4,EP5,EP6,EP9		
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )			EP7,EP8,EP9		
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	<p><b>Assessment of lectures: written test, in the form of a multiple-choice test (100% of points). Exam grade: 60% pass, 75% grade 4.0.</b></p> <p><b>Assessment of tutorial: case study presentation as a platform for discussion (80% of points) and participation and activities in tutorial (20%).</b></p>					
	Grade calculation principles					
<b>The final grade will be calculated as a arithmetic mean of the final lecture grade (50%) and tutorial grade (50%).</b>						
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	1	Fundamentals of finances (podstawy finansów)			Arytmetyczna	
	1	Fundamentals of finances (podstawy finansów) [ wiczenia]		zaliczenie z ocen		
	1	Fundamentals of finances (podstawy finansów) [wykład]		zaliczenie z		

Basic reading	Norton, E (2021): Introduction to Finance. Markets, Investment and Financial Management, Wiley	
	Kapoor (2022): Personal Finance, McGraw-Hill	
	Mishkin, F (2013): Economics of Money, Banking and Financial Markets. The European Edition., Pearson	
	Rin, M., Hellmann, T. (2020): Entrepreneurial Finance, Oxford University Press	
Supplementary reading		
<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>5</b>	<b>0</b>
Private reading and studying	<b>8</b>	<b>0</b>
Participation in tutorials	<b>8</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-I-S-25/26Z</b>						
Course title: <b>Fundamentals of management (podstawy zarz dzania) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3362_5S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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	3
		lecture	15	0	e	
<b>Total</b>			<b>30</b>			<b>3</b>
Course / module coordinator		<b>dr hab. DARIUSZ MILEWSKI</b>				
Course instructor		<b>dr hab. DARIUSZ MILEWSKI</b>				
Course / module objectives		<b>The subject covers issues related to the functioning of organizations and their management in relation to economic practice. The issues are discussed in relation to the classic management functions, i.e. planning, organizing, leading and controlling. The aim of the course is to familiarize students with the basic terminology and theories of management. In addition, developing students' skills in the use of basic management tools and in the analysis of the organization's situation, identification of problems and discussion skills. Particular attention of students will be focused on the impact of actions taken by managers on the behavior of employees in organizations.</b>				
Prerequisites		<b>The student understands the necessity of lifelong learning, has the ability to independently explore knowledge and uses basic economic and social categories.</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>Defines the basic concepts, theories and models related to the management process and functioning of the organization</b>	<b>K_W01 K_W04</b>		
	2	EP2	<b>He knows and understands the processes and mechanisms related to the management of organizations and describes their conditions.</b>	<b>K_W02 K_W06</b>		
skills	1	EP3	<b>Describes and identifies the elements of the organization, environment, organizational structure, organizational position and control.</b>	<b>K_U01</b>		
	2	EP4	<b>Is able to solve management problems and draw conclusions based on case studies, acting in a group.</b>	<b>K_U03 K_U04 K_U08</b>		
social competences	1	EP5	<b>Is ready to critically evaluate management content.</b>	<b>K_K01</b>		
	2	EP6	<b>Is ready to follow the rules of ethics, collaborating in a group and proposing solutions to problems in case studies.</b>	<b>K_K06</b>		
<b>CONTENT</b>				Semester	No. of hours	
						including e-learning
Subject title: <b>Fundamentals of management (podstawy zarz dzania)</b>						
Format of instruction: <b>lecture</b>						
1. <b>Traditional and contemporary management challenges</b>				1	2	0

2. Management and manager tasks		1	2	0	
3. Planning process and the essence of the strategy		1	3	0	
4. Basic elements of organizing and designing an organizational structure		1	2	0	
5. Motivating and influencing employees		1	2	0	
6. Controlling process		1	2	0	
7. Change management		1	2	0	
Format of instruction: <b>discussion classes</b>					
1. The essence of creating and functioning of an organization		1	1	0	
2. Organization components - internal environment		1	1	0	
3. The role and components of the organization's environment		1	1	0	
4. Management as decision making and problem solving		1	2	0	
5. Group decision making		1	1	0	
6. Planning and defining goals		1	1	0	
7. Organizational structures and influence on employee behavior		1	2	0	
8. Different faces of employee motivation		1	2	0	
9. Leadership in the organization		1	2	0	
10. Organizational change and resistance to change		1	2	0	
Modes of delivery	<b>Practical exercises in the form of assignments, case studies, team re-enactments and simulations in order to deepen the understanding and to match the discussed issues and theoretical models with practical situations., Group and forum discussions - to develop a common understanding of concepts and to develop the ability to express one's own opinion with respect for others., Lecture using multimedia presentation, on-line quizzes and videos</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</b>	
	<b>KOLOKWIUM</b>			<b>EP1,EP2,EP3,EP4</b>	
	<b>PRACA PISEMNA/ ESEJ/ RECENZJA</b>			<b>EP3,EP4,EP5</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>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 the practice part on the basis of two tests (open and closed questions) and reports on tasks carried out during the semester in small groups.</b> <b>The exam is written in writing with mixed questions (open and closed). The person who passed the practice part can take the exam.</b> <b>Assessment:</b> <b>A student receives a satisfactory grade when he / she obtains 60% of the points in each form of classes.</b>				
	Grade calculation principles				
	<b>The grade for the subject is the weighted average of the grades for completing the exercises (60%) and the exam (40%), provided that a positive grade for each part is obtained.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Fundamentals of management (podstawy zarz dzania)		Wa ona	
	1	Fundamentals of management (podstawy zarz dzania) [wykład]	egzamin		0,60
	1	Fundamentals of management (podstawy zarz dzania) [ wiczenia]	zaliczenie z ocen		0,40

Basic reading	Slack N. at al. (2012): Operations and Process Management with EText: Principles and Practice for Strategic Impact, Pearson
	T.S. Bateman, S.A. Snell, R. Konopaske (2019): Management. Leading and collaborating i a competitive world, McGraw Hill, Nowy Jork
Supplementary reading	A.K. Ko mi ski, W. Piotrowski (red.) (2022): Zarz dzenie. Teoria i praktyka, PWN, Warszawa
	R.W. Griffin (2022): Podstawy zarz dzania organizacjami, PWN, Warszawa

#### 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>3</b>	<b>0</b>
Private reading and studying	<b>10</b>	<b>0</b>
Participation in tutorials	<b>12</b>	<b>0</b>
Preparation of project / essay / etc.	<b>8</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-I-S-25/26Z</b>							
Course title: <b>Gamification in business (gamifikacja w biznesie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_53S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. JAKUB SWACHA</b>					
Course instructor		<b>dr hab. JAKUB SWACHA</b>					
Course / module objectives		<b>The aim of the course is to familiarize students with the basic concepts and techniques of gamification, in particular those applicable to motivating enterprise employees and customers, earning the ability to design gamification systems by students, and acquiring the awareness of the potential and ethical-cultural context of the application of gamification by students.</b>					
Prerequisites		<b>none</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knows the basic concepts and techniques of gamification, the expected consequences of their use in relations with employees and clients, and IT tools supporting the implementation of gamification</b>	<b>K_W05 K_W06 K_W11</b>			
skills	1	EP2	<b>He can design gamification systems and use specialized IT tools for this purpose</b>	<b>K_U02 K_U03</b>			
social competences	1	EP3	<b>Is aware of the motivational potential of gamification as well as the cultural and moral conditions of their application</b>	<b>K_K03 K_K05 K_K06</b>			
CONTENT					Semester	No. of hours	
Subject title: <b>Gamification in business (gamifikacja w biznesie)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction to the subject</b>					4	2	0
2. <b>Psychological foundations of gamification</b>					4	2	0
3. <b>Successes and failures of gamification</b>					4	2	0
4. <b>Gamification techniques</b>					4	3	0
5. <b>Analysis of gamification systems</b>					4	3	0
6. <b>Designing a gamification system</b>					4	3	0
Format of instruction: <b>discussion classes</b>							

1. Game components outside of games	4	2	0
2. Examples of different types of gamification applications	4	2	0
3. Examples of the use of gamification to motivate employees and customers	4	2	0
4. Gamification in web and mobile applications	4	2	0
5. Practical analysis of a gamification system	4	2	0
6. The process of designing a gamification system	4	2	0
7. Implementation of a gamification system	4	3	0

Modes of delivery	<b>The subject includes a lecture with the use of multimedia presentations, exercises and design 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>KOLOKWIUM</b>	<b>EP1,EP3</b>
	<b>PROJEKT</b>	<b>EP2</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>	<b>EP1,EP2</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	<p><b>The condition for passing the exercises is to obtain a positive assessment of the tasks and the final project. The condition for passing the lecture is obtaining a positive assessment of the test. The evaluation of the exercises is based on the arithmetic mean of the number of points obtained from the exercises and the final project, according to the formula: (points + 10) / 20, rounded to the nearest multiple of 0.5. The grade from the lecture is issued based on the number of points obtained in the test, according to the formula: (points + 10) / 20, rounded to the nearest multiple of 0.5.</b></p>		
	Grade calculation principles		
	<p><b>The grade for the subject is calculated based on the arithmetic mean of the grades for completing the exercises and the lecture rounded to the nearest multiple of 0.5.</b></p>		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Gamification in business (gamifikacja w biznesie)		Arytmetyczna	
	4	Gamification in business (gamifikacja w biznesie) [wykład]	zaliczenie z ocen		
	4	Gamification in business (gamifikacja w biznesie) [ wiczenia]	zaliczenie z ocen		

Basic reading	Burke, Brian (2014): Gamify: How Gamification Motivates People to Do Extraordinary Things, Routledge		
	Kevin Werbach, Dan Hunter (2020): For the Win. The Power of Gamification and Game Thinking in Business, Education, Government, and Social Impact, Wharton School Press		
	Yu-kai Chou (2019): Actionable Gamification Beyond Points, Badges, and Leaderboards, Packt Publishing		

Supplementary reading	Gor czka, Anna; Protasiuk, Michał (2020): Gamification, Wydawnictwo Naukowe PWN		
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#### 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>7</b>	<b>0</b>
Private reading and studying	<b>5</b>	<b>0</b>

Participation in tutorials	8	0
Preparation of project / essay / etc.	13	0
Preparation for test / exam	10	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-I-S-25/26Z</b>							
Unit: <b>Foreign language (j zyk obcy) [moduł]</b>							
Course title: <b>German language (j zyk niemiecki) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3508_24S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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, semester: 4 - j zyk niemiecki polish language, semester: 5 - j zyk niemiecki polish language, semester: 6 - 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	0	pg	2	
	4	lektorat	30	0	pg	2	
3	5	lektorat	30	0	pg	3	
	6	lektorat	30	0	e	3	
<b>Total</b>			<b>120</b>			<b>10</b>	
Course / module coordinator		<b>mgr KAJETANA GUTT-JAKUBIAK</b>					
Course instructor		<b>mgr KAJETANA GUTT-JAKUBIAK</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>Knows and understands the vocabulary related to selected issues in the fields of: business functioning in the national and international environment</b>	<b>K_W01</b>			
skills	1	EP2	<b>is able to communicate in German at the B2 fluency level, and can draft documents in this language</b>	<b>K_U06 K_U07</b>			
social competences	1	EP3	<b>is ready to critically assess their knowledge and received content in the field of management sciences.</b>	<b>K_K01</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 specialist language and issues concerning the functioning of business in terms of its management</b>					3	24	0
2. <b>Consolidation of grammar issues at B2 level</b>					3	6	0
3. <b>Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management</b>					4	24	0
4. <b>Consolidation of grammar issues at B2 level</b>					4	6	0

5. Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management	5	24	0
6. Consolidation of grammar issues at B2 level	5	6	0
7. Phraseology and terminology of specialist language and issues concerning the functioning of business in terms of its management	6	24	0
8. Consolidation of grammar issues at B2 level	6	6	0

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>
	<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>- 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)		Nieobliczana	
	3	German language (j. zyk niemiecki) [lektorat]	zaliczenie z ocen		
	4	German language (j. zyk niemiecki)		Nieobliczana	
	4	German language (j. zyk niemiecki) [lektorat]	zaliczenie z ocen		
	5	German language (j. zyk niemiecki)		Nieobliczana	
	5	German language (j. zyk niemiecki) [lektorat]	zaliczenie z ocen		
	6	German language (j. zyk niemiecki)		Nieobliczana	
	6	German language (j. zyk niemiecki) [lektorat]	egzamin		

Basic reading	Helena Baberadova (2010): J. zyk niemiecki w ekonomii, LektorKlett, Poznań
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Supplementary reading	Milena Angioni, Ines Halbig (2017): Einfach besser!, Telck, Frankfurt am Main
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#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>120</b>	<b>0</b>
Participation in test / exam	<b>0</b>	<b>0</b>
Preparation for contact hours	<b>30</b>	<b>0</b>
Private reading and studying	<b>20</b>	<b>0</b>
Participation in tutorials	<b>30</b>	<b>0</b>
Preparation of project / essay / etc.	<b>20</b>	<b>0</b>
Preparation for test / exam	<b>30</b>	<b>0</b>

<b>TOTAL workload</b>	<b>250</b>
<b>ECTS credits</b>	<b>10</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Global dimensions of business (globalne wymiary biznesu) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3434_12S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr in . EL BIETA OCIEPA-KICI SKA					
Course instructor		dr in . EL BIETA OCIEPA-KICI SKA					
Course / module objectives		<b>The aim of the didactic process is to show students theoretical aspects of the functioning of enterprises on the global market and to shape the skills of their practical use. The student will be prepared to analyze and criticize current issues related to the global dimensions of business.</b>					
Prerequisites		<b>Knowledge, skills and social competences in the field of economics and management.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student knows the features of global enterprises.	K_W02			
	2	EP2	The student identifies the key aspects related to the environment of global enterprises.	K_W01 K_W02			
	3	EP3	The student lists the characteristic opportunities and threats on a global scale	K_W04 K_W05			
skills	1	EP4	The student is able to use theoretical knowledge to assess the functioning of the (global) enterprise	K_U01 K_U02			
	2	EP5	The student is able to propose CSR tools and methods adequate to a specific company	K_U03 K_U04			
	3	EP6	The student is able to analyze the behavior of global enterprises in crisis conditions	K_U02 K_U04			
social competences	1	EP7	The student is aware of the need to supplement knowledge and skills, extended by an interdisciplinary dimension	K_K02			
	2	EP8	The student solves tasks related to the global dimensions of business working in a team	K_K02			
	3	EP9	The student is ready to work as a team in a multicultural environment	K_K05 K_K06			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Global dimensions of business (globalne wymiary biznesu)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Global enterprise. Internationalization and globalization of enterprises.</b>					2	2	0

2. Global strategies, strategies of enterprises on the global market, market entrance strategies (export, joint venture, franchise)	2	2	0		
3. Building a competitive advantage on a global scale	2	2	0		
4. Determinants of the location choice. Global perspectives and directions of enterprise development	2	2	0		
5. E-business in the global dimension	2	2	0		
6. Green initiatives and their importance in the global environment	2	2	0		
7. Global enterprises in times of crises	2	3	0		
Format of instruction: <b>discussion classes</b>					
1. Environment of global enterprises	2	2	0		
2. Organizational culture and principles of work in global enterprises	2	2	0		
3. CSR in a global enterprise	2	4	0		
4. Building a brand on the global market	2	4	0		
5. Technology and innovation in global business	2	3	0		
Modes of delivery	<b>seminar lecture, informative lecture, Auditorium exercises, Project metod, 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>SPRAWDZIAN</b>		<b>EP1,EP2,EP3,EP4,EP5,EP6</b>		
	<b>PROJEKT</b>		<b>EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8</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>The prerequisite for receiving credit for lectures is a positive grade received for a written paper, which is structured in the form of closed and open questions. The student must obtain a minimum of 50% of the points possible to receive a passing grade.</b>				
	<b>The prerequisite for passing the exercises is the completion of the project work (70%) and activity during the class (30%). The project work is in the form of a film, which students prepare in groups. The number of project groups depends on the total number of students in the group. The project is evaluated according to the criteria presented to the students, which includes detailed guidelines for the preparation of the project.</b>				
	Grade calculation principles				
<b>50% of the lecture grade, 50% of the exercises grade</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Global dimensions of business (globalne wymiary biznesu)		Arytmetyczna	
	2	Global dimensions of business (globalne wymiary biznesu) [wiczenia]	zaliczenie z ocen		
	2	Global dimensions of business (globalne wymiary biznesu) [wykład]	zaliczenie z ocen		
Basic reading	ed. by William H. Mobley, Ying Wang, Ming Li. (2012): Advances in global leadership, Emerald, Bingley				
	Paweł Pietrasieński (2014): Aktywizowanie internacjonalizacji przedsi biorstw : dobre praktyki rz dów, strategie wsparcia w Dolinie Krzemowej, PWE, Warszawa				
Supplementary reading	Marcin K. Nowakowski et al. (2005): Going global" : procesy globalizacji w firmie konsultingowej : studium przypadku , Szkoła Główna Handlowa-Oficyna Wydawnicza, Warszawa				

<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>2</b>	<b>0</b>
Private reading and studying	<b>9</b>	<b>0</b>
Participation in tutorials	<b>10</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-I-S-25/26Z</b>							
Unit: <b>Lecture in the humanities [moduł]</b>							
Course title: <b>Gothic literature and its adaptations (literatura grozy i jej adaptacje) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3443_1S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 5 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	lecture	30	30	pg	3	
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr BARBARA BRAID</b>					
Course instructor		<b>dr BARBARA BRAID</b>					
Course / module objectives		<b>To familiarize students with the tradition of gothic literature and its influence on contemporary culture, in particular film and television adaptations</b>					
Prerequisites		<b>English skills at B2 level</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>The student knows general trends in Gothic literature</b>				
	2	EP2	<b>The student knows the most important examples and aspects of Gothic adaptations</b>				
skills	1	EP3	<b>The student can recognise and interpret characteristic features of the Gothic genre in literature and adaptation</b>				
	2	EP4	<b>The student can evaluate and characterise the influence of Gothicisms on European and American literature and culture social competences</b>				
social competences	1	EP5	<b>The student is ready to plan their work and complete it on time</b>				
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Gothic literature and its adaptations (literatura grozy i jej adaptacje)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction: definition of gothic literature and its influence on literature and culture.</b>					5	2	2
2. <b>Gothic Revival and Gothic Romance in 18th century England and Europe.</b>					5	2	2
3. <b>Gothic Romanticism in Europe. The Year Without a Summer 1816.</b>					5	2	2
4. <b>Mary Shelley's Frankenstein and its adaptations.</b>					5	2	2
5. <b>American Gothic: from Colonial Period to the Civil War.</b>					5	2	2
6. <b>Edgar Allan Poe: his life, works and adaptations.</b>					5	2	2

7. Victorian period, its fascination with death and its gothic conventions.	5	2	2
8. The Brontë sisters as Gothic writers.	5	2	2
9. Urban gothic of fin-de-siecle in Great Britain, America and Europe.	5	2	2
10. Bram Stoker's Dracula and its adaptations.	5	2	2
11. Henry James's The Turn of the Screw and its adaptations.	5	2	2
12. American Gothic after the Civil War.	5	2	2
13. H. P. Lovecraft's works and their adaptations and appropriations.	5	2	2
14. Shirley Jackson's works and their adaptations and appropriations.	5	2	2
15. Current trends in gothic literature, film and adaptation.	5	2	2

Modes of delivery	<b>Lecture, lecture with elements of 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>PROJEKT</b>	<b>EP1,EP2,EP3,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	<b>Execution of a project in the form of a reading and audiovisual reading log (3 selected horror texts). The project is evaluated in terms of substantive preparation, i.e. knowledge of the history of horror literature and its adaptations, as well as the cultural and social concepts that are associated with them, and the ability to apply knowledge to interpret their own text and draw conclusions.</b>		
	Grade calculation principles		
	<b>The lecture grade constitutes the final grade.</b>		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Gothic literature and its adaptations (literatura grozy i jej adaptacje)		Ważona	
	5	Gothic literature and its adaptations (literatura grozy i jej adaptacje) [wykład]	zaliczenie z ocen		1,00

Basic reading	Botting, Fred (2013): Gothic. 2nd ed, Routledge, London and New York		
	Byron, Glennis, and Dale Townshend, eds. (2014): The Gothic World. 1st ed., Routledge, London and New York		
	Reyes, Xavier Aldana (2020): Gothic Cinema, Routledge, London and New York		

Supplementary reading	Goddu, Teresa A. (1997): Gothic America: Narrative, History, and Nation., Columbia UP, New York		
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#### STUDENT WORKLOAD

	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>0</b>	<b>0</b>
Private reading and studying	<b>20</b>	<b>0</b>
Participation in tutorials	<b>7</b>	<b>0</b>
Preparation of project / essay / etc.	<b>18</b>	<b>0</b>

Preparation for test / exam	0	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-I-S-25/26Z</b>							
Course title: <b>Human Resources Management (zarz dzenie zasobami ludzkimi) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_8S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr in . ALICJA NER -PEŁKA					
Course instructor		dr in . ALICJA NER -PEŁKA					
Course / module objectives		<b>The aim of the course is to make students aware of the key role that people play in organizations and to familiarize students with the approaches and tools used in the area of ??human resource management, so that they can efficiently use human capital in organizations.</b>					
Prerequisites		<b>The student has general knowledge of economics and management science.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Explains the essence and understands the mechanisms of selecting the HRM model in organizations.</b>	<b>K_W06</b>			
	2	EP2	<b>Has knowledge of HRM processes and instruments used in these processes.</b>	<b>K_W07</b>			
skills	1	EP3	<b>Can recognize, diagnose and propose solutions to problems in the field of HRM.</b>	<b>K_U01 K_U02</b>			
	2	EP4	<b>Uses HRM instruments.</b>	<b>K_U04 K_U05</b>			
social competences	1	EP5	<b>He recognizes problems in the area of human resource management and is ready to take into account ethical and social standards in solving them.</b>	<b>K_K01</b>			
	2	EP6	<b>An attitude of willingness to engage in analyzing and solving HRM problems (single-person and team-based).</b>	<b>K_K02 K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Human Resources Management (zarz dzenie zasobami ludzkimi)</b>							
Format of instruction: <b>lecture</b>							
<b>1. The conception of Humane Resource Management</b>					1	2	0
<b>2. Staff planning</b>					1	2	0
<b>3. The employee selection</b>					1	2	0
<b>4. The employee evaluation</b>					1	2	0

5. Personnel reward		1	2	0	
6. Personnel development		1	2	0	
7. Personnel process organization		1	2	0	
8. Humane resource management challenges		1	1	0	
Format of instruction: <b>discussion classes</b>					
1. Basic definitions of HRM Policy		1	1	0	
2. Personnel policy models		1	1	0	
3. Manpower planning		1	1	0	
4. Work analysis and its use to recruit employees		1	1	0	
5. Employee staffing - recruitment		1	1	0	
6. Employee staffing - selection		1	1	0	
7. Employee staffing - adaptation		1	1	0	
8. Staff evaluation		1	1	0	
9. Work valuation		1	1	0	
10. Employee reward		1	1	0	
11. Development of human resources of the organization		1	1	0	
12. Staff training		1	1	0	
13. Shaping careers in the organization		1	1	0	
14. Organization of HRM		1	1	0	
15. New ways of implementing HRM		1	1	0	
Modes of delivery	<b>Providing theoretical knowledge supported by examples, a lecture using multimedia presentations, case studies, practical exercises, training scenarios, group discussion on a selected topic in the field of HRM.</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>PRACA PISEMNA/ ESEJ/ RECENZJA</b>		<b>EP3,EP4,EP5,EP6</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>		<b>EP3,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>The form and conditions for passing the exercises:</b> - tests (S) 50% of points - written reports (R) on practical exercises including observation of students' work by the teacher 50% of the points - satisfactory grade at least 60% of points (S + R = 100% of points)				
	Grade calculation principles				
	<b>The final grade for the course is the exam grade</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Human Resources Management (zarz dzenie zasobami ludzkimi)		Nieobliczana	
	1	Human Resources Management (zarz dzenie zasobami ludzkimi) [ wiczenia]	zaliczenie z ocen		

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

#### STUDENT WORKLOAD

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

# COURSE SYLLABUS AND SPECIFICATION

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

1. Introduction to data analysis and mapping	4	3	0
2. Introduction to data analysis programs	4	2	0
3. Data models	4	1	0
4. Smart business and Big Data - the importance of data in business	4	3	0
5. Models and data characteristics	4	1	0
6. Data import and export from available databases	4	1	0
7. Data analysis and mapping with the use of on-line tools	4	8	0
8. Data analysis and mapping with the use desktop tools	4	8	0
9. Data conversion	4	1	0
10. Data sharing	4	2	0

Modes of delivery	<b>Multimedia presentations, work with the use of specialized computer software, solving tasks, group projects.</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</b>
	<b>PROJEKT</b>	<b>EP2,EP3,EP4</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 takes the form of a practical test of knowledge and skills acquired during laboratory classes. The grade from the laboratory is the average of the following grades: the grade for passing the laboratory classes and partial grades obtained during the course (group work, solving tasks, projects).</b>	
	Grade calculation principles	
	<b>The final grade for the subject is the grade from the laboratory classes and the project.</b>	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Informatic tools of data mapping and analysis (informatyczne narz dzia mapowania i analizy danych)		Arytmetyczna	
	4	Informatic tools of data mapping and analysis (informatyczne narz dzia mapowania i analizy danych) [laboratorium]	zaliczenie z ocen		

Basic reading	Claus O. Wilke (2020): Podstawy wizualizacji danych, Helion	
	Larose Daniel (2008): Metody i modele eksploracji danych , Wydawnictwo Naukowe PWN, Warszawa	
	Provost Foster , Fawcett Tom (2019): Analiza danych w biznesie. Sztuka podejmowania skutecznych decyzji, Onepress	

Supplementary reading	David Stephenson (2019): Big data, nauka o danych i AI bez tajemnic, Helion	
	L. Litwin, G. Myrda (2005): Systemy Informacji Geograficznej- Zarz dzanie danymi przestrzennymi w GIS, Helion, Gliwice	

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Innovation management methods and tools (metody i narz dzia zarz dzania innowacjami) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_70S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	0	pg	3	
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr KATARZYNA ŁOBACZ</b>					
Course instructor		<b>dr KATARZYNA ŁOBACZ</b>					
Course / module objectives		<b>The main course objective is to learn methods and tools used to manage innovation in business and how they can be used in practice</b>					
Prerequisites		<b>Basic knowledge of management, marketing and finance</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>the student knows the concept of innovation in the business context as well as the methods and tools of innovation management in the enterprise</b>	<b>K_W01 K_W05 K_W06</b>			
skills	1	EP2	<b>the student is able to apply the methods and tools of innovation management in specific business situations</b>	<b>K_U05</b>			
	2	EP3	<b>the student is able to obtain information and share this information in a group for the purpose of carrying out specific tasks</b>	<b>K_U03 K_U08</b>			
social competences	1	EP4	<b>the student is ready to develop innovative ideas in the enterprise</b>	<b>K_K03 K_K05</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Innovation management methods and tools (metody i narz dzia zarz dzania innowacjami)</b>							
Format of instruction: <b>laboratory</b>							
1. <b>Understanding innovation in a business context</b>					3	4	0
2. <b>Identifying and recognizing opportunities for innovation</b>					3	4	0
3. <b>Creation of ideas for innovation and idea management</b>					3	4	0
4. <b>Developing innovative concepts</b>					3	4	0
5. <b>Developing innovative products / services</b>					3	4	0
6. <b>Building a business concept for innovation</b>					3	6	0
7. <b>Testing and communicating innovative solutions</b>					3	4	0

Modes of delivery	<b>The course is delivered with the use of engaging methods based on the problem-based learning approach</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,EP4</b>
	<b>PROJEKT</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>To complete the course it is required to complete a final project and prepare a reflective final essay.</b>				
	Grade calculation principles				
	<b>The grade for the course is determined on the basis of:</b> <b>- results of the group project (60%)</b> <b>- level of the final essay (40%)</b> <b>The final grade for the course is a grade received at a final course assignment.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Innovation management methods and tools (metody i narzędzia zarządzania innowacjami)		Ważona	
	3	Innovation management methods and tools (metody i narzędzia zarządzania innowacjami) [laboratorium]	zaliczenie z ocen		1,00
Basic reading	Edited by Jin Chen, Alexander Brem, Eric Viardot and Poh Kam Wong (2019): THE ROUTLEDGE COMPANION TO INNOVATION MANAGEMENT, Routledge				
	Hidalgo A., Albors J. (2008): Innovation management techniques and tools: a review from theory and practice, R&D Management, Volume38, Issue2, Pages 113-127				
	Paul Trott (2017): Innovation Management and New Product Development, Pearson				
Supplementary reading					

#### STUDENT WORKLOAD

	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>4</b>	<b>0</b>
Private reading and studying	<b>10</b>	<b>0</b>
Participation in tutorials	<b>11</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>75</b>	
<b>ECTS credits</b>	<b>3</b>	

# COURSE SYLLABUS AND SPECIFICATION

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

5. Designing innovative business models: creating a value		3	2	0	
6. Designing innovative business models: capturing value		3	2	0	
7. Designing innovative business models: delivering value		3	2	0	
8. Designing innovative business models: refining ideas		3	2	0	
9. Designing innovative business models: concepting final business strategies		3	2	0	
10. Designing innovative business models: discussing and understanding innovative business models ideas		3	4	0	
Modes of delivery	<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>PREZENTACJA</b>			<b>EP1,EP2,EP3</b>	
	<b>PROJEKT</b>			<b>EP3,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>To complete the course it is required to participate actively in in-class individual and group activities, deliver a final project, as well as elaborate and demonstrate analytical presentation.</b>				
	Grade calculation principles				
	<b>The grade for the course assignment is determined on the basis of:</b> - results of the group project (45%) - level of the analytical presentation (35%) - results of the in-class activities (20%) <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
	3	Innovative business models (innovacyjne modele biznesowe)		Arytmetyczna	
	3	Innovative business models (innovacyjne modele biznesowe) [konwersatorium]	zaliczenie z ocen		
Basic reading	Paul Trott (2017): Innovation Management and New Product Development, Pearson				
	(2020): Business Models Examples, Board of Innovators				
Supplementary reading					
<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>10</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>15</b>		<b>0</b>		
Preparation for test / exam	<b>0</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-I-S-25/26Z</b>							
Course title: <b>Intellectual property protection (ochrona własno ci intelektualnej) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3433_1S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	8	0	pg	1	
<b>Total</b>			<b>8</b>			<b>1</b>	
Course / module coordinator		dr JAROSŁAW POTERALSKI					
Course instructor		dr JAROSŁAW POTERALSKI					
Course / module objectives		The aim of the course is to familiarize students with the principles of industrial property protection and the basic regulations of copyright, useful in the practical interpretation of legal provisions in this field, and to create awareness of the constant replenishment of knowledge along with changes in regulations. In the area of social competences, the objectives are aimed at raising awareness of the importance of knowledge of issues related to intellectual property, both at the educational stage and later in the course of professional activity.					
Prerequisites		The student has a general knowledge of the basics of law and civil law, and knows the specificity of the legal language.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	knows the basic concepts and regulations of copyright	K_W03 K_W05 K_W08			
	2	EP2	knows the basic aspects of the protection of industrial property	K_W03 K_W05 K_W08			
skills	1	EP3	is able to interpret the provisions of intellectual property law in practical applications	K_U03 K_U04			
social competences	1	EP4	is ready to constantly supplement his legal knowledge	K_K01 K_K05			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Intellectual property protection (ochrona własno ci intelektualnej)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Basic principles of intellectual property law.</b>					1	2	0
2. <b>Author's personal and property rights.</b>					1	1	0
3. <b>Permitted personal and public use of works and plagiarism</b>					1	2	0
4. <b>Protection of copyright and related rights.</b>					1	1	0
5. <b>Selected aspects of industrial property law.</b>					1	2	0

	<b>discussions, analysis of legal acts, multimedia presentation</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>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>Students are assessed on the basis of the results of a written test, checking the knowledge of the lecture as well as legal acts and recommended literature.</b>				
	Grade calculation principles				
	<b>The grade from the subject is the grade from the lecture.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Intellectual property protection (ochrona własności intelektualnej)		Nieobliczana	
	1	Intellectual property protection (ochrona własności intelektualnej) [wykład]	zaliczenie z ocen		
Basic reading	Akt prawny (2000): Ustawa z 30.06.2000 r. - Prawo własności przemysłowej, Akt prawny, Warszawa				
	Akt prawny (1994): Ustawa z 4.02.1994 r. o prawie autorskim i prawach pokrewnych, Akt prawny, Warszawa				
	Barta J., Markiewicz R. (2019): Prawo autorskie i prawa pokrewne, Wolters Kluwer, Warszawa				
	Gołat R. (2018): Prawo autorskie i prawa pokrewne, C.H. Beck, Warszawa				
	Nowicka E., Promińska U., du Vall M. (2011): Prawo własności przemysłowej, LexisNexis, Warszawa				
Supplementary reading	Michniewicz G. (2016): Ochrona własności intelektualnej, C.H. Beck, Warszawa				
	Nowikowska M., Rutkowska-Sowa M., Sieczyło-Chlabicz J., Zawadzka Z. (2018): Prawo własności intelektualnej, Wolters Kluwer, Warszawa				
<b>STUDENT WORKLOAD</b>					
	No. of hours				
			including e-learning		
Contact hours	8		0		
Participation in test / exam	1		0		
Preparation for contact hours	4		0		
Private reading and studying	5		0		
Participation in tutorials	2		0		
Preparation of project / essay / etc.	0		0		
Preparation for test / exam	5		0		
<b>TOTAL workload</b>	<b>25</b>				
<b>ECTS credits</b>	<b>1</b>				

# COURSE SYLLABUS AND SPECIFICATION

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

5. Factors influencing the shaping of exchange rates. Convertibility of currency. The foreign exchange market (Forex).		4	2	0	
6. Theories of optimal currency areas. Economic and Monetary Union of the EU (euro area).		4	2	0	
7. The country's balance of payments and the policy of its shaping (balancing). The country's international investment position. Foreign debt and debt crises.		4	3	0	
Format of instruction: <b>discussion classes</b>					
1. Development of the international financial system - institutions and dependencies		4	2	0	
2. Foreign exchange market: money, foreign currency, foreign exchange, foreign exchange transactions, spot and forward market, technique of foreign exchange operations (quoting, settlement), estimating appreciation and depreciation of currencies, cross rates, arbitrage currency, currency hedging. Tasks.		4	4	0	
3. Interdependence of exchange rates, interest rates and inflation rates (real exchange rate, purchasing power parity, interest rate parity).		4	4	0	
4. Analysis of the balance of payments and its components on example of selected countries. Advantages and disadvantages of the monetary union. Analysis of the debt crises of selected countries.		4	3	0	
5. International financial fraud. Ponzi scheme. Money laundering, terrorist financing, international tax evasion. Tax havens.		4	2	0	
Modes of delivery	<b>Presentation, discussion, analysis and interpretation of source texts, consultations, conversational lecture, individual student projects, educational films, 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,EP2,EP3,EP5</b>	
	<b>KOLOKWIUM</b>			<b>EP1,EP2,EP3,EP4,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 in the form of a test. Completion of exercises in the form of a test - open questions and tasks.</b>				
	Grade calculation principles				
	<b>The grade for the subject is the arithmetic mean of the exam and the completion of the exercises.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	International finance (finanse międzynarodowe)		Arytmetyczna	
	4	International finance (finanse międzynarodowe) [wykład]	egzamin		
	4	International finance (finanse międzynarodowe) [wiczenia]	zaliczenie z ocen		
Basic reading	Bierna B. (red.) (2019): Finanse międzynarodowe, PWN, Warszawa				
	Włodarczyk R.W. (2017): Międzynarodowe rynki finansowe. Współczesne problemy i wyzwania, UEK, Kraków				
Supplementary reading	Miciuła I., Czaja J., Sobków R. (2017): Problemy implementacyjne unifikacji monetarnych we współczesnym świecie, Wydawnictwo Naukowe Sophia, Katowice				
	Zawojska A. (2008): Finanse międzynarodowe, SGGW, Warszawa				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>0</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>12</b>		<b>0</b>		

Participation in tutorials	10	0
Preparation of project / essay / etc.	5	0
Preparation for test / exam	5	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-I-S-25/26Z</b>							
Course title: <b>International trade (handel mi dzynarodowy) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3432_14S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr JOANNA BRZYSKA					
Course instructor		dr JOANNA BRZYSKA					
Course / module objectives		The aim of the course is to familiarize students with the issues of international trade and to master the correct interpretation of the phenomena occurring in the trade with other countries.					
Prerequisites		The scope of knowledge, skills and competences appropriate for the subjects: macroeconomics, microeconomics and international economic relations.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	Student has a broad knowledge in the field of world trade issues	K_W02 K_W03 K_W04 K_W09 K_W10			
skills	1	EP2	Student can analyze the course and reasons of making particular types of foreign trade transactions	K_U01 K_U03			
	2	EP3	Student can use theoretical knowledge to describe and analyze foreign trade of a country and to evaluate foreign trade policy	K_U01			
	3	EP4	Student interprets foreign trade information from available databases	K_U01 K_U03 K_U04			
	4	EP5	Student is capable of complementing and improving the acquired knowledge and skills	K_U09			
social competences	1	EP6	Student is ready to develop their professional knowledge and skills	K_K01			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>International trade (handel mi dzynarodowy)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Foreign trade, introductory issues</b>					2	2	0
2. <b>International trade theories (classical, neoclassical and alternative approaches)</b>					2	2	0

3. International trade and economic growth		2	2	0	
4. Trade policy. Free trade vs. protectionism		2	2	0	
5. Trade policy instruments		2	2	0	
6. World Trade Organization		2	2	0	
7. Risk in international trade		2	3	0	
Format of instruction: <b>discussion classes</b>					
1. Strategies for entering international markets		2	2	0	
2. Direct versus indirect modes of export and import, intermediaries in international trade		2	2	0	
3. Trends in Poland's foreign trade		2	2	0	
4. Exchange rate		2	3	0	
5. Formal markets		2	2	0	
6. The role of foreign trade in the economy of selected countries		2	4	0	
Modes of delivery	<b>lectures with multimedia presentation, problem-based discussions, team work, games, students 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>EGZAMIN PISEMNY</b>			<b>EP1,EP2,EP3,EP4,EP5</b>	
	<b>PROJEKT</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>Pass the exercises - on the basis of the project preparation and presentation (80%) and activity in class (20%). Pass the lectures - on the basis of the final - one choice test and open questions covering the knowledge of the course content and the recommended literature.</b>				
	Grade calculation principles				
	<b>Test grading: 60% pass, 75% grade 4.0, 90% grade 5.0.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	International trade (handel międzynarodowy)		Arytmetyczna	
	2	International trade (handel międzynarodowy) [wiczenia]	zaliczenie z ocen		
	2	International trade (handel międzynarodowy) [wykład]	egzamin		
Basic reading	Anders Grath (2016): Handbook of International Trade and Finance, Kogan Pag, London				
	Dominick Salvatore (2014): International Economics: Trade and Finance 11 ed., Wiley				
	Robert Feenstra, Alan M. Taylor (2018): International Economics, Worth Publishers Inc., New York				
	Steve Suranovic (2012): International Trade: Theory and Policy, Saylor Foundation, Washington				

Supplementary reading	Anne Krueger (2020): International Trade. What Everyone Needs to Know, Oxford University Press, Oxford
	Ed. Bernard M. Hoekman, Ernesto Zedillo (2021): Trade in the 21st Century Back to the Past?, Brookings Institution Press
	Schiller Bradley R. (2022): The Economy Today. 16th ed, McGraw-Hill, New York
	Sjoerd Beugelsdijk, Steven Brakman, Harry Garretsen, Charles van Marrewijk, Samuele Murtinu (2023): International Economics and Business. Nations and Firms in the Global Economy, Cambridge University Press, Cambridge

### 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>10</b>	<b>0</b>
Participation in tutorials	<b>8</b>	<b>0</b>
Preparation of project / essay / etc.	<b>9</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-I-S-25/26Z</b>						
Course title: <b>Introduction to Business Valuation (wprowadzenie do wyceny przedsi biorstw) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3362_37S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:	
Course / module status <b>elective</b>				Language of instruction: <b>semester: 6 - english language polish language</b>		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	discussion classes	15	0	pg	3
		lecture	15	0	pg	
<b>Total</b>			<b>30</b>			<b>3</b>
Course / module coordinator		dr MATEUSZ CZERWI SKI				
Course instructor		dr MATEUSZ CZERWI SKI				
Course / module objectives		The Introduction to Business Valuation course will bring you through a high-level overview of valuation, including the purposes of business valuation, the professional and regulatory bodies overseeing valuation, basic valuation concepts, an overview of the valuation process, and other considerations in performing valuations. Introduction to Business Valuation combines the theoretical with practical aspects.				
Prerequisites		The student has a general knowledge of finance and accounting, knows and understands the relationship between financial sphere and the real economy macroeconomic environment. He understands the need for lifelong learning. This course is designed for business students with prior knowledge of accounting who are seeking practical methods to enhance their ability to report and analyze financial information. Students will gain ability to evaluate a company's current financial position, assess operating performance, and identify alternate courses of action.				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	Student should understand the relationship between method of companies' valuations and valuations' objective	K_W07		
	2	EP2	Students should be able to identify and measure basic value drivers within a company	K_W02 K_W10		
	3	EP3	Students should know techniques of business valuation and understand the principles of business valuation	K_W01 K_W06		
skills	1	EP4	Students should be able to prepare by a number of simplifying assumptions the company valuation by book value method, DCF models, market multiples	K_U02 K_U03		
	2	EP5	Student define the range of company value	K_U03 K_U05		
	3	EP6	Students should be able to prepare a basic valuation report	K_U01 K_U06 K_U08		
social competences	1	EP7	Student has an ability to judge on decision during the valuation process	K_K02		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>Introduction to Business Valuation (wprowadzenie do wyceny przedsi biorstw)</b>						
Format of instruction: <b>lecture</b>						

1. Foundations of value and fundamental principles of value creation		6	2	0	
2. Key methods and approaches to firm valuation		6	1	0	
3. Market approach to business valuation		6	4	0	
4. Income approach to business valuation		6	4	0	
5. Standards (types) of firm value		6	1	0	
6. Premiums and discounts in business valuation		6	2	0	
7. Business valuation guidelines - a comparison of economic and legal perspectives		6	1	0	
Format of instruction: <b>discussion classes</b>					
1. Asset approach business valuation example		6	2	0	
2. Market approach business valuation example		6	4	0	
3. Cost of capital measuring		6	3	0	
4. Income approach business valuation example		6	4	0	
5. Base value adjustment about control premium and lack of marketability discount		6	2	0	
Modes of delivery	<b>Case studies, Presentation, 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>KOLOKWIUM</b>			<b>EP4,EP5,EP6,EP7</b>	
	<b>SPRAWDZIAN</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>Credit for lectures: written test</b>				
	<b>Credit for classes: written exam. Exam grading: 50% pass, 75% grade 4.0</b>				
	Grade calculation principles				
<b>The final grade is a weighted mean: 30% test score and 70% written exam score. The pass is granted only in case of positive assessment of both the test and the written exam.</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Introduction to Business Valuation (wprowadzenie do wyceny przedsi biorstw)		Nieobliczana	
	6	Introduction to Business Valuation (wprowadzenie do wyceny przedsi biorstw) [wiczenia]	zaliczenie z ocen		
	6	Introduction to Business Valuation (wprowadzenie do wyceny przedsi biorstw) [wykład]	zaliczenie z ocen		
Basic reading	Z.Ch. Mercer, T.V. Harms (2021): Business Valuation: An Integrated Theory, 3rd edition, John Wiley & Sons, Hoboken, New Jersey				
	Kroll Cost of Capital Navigator : <a href="https://www.kroll.com/en/cost-of-capital">https://www.kroll.com/en/cost-of-capital</a> , Kroll, online				
	R.T. Slee (2011): Private capital markets: valuation, capitalization, and transfer of private business interests, John Wiley & Sons, Hoboken				
	Business Valuation Update, Business Valuation Resources				
Supplementary reading	Sh. Pratt (2022): Valuing a Business: The Analysis and Appraisal of Closely Held Companies, 6th Edition, McGraw-Hill Companies				
	T. Koller, M. Goedhart, and D. Wessels (2020): Measuring and Managing the Value of Companies, 7th edition, Wiley John & Sons, Hoboken, New Jersey				
	(2013): Cost of Capital. Yearbook 2012, Ibbotson Associates, Chicago, Ill				

<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>10</b>	<b>0</b>
Private reading and studying	<b>10</b>	<b>0</b>
Participation in tutorials	<b>8</b>	<b>0</b>
Preparation of project / essay / etc.	<b>0</b>	<b>0</b>
Preparation for test / exam	<b>15</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-I-S-25/26Z</b>							
Course title: <b>IT tools in management (narz dzia IT w zarz dzaniu) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3433_4S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	laboratory	30	0	pg	4	
		lecture	15	0	pg		
<b>Total</b>			<b>45</b>			<b>4</b>	
Course / module coordinator		dr in . ANNA BORAWSKA					
Course instructor		dr in . ANNA BORAWSKA					
Course / module objectives		<b>Researching the relationship between computer information systems, management and organizations.                  Review of management and organization concepts in the context of information technology.                  Understanding the basic issues related to the management, development and operation of computer information systems.</b>					
Prerequisites		<b>Knowledge: the student has a general knowledge of the functioning of economic units.                  Competences: the student knows how to work in a group, has embedded habits of lifelong learning and consciously benefits from information technology.                  Skills: the student is able to use a computer and work in the Microsoft Windows environment</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student understands how modern information technologies are important for management and decision making.</b>	<b>K_W01</b>			
	2	EP2	<b>The student understands how information technologies influence business strategies and management practice.</b>	<b>K_W01</b>			
skills	1	EP3	<b>The student is able to use the database in practice in managerial applications</b>	<b>K_U02</b>			
	2	EP4	<b>The student knows how to analyze data.</b>	<b>K_U02</b>			
social competences	1	EP5	<b>The student acquires the competence to independently expand and supplement knowledge based on the available sources.</b>	<b>K_K01</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>IT tools in management (narz dzia IT w zarz dzaniu)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Tools and information systems in management</b>					1	1	0
2. <b>Requirement analysis of information system</b>					1	1	0

3. Relational databases		1	3	0
4. Structured Query Language		1	2	0
5. Data Mining		1	5	0
6. Cloud-based IT tools in management		1	3	0
Format of instruction: <b>laboratory</b>				
1. Relational databases - data model and entity-relationships diagrams		1	2	0
2. Relational databases - relational model		1	2	0
3. Relational databases - normalization		1	4	0
4. Structured Query Language		1	4	0
5. Data mining - Market Basket Analysis		1	2	0
6. Data mining - data analysis in MS Excel		1	6	0
7. Preparation of a project including the analysis of real data		1	10	0
Modes of delivery	<b>Lecture: classes illustrated with multimedia presentations, case study method</b> <b>Practice classes: using MS Excel, MS Access software</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>EP3,EP4,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>Passing the practice classes: points obtained for tasks performed during classes (60%) and a group project (40%).</b> - Grade 3.0: 60% of maximum number of points - Grade 3.5: 70% of maximum number of points - Grade 4.0 80% of maximum number of points - Grade 4.5: 90% of maximum number of points - Grade 5.0: 95% of maximum number of points <b>Passing the lecture: providing a written answer to three theoretical questions.</b> - Grade 3.0: correct answer to one question - Grade 4.0: correct answer to two questions - Grade 5.0: correct answer to three questions			
	Grade calculation principles			
	<b>The final grade is calculated as the weighted average of the lecture grade and practice classes grade</b>			
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method
	1	IT tools in management (narz dzia IT w zarz dzaniu)		Arytmetyczna
	1	IT tools in management (narz dzia IT w zarz dzaniu) [laboratorium]	zaliczenie z ocen	
	1	IT tools in management (narz dzia IT w zarz dzaniu) [wykład]	zaliczenie z ocen	
Basic reading	David L. Olson (2018): Data Mining Models, Business Expert Press			
	Jonathan Eckstein, Bonnie R Schultz (2017): Introductory relational database design for business, with Microsoft Access, Wiley			
	Michael V. Mannino (2019): Database Design, Application Development, and Administration, Chicago Business Press			
Supplementary reading	J. Cyprya ski, A. Borawska, T. M. Komorowski (2016): Excel dla mened era Casebook, PWN			

<b>STUDENT WORKLOAD</b>		
	No. of hours	
		including e-learning
Contact hours	<b>45</b>	<b>0</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>11</b>	<b>0</b>
Private reading and studying	<b>5</b>	<b>0</b>
Participation in tutorials	<b>12</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-I-S-25/26Z</b>							
Unit: <b>Lecture in the humanities [moduł]</b>							
Course title: <b>Language acquisition and foreign language learning strategies (przyswajanie j zyka i strategie uczenia si j zyków obcych) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3442_2S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 5 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	lecture	30	30	pg	3	
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr <b>MONIKA SKORASI SKA</b>					
Course instructor		dr <b>MONIKA SKORASI SKA</b>					
Course / module objectives		<b>familiarizing students with the theory of language acquisition and foreign language learning strategies</b>					
Prerequisites		<b>the knowledge of English language on B2 level</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>knows specialist terminology related to language acquisition and has structured and in-depth knowledge of language acquisition and learning strategies</b>			<b>K_W11</b>	
	2	EP2	<b>understands the connections between language acquisition and other branches of science, with particular emphasis on psychology and pedagogy</b>			<b>K_W11</b>	
skills	1	EP3	<b>is able to apply knowledge of language acquisition and foreign language learning strategies in order to achieve own aims using a variety of modern methods and techniques</b>			<b>K_U07 K_U09</b>	
	2	EP4	<b>is able to use professional terminology appropriate for language acquisition</b>			<b>K_U07</b>	
social competences	1	EP5	<b>is ready to further, continuous development of one's own competences</b>			<b>K_K01</b>	
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Language acquisition and foreign language learning strategies (przyswajanie j zyka i strategie uczenia si j zyków obcych)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Human language and communication systems of animals</b>					5	2	2
2. <b>Theories of language acquisition</b>					5	4	4
3. <b>Children's language acquisition</b>					5	4	4
4. <b>Developmental disorders and language acquisition</b>					5	4	4

5. Bilingualism and second language acquisition		5	4	4	
6. The concept of learning strategies and their classification		5	4	4	
7. Mnemonics		5	4	4	
8. The concept of autonomy and its determinants		5	4	4	
Modes of delivery	<b>interactive presentation, 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</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 positive grade for the written test</b>				
	Grade calculation principles				
	<b>the final grade for the course is the grade for the written test</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Language acquisition and foreign language learning strategies (przyswajanie języka i strategię uczenia się języków obcych)		Ważona	
	5	Language acquisition and foreign language learning strategies (przyswajanie języka i strategię uczenia się języków obcych) [wykład]	zaliczenie z ocen		1,00
Basic reading	O'Malley J. M. (1995): Learning Strategies in Second Language Acquisition, Cambridge University Press, Cambridge				
	Prabhu, N. S. (1987): Second language pedagogy, Oxford University Press, Oxford				
Supplementary reading	Chamot, A (2001): The role of learning strategies in second language acquisition. In M. Breen (Ed.), Learner contributions to language learning (pp. 25-43), Longman, Harlow				
	Komorowska H. (2001): Metodyka nauczania języków obcych, Fraszka Edukacyjna, Warszawa				
	Noels, K., Pelletier, L, Clement, R., & Vallerand, R. (2000): Why are you learning a second language? Motivational orientations and self-determination theory, Language Learning 50, 57-85				
	Willing, K. (1987): Learning styles and adult migrant education, National Curriculum Resource Centre, Adelaide				
	Włodkowski, R. (1986): Enhancing adult motivation to learn, Jossey-Bass, San Francisco				
<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>15</b>	<b>0</b>		
Private reading and studying		<b>15</b>	<b>0</b>		
Participation in tutorials		<b>3</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>75</b>
<b>ECTS credits</b>	<b>3</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Law (prawo) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3435_6S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	30	0	pg	3	
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. PASQUALE POLICASTRO</b>					
Course instructor		<b>dr hab. PASQUALE POLICASTRO</b>					
Course / module objectives		<b>Gaining knowledge in the field of fundamental institutions and disciplines of the law. The ability to use this knowledge for the purpose of understanding and use in functioning of economic institutions, particularly in relation to business.</b>					
Prerequisites		<b>none</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student has knowledge of the basic branches and areas of law and understands their impact on the functioning of the business</b>	<b>K_W08 K_W09</b>			
skills	1	EP2	<b>The student understands the basic legal decisions, is able to analyze basic court cases and prepare letters</b>	<b>K_U01 K_U03</b>			
	2	EP4	<b>He can discuss using specialized legal language.</b>	<b>K_U06</b>			
social competences	1	EP3	<b>The student is ready to resolve ethical dilemmas guided by the learned legal norms</b>	<b>K_K06</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Law (prawo)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Definitions, law, legal environment, legal problem.</b>					1	2	0
2. <b>Legal Norms and Legal Orders</b>					1	3	0
3. <b>Law and the Biosphere, Law and the Noosphere, Law and the Economic Sphere, Law and the Semiosphere.</b>					1	2	0
4. <b>Law and Technology.</b>					1	3	0
5. <b>Common Law and Civil Law.</b>					1	3	0
6. <b>Different branches of law belonging to public law and private law, understood on the ground of case law in a comparative perspective.</b>					1	3	0
7. <b>Legal aspects concerning European Integration.</b>					1	2	0
8. <b>Legal aspects concerning globalization.</b>					1	2	0
9. <b>The fundamental institutions of a state.</b>					1	2	0

10. Public services: energy, water, transportation.		1	3	0	
11. Foundations of commercial Law and of company law.		1	5	0	
Modes of delivery	<b>Explaining the legal concepts and institutions during lectures. Understanding, discussing and summarizing legal texts. Analyzing legal texts. Discussions about important legal cases and acts.</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</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>Lectures are assessed on the basis of written tests and active participation in discussions. The student will receive a positive grade if he or she passes all the tests.</b>				
	Grade calculation principles				
	<b>The final grade is based on the grade of lectures.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Law (prawo)		Wa ona	
	1	Law (prawo) [wykład]	zaliczenie z ocen		1,00
Basic reading	A. Skorupa-Wulczy ska (2016): Legal English. Civil and Commercial Law. A Handbook, Warszawa				
	W. Dajczak, A. Szwarz, P. Wili ski (eds) (2011): Handbook of Polish Law, PWN, Warszawa - Bielsko-Biała				
Supplementary reading	Policastro P. (ed.) (2013): Towards Innovation in Legal Education				
<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>5</b>		<b>0</b>		
Private reading and studying	<b>16</b>		<b>0</b>		
Participation in tutorials	<b>12</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>75</b>				
<b>ECTS credits</b>	<b>3</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Leadership (przywództwo) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_34S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 6 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	conversation	30	0	pg	3	
<b>Total</b>			<b>30</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 is to make students aware of the importance of leadership in increasing the effectiveness of organizational management.</b>					
Prerequisites		<b>The student knows the basics of management, organizational behavior, and organizational economics. Can take part in discussions and actively seek information. The student has the ability to work in a team.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Explains the basic concepts of leadership in an organization including the development of leadership theory.</b>	<b>K_W01 K_W02</b>			
	2	EP2	<b>Explains factors influencing the effectiveness of undertaken leadership actions.</b>	<b>K_W05 K_W09</b>			
skills	1	EP3	<b>Takes an active part in the discussion and presents the content.</b>	<b>K_U06</b>			
social competences	1	EP4	<b>It indicates the most important leadership competences and distinguishes the ways of developing them.</b>	<b>K_K02</b>			
	2	EP5	<b>Is ready to resolve professional dilemmas in the field of leadership on the basis of the prepared case study description.</b>	<b>K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Leadership (przywództwo)</b>							
Format of instruction: <b>conversation</b>							
1. <b>Who is the leader?</b>					6	2	0
2. <b>Overview of basic approaches to the leadership concept.</b>					6	2	0
3. <b>Determinants of leadership effectiveness and examples of effective leadership.</b>					6	2	0
4. <b>Situational leadership concept.</b>					6	2	0
5. <b>Developing leadership competences based on the concept of P. Cardona and P. Garcia-Lombardia</b>					6	2	0
6. <b>The specificity and role of the leader in times of changes and crisis</b>					6	2	0

7. A leadership model in a turbulent environment		6	2	0	
8. Leadership levels in an international organization		6	2	0	
9. Centralization and dispersion of leaders		6	2	0	
10. Leading change		6	2	0	
11. Organizational culture and leadership		6	2	0	
12. Leadership and innovativeness of the organization		6	2	0	
13. The ethical dimension of leadership in an organization		6	2	0	
14. Analysis of case studies on leadership in various organizations.		6	4	0	
Modes of delivery	<b>presentation, Written work / essay / review</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,EP4</b>	
	<b>PREZENTACJA</b>			<b>EP1,EP3,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>Students are assessed on the basis of a final work prepared in teams of 3-4, concerning the analysis of a case study of leaders who are successful in managing organizations. Pass mark: the student understands the importance of leadership in business management and knows the basic concepts of leadership.</b>				
	Grade calculation principles				
	<b>The grade obtained from the completion of the course is the grade for the subject.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Leadership (przywództwo)		Nieobliczana	
	6	Leadership (przywództwo) [konwersatorium]	zaliczenie z ocen		
Basic reading	A. Zaleznik (2004): Managers and leaders: are they different?, Harvard Business Review				
	D. Goleman (2004): What makes a leader?, Harvard Business Review				
	D. Rooke, W. R. Torbert (2004): 7 transformation od leadership, Harvard Business Review				
	I. Nonaka, H. Takeuchi (2011): The wise leader, Harvard Business Review				
	P. Funda, R. Badham (2011): Fire, snowball, mask, movie: how leaders spark and sustain change, Harvard Business Review				
	R. Heifetz, A. Grashow, M, Linsky (2009): Leadership in a permanent crisis, Harvard Business Review				
	W. C. H. Prentice (2004): Understanding leadership, Harvard Business Review				
Supplementary reading	P. Cardona, P. Garcia-Lombardia (2005): How to develop leadership competencies, Pampiona				
	P. Hersey, K. H. Blanchard, D. E. Johnson (2008): Management od organizational behavior - leading human resources, Prentice Hall				
<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	7	0
Private reading and studying	8	0
Participation in tutorials	8	0
Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	0
<b>TOTAL workload</b>	<b>75</b>	
<b>ECTS credits</b>	<b>3</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Lean management (sprawne zarz dzanie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_13S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. JAROSŁAW KORPYSA</b>					
Course instructor		<b>dr hab. JAROSŁAW KORPYSA</b>					
Course / module objectives		<b>The aim of this course is to give students knowledge about the fundamentals of lean management , methods, technics and tools based on this concept</b>					
Prerequisites		<b>Knowledge of foundations of management and management of organization</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knowledge about the essence of the lean management in organization</b>	<b>K_W01</b>			
	2	EP2	<b>Defines the stages of implementing lean management in an organization</b>	<b>K_W06</b>			
	3	EP3	<b>Knows and understands the benefits and drawback of implementing lean management in an organization</b>	<b>K_W02</b>			
skills	1	EP4	<b>To be able to plan the process of implementing lean management into an organization.</b>	<b>K_U01</b>			
social competences	1	EP5	<b>Student is aware to apply lean management techniques in their organizations.</b>	<b>K_K04</b>			
	2	EP6	<b>Is ready to improve own skills in planning and implementing lean management in the organization</b>	<b>K_K01</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Lean management (sprawne zarz dzanie)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction to lean management</b>					2	3	0
2. <b>Business process improvement and lean management tools</b>					2	3	0
3. <b>Lean culture, lean leadership, lean HR</b>					2	3	0
4. <b>The implementation of lean management in an organization organizational issues</b>					2	3	0
5. <b>The implementation of lean management in an organization technical and social issues</b>					2	3	0

Format of instruction: <b>discussion classes</b>				
1. The principles of lean management - a contemporary paradigm		2	3	0
2. The lean culture in organization		2	3	0
3. Lean leadership - techniques and methods		2	3	0
4. Value stream mapping		2	3	0
5. Business models for lean management		2	3	0
Modes of delivery	<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</b>
	<b>PROJEKT</b>			<b>EP3,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>Exam and Project</b>			
	Grade calculation principles			
	<b>The final grade consists of the project grade (50%) and the exam grade (50%)</b>			
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method
	2	Lean management (sprawne zarządzanie)		Arytmetyczna
	2	Lean management (sprawne zarządzanie) [wiczenia]	zaliczenie z ocen	
	2	Lean management (sprawne zarządzanie) [wykład]	egzamin	
Basic reading	M.Nir (2018): The Pragmatist's Guide to Corporate Lean Strategy: Incorporating Lean Startup and Lean Enterprise Practices in Your Business, Apress			
	O.Dan (2015): The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback, Wiley; Edycja Illustrated			
	P. Small (2020): Lean Project Management: This book includes: Lean Startup, Enterprise, Analytics, Agile Project Management, Six Sigma, Kaizen, Arkham Publishing Ltd			
Supplementary reading	J.Liker, G. L. Convis (2011): The Toyota Way to Lean Leadership: Achieving and Sustaining Excellence through Leadership Development, McGraw-Hill Education Ltd			
	S.A. Ruffa (2011): The Going Lean Fieldbook, AMACON, New York			
<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>13</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>0</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-I-S-25/26Z</b>							
Course title: <b>Library Training (szkolenie biblioteczne) (ANOTHER TO PASS)</b>					Course code: <b>EFZ214AIJ3381_41S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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>				
skills	1	EP4	<b>Student can use both electronic and paper library catalogues and can locate searched publications.</b>				
	2	EP5	<b>Student can use databases available in the US Main Library and in the libraries of US library network.</b>				
social competences	1	EP6	<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>							
1. <b>An ability to use a library collection, a manner of sharing them and electronic resources.</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</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	
	Grade calculation principles

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	
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#### STUDENT WORKLOAD

	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-I-S-25/26Z</b>							
Course title: <b>Logistics (logistyka) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_9S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr JAKUB DOWEJKO</b>					
Course instructor		<b>dr JOANNA DROBIAZGIEWICZ , dr JAKUB DOWEJKO</b>					
Course / module objectives		<b>The aim of the course is to provide knowledge and skills in the field of logistics basis as well as research and analysis. Students learn about the market and service principals as well as final buyers of products and delivery systems. Market reaserch and analysis are design to provide managers with information about the current state, business goals, and problem solving paths. All those factors are tailored to support company's development.</b>					
Prerequisites		<b>Knowledge of basic concepts in the field of logistics</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student know the concepts in the area of logistics</b>	<b>K_W10</b>			
	2	EP3	<b>Student has advanced knowledge in the field of supply chain management and about the determinants of their functioning</b>	<b>K_W01 K_W02</b>			
skills	1	EP2	<b>Student is able to define problems in supply chais and indicates possible solutions</b>	<b>K_U05 K_U06 K_U08</b>			
social competences	1	EP4	<b>Student has knowledge of the geopolitical situation and globalization in business. Student has skills in the field of business responsibility</b>	<b>K_K03 K_K05</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Logistics (logistyka)</b>							
Format of instruction: <b>lecture</b>							
1. <b>The essence of logistics, process and system approach in logistics.</b>					1	3	0
2. <b>Supply logistics, inventory management in the enterprise.</b>					1	3	0
3. <b>Production logistics. Organization and supply of production processes. Internal transport.</b>					1	3	0
4. <b>Distribution logistics - essence, functions. Logistics and marketing management of distribution.</b>					1	3	0
5. <b>Warehouse management, transport, loading units and packaging in the functioning of the company's logistics.</b>					1	3	0
Format of instruction: <b>discussion classes</b>							

1. Logistic processes of enterprises.		1	2	0	
2. Logistics of supply, production and distribution processes.		1	2	0	
3. Inventory management - methods and tools.		1	4	0	
4. Logistics costs		1	3	0	
5. Storage and transport in logistic processes.		1	4	0	
Modes of delivery	<b>Discussion, case studies, group work, 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>EP3</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP1,EP2,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>Students are assessed on the tests basis (selection), which will allow to verify the learning outcomes. Students are also assessed for class involvement.</b>				
	Grade calculation principles				
	<b>The grade for the course is the arithmetic average of the exercises and lectures</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Logistics (logistyka)		Arytmetyczna	
	1	Logistics (logistyka) [wykład]	zaliczenie z ocen		
	1	Logistics (logistyka) [ wiczenia]	zaliczenie z ocen		
Basic reading	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management, Springer International Publishing				
	Martin Christopher (2011): Logistics and Supply Chain Management, Pearson Education Limited				
	Rushton, Alan, Baker, Peter, Croucher, Phil (2014): The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, Kogan Page; 5th edition				
Supplementary reading	Paul R. Murphy, Jr., A. Michael Knemeyer (2018): Contemporary Logistics (Global Edition), Pearson				
<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>9</b>		<b>0</b>	
Private reading and studying		<b>12</b>		<b>0</b>	
Participation in tutorials		<b>7</b>		<b>0</b>	
Preparation of project / essay / etc.		<b>0</b>		<b>0</b>	
Preparation for test / exam		<b>15</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-I-S-25/26Z</b>							
Course title: <b>Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_47S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 5 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	laboratory	15	0	pg	2	
<b>Total</b>			<b>15</b>			<b>2</b>	
Course / module coordinator		mgr in . JUSTYNA SZYDŁOWSKA-SAMSEL					
Course instructor		mgr in . JUSTYNA SZYDŁOWSKA-SAMSEL					
Course / module objectives		<b>Mastering the practical skills of using machine learning techniques in business applications using a selected high-level programming language.</b>					
Prerequisites		<b>Basic knowledge of the selected high-level programming language.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>Knows the basic concepts and techniques of machine learning.</b>			<b>K_W06</b>	
	2	EP2	<b>Knows the machine learning tools used in business in the area of design, production and research.</b>			<b>K_W07</b>	
skills	1	EP3	<b>Knows how to use the documentation of machine learning tools of the selected programming language.</b>			<b>K_U09</b>	
	2	EP4	<b>Knows how to independently design, implement and test programs that use machine learning tools in a selected programming language.</b>			<b>K_U08</b>	
social competences	1	EP5	<b>Is ready to identify business problems that can be solved with machine learning methods.</b>			<b>K_K02</b>	
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)</b>							
Format of instruction: <b>laboratory</b>							
1. <b>Basic machine learning terminology.</b>					5	2	0
2. <b>Data wrangling</b>					5	2	0
3. <b>Types of machine learning</b>					5	2	0
4. <b>Predictive model - types of errors, basic measures of model quality assessment.</b>					5	2	0
5. <b>Cross-validation.</b>					5	2	0
6. <b>Data visualization.</b>					5	0	0
7. <b>Decision support tools.</b>					5	2	0

<b>8. Analysis and interpretation of results - the practical application of machine learning in business.</b>		5	3	0	
Modes of delivery	<b>Work in computer laboratory, practical skill test, 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,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>Students are assessed on the basis of the project carried out during classes, consisting of:</b> - implementation of machine learning methods using selected programming language in order to solve a selected business problem or improve a selected aspect of business, - analysis of the obtained results.				
	Grade calculation principles				
	<b>Course grade: laboratory grade</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych)		Nieobliczana	
	5	Machine learning in business applications (uczenie maszynowe w aplikacjach biznesowych) [laboratorium]	zaliczenie z ocen		
Basic reading	Stefan Jansen (2020): Machine Learning for Algorithmic Trading-Second Edition, Packt, Birmingham, UK.				
	Stephen Klosterman (2021): Data Science Projects with Python- Second Edition, Packt, Birmingham, UK.				
Supplementary reading	Stefanie Molin (2021): Hands-On Data Analysis with Pandas – Second Edition, Packt, Birmingham, UK.				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		7	0		
Private reading and studying		10	0		
Participation in tutorials		11	0		
Preparation of project / essay / etc.		7	0		
Preparation for test / exam		0	0		
<b>TOTAL workload</b>		<b>50</b>			
<b>ECTS credits</b>		<b>2</b>			

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Macroeconomics (makroekonomia) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3432_1S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. RAFAŁ NGAJ</b>					
Course instructor		<b>dr hab. RAFAŁ NGAJ</b>					
Course / module objectives		<b>To acquaint the student with the basic issues and models of macroeconomics, to explain key processes and relationships in the economy, and to make students able to perceive the relationships between parts of the economy.</b>					
Prerequisites		<b>Student's ability to consider phenomena in a cause and effect manner and willingness to acquire economic knowledge.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student has general knowledge about main variables and macroeconomic processes as well as the relationship between economic operators.</b>	<b>K_W04</b>			
	2	EP2	<b>Student knows and describes the basic macroeconomic aggregates (ie production, aggregate demand, inflation, unemployment) and the processes taking place within them.</b>	<b>K_W04</b>			
skills	1	EP3	<b>Student can correctly identify the macroeconomic aggregates.</b>	<b>K_U01</b>			
	2	EP4	<b>Student can recognize the relationships that occur between parts of the economy, as well as the role that individual economic operators play in achieving the global equilibrium.</b>	<b>K_U02</b>			
social competences	1	EP5	<b>The student is aware of the importance of knowledge in solving macroeconomic problems.</b>	<b>K_K02</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Macroeconomics (makroekonomia)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Fundamentals of economics and functioning of the economy. The state of balance in the economy.</b>					1	4	0
2. <b>Main macroeconomic problems: global product and economic growth, labor market and unemployment, inflation.</b>					1	5	0
3. <b>The monetary system and money market.</b>					1	3	0
4. <b>Private and public aggregate demand. The multiplier process and commodity market equilibrium.</b>					1	3	0

Format of instruction: <b>discussion classes</b>					
1. <b>Introduction to economics. Circular flow of income and the equilibrium in the economy.</b>		1	4	0	
2. <b>Basic macroeconomic problems: measurement of global product including GDP, unemployment, inflation.</b>		1	4	0	
3. <b>Money and banking system. Fundamentals of monetary policy.</b>		1	2	0	
4. <b>Private and public sector demand versus aggregate demand. International trade versus aggregate demand.</b>		1	3	0	
5. <b>Repetition and summary of macroeconomic issues.</b>		1	2	0	
Modes of delivery	<b>solving tasks, multimedia lectures</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</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>Credit for the classes: Students are assessed on the basis of a written colloquium. Test consist of test questions and open tasks.</b>				
	<b>Credit for lectures: Students are assessed on the basis of the written colloquium that consists of test questions.</b>				
	<b>Graduating: a positive grade means that the student has scored more than half of the points possible in the colloquium and the exam.</b>				
	Grade calculation principles				
	<b>The final grade is the arithmetic of grades of the classes and the exam. If the result of this arithmetic mean is ambiguous, then the exam grade prevails.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Macroeconomics (makroekonomia)		Arytmetyczna	
	1	Macroeconomics (makroekonomia) [wykład]	zaliczenie z ocen		
	1	Macroeconomics (makroekonomia) [wiczenia]	zaliczenie z ocen		
Basic reading	C.J. Jones. (2018): Macroeconomics, 3rd Edition., Norton & Company, Inc., New York/London				
	Krugman, P., Wells, R. (2018): Macroeconomics, 5th Edition, Worth Publishers, New York				
	N.G. Mankiw (2016): Macroeconomics, 9th Edition, Worth Publishers, New York				
Supplementary reading	Mankiw, N.G. (2018): Principles of Macroeconomics, 8th Edition, Cengage Learning, Inc.				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>	<b>0</b>			
Participation in test / exam	<b>3</b>	<b>0</b>			
Preparation for contact hours	<b>8</b>	<b>0</b>			
Private reading and studying	<b>17</b>	<b>0</b>			
Participation in tutorials	<b>7</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>75</b>
<b>ECTS credits</b>	<b>3</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Management in digital system (zarz dzanie w cyfrowych systemach) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_64S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</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 make students understand the requirement of business promotion. The changing world has switched to web based services where the information technology enabled activities are the major tool for business promotion. The course learning will strengthen the business acumen of class participants. The course will blend the theory with the real life activities to make students more competent to promote business with the application of information technology.</b>					
Prerequisites		<b>no requirements</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows the digital management activities</b>	<b>K_W01 K_W02</b>			
	2	EP2	<b>understands simulation with IT</b>	<b>K_W03 K_W10</b>			
	3	EP3	<b>knows the IT application in business</b>	<b>K_W04 K_W07</b>			
skills	1	EP4	<b>can solve management problems</b>	<b>K_U01 K_U02</b>			
	2	EP5	<b>can apply IT tools in management</b>	<b>K_U03 K_U04</b>			
	3	EP6	<b>can be able to reach goals with IT</b>	<b>K_U07 K_U08</b>			
social competences	1	EP7	<b>is ready to solve management challenges</b>	<b>K_K01 K_K02</b>			
	2	EP8	<b>is ready to initiate management 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>Management in digital system (zarz dzanie w cyfrowych systemach)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Critical discussion on digital systems requirements</b>					3	2	0

2. A practical approach to digital system in management		3	2	0	
3. Case study on digital systems implementation		3	1	0	
4. Presentation on digital system in management		3	2	0	
5. Views on managing resources using digital system		3	2	0	
6. Activity to implement a digital system in management		3	2	0	
7. Real life business project creation for management		3	2	0	
8. Real life business project creation for management		3	2	0	
Format of instruction: <b>discussion classes</b>					
1. Using digital systems to transform organization		3	2	0	
2. Understanding and interpreting information		3	2	0	
3. Digital system is the key for managing business		3	1	0	
4. Database management and usage		3	2	0	
5. E-commerce for managing business		3	2	0	
6. Different types of systems and their benefits		3	2	0	
7. Management control of digital systems		3	2	0	
8. Societal implications and future with digital systems		3	2	0	
Modes of delivery	<b>Information lecture, conversation lecture, multimedia presentation, analysis of text with discussion, 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>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- 100%</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	Management in digital system (zarz dzenie w cyfrowych systemach)		Arytmetyczna	
	3	Management in digital system (zarz dzenie w cyfrowych systemach) [wykład]	zaliczenie z ocen		
	3	Management in digital system (zarz dzenie w cyfrowych systemach) [ wiczenia]	zaliczenie z ocen		

Basic reading	Arthur. M. H. (2006): Expanding a Digital Content Management System, Routledge
	John, S. E. (2013): Application of Information Technology to Business Management
	Lucas, H. C. (2009): Information Technology for Management, Global Text
Supplementary reading	

**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>5</b>	<b>0</b>
Private reading and studying	<b>8</b>	<b>0</b>
Participation in tutorials	<b>10</b>	<b>0</b>
Preparation of project / essay / etc.	<b>15</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-I-S-25/26Z</b>							
Course title: <b>Managerial games (gry mened erskie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3362_31S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 6 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	laboratory	30	0	pg	4	
		lecture	15	0	pg		
<b>Total</b>			<b>45</b>			<b>4</b>	
Course / module coordinator		<b>dr hab. TOMASZ WI NIEWSKI</b>					
Course instructor		<b>dr hab. TOMASZ WI NIEWSKI</b>					
Course / module objectives		<p>The aim is to raise awareness of the need for a holistic view of organizations and to improve the skills of strategic enterprise management, as well as the integration of activities from various functional areas of companies.</p> <p>The classes allow you to learn the concepts and principles of running a business in a competitive market through the practice of making decisions related to the conducted company in simulation conditions. The experiences gained during the classes relate to, inter alia, decision-making process, planning needs, winning through negotiation, financial responsibility, market communication.</p>					
Prerequisites		<b>Basic concepts and principles of economics and management, group work.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>He has extensive knowledge of various areas of the organization's functioning and their interdependencies</b>	<b>K_W02 K_W06 K_W10</b>			
skills	1	EP2	<b>Is able to work in a team and by analytically discussing to solve problems occurring in the framework of enterprise management on the basis of the presented models; is able to correctly indicate the importance of game theory for solving conflict situations in the enterprise.</b>	<b>K_U02 K_U05 K_U06 K_U08</b>			
social competences	1	EP3	<b>Is ready to integrate knowledge and skills from various areas of management in an entrepreneurial manner when making choices among alternative solutions</b>	<b>K_K03</b>			
CONTENT					Semester	No. of hours	
Subject title: <b>Managerial games (gry mened erskie)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Decision games in management</b>					6	2	0
2. <b>The importance of market analysis in creating an action strategy</b>					6	3	0
3. <b>Development of a business strategy</b>					6	4	0
4. <b>Developing a business plan</b>					6	4	0

5. Assessing the implementation of the strategy and implementation of changes.		6	2	0	
Format of instruction: <b>laboratory</b>					
1. Building company management teams, defining the rules shaping the behavior of team members, assigning management functions to team members.		6	2	0	
2. Establishing the company's goals and building a strategy, the first decisions related to the implementation of the strategy		6	6	0	
3. Developing the company's operating strategy, analyzing the market situation, constantly adjusting activities to the developing market and the activities of the competition.		6	8	0	
4. Continuous adjustment of activities to the developing market and the activities of the competition, expanding the market offer, improving the employee motivation system.		6	8	0	
5. Reporting the course of decisions made and conclusions from their effects. Analysis of the best business decisions and unsuccessful moves, evaluation of problematic decision areas. Assessment of management boards of companies participating in the simulation.		6	6	0	
Modes of delivery	<b>Simulation computer game of an antagonistic nature, group work, 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>EP1</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP1,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>Lectures: written test.</b> <b>Classes: Students are assessed on the basis of the current and final analysis of activities carried out in simulated conditions.</b> <b>Assessment:</b> - The student receives a satisfactory grade - when he can identify and characterize basic financial, economic, market, operational and strategic data - The student receives a good grade - when he can also make and justify rational decisions on the basis of the analyzed data - The student receives a very good grade - when he can also effectively and flexibly modify the directions of his activities in response to the changing market situation				
	Grade calculation principles				
	<b>The final grade is the arithmetic mean of the grades obtained from completing the labs (50%) and lectures (50%).</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Managerial games (gry mened erskie)		Arytmetyczna	
	6	Managerial games (gry mened erskie) [wykład]	zaliczenie z ocen		
	6	Managerial games (gry mened erskie) [laboratorium]	zaliczenie z ocen		
Basic reading	G. Klein (2010): Sztuka podejmowania decyzji. Dlaczego m drzy ludzie dokonuj zlych wyborów, Onepress, Warszawa				
	Penc-Pietrzak I. (2010): Planowanie strategiczne w nowoczesnej firmie, Oficyna Wolters Kluwer				
	(2024): Podr cznik uczestnika gry. Dost p on-line., Innovative Learning				
Supplementary reading	A. K. Dixit, B. J. Nalebuff (2019): Sztuka strategii. Teoria gier w biznesie i w yciu prywatnym, MT Biznes , Warszawa				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>45</b>		<b>0</b>		
Participation in test / exam	<b>1</b>		<b>0</b>		
Preparation for contact hours	<b>10</b>		<b>0</b>		

Private reading and studying	10	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	6	0
Preparation for test / exam	18	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-I-S-25/26Z</b>							
Course title: <b>Marketing and brands success stories (marketing i marki - historie sukcesu) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_62S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr SANDRA MISIAK-KWIT</b>					
Course instructor		<b>dr SANDRA MISIAK-KWIT</b>					
Course / module objectives		<b>The aim is to make students aware of how success can be defined in marketing and to familiarize them with good practices and success stories related to marketing and brand.</b>					
Prerequisites		<b>The student has basic knowledge in the field of marketing and the ability to use knowledge in various scopes and forms, as well as the ability to analyze phenomena. The student is able to work in a group, has lifelong learning habits, is responsible for the tasks entrusted to him.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student knows and characterizes the key factors of success in marketing as well as examples of brands that have achieved such success.</b>	<b>K_W06</b>			
skills	1	EP2	<b>The student is able to recognize, on the basis of practical examples, both the factors contributing to success and the ones that predict failure.</b>	<b>K_U01</b>			
social competences	1	EP3	<b>The student is ready to show commitment and open participation in the discussion; implements individual and group tasks in an insensitive manner, expresses and accepts critical remarks aimed at perfecting the acquired knowledge and skills.</b>	<b>K_K02</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Marketing and brands success stories (marketing i marki - historie sukcesu)</b>							
Format of instruction: <b>lecture</b>							
1. <b>The key factors of success in marketing</b>					4	3	0
2. <b>Successful brand management</b>					4	3	0
3. <b>Corporate Brand vs. Employer Brand</b>					4	3	0
4. <b>Learning from failures - analysis of trends, market conditions and changes</b>					4	3	0
5. <b>Ethical aspects of achieving success in marketing</b>					4	3	0
Format of instruction: <b>discussion classes</b>							

1. Cases in marketing management	4	4	0
2. Brand management ? case study exercises	4	4	0
3. Creating Employer Brand ? good practices	4	3	0
4. Failures in marketing ? what can we learn from them	4	2	0
5. Success in marketing versus ethics ? positive and negative examples	4	2	0

Modes of delivery	<b>Multimedia presentation, Work in groups, Rozwi zywanie zada</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</b>
	<b>PREZENTACJA</b>	<b>EP2</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>	<b>EP3</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>Students are assessed on the basis of a project (presentation), group work during classes and test.</b>	
	Grade calculation principles	
	<b>The student receives a satisfactory grade - when he or she is able to define and distinguish basic concepts related to the subject of the course The grade for the subject is calculated as: grade for group work (20%), project grade (40%) and test (40%).</b>	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing and brands success stories (marketing i marki - historie sukcesu)		Nieobliczana	
	4	Marketing and brands success stories (marketing i marki - historie sukcesu) [ wiczenia]	zaliczenie z ocen		
	4	Marketing and brands success stories (marketing i marki - historie sukcesu) [wykład]	zaliczenie z ocen		

Basic reading	ed. by K. E. Clow, D. Baack (2012): Cases in marketing management , Thousand Oaks , Sage				
	ed. by M. S. Glynn, A. G. Woodside (2012): Business-to-business marketing management : strategies, cases and solutions , Emerald, Bingley				

Supplementary reading	ed. by M.S. Glynn, A. G. Woodside (2009): Business-to-business brand management : theory, research and executive case study exercises , Emerald, Bingley				
	Ross B. (2013): Business-to-business marketing , SAGE, London				

<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>6</b>	<b>0</b>
Participation in tutorials	<b>4</b>	<b>0</b>
Preparation of project / essay / etc.	<b>18</b>	<b>0</b>
Preparation for test / exam	<b>7</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-I-S-25/26Z</b>							
Course title: <b>Marketing communication (komunikacja marketingowa) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_57S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	0	pg	4	
		lecture	15	0	pg		
<b>Total</b>			<b>45</b>			<b>4</b>	
Course / module coordinator		dr KAMILA SŁUPI SKA					
Course instructor		dr KAMILA SŁUPI SKA					
Course / module objectives		To introduce students to basic issues connected with marketing communication. To indicate how to plan communication activities - to choose appropriate instruments and tools for a particular target group and objective of an analysed institution.					
Prerequisites		Knowledge of basic marketing					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	the student knows and can recognise the tools of marketing communication, with particular emphasis on promotional activities	K_W06			
	2	EP2	student understands the need to identify different market segments	K_W10			
	3	EP3	student knows the procedure of planning communication activitie	K_W06			
skills	1	EP4	student is able to identify and apply elements of marketing communication used by a given institution	K_U05			
	2	EP5	student is able to assess the market situation of the enterprise and uses the knowledge gained to undertake communication action	K_U01 K_U04			
social competences	1	EP6	student is willing to explore the problem of bad or insufficient communication used by enterprises in order to find the best solutions	K_K02			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Marketing communication (komunikacja marketingowa)</b>							
Format of instruction: <b>lecture</b>							
1. null					4	2	0
2. null					4	2	0
3. null					4	3	0

4. null			4	6	0
5. null			4	2	0
Format of instruction: <b>discussion classes</b>					
1. null			4	2	0
2. <b>Analysis of target groups for communication messages</b>			4	2	0
3. <b>Analysis of case studies of communication activities of various market players</b>			4	2	0
4. <b>Analysis of previous communication activities of selected offline entities</b>			4	4	0
5. <b>Analysis of existing communication activities of selected on-line entities</b>			4	4	0
6. <b>Designing communication activities within particular promotion tools</b>			4	4	0
7. <b>Planning of marketing budget</b>			4	2	0
8. <b>Planning research activities in the field of marketing communication</b>			4	4	0
9. <b>Presentation and discussion of own projects of the marketing communication concept of the selected entity</b>			4	6	0
Modes of delivery	<b>Presentation of the basic issues using multimedia techniques, group work, individual work, analysis of found data, activities in the research laboratory</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>PREZENTACJA</b>			<b>EP3,EP6</b>	
	<b>PROJEKT</b>			<b>EP1,EP2,EP3</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP4,EP5,EP6</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 project includes an analysis of current activities and a proposal of activities in the field of marketing communication for a selected market entity and its presentation.</b>				
	Grade calculation principles				
	<b>The final grade for the course is the grade for passing the exercises</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing communication (komunikacja marketingowa)		Nieobliczana	
	4	Marketing communication (komunikacja marketingowa) [wiczenia]	zaliczenie z ocen		
	4	Marketing communication (komunikacja marketingowa) [wykład]	zaliczenie z ocen		
Basic reading	Bajdak Andrzej (2013): Marketing communication : selected issues , Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach				
	Grönroos, Christian (2013): Marketing communication, SAGE				
	ukowska, Joanna. (2015): Marketing communication, Warsaw School of Economics,				
Supplementary reading	Wi cicka-Fernando M., Misiak-Kwit S. (2021): Communication, relations, management. No. 4 , Uniwersytet Szczeci ski, Szczecin				
	Czasopismo Marketing i rynek				
	Czasopismo Marketing w praktyce				

<b>STUDENT WORKLOAD</b>		
	No. of hours	
		including e-learning
Contact hours	<b>45</b>	<b>0</b>
Participation in test / exam	<b>0</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>10</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-I-S-25/26Z</b>							
Course title: <b>Marketing (marketing) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3433_10S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	30	0	pg	5	
		lecture	15	0	e		
<b>Total</b>			<b>45</b>			<b>5</b>	
Course / module coordinator		<b>prof. dr hab. EDYTA RUDAWSKA</b>					
Course instructor		<b>prof. dr hab. EDYTA RUDAWSKA</b>					
Course / module objectives		<b>The aim is to present the concept of marketing as a company' strategy and philosophy as well as the abilities of creating and managing marketing instruments.</b>					
Prerequisites		<b>In the area of knowledge the student defines key economic terms In the area of skills the student analyzes and uses principles of the market mechanism In terms of competences, the student is able to work in a group and undertake a discussion in the indicated area</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Knows the essence of the marketing-managed company.</b>	<b>K_W01</b>			
	2	EP2	<b>Knows and describes the instruments of marketing concept</b>	<b>K_W10</b>			
skills	1	EP3	<b>Is able to propose marketing tools for a specific company - analyzes their examples in market</b>	<b>K_U01</b>			
social competences	1	EP4	<b>Is ready to act in an entrepreneurial manner</b>	<b>K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Marketing (marketing)</b>							
Format of instruction: <b>lecture</b>							
1. <b>The development of marketing concept</b>					2	4	0
2. <b>The analysis of company environment</b>					2	4	0
3. <b>Proces wyboru rynku docelowego</b>					2	0	0
4. <b>The product strategy</b>					2	2	0
5. <b>Pricing</b>					2	1	0
6. <b>Distribution strategy</b>					2	2	0
7. <b>Promotional activities</b>					2	2	0
Format of instruction: <b>discussion classes</b>							

1. Identification of marketing managed organization	2	3	0
2. Analysis of the environment	2	4	0
3. The process of choosing target market	2	4	0
4. The analysis of decision making process	2	2	0
5. The concept of marketing research	2	4	0
6. Product concept	2	3	0
7. Product life cycle	2	2	0
8. Pricing strategy	2	2	0
9. Product distribution	2	2	0
10. Communication strategy for the brand	2	4	0

Modes of delivery	<b>Multimedia presentation, 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>EGZAMIN PISEMNY</b>	<b>EP1,EP2</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>Practical classes: Students pass the exam by writing a test in the form of opened questions and on the basis of the grades obtained from the assignments carried out during the exercises.</b>	
	<b>Lectures: Students are assessed on the basis of a written exam in the form of a test</b>	
	Grade calculation principles	
<b>The grade for the course is equal to the arithmetic mean of the grades obtained during practical classes and during an exam.</b>		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Marketing (marketing)		Arytmetyczna	
	2	Marketing (marketing) [wykład]	egzamin		
	2	Marketing (marketing) [wiczenia]	zaliczenie z ocen		

Basic reading	A. Nowacka, R. Nowacki (2016): Podstawy marketingu, podredaktorzy, Difin, Warszawa		
	Garbarski L. (2011): Marketing. Koncepcja skutecznych działań, PWE		

Supplementary reading	Kothler Ph. (2005): Marketing, Rebis		
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#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	4	0
Preparation for contact hours	20	0
Private reading and studying	20	0
Participation in tutorials	16	0

Preparation of project / essay / etc.	<b>0</b>	<b>0</b>
Preparation for test / exam	<b>20</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-I-S-25/26Z</b>							
Course title: <b>Marketing research (badania marketingowe) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_58S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	
		lecture	15	0	pg		
<b>Total</b>			<b>45</b>			<b>4</b>	
Course / module coordinator		<b>dr SANDRA MISIAK-KWIT</b>					
Course instructor		<b>dr SANDRA MISIAK-KWIT</b>					
Course / module objectives		<b>The aim of the course is to familiarize students with the basic issues related to the procedure of conducting marketing research, their scope and methods.</b>					
Prerequisites		<b>The student has basic knowledge in the field of marketing, economics and statistics and the ability to use knowledge in various areas and forms, as well as the ability to analyze phenomena, the student is able to work in a group, has lifelong learning habits, is responsible for the tasks entrusted to him.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student knows and characterizes the various stages of marketing research as well as the methods of collecting and processing marketing information</b>	<b>K_W03</b>			
skills	1	EP2	<b>Student is able to organize marketing research and select research methods and techniques appropriate for solving a given research problem.</b>	<b>K_U05</b>			
	2	EP4	<b>Student is able to analyze the research results and draw conclusions</b>	<b>K_U04</b>			
social competences	1	EP3	<b>The student is ready to show activity and commitment, is characterized by persistence in the implementation of individual and team tasks, and is also able to use the opinions of experts in the implementation of complex tasks.</b>	<b>K_K02</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Marketing research (badania marketingowe)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction to Marketing Research</b>					4	2	0
2. <b>Marketing research procedure, types of research</b>					4	2	0
3. <b>Data Collection. Secondary and Primary Data</b>					4	2	0
4. <b>Quantitative Research</b>					4	3	0
5. <b>Qualitative Research</b>					4	3	0

6. presentation of research results, rules for drawing up a research report	4	2	0
7. Ethical aspects of marketing research	4	1	0
Format of instruction: <b>laboratory</b>			
1. Marketing product research	4	5	0
2. Price and distribution research, sales analysis	4	5	0
3. Research in the field of promotion	4	5	0
4. Research on the behavior of consumers on the market	4	5	0
5. Research on differences between groups of respondents	4	5	0
6. Marketing data analysis, preparation of a research report	4	5	0

Modes of delivery	<b>work in groups, multimedia presentation, 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>KOLOKWIUM</b>		<b>EP1</b>
	<b>PROJEKT</b>		<b>EP1,EP2,EP4</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>Students are assessed on the basis of a project involving the verification of knowledge, group work during classes and a test.</b>		
	Grade calculation principles		
	<b>The student receives a satisfactory grade - when he or she is able to define and distinguish basic concepts related to the subject of the subject. The grade for the subject is calculated as: grade for group work (10%), project grade (50% of points) and test (40% of points).</b>		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Marketing research (badania marketingowe)		Nieobliczana	
	4	Marketing research (badania marketingowe) [laboratorium]	zaliczenie z ocen		
	4	Marketing research (badania marketingowe) [wykład]	zaliczenie z ocen		

Basic reading	Bradley N. (2010): Marketing Research Tools & Techniques. (Second Edition), Marketing Research Tools & Techniques. (Second Edition), Oxford University Press, New York, United States
	Wilson A. (2012): Marketing Research An Integrated Approach. (Third Edition), Pearson Education Limited, Edinburgh Gate, Harlow, Essex

Supplementary reading	Jobber D., Ellis-Chadwick F. (2012): Principles and Practice of Marketing, McGraw-Hill Education, London
	Kettler, K.L., Kotler P. (2015): Marketing Management, Global Edition Pearson, Essex

#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>45</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>7</b>	<b>0</b>

Participation in tutorials	13	0
Preparation of project / essay / etc.	20	0
Preparation for test / exam	5	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-I-S-25/26Z</b>							
Course title: <b>Mathematical analysis (analiza matematyczna) (PODSTAWOWE)</b>					Course code: <b>EFZ214AIJ3432_2S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	0	e		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr BARBARA BATÓG</b>					
Course instructor		<b>dr BARBARA BATÓG</b>					
Course / module objectives		<b>Course deals with differential and integral calculus for one and two variable functions.</b>					
Prerequisites		<b>Knowledge: student knows mathematics on the high school level Skills: student is able to solve mathematical problems on the high school level Social competencies: student is able to study systematically</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>student is able to explain the concept of monotonicity, extrema, concavity, inflection points and asymptotes for single variable function</b>	<b>K_W03 K_W07</b>			
	2	EP2	<b>student is able to explain the concept of indefinite and definite integral for single variable function</b>	<b>K_W03 K_W07</b>			
	3	EP3	<b>student knows necessary and sufficient conditions of existing of extrema of two variable functions</b>	<b>K_W03 K_W07</b>			
skills	1	EP4	<b>student is able to analyze the properties of one variable functions by means of derivatives</b>	<b>K_U05</b>			
	2	EP5	<b>student is able to compute basic types of indefinite and definite integrals</b>	<b>K_U05</b>			
	3	EP6	<b>student is able to compute local extrema of two variable functions</b>	<b>K_U05</b>			
social competences	1	EP7	<b>student is ready to apply mathematical analysis to analyze dependencies of economic variables</b>	<b>K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Mathematical analysis (analiza matematyczna)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Elementary functions and their basic properties</b>					1	2	0
2. <b>Definition and properties of derivative of one variable function and its applications</b>					1	6	0

3. Basis of indefinite and definite integrals		1	3	0	
4. Local extrema of two variable functions		1	4	0	
Format of instruction: <b>discussion classes</b>					
1. Elementary functions and their basic properties		1	2	0	
2. Definition of derivative, its properties and applications		1	6	0	
3. Basis of indefinite and definite integrals		1	3	0	
4. Local extrema of two variable functions		1	4	0	
Modes of delivery	<b>Lecture, exercises, solving 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>EGZAMIN PISEMNY</b>			<b>EP1,EP2,EP3,EP4,EP5,EP6,EP7</b>	
	<b>KOLOKWIUM</b>			<b>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>Min. 50% points from colloquium and min. 50% points from exam</b>				
	Grade calculation principles				
	<b>The final grade is calculated as an average of grades of exercises and exam</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	Mathematical analysis (analiza matematyczna)		Arytmetyczna	
	1	Mathematical analysis (analiza matematyczna) [wykład]	egzamin		
	1	Mathematical analysis (analiza matematyczna) [wiczenia]	zaliczenie z ocen		
Basic reading	Batóg B., Bieszk-Stolorz B., Forys I., Guzowska M., Heberlein K. (2021): Mathematics for Students of Economics, Finance and Management, Difin, Warszawa				
	Bittinger M.J., Ellenbogen D.J., Surgent S.A. (2012): Calculus and its Applications, Addison-Wesley, Pearson Education, Boston				
Supplementary reading	Ciałowicz B. (2017): Workouts in Calculus and Linear Algebra with Applications in Economics, Cracow University of Economics Press, Kraków				
<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>15</b>		<b>0</b>		
Private reading and studying	<b>20</b>		<b>0</b>		
Participation in tutorials	<b>10</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>0</b>		<b>0</b>		
Preparation for test / exam	<b>23</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-I-S-25/26Z</b>							
Course title: <b>Occupational safety and health training (szkolenie BHP) (ANOTHER TO PASS)</b>					Course code: <b>EFZ214AIJ3434_2S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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 - the legal regulation of occupational safety and health in Polish and European Union legislation, the duties of universities, supervisors in ensuring safe and hygienic learning and practice conditions, ergonomic factors in shaping conditions during education at the university, including hygienic standards for permanent work premises.</b>					1	1	1
2. <b>Physical, biological and chemical hazardous factors during laboratory classes, laboratories and field classes</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-I-S-25/26Z</b>						
Course title: <b>Organizational behaviour (zachowania organizacyjne) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3362_35S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:	
Course / module status <b>elective</b>			Language of instruction: <b>semester: 6 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
3	6	discussion classes	15	0	pg	3
		lecture	15	0	pg	
<b>Total</b>			<b>30</b>			<b>3</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 aspects that affect the behavior of individuals, communities and the entire organization.</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 aspects that affect the behavior of individuals, communities and the entire organization.</b>	<b>K_W01</b>		
	2	EP2	<b>Student knows the differences between the determinants of individual and group behavior.</b>	<b>K_W01 K_W09 K_W11</b>		
skills	1	EP3	<b>Student is able to analyze problems and propose adequate solutions.</b>	<b>K_U01 K_U02 K_U03 K_U06</b>		
	2	EP4	<b>Student is able to work together as part of team work.</b>	<b>K_U08</b>		
social competences	1	EP5	<b>Student is ready to recognize the importance of knowledge about the determinants of behavior in solving organizational problems.</b>	<b>K_K02</b>		
	2	EP6	<b>Student is ready to be guided by the principles of ethics in resolving dilemmas related to organizational behavior.</b>	<b>K_K06</b>		
<b>CONTENT</b>				Semester	No. of hours	
						including e-learning
Subject title: <b>Organizational behaviour (zachowania organizacyjne)</b>						
Format of instruction: <b>lecture</b>						
1. <b>Organizational behavior as science.</b>				6	1	0
2. <b>Determinants of individual behavior.</b>				6	2	0
3. <b>Group and its influence on behavior.</b>				6	2	0

4. Shaping organizational behavior through motivation.		6	2	0	
5. Influence of communication on group behavior.		6	2	0	
6. Conflicts and their impact on the behavior of people in the organization.		6	1	0	
7. Change as an element of organizational behavior.		6	2	0	
8. Determinants of inter-organizational behavior.		6	1	0	
9. Dilemmas and challenges in shaping organizational behavior.		6	2	0	
Format of instruction: <b>discussion classes</b>					
1. Determinants of individual behavior.		6	2	0	
2. Determinants of group behavior.		6	2	0	
3. Change as an element of organizational behavior.		6	2	0	
4. Shaping organizational behavior through motivation.		6	2	0	
5. Conflicts and their impact on people's behavior in organizations.		6	2	0	
6. Organizational culture in the age of multiculturalism.		6	2	0	
7. Ethics of organizational behavior.		6	2	0	
8. Determinants of inter-organizational behavior.		6	1	0	
Modes of delivery	<b>Multimedia presentation, group work, case study 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,EP3</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP1,EP2,EP3,EP4,EP5,EP6</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>Passing the exercises: written test consisting of tasks.</b>				
	<b>Passing the lecture: written test.</b>				
	Grade calculation principles				
<b>Final grade: average of the grades obtained from the exercises and the lecture.</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Organizational behaviour (zachowania organizacyjne)		Arytmetyczna	
	6	Organizational behaviour (zachowania organizacyjne) [wykład]	zaliczenie z ocen		
	6	Organizational behaviour (zachowania organizacyjne) [wiczenia]	zaliczenie z ocen		
Basic reading	Kmiotek K. (2012): Zachowania organizacyjne : teoria i przykłady, Difin, Warszawa				
	Kuc B.R. (2009): Zachowania organizacyjne : podr cznik akademicki, Difin, Warszawa				
Supplementary reading	red. Bednarska-Wnuk I., Michalak J., wi tek-Barylska I. (2015): Zachowania organizacyjne : organizacja jako przestrze kształtowania zachowa pracowników, Wydawnictwo Uniwersytetu Łódzkiego, Łód				
	red. Czajkowska M., Januszkiewicz K., Kołodziejczak M., Zalewska-Turzy ska M. (2015): Zachowania organizacyjne : relacje społeczne w przestrzeni zmian , Wydawnictwo Uniwersytetu Łódzkiego, Łód				

<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>15</b>	<b>0</b>
Participation in tutorials	<b>8</b>	<b>0</b>
Preparation of project / essay / etc.	<b>0</b>	<b>0</b>
Preparation for test / exam	<b>12</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-I-S-25/26Z</b>						
Course title: <b>Physical Education (wychowanie fizyczne) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3458_26S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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, semester: 4 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	zaj cia z wychowania fizycznego	30	0	p	0
	4	zaj cia z wychowania fizycznego	30	0	p	0
<b>Total</b>			<b>60</b>			<b>0</b>
Course / module coordinator		<b>mgr CEZARY JANISZYN</b>				
Course instructor		<b>mgr CEZARY JANISZYN</b>				
Course / module objectives		<b>Students master selected movement skills from basic physical education departments, develop general physical development of general physical fitness. To acquaint participants with different organizational forms within physical culture, to convey knowledge about the influence of physical exercise on the harmonious development and healthy lifestyle to learn about the influence of physical exercise on the harmonious development and healthy lifestyle of an adult person in different age groups.</b>				
Prerequisites		<b>No health contraindications to exercise. Basic knowledge of physical culture from primary schools, junior high school and high school.</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>It has knowledge about the influence of exercise on the the human body, ways of maintaining health and physical fitness and the principles of organisation of physical activity.</b>			
	2	EP2	<b>Identifies relationships between age, health, physical activity, motor skills of women and men.</b>			
skills	1	EP3	<b>The student has mastered movement skills in the field of team games, individual sports, tourism and useful for the organisation of and participation in to organise and participate in physical, sport and outdoor games field games.</b>			
	2	EP4	<b>Can apply the acquired motor potential to implement particular technical and tactical tasks in tactical tasks in individual sports disciplines and tourist-recreational activities.</b>			
	3	EP5	<b>Has the ability to engage in a pro-healthy lifestyle lifestyle and to shape attitudes favourable to physical activity for life.</b>			

social competences	1	EP6	Promotes the social, cultural importance of sport and physical activity and develops own tastes in physical culture.		
	2	EP7	Undertakes the organisation of all forms of physical activity physical activity, sports competition in their place of residence, workplace or region.		
	3	EP8	He takes care of his leisure time through various forms of physical activity.		
CONTENT			Semester	No. of hours	
					including e-learning
Subject title: <b>Physical Education (wychowanie fizyczne)</b>					
Format of instruction: <b>zajęcia z wychowania fizycznego</b>					
1. Team games: - ways of moving around the pitch, - perfecting the basic elements The aim of the course is to improve the skills of players in team sports and to develop their skills and knowledge of the game, - organising tournaments in team games, - participation in sport competitions (Polish Academic Championships, Inter-University League, Uniwersiade, European Academic Championships)			3	9	0
2. Aerobics, Dance: - improving general physical fitness, - ability to perform correctly strengthening postural muscles and other muscle groups increasing respiratory and circulatory efficiency of the body, - body awareness, knowledge of individual muscle groups and appropriate exercises for them.			3	7	0
3. Individual sports (tennis, table tennis, squash, karate, self-defence, Nordic walking, swimming, cycling, skiing, rowing, skating): - improving general physical fitness, - learning and perfecting techniques in individual sports disciplines, - introduction to independent physical exercise implementing self-reliant physical exercise, - strengthening postural muscles and other muscle groups ability to perform exercises and techniques specific to a given sport discipline correctly, - games specific to a given sport discipline games and plays specific to a particular sport, - organisation of tournaments and competitions first aid and learning cardiopulmonary resuscitation, - participation in sports competitions (Polish participation in sports competitions (Polish Academic Championships, Inter-University League, Uniwersiade, European Academic Championships).			3	7	0
4. Qualified tourism (ski camp, bike and canoe camp) - learning and improving basic elements of skiing and cycling techniques - improving general physical fitness and improving general physical fitness and increasing respiratory and circulatory capacity learning to use tourist equipment (skis, bike, canoe) - observing social norms of behaviour on a trail and in tourist sites elements of survivalism - learning to organise canoeing rallies, cycle learning how to organise canoeing rallies, cycling rallies and skiing competitions - administering first aid and learning cardiopulmonary resuscitation.			3	7	0
5. Team games: - ways of moving around the pitch, - perfecting the basic elements the basic elements of technique and tactics, - fragments of the game and school play, - games and plays used in team games, - rules of the game and organising tournaments in team games, - participation in sport competitions participation in sport competitions (Academic Championships of Poland, Interschool League, Uniwersiade, European Academic Championships).			4	9	0
6. Aerobics, Dance: - improving general physical fitness, - ability to perform correctly strengthening postural muscles and other muscle groups, - improving physical fitness increasing awareness of the body, knowledge of individual muscle groups and appropriate exercises for them.			4	7	0
7. Individual sports (tennis, table tennis, squash, karate, self-defence, Nordic walking, swimming, cycling, skiing, rowing, skating): - improving general physical fitness, - learning and improving technique in individual sports disciplines, - implementing independent physical exercises implementing independent physical exercises, - strengthening postural muscles and other muscle groups, - ability of performing exercises and techniques specific to a given sport discipline correctly, - games and plays specific to a given sport discipline organising tournaments and competitions, - administering first aid and learning CPR first aid and learning cardiopulmonary resuscitation, - participation in sports competitions (Polish Academic Championships, Inter-University League, Uniwersiade, European Academic Championships).			4	7	0
8. Qualified tourism (ski camp, bike and canoe camp) - learning and improving basic elements of skiing and cycling techniques - improving general physical fitness and increasing improving general physical fitness and increasing respiratory and circulatory fitness - learning to use tourist equipment learning to use tourist equipment (skis, bike, canoe) - observing social norms of behaviour on a trail and in tourist facilities elements of survivalism - learning to organise canoeing, cycling and ski races learning how to organise canoeing rallies, cycle rallies and skiing competitions - giving first aid and learning cardiopulmonary resuscitation.			4	7	0

Modes of delivery	<b>method of teaching movement tasks: synthetic, analytical, mixed, complex;</b> <b>- methods of performing movement tasks: reproductive (restorative), proactive (independent), creative (creative);</b> <b>- methods of communicating: reproductive, proactive, creative, trial and error.</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>EP7,EP8</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>Credit for the exercises on the basis of attendance, completed tests and group projects.</b>				
	Grade calculation principles				
	<b>The course ends with an ungraded pass.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Physical Education (wychowanie fizyczne)		Nieobliczana	
	3	Physical Education (wychowanie fizyczne) [zaj cia z wychowania fizycznego]	zaliczenie		
	4	Physical Education (wychowanie fizyczne)		Nieobliczana	
	4	Physical Education (wychowanie fizyczne) [zaj cia z wychowania fizycznego]	zaliczenie		
Basic reading	Bahrynowska - Fic J. (1987): Wła ciwo ci wicze fizycznych, ich systematyka i metodyka, Pa stwowy Zakład Wydawnictw lekarskich				
	Bondarowicz M. (1995): Zabawy w grach sportowych, Wydawnictwa Szkolne i Pedagogiczne				
	Huci ski T., Lekner I. (2001): Koszykówka ? podr cznik dla trenerów, nauczycieli i studentów, BK				
	K u mi ska O., Popielawska M. (1995): Taniec - Rytm - Muzyka, Skr. AWF				
	Mielniczuk M., Staniszewski T. (1999): Stare i nowe gry dru ynowe, TELBIT				
	Talaga J. (2004): Sprawno fizyczna ogólna. Testy., Zysk i S - ka				
	Trze niowski R. (1995): Zabawy i gry ruchowe, Szkolne i Pedagogiczne				
Supplementary reading	Barankiewicz J. (1992): Poradnik nauczyciela wychowania fizycznego: zbiór podstawowych poj z teorii i metodyki wychowania fizycznego, sportu oraz wychowania zdrowotnego, O rodek Metodyczny				
	Strzy ewski S (1992): Wychowanie fizyczne poza sal gimnastyczn : poradnik dla nauczycieli i studentów, Wydawnictwa Szkolne i Pedagogiczne				
<b>STUDENT WORKLOAD</b>					
			No. of hours		
			including e-learning		
Contact hours	<b>60</b>		<b>0</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>60</b>
<b>ECTS credits</b>	<b>0</b>

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_60S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	conversation	15	0	pg	2	
<b>Total</b>			<b>15</b>			<b>2</b>	
Course / module coordinator		<b>dr JAROSŁAW POTERALSKI</b>					
Course instructor		<b>dr JAROSŁAW POTERALSKI</b>					
Course / module objectives		<b>The aim is to provide students with the knowledge and skills necessary to search for sources of financing for projects (projects) financed from EU funds and to properly prepare application documentation for their funding.</b>					
Prerequisites		<b>The student has elementary knowledge about project management, as well as about EU funds and sources of financing undertakings (projects) under these funds.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student knows what is the procedure of searching for the possibility of financing undertakings (projects) from EU funds.</b>	<b>K_W03 K_W05 K_W07</b>			
	2	EP2	<b>The student knows what the process of preparing application documentation for funding projects from EU funds is about.</b>	<b>K_W03 K_W05 K_W07 K_W10</b>			
skills	1	EP4	<b>The student is able to look for the possibility of financing undertakings (projects) from the EU funds, as well as is able to interpret the provisions of the competition documentation.</b>	<b>K_U02 K_U03 K_U07 K_U08</b>			
	2	EP5	<b>The student is able to prepare application documentation for co-financing of an undertaking (project) from EU funds.</b>	<b>K_U02 K_U05 K_U08</b>			
social competences	1	EP7	<b>The student is aware of the potential for development opportunities thanks to the implementation of projects within the EU funds.</b>	<b>K_K02 K_K03</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie)</b>							
Format of instruction: <b>conversation</b>							
1. <b>Program documents (operational programs)</b>					4	2	0
2. <b>Institutions involved in the implementation of EU programs</b>					4	2	0
3. <b>The specificity of projects financed from EU funds</b>					4	3	0
4. <b>Proposal documentation</b>					4	3	0

<b>5. Procedure for the preparation of competition documentation</b>				4	5	0
Modes of delivery	<b>multimedia presentation, analiza dokumentacji konkursowej</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,EP4,EP5,EP7</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 prepared and presented applications for co-financing of specific undertakings (projects) financed from EU funds.</b>					
	Grade calculation principles					
	<b>The grade from the preparation and presentation of the project is the final grade for the course.</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average	
	4	Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie)		Nieobliczana		
	4	Preparation of application for co-financing (przygotowanie wniosku o dofinansowanie) [konwersatorium]	zaliczenie z ocen			
Basic reading	Instytucje wdrażające Programy Operacyjne (2021): Dokumentacja konkursowa, Instytucje wdrażające, Szczecin- Warszawa					
	Ministry of Funds and Regional Policy (2021): Partnership Agreement Draft for the Implementation of the Cohesion Policy 2021- 2027 in Poland, Ministry of Funds and Regional Policy, Warsaw					
	Ministry of Infrastructure and Development (2014): Programming the Financial Perspective 2014-2020. Partnership Agreement., Ministry of Infrastructure and Development, Warsaw					
	Webseite (2021): <a href="http://www.funduszeuropejskie.gov.pl">www.funduszeuropejskie.gov.pl</a>					
	West Pomerania (2022): Regional Operational Program for the West Pomeranian Voivodeship 2021-2021, West Pomerania, Szczecin					
Supplementary reading	K. Dreła, A. Malkowska, J. Zieziula (2020): Kapitał ludzki i współpraca transgraniczna w programach unijnych z perspektywy województwa zachodniopomorskiego, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin					
<b>STUDENT WORKLOAD</b>						
			No. of hours			
			including e-learning			
Contact hours	15		0			
Participation in test / exam	0		0			
Preparation for contact hours	10		0			
Private reading and studying	10		0			
Participation in tutorials	5		0			
Preparation of project / essay / etc.	10		0			
Preparation for test / exam	0		0			
<b>TOTAL workload</b>	<b>50</b>					
<b>ECTS credits</b>	<b>2</b>					

# COURSE SYLLABUS AND SPECIFICATION

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

Modes of delivery	<b>The following methods will be used during the classes: multimedia presentations, analysis of texts and cases, simulation games.</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,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>Written credit in the form of a test covering the knowledge of lectures and recommended literature.</b>				
	Grade calculation principles				
	<b>The final grade for the subject is the grade for passing the lectures.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Product and service design (projektowanie produktów i usług)		Ważona	
	3	Product and service design (projektowanie produktów i usług) [wykład]	zaliczenie z ocen		1,00
Basic reading	M. Stickdorn, J. Schneider (2011): This is service design thinking Stickdorn Schneider, BIS Publishers				
	T. Brown, B. Katz (2019): Change By Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Inc				
Supplementary reading	D. Norman (2013): Design of Everyday Things, MIT Press Ltd				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	15		0		
Participation in test / exam	2		0		
Preparation for contact hours	10		0		
Private reading and studying	20		0		
Participation in tutorials	8		0		
Preparation of project / essay / etc.	0		0		
Preparation for test / exam	20		0		
<b>TOTAL workload</b>	<b>75</b>				
<b>ECTS credits</b>	<b>3</b>				

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>						
Course title: <b>Research methods in business (metody badawcze w biznesie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3362_67S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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	3
<b>Total</b>			<b>15</b>			<b>3</b>
Course / module coordinator		<b>dr ALEKSANDRA RUDAWSKA</b>				
Course instructor		<b>dr ALEKSANDRA RUDAWSKA</b>				
Course / module objectives		<b>The purpose of the course is to introduce students with basic issues related to business research in general and research methods to help them to design the research projects.</b>				
Prerequisites		<b>Student should be familiar with key terms and concepts of management and economics. Students should be able to discuss issues related to management.</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>knows and understands process and methods of business research as well as conditions of selecting specific methods</b>	<b>K_W03</b>		
	2	EP2	<b>knows and understands ethical issues related to business research</b>	<b>K_W09</b>		
skills	1	EP3	<b>is able to design business research on selected topic</b>	<b>K_U04 K_U08</b>		
social competences	1	EP4	<b>is ready to respect ethical rules in the business research process</b>	<b>K_K06</b>		
	2	EP5	<b>is ready to critically assess the research process</b>	<b>K_K01</b>		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>Research methods in business (metody badawcze w biznesie)</b>						
Format of instruction: <b>discussion classes</b>						
1. <b>Role of research in business and management process - introduction to evidence-based management</b>			3	3	0	
2. <b>Defining a research topic and research proposal</b>			3	1	0	
3. <b>Formulating research design - selecting research method</b>			3	2	0	
4. <b>Selecting samples</b>			3	1	0	
5. <b>Collecting secondary data</b>			3	2	0	
6. <b>Collecting primary data - questionnaires and interviews</b>			3	3	0	
7. <b>Analysing data and writing research report</b>			3	3	0	

Modes of delivery	<b>Presenting course contents with the multimedia techniques. Critical group discussion on the presented texts. Preparation of individual research proposals.</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,EP4,EP5</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>				<b>EP1,EP2,EP3,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>To pass the subject students prepares smaller assignments during the course (40%) and prepares semester project - research proposal for selected topic on management (60%).</b>				
	Grade calculation principles				
	<b>The passing grade is the course grade.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Research methods in business (metody badawcze w biznesie)		Arytmetyczna	
	3	Research methods in business (metody badawcze w biznesie) [ wiczenia]	zaliczenie z ocen		
Basic reading	E. Babbie (2017): The Basics of Social Research, Cengage Learning				
	M.N.K. Saunders, P. Lewis, A. Thornhill (2019): Research methods for business students, Pearson				
Supplementary reading	C. Cassell (2015): Conducting research interviews for business and management students, Sage				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	15		0		
Participation in test / exam	0		0		
Preparation for contact hours	10		0		
Private reading and studying	13		0		
Participation in tutorials	7		0		
Preparation of project / essay / etc.	30		0		
Preparation for test / exam	0		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-I-S-25/26Z</b>							
Course title: <b>Risk management in ICT business (zarz dzenie ryzykiem w ICT) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_42S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 5 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	2	
		lecture	15	0	e		
<b>Total</b>			<b>30</b>			<b>2</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 enhance knowledge about the risk in ICT business, and different ways to mitigate risk with the future prediction. It will develop abilities with the needful learning about the risk assessment tools and techniques applied in different risk situations as the case study. As managers, students will be competent to protect ICT business organization, customers and society as the stake holder from various risks.</b>					
Prerequisites		<b>no requirements</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>knows the business digital requirements</b>	<b>K_W04 K_W05</b>			
	2	EP2	<b>understands e business risks</b>	<b>K_W03 K_W10</b>			
	3	EP3	<b>knows the IT application in business</b>	<b>K_W02 K_W11</b>			
skills	1	EP4	<b>can recognize, analyze and solve IT risk</b>	<b>K_U01 K_U04</b>			
	2	EP5	<b>can apply risk management digital tools</b>	<b>K_U04 K_U08</b>			
	3	EP6	<b>can be able to manage risk and people</b>	<b>K_U05 K_U07</b>			
social competences	1	EP7	<b>is ready to solve problems with decision</b>	<b>K_K02 K_K04</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_K01 K_K06</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Risk management in ICT business (zarz dzenie ryzykiem w ICT)</b>							
Format of instruction: <b>lecture</b>							
<b>1. Risk with its different types</b>					5	2	0

2. Analyzing, and categorizing risk		5	2	0	
3. Identification, and response to risk		5	2	0	
4. Measurement of risk		5	1	0	
5. Tools and techniques to mitigate risk		5	2	0	
6. Risk management process in ITC business		5	2	0	
7. Self-assessment tool for risk management		5	2	0	
8. Assessment and prediction of risk		5	2	0	
Format of instruction: <b>discussion classes</b>					
1. Discussion to create a list of possible risks		5	2	0	
2. A practical approach to analyzing risk		5	2	0	
3. Case study to understand risk		5	1	0	
4. Measurement of risk		5	2	0	
5. Risk assessment tools comparison		5	2	0	
6. Role play to take decision on risk situation		5	2	0	
7. Game to identify and evaluate risk		5	2	0	
8. Risk response and treatment hand on experience		5	2	0	
Modes of delivery	<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>EGZAMIN PISEMNY</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>	
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: WRITTEN EXAM- 100%</b> <b>Classes: PRESENTATION- 30%, PROJECT- 40%, PRACTICAL CLASSES (VERIFICATION THROUGH OBSERVATIONS) - 30%</b> <b>To pass the course, the student must obtain at least 60% of the total points.</b>				
	Grade calculation principles				
	<b>The final grade is the average of the grades obtained from the exercises and the exam. The grade is calculated on the basis of the average of the grades obtained from the exam (60%) and from the exercises (40%).</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Risk management in ICT business (zarz dzanie ryzykiem w ICT)		Arytmetyczna	
	5	Risk management in ICT business (zarz dzanie ryzykiem w ICT) [wykład]	egzamin		
	5	Risk management in ICT business (zarz dzanie ryzykiem w ICT) [wiczenia]	zaliczenie z ocen		

Basic reading	Culp, C. L. (2002): The Risk Management Process Business Strategy and Tactics. <a href="https://nbn-resolving.org/urn:nbn:de:101:1-2014121312162">https://nbn-resolving.org/urn:nbn:de:101:1-2014121312162</a>
	Green, P. E. J. (2016): Enterprise risk management: A common framework for the entire organization, Elsevier, Butterworth-Heinemann
	Sadgrove, K. (2015): The complete guide to business risk management (Third Edition), Gower
Supplementary reading	

### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</b>
Participation in test / exam	<b>2</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>5</b>	<b>0</b>
Preparation of project / essay / etc.	<b>3</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-I-S-25/26Z</b>						
Course title: <b>Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3434_17S</b>	
Name of field of study: <b>Business Management</b>						
Mode and cycle of study: <b>first-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	3
		lecture	15	0	pg	
<b>Total</b>			<b>30</b>			<b>3</b>
Course / module coordinator		<b>dr LESZEK GRACZ</b>				
Course instructor		<b>dr LESZEK GRACZ</b>				
Course / module objectives		<b>Familiarizing students with the principles of spatial development, spatial conditions for business development, the role of forecasts in spatial planning and legal acts regulating the spatial planning process</b> <b>Developing the ability to inventory functions and develop a selected area and its assessment from the point of view of business development</b> <b>Developing the ability to prepare a design for the distribution of functions and spatial development of a selected area for the purposes of business development</b>				
Prerequisites		<b>Basic geographic knowledge and knowledge of society and economy at the secondary school level. Basic verbal and written communication skills, independent and team work skills.</b>				
<b>LEARNING OUTCOMES</b>						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	<b>Has knowledge of the specificity of spatial planning as a practical activity and its relationship with related disciplines.</b>	<b>K_W02 K_W05</b>		
	2	EP3	<b>Knows and understands the basic conditions of business development in accordance with the requirements of spatial order and other types of conditions (social, economic, technical, etc.).</b>	<b>K_W05 K_W09 K_W10</b>		
skills	1	EP6	<b>Is able to detect manifestations of collisions and spatial conflicts and propose the selection of the optimal development variant under given conditions in the context of business development</b>	<b>K_U06</b>		
	2	EP7	<b>Is able to prepare and present a selected issue in the field of spatial planning in the context of business development needs</b>	<b>K_U06</b>		
	3	EP8	<b>Is able to work independently and in a group, showing creativity in undertaken activities</b>	<b>K_U08</b>		
social competences	1	EP10	<b>It is ready to recognize the importance of spatial and ecological aspects of business shaping on local communities.</b>	<b>K_K04 K_K06</b>		
<b>CONTENT</b>					Semester	No. of hours
						including e-learning
Subject title: <b>Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu)</b>						
Format of instruction: <b>lecture</b>						

1. Spatial planning and its features. Spatial planning and business development.		2	2	0	
2. The spatial planning system in Poland. Analysis and evaluation of the current state and anticipated changes.		2	2	0	
3. Principles of spatial development. Spatial order and balancing development in space.		2	4	0	
4. Models of spatial planning		2	4	0	
5. Forecasts and their role in spatial planning		2	3	0	
Format of instruction: <b>discussion classes</b>					
1. Inventory, valorization and analysis of the functions and forms of development of the selected area.		2	2	0	
2. Diagnosis and analysis of land development conditions (internal and external)		2	4	0	
3. Determining the functions and directions of spatial development of the selected area important from the point of view of business development.		2	3	0	
4. Development of a land development project and its assessment in terms of benefits and threats to business development.		2	4	0	
5. Project presentation (text and graphics)		2	2	0	
Modes of delivery	<b>Work and discussion in groups. Implementation of the project. Project presentation, Academic lecture with handwriting display. Multimedia presentation. Educational film</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,EP3</b>	
	<b>PREZENTACJA</b>			<b>EP7</b>	
	<b>PROJEKT</b>			<b>EP10,EP6,EP8</b>	
<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP10,EP6,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>The condition for passing the exercises is a positive assessment of active participation in the classes as well as the project and its presentation.</b>				
	<b>The condition for obtaining a credit for the lecture is a positive mark from the written test in the form of a selection test.</b>				
	<b>The assessment of exercises is the result of the assessment of active participation in classes - 20%, project development - 40%, multimedia presentation - 40%. Each of the 10 questions of the written test in the form of a multiple-choice test is scored on a 0-1 point scale. The points obtained are converted into grades as follows: 10 points. - 5.0; 9 points - 4.5; 8 pts 4.0; 7 pts 3.5; 6 pts - 3.0; 5 pts and less 2.0.</b>				
Grade calculation principles					
<b>The grade for the subject consists in 60% of the grade for completing the exercises and 40% of the grade for completing the lectures</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu)		Wa ona	
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) [ wiczenia]	zaliczenie z ocen		0,60
	2	Spatial conditions for business development (przestrzenne uwarunkowania rozwoju biznesu) [wykład]	zaliczenie z ocen		0,40
Basic reading	Ch. Couch (2016): Urban Planning: An Introduction, Red Globe Press				
	Kawakami Mitsuhiro (2013): Spatial Planning and Sustainable Development, Springer				
Supplementary reading	Parysek J. (2006): Wprowadzenie do gospodarki przestrzennej , Wydawnictwo Naukowe UAM, Pozna				
	Saternus P. (2013): Leksykon urbanistyki i planowania przestrzennego, BEL Studio , Warszawa				

<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>5</b>	<b>0</b>
Private reading and studying	<b>8</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>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-I-S-25/26Z</b>							
Course title: <b>Stress and conflict management (zarz dzenie stresem i konfliktem) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_44S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>obligatory</b>				Language of instruction: <b>semester: 5 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	conversation	30	0	pg	2	
<b>Total</b>			<b>30</b>			<b>2</b>	
Course / module coordinator		dr in . ALICJA NER -PEŁKA					
Course instructor		dr in . ALICJA NER -PEŁKA					
Course / module objectives		<b>The aim of the course is to familiarize students with issues related to the issues of occupational stress, to present ways of dealing with the negative consequences of stress, as well as to present students with methods and strategies of coping with conflict in the workplace.</b>					
Prerequisites		<b>The student is able to work in a group and understands the necessity of lifelong learning.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student knows the issues of stress and conflict in the organization as well as theories and concepts of preventing these phenomena</b>	<b>K_W01</b>			
skills	1	EP2	<b>The student is able to select and apply appropriate methods and tools to reduce stress and prevent conflicts.</b>	<b>K_U02</b>			
social competences	1	EP3	<b>The student is ready to carry out his professional work stress-free</b>	<b>K_K02 K_K05 K_K06</b>			
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: <b>Stress and conflict management (zarz dzenie stresem i konfliktem)</b>							
Format of instruction: <b>conversation</b>							
1. <b>The definition of stress. Personality and stress.</b>					5	2	0
2. <b>Stress in the workplace - definition, causes, effects.</b>					5	2	0
3. <b>Workaholism - definition, typology, consequences.</b>					5	2	0
4. <b>Stress management</b>					5	2	0
5. <b>Methods of coping with stress</b>					5	2	0
6. <b>Burnout as a consequence of occupational stress</b>					5	2	0
7. <b>Life energy management</b>					5	2	0
8. <b>Colloquium on stress management</b>					5	2	0
9. <b>The concept and types of conflict</b>					5	2	0

10. Conflicts in the workplace - causes and connections	5	2	0
11. Conflicts when introducing changes to the organization	5	2	0
12. Conflict analysis	5	2	0
13. Conflict resolution methods	5	2	0
14. Strategies and styles of conflict resolution	5	4	0

Modes of delivery	<b>Multimedia presentation, case method, group work, 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>EP1,EP2</b>
	<b>PRACA PISEMNA/ ESEJ/ RECENZJA</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>Students are assessed on the basis of an essay including the verification of knowledge on the basis of a written statement of students, group work during classes and a test. The student receives a satisfactory grade when he is able to define and distinguish basic concepts related to the subject of the subject.</b>	
	Grade calculation principles	
	<b>The final grade is the grade obtained from the conversations.</b> <b>The grade for the course consists of:</b> - completion grade for topics related to stress management (25%), - completion grade for issues related to conflict management (25%), - group work (20%), - essay (30%). <b>The final grade is calculated based on the sum of partial points: 100-93 points grade 5; 92-85 points grade 4,5; 84-77 points grade 4; 76-69 points grade 3,5; 68-60 points grade 3; below 60 points grade 2.</b>	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Stress and conflict management (zarz dzanie stresem i konfliktem)		Wa ona	
	5	Stress and conflict management (zarz dzanie stresem i konfliktem) [konwersatorium]	zaliczenie z ocen		1,00

Basic reading	Emily Nagoski (2019): Burnout: The Secret to Unlocking the Stress Cycle , Publisher Ballantine Books	
	Morton Deutsch, Peter T. Coleman, Eric C. Marcus (2014): The Handbook of Conflict Resolution: Theory and Practice, Jossey-Bass	
	Patricia ElgoibarMartin EuwemaLourdes Munduate (2016): Building Trust and Constructive Conflict Management in Organizations, Springer	
	Terri Ramos (2021): Stress Management, Tomas Edwards	

Supplementary reading	David Allen (2015): Getting Things Done: The Art of Stress-Free Productivity, Penguin	
	Neil H. Katz, John W. Lawyer, Katherine Joanna Sosa, Marcia Sweedler, Peter Tokar (2020): Communication and Conflict Resolution Skills, Kendall Hunt Publishing	
	Richard Pettinger (2002): Stress Management, John Wiley and Sons Ltd	

#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</b>
Participation in test / exam	<b>2</b>	<b>0</b>
Preparation for contact hours	<b>4</b>	<b>0</b>
Private reading and studying	<b>4</b>	<b>0</b>

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Unit: <b>Lecture in the humanities [moduł]</b>							
Course title: <b>Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3443_3S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 6 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	lecture	15	15	pg	2	
<b>Total</b>			<b>15</b>			<b>2</b>	
Course / module coordinator		<b>dr hab. BEATA ZAWADKA</b>					
Course instructor		<b>dr hab. BEATA ZAWADKA</b>					
Course / module objectives		<b>the course offers the theoretical frames helping participants understand how space, time, characters and our receptions of these concepts function in the digital cinema</b>					
Prerequisites		<b>curiosity of the world</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	<b>Participants know and name the concepts of space, time etc. present in the analogue and digital cinema, and understand the ethical imperative/s behind them</b>				
skills	1	EP2	<b>Participants are capable of recognising the dependencies between the digital and analogue cinema</b>				
social competences	1	EP3	<b>Participants are ready to discuss the questions vital for the digital cinema and use the knowledge of the medium transmedially</b>				
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Analogue vs digital cinema: similarities, differences, exchange</b>					6	4	4
2. <b>Digital Cinema: Space Conquest</b>					6	3	3
3. <b>Nonanthropocentric Character of Digital Cinema</b>					6	2	2
4. <b>From Temporality to Time in Digital Cinema</b>					6	2	2
5. <b>Digital Film -Viewer-World: the Montage of Attractions</b>					6	4	4

Modes of delivery	<b>Audiovisual presentation, lecture, 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>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>The grade awarded for the final test is the grade awarded for the course</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
	6	Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej)		Nieobliczana	
	6	Supercinema: Film Philosophy in the Digital Age (Supercinema: filozofia kina w erze cyfrowej) [wykład]	zaliczenie z ocen		
Basic reading	Nicholas Rombes (2017): Cinema in the Digital Age, Wallflower Press				
	Thomas Elsaesser, Malte Hagener (2015): Film Theory. An Introduction Through the Senses, Routledge				
Supplementary reading	Stephen Prince (2019): Digital Cinema, Rutgers UP				
<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-I-S-25/26Z</b>							
Course title: <b>Supply chain management (zarz dzanie ła cuchem dostaw) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_54S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	discussion classes	15	0	pg	3	
		lecture	15	0	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr JAKUB DOWEJKO</b>					
Course instructor		<b>dr JOANNA DROBIAZGIEWICZ , dr JAKUB DOWEJKO</b>					
Course / module objectives		<b>The aim of the course is to familiarize students with the concept of the supply chain and the methodology of its management. During the implementation of the didactic process, the student will acquire skills in determining the basic elements of the analysis of logistics processes and management functions in the integration system of enterprises and their supply chains</b>					
Prerequisites		<b>Basic knowledge of the supply chain</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Advance knowledge of the supply chain</b>	<b>K_W01 K_W02 K_W09</b>			
	2	EP2	<b>Student has knowledge of the integration of micro and macro business environment from the point of view of supply chain</b>	<b>K_W05 K_W07 K_W10</b>			
skills	1	EP3	<b>The student has skills in managing individual logistic processes</b>	<b>K_U01 K_U02</b>			
	2	EP4	<b>The student characterizes and selects individual methods and tools for supply chain management.</b>	<b>K_U04</b>			
	3	EP5	<b>The student is able to draw conclusions from the conducted analyzes and assess their impact on logistics systems</b>	<b>K_U03 K_U06 K_U08</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Supply chain management (zarz dzanie ła cuchem dostaw)</b>							
Format of instruction: <b>lecture</b>							
1. <b>The concept and essence of the functioning of supply chains and networks.</b>					4	2	0
2. <b>Supply chain management strategies. Lean and agile concepts in supply chain management.</b>					4	4	0
3. <b>The use of modern tools for managing processes in the supply chain</b>					4	3	0
4. <b>Quality management techniques in supply chains</b>					4	3	0
5. <b>Measurement of the functioning of supply chains. SCOR model.</b>					4	2	0

6. IT support for supply chain management		4	1	0	
Format of instruction: <b>discussion classes</b>					
1. The concept, scope and evolution of supply chains		4	2	0	
2. Logistics system and process approach		4	2	0	
3. Methods and tools supporting the management of supply chains.		4	4	0	
4. Designing supply chains. SCOR and DCOR models. Efficient functioning of the supply chain.		4	3	0	
5. Examples of the functioning of supply chains - case study.		4	4	0	
Modes of delivery	<b>discussion, multimedia project, case study, literature analysis</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</b>	
	<b>KOLOKWIUM</b>			<b>EP1,EP2,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>The condition for obtaining a credit in the course is obtaining a positive mark in the test (at least 60% of correct answers) and a positive mark in the exam (at least 50% of correct answers).</b>				
	Grade calculation principles				
	<b>The final grade is calculated based on the arithmetic mean of both tests.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Supply chain management (zarządzanie łańcuchem dostaw)		Arytmetyczna	
	4	Supply chain management (zarządzanie łańcuchem dostaw) [wiczenia]	zaliczenie z ocen		
	4	Supply chain management (zarządzanie łańcuchem dostaw) [wykład]	egzamin		
Basic reading	F. Robert Jacobs, Richard B. Chase (2018): Operations and Supply Chain Management, McGraw Hill				
	Heizer, Jay H., Munson, Chuck, Render, Barry (2017): Principles of operations management sustainability and supply chain management, Pearson Education Limited				
	Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu (2019): Operations, Logistics and Supply Chain Management, Springer International Publishing				
Supplementary reading	Chopra S., Meindl P. (2018): Supply Chain Management: Strategy, Planning and Operations, Pearson				
<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>13</b>		<b>0</b>		
Participation in tutorials	<b>8</b>		<b>0</b>		
Preparation of project / essay / etc.	<b>0</b>		<b>0</b>		
Preparation for test / exam	<b>15</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-I-S-25/26Z</b>							
Course title: <b>Sustainable development in transport (zrównoważony rozwój w transporcie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_50S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 5 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		dr ZUZANNA KŁOS-ADAMKIEWICZ					
Course instructor		dr ZUZANNA KŁOS-ADAMKIEWICZ					
Course / module objectives		Presentation of the essence of sustainable development, indicators of its assessment, external costs of transport, together with the estimation and strategy of their internalisation. Moreover, familiarizing students with methods of counteracting and reducing the harmfulness of transport and transport infrastructure. During the didactic process, students will gain skills in the ways of balancing transport, taking into account social, economic, and environmental aspects.					
Prerequisites		Basic knowledge about transport and logistics.					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student knows the transport-environment interactions, and methods of shaping sustainable development, including counteracting the negative impact of transport on the environment.	K_W02 K_W04			
skills	1	EP2	The student can determine and characterize the ways of balancing transport, taking into account the social, economic, and environmental aspects.	K_U01 K_U03 K_U04			
social competences	1	EP3	The student is aware of the effects of excessive transport development on the natural environment and inspires others to counteract its negative effects.	K_K01 K_K03			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Sustainable development in transport (zrównoważony rozwój w transporcie)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Methods of reducing emissions in transport</b>					5	2	0
2. <b>Usage of alternative fuels in transport</b>					5	3	0
3. <b>Transport balancing indicators broken down by its branches</b>					5	4	0
4. <b>Tools of promoting public transport</b>					5	2	0
5. <b>Development of micromobility - challenges of cities and enterprises</b>					5	2	0
6. <b>Shaping the demand for transport within the framework of traffic generators</b>					5	2	0

Format of instruction: <b>discussion classes</b>					
1. The essence of sustainable transport		5	2	0	
2. External costs in transport		5	2	0	
3. The role of public transport in balancing transport		5	3	0	
4. Sustainable transport assessment indicators		5	2	0	
5. The issues of internalisation of external costs of transport		5	2	0	
6. Legal regulations in the field of sustainable transport		5	2	0	
7. Sustainable development of transport and eco-mobility		5	2	0	
Modes of delivery	<b>For the lecture: multimedia presentation, For exercises: group work, text analysis with discussion, project</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>EP2,EP3</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>			<b>EP1,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>Completion of exercises is based on a written test and prepared group projects. The student's activity during the classes will also be taken into account.</b>				
	<b>Passing the lectures is based on a written test covering the knowledge of the lectures and the recommended literature.</b>				
	Grade calculation principles				
<b>The final grade for the subject is the arithmetic mean of the grades obtained from the exercises and the lecture.</b>					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Sustainable development in transport (zrównowa ony rozwój w transporcie)		Nieobliczana	
	5	Sustainable development in transport (zrównowa ony rozwój w transporcie) [wykład]	zaliczenie z ocen		
	5	Sustainable development in transport (zrównowa ony rozwój w transporcie) [ wiczenia]	zaliczenie z ocen		
Basic reading	El bieta Załoga (2013): Trendy w transporcie I dowym Unii Europejskiej, Wydawnictwo Naukowe US				
	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2013): Polityka rozwoju transportu, Wydawnictwo Uniwersytetu Gda skiego, Gda sk				
	Włodzimierz Rydzkowski (2017): Współczesna polityka transportowa, PWE				
Supplementary reading	Krystyna Wojewódzka – Król, Ryszard Rolbiecki (2018): Infrastruktura transportu. Europa, Polska – teoria i praktyka, PWN, Warszawa				
	Krystyna Wojewódzka- Król, El ebieta Załoga (2016): Transport. Nowe wyzwania, PWN, Warszawa				
	Zuzanna Kłos-Adamkiewicz, El bieta Załoga (2017): Miejski transport zbiorowy. Kształowanie warto ci usługi dla pasa era w wietle wyzwania nowej kultury mobilno ci, Bel Studio, Warszawa				
<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	8	0
Private reading and studying	10	0
Participation in tutorials	7	0
Preparation of project / essay / etc.	0	0
Preparation for test / exam	18	0
<b>TOTAL workload</b>	<b>75</b>	
<b>ECTS credits</b>	<b>3</b>	

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Sustainable logistics (logistyka zrównoważona) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_51S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 5 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. BLANKA TUNDYS</b>					
Course instructor		<b>dr hab. BLANKA TUNDYS</b>					
Course / module objectives		<b>The aim of the course is to introduce students to sustainable logistics and sustainable supply chain strategies.</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 issues involved in managing a sustainable business.</b>	<b>K_W06</b>			
	2	EP2	<b>Student knows sustainable business models</b>	<b>K_W07</b>			
	3	EP3	<b>The student knows and understands how sustainable business and processes work, with particular emphasis on logistics and supply chains</b>	<b>K_W11</b>			
skills	1	EP4	<b>The student is able to characterise sustainable business and is able to describe sustainable logistic processes</b>	<b>K_U01</b>			
	2	EP5	<b>The student is able to identify characteristics of sustainable logistics and design such processes in an enterprise.</b>	<b>K_U02</b>			
	3	EP6	<b>The student is able to analyse, using dedicated tools, sustainable logistic processes</b>	<b>K_U04</b>			
social competences	1	EP7	<b>The student is competent to disseminate good practices in sustainable logistics and sustainable supply chains</b>	<b>K_K05</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Sustainable logistics (logistyka zrównoważona)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Sustainable Logistics ? sustainable supply chain management ? theory and praxis</b>					5	3	0
2. <b>SSCM 2.0 as a strategy</b>					5	2	0
3. <b>3BL in logistics and supply chain</b>					5	2	0

4. Green logistics	5	3	0		
5. IT, AI and ML in SSCM	5	2	0		
6. Carbon and water footprint	5	1	0		
7. Eco innovation in Logistics and Supply chain	5	2	0		
Format of instruction: <b>discussion classes</b>					
1. Sustainable logistics ? case studies	5	4	0		
2. Principles and practises for sustainable processes and operations	5	4	0		
3. R-strategy, circular economy	5	2	0		
4. Sustainable supply chain	5	2	0		
5. Innovation and technology in sustainable logistics processes	5	3	0		
Modes of delivery	<b>group work, lecture, discussion, 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>KOLOKWIUM</b>		<b>EP1,EP2,EP3,EP4,EP5,EP6</b>		
	<b>PREZENTACJA</b>		<b>EP1,EP2,EP3,EP4,EP5,EP6,EP7</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>Assessment of the lectures on the basis of a written test on the content presented in the class. Assessment of exercises based on a presentation on the functioning of sustainable logistics.</b>				
	Grade calculation principles				
	<b>The final grade is the arithmetic mean 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
	5	Sustainable logistics (logistyka zrównoważona)		Arytmetyczna	
	5	Sustainable logistics (logistyka zrównoważona) [wykład]	zaliczenie z ocen		
	5	Sustainable logistics (logistyka zrównoważona) [wiczenia]	zaliczenie z ocen		
Basic reading	Grant, D. B., Wong, C. Y., & Trautrim, A. (2017): Sustainable logistics and supply chain management: principles and practices for sustainable operations and management. , Kogan Page Publishers., Kogan Page Publishers.				
Supplementary reading	Rausch-Phan, M. T., & Siegfried, P. (2022): Sustainable Supply Chain Management, Springer, Cham., Springer, Cham.				
<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>5</b>		<b>0</b>		

Preparation of project / essay / etc.	10	0
Preparation for test / exam	10	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-I-S-25/26Z</b>							
Course title: <b>The fundamentals of business success (podstawy sukcesu w biznesie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3432_69S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>obligatory</b>			Language of instruction: <b>semester: 5 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	3	
		lecture	15	0	e		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr hab. TOMASZ BERNAT</b>					
Course instructor		<b>dr hab. TOMASZ BERNAT</b>					
Course / module objectives		<p>The main goal of the course is to show how successful people are achieving it using examples of selected business successes.</p> <p>The aim is to show you how to think and act to achieve success in your professional and private life.</p> <p>The aim is to teach the specific ways of achieving success through the methods developed by N. Hill.</p>					
Prerequisites		<b>Basic knowledge of the operation of business and economy, basic knowledge of the basics of decision-making in business and private life. Psychological aspects of people's decision making.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student has knowledge about real actions that should be taken in order to achieve success in professional and private life.	<b>K_W02 K_W05 K_W06 K_W09 K_W10</b>			
skills	1	EP2	The student is able to use the knowledge about the methods of achieving success in business to achieve his own goals	<b>K_U03 K_U04 K_U06 K_U07 K_U08 K_U09</b>			
social competences	1	EP3	The student is able to work in a team The student is able to build teams and coordinate their work	<b>K_K05 K_K06</b>			
CONTENT					Semester		
					No. of hours		
					including e-learning		
Subject title: <b>The fundamentals of business success (podstawy sukcesu w biznesie)</b>							
Format of instruction: <b>lecture</b>							
1. The objectives creation in business and life					5	2	0
2. The creation of the basic conditions to realize the objectives					5	2	0
3. The knowledge in business life					5	2	0
4. Success planning					5	2	0

5. The borders of decisions making		5	2	0	
6. The team working		5	2	0	
7. Creation the positive personality ? the way to business success		5	2	0	
8. Good and bad habits in success realization		5	1	0	
Format of instruction: <b>discussion classes</b>					
1. The objectives creation in business and life		5	2	0	
2. The creation of the basic conditions to realize the objectives		5	2	0	
3. The knowledge in business life		5	2	0	
4. Success planning		5	2	0	
5. The borders of decisions making		5	2	0	
6. The team working		5	2	0	
7. Creation the positive personality ? the way to business success		5	2	0	
8. Good and bad habits in success realization		5	1	0	
Modes of delivery	<p>The basic method of transferring knowledge is a lecture based on the methodology proposed by N. Hill. The lecture is based on practical solutions along with showing case studies of people who have achieved success in business life, Classes will be conducted on the basis of a workshop form. In addition to the analysis of case studies, students will be required to present their own reflections on the methods of achieving success in business. Presentations of students will be prepared with considerations on the individual elements of the methods of achieving success along with practical examples.</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 PISEMNY			EP1,EP2,EP3	
	PREZENTACJA			EP1,EP2,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	<p><b>Obtaining a pass requires preparing a presentation and presenting it during classes. The exam requires a case study - answers to the questions posed.</b></p>				
	Grade calculation principles				
	<p><b>The final grade will be a simple arithmetic mean of the final grade and exam grade</b></p>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	The fundamentals of business success (podstawy sukcesu w biznesie)		Arytmetyczna	
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [ wiczenia]	zaliczenie z ocen		
	5	The fundamentals of business success (podstawy sukcesu w biznesie) [wykład]	egzamin		
Basic reading	Napoleon Hill (2004): Law of Success, Highroads Media				
	Napoleon Hill (1997): Napoleon Hill's Keys to Success: The 17 Principles of Personal Achievement, Penguin Publishing Group				
	Napoleon Hill (2011): Think and Grow Rich, Wilder Publications				
	Patrick H. Perrine (2024): Be A Unicorn: The New Entrepreneur's Ultimate Guide To Success (10 book series), Kindle Edition, on-line				

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

### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</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>8</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-I-S-25/26Z</b>							
Course title: <b>Tourism destination management (zarz dzanie regionem turystycznym) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_33S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>		Profile of study: <b>general academic</b>			Specialty:		
Course / module status <b>elective</b>			Language of instruction: <b>semester: 6 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	6	discussion classes	15	0	pg	3	
		lecture	15	0	pg		
<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>Indicating the basics of tourism destination management</b>					
Prerequisites							
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student knows the basic concept of tourism destination management</b>	<b>K_W02</b>			
	2	EP2	<b>Student knows the specificity of tourism destination management</b>	<b>K_W05</b>			
skills	1	EP3	<b>Student is able to create a tourism destination management plan</b>	<b>K_U03 K_U04</b>			
social competences	1	EP4	<b>Student is able to see the tourism impact on the social, business and environmental level.</b>	<b>K_K01 K_K06</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Tourism destination management (zarz dzanie regionem turystycznym)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Tourism destination product</b>					6	2	0
2. <b>The impact of tourism</b>					6	3	0
3. <b>The evolution of the tourist destination management</b>					6	2	0
4. <b>The political framework of tourism</b>					6	2	0
5. <b>Marketing tourism destinations</b>					6	6	0
Format of instruction: <b>discussion classes</b>							
1. <b>The role of NGOs in management of tourism destination</b>					6	2	0
2. <b>Measuring tourism impact on local economy</b>					6	3	0

3. Tourism destination management in authoritarian countries	6	2	0
4. Price and promotion in tourism destination marketing	6	2	0
5. Placing the tourism destination product.	6	2	0
6. Site and region specific tourism management	6	2	0
7. Social media and tourism management	6	2	0

Modes of delivery	<b>Lecture and discussion, Cooperative group work, 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</b>
	<b>PREZENTACJA</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>Passing the lectures on the basis of a test (open questions). Completion of exercises: presentation carried out in groups, the purpose of which is to prepare a management plan for a tourist region</b>		
	Grade calculation principles		
	<b>The final grade is the arithmetic mean of both grades (rounded up if necessary)</b>		

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	6	Tourism destination management (zarz dzenie regionem turystycznym)		Arytmetyczna	
	6	Tourism destination management (zarz dzenie regionem turystycznym) [ wiczenia]	zaliczenie z ocen		
	6	Tourism destination management (zarz dzenie regionem turystycznym) [wykład]	zaliczenie z ocen		

Basic reading	Ch. Ryan (2020): Advanced Introduction to Tourism Destination Management, Edward Elgar Publishing
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Supplementary reading	ed. M. Rodríguez-Díaz, T.F. Espino-Rodríguez (2019): Tourism Destination Management, MDPI
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#### STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	<b>30</b>	<b>0</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>10</b>	<b>0</b>
Preparation of project / essay / etc.	<b>7</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-I-S-25/26Z</b>							
Course title: <b>Transport company management (zarz dzanie przedsi biorstwem transportowym) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_61S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr AGNIESZKA GOZDEK</b>					
Course instructor		<b>dr AGNIESZKA GOZDEK</b>					
Course / module objectives		<b>The course aims to present the knowledge and development of students' skills related to the issues of managing a transport company.</b>					
Prerequisites		<b>Knowledge of basic issues in microeconomics, business economics, and transport economics.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>Student knows the terminology relating to transport companies. Characterizes the economic and legal conditions of business activity</b>	<b>K_W04 K_W06 K_W09</b>			
skills	1	EP2	<b>Student analyzes the innovative processes in transport enterprises and the service potential of Polish enterprises, taking into account the existing legal and economic regulations.</b>	<b>K_U03 K_U06</b>			
	2	EP3	<b>Student is able to cooperate, plan work and work in a team, analyzing, assessing the functioning and development directions of transport companies in the conditions of increasing competition.</b>	<b>K_U06 K_U07 K_U08</b>			
social competences	1	EP4	<b>Student notices the ethical problems related to the management of a transport company.</b>	<b>K_K06</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Transport company management (zarz dzanie przedsi biorstwem transportowym)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Planning, organizing and coordinating transport in the company</b>					4	3	0
2. <b>Economic and legal conditions for the functioning of transport companies</b>					4	3	0
3. <b>Resource management in a transport company</b>					4	2	0
4. <b>Carrier Liability</b>					4	2	0
5. <b>Transport taxes and charges</b>					4	1	0
6. <b>Transport costs and pricing</b>					4	2	0

7. Transport innovations		4	2	0	
Format of instruction: <b>discussion classes</b>					
1. Organization and functioning of transport companies		4	2	0	
2. Analysis of the company's resources		4	2	0	
3. Assessment of the vehicle fleet operation		4	3	0	
4. Telematics in managing a transport company		4	2	0	
5. Working time of professional drivers; tasks.		4	3	0	
6. Insurance in road transport.		4	1	0	
7. A vehicle's total cost of ownership (TCO).		4	2	0	
Modes of delivery	<b>Multimedia presentations, discussion, teamwork, 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>KOLOKWIUM</b>			<b>EP1,EP2,EP3</b>	
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</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>Completion of the exercises is based on a written test, taking into account the continuous assessment of the student's activity during classes. Passing the lectures at the end of the semester takes the form of a written test.</b>				
	Grade calculation principles				
	<b>The final grade for the subject is a weighted grade.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Transport company management (zarz dzenie przedsi biorstwem transportowym)		Nieobliczana	
	4	Transport company management (zarz dzenie przedsi biorstwem transportowym) [wykład]	zaliczenie z ocen		
	4	Transport company management (zarz dzenie przedsi biorstwem transportowym) [wiczenia]	zaliczenie z ocen		
Basic reading	B k M. (red.) (2009): Koszty i opłaty w transporcie, UG, Gda sk				
	Button K. (2010): Transport Economics, Edward Elgar Publishing, UK, USA				
	Dembi ska-Cyran I., Gubała M. (2003): Podstawy zarz dzenia transportem w przykładach, Biblioteka Logistyka, Wyd. ILIM, Pozna				
	Kordel Z., Kuriata A. (2019): Logistyka i transport. Teoria oraz praktyczne zastosowania, CeDeWu, Warszawa				
	Wojewódzka-Król K., Załoga E. (2022): Transport. Tendencje zmian, PWN, Warszawa				
Supplementary reading	A. Gozdek (red.) (2021): Mobilno i równowa ony transport: poszukiwanie rozwi za ., US, Szczecin				
	ECMT / ITF (2001): Efficient Transport Taxes and Charges , OECD				
	Rodrigue Jean-Paul (2020): The Geography of Transport Systems , Routledge, London				
	Strony internetowe : www.itf-oecd.org; www.iru.org; www.acea.be; https://transport.ec.europa.eu				
	Szałucki K. (2017): Równowaga w funkcjonowaniu przedsi biorstw transportowych, Monografia texter, Warszawa				
	(2022): Certyfikat Kompetencji Zawodowych Przewo nika Drogowego, ATUT-BM Sp. z o.o., Warszawa				

<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>5</b>	<b>0</b>
Private reading and studying	<b>10</b>	<b>0</b>
Participation in tutorials	<b>8</b>	<b>0</b>
Preparation of project / essay / etc.	<b>8</b>	<b>0</b>
Preparation for test / exam	<b>12</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-I-S-25/26Z</b>							
Course title: <b>Transport management (zarz dzenie transportem) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_15S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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	3	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>3</b>	
Course / module coordinator		<b>dr ZUZANNA KŁOS-ADAMKIEWICZ</b>					
Course instructor		<b>dr ZUZANNA KŁOS-ADAMKIEWICZ</b>					
Course / module objectives		<b>The subject is to present the principles of creating various solutions related to the organization and management of transport. Students learn about issues related to the organization of passenger and freight traffic. An additional element is acquiring knowledge in the field of modern transport management tools.</b>					
Prerequisites		<b>Basic knowledge from the area of transport functioning.</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student knows the principles of planning and effective organization of passenger and freight transport.</b>	<b>K_W02 K_W03</b>			
	2	EP2	<b>The student knows the principles of planning and effective organization of passenger and freight transport.</b>	<b>K_W01 K_W04 K_W05</b>			
skills	1	EP3	<b>The student correctly obtains the necessary information and data on transport companies. Analyzes and discusses data on technical, planning, and organizational solutions in the field of transport.</b>	<b>K_U01 K_U03</b>			
	2	EP4	<b>Student can use appropriate IT tools and computer software for managing transport.</b>	<b>K_U02 K_U04 K_U05</b>			
social competences	1	EP5	<b>The student is aware of the importance of technical and organizational aspects and effects of transport activities and the need to share good practices.</b>	<b>K_K01</b>			
<b>CONTENT</b>					Semester	No. of hours	
						including e-learning	
Subject title: <b>Transport management (zarz dzenie transportem)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Transport services market - basic concepts</b>					2	2	0
2. <b>Basic features of transport enterprises - transport of goods</b>					2	2	0
3. <b>Basic features of transport enterprises - transport of passengers</b>					2	2	0

4. Methods of identifying customer needs in transport companies		2	3	0	
5. Basic business models in transport		2	2	0	
6. Control and monitoring in a transport company		2	2	0	
7. Ecological and ethical transport companies		2	2	0	
Format of instruction: <b>discussion classes</b>					
1. Review of IT tools in transport		2	2	0	
2. Planning and organization in passenger transport		2	3	0	
3. Planning and organization in freight transport		2	3	0	
4. Methods of identifying customer needs in transport companies - project		2	2	0	
5. Case studies - functioning of transport enterprises		2	2	0	
6. Business models in transport		2	3	0	
Modes of delivery	<b>Informative and problematic lectures, multimedia presentations, case studies, project 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,EP2,EP3,EP5</b>	
	<b>PROJEKT</b>			<b>EP1,EP2,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 is based on a written test (test and/or open questions). Completion of the exercises is based on a prepared group project.</b>				
	Grade calculation principles				
	<b>The final grade for the subject is the arithmetic mean of the grades obtained from passing the lectures and exercises.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	Transport management (zarządzanie transportem)		Arytmetyczna	
	2	Transport management (zarządzanie transportem) [wykład]	zaliczenie z ocen		
	2	Transport management (zarządzanie transportem) [ćwiczenia]	zaliczenie z ocen		
Basic reading	El bieta Załoga, Krystyna Wojewódzka-Król (2016): Transport. Nowe wyzwania, Wydawnictwo Naukowe PWN				
	Engelhardt J. (2014): Zarządzanie przedsiębiorstwem, CeDeWu				
	Kawalec P. (2009): Analiza i synteza specjalizowanych układów modelowania i sterowania ruchem w transporcie, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa				
	Wyszomirski O. (red.) (2008): Transport miejski, ekonomika i organizacja, Wydawnictwo Uniwersytetu Gdańskiego				
Supplementary reading	Jacyna M. (2008): Wybrane zagadnienia modelowania systemów transportowych, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa				
	Nowakowska M. (2013): Modelowanie zmiędków między cechami drogi i zagrożeniami ruchu w transporcie drogowym, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa				
<b>STUDENT WORKLOAD</b>					
		No. of hours			
		including e-learning			
Contact hours	<b>30</b>		<b>0</b>		

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

# COURSE SYLLABUS AND SPECIFICATION

Curriculum title: <b>USEFZ-BM-O-I-S-25/26Z</b>							
Course title: <b>Web technologies for business (technologie webowe w biznesie) (KIERUNKOWE)</b>					Course code: <b>EFZ214AIJ3433_49S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-degree, full - time</b>			Profile of study: <b>general academic</b>		Specialty:		
Course / module status <b>elective</b>				Language of instruction: <b>semester: 5 - english language polish language</b>			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	15	0	pg	4	
		lecture	15	0	pg		
<b>Total</b>			<b>30</b>			<b>4</b>	
Course / module coordinator		<b>dr TOMASZ ZDZIEBKO</b>					
Course instructor		<b>dr TOMASZ ZDZIEBKO</b>					
Course / module objectives		<b>The aim of the course is to provide the basis of knowledge and skills in using Internet technologies for business purposes.</b>					
Prerequisites							
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student has knowledge about internet technologies and solutions supporting management and running a business</b>	<b>K_W03 K_W06</b>			
skills	1	EP2	<b>Students will be able to use internet technologies and tools to analyse economic phenomena and support business management.</b>	<b>K_U03 K_U05</b>			
CONTENT					Semester		
					No. of hours		
					including e-learning		
Subject title: <b>Web technologies for business (technologie webowe w biznesie)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Introduction to web technologies</b>					5	5	0
2. <b>Communication between information systems on the Internet</b>					5	2	0
3. <b>Introduction to web analytics</b>					5	2	0
4. <b>Introduction to artificial intelligence</b>					5	4	0
5. <b>Applications of cloud computing technologies</b>					5	2	0
Format of instruction: <b>discussion classes</b>							
1. <b>Basics of websites programing (html, css, javascript)</b>					5	6	0
2. <b>Communication between systems using Application programming interfaces</b>					5	4	0
3. <b>Introduction to web analytics</b>					5	2	0
4. <b>Introduction to cloud computing for business applications</b>					5	3	0

Modes of delivery	<b>lecture using multimedia presentations, computer labs</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>EP1,EP2</b>
	<b>ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ )</b>				<b>EP2</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>In order to obtain a positive mark it is necessary - a passing grade for the laboratory consisting of a grade for the laboratory task and a grade for the credit project - and getting the pass mark credit of the lectures in the written form</b>				
	Grade calculation principles				
	<b>The course grade is calculated as the average of the pass marks in the laboratories and lectures</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	Web technologies for business (technologie webowe w biznesie)		Arytmetyczna	
	5	Web technologies for business (technologie webowe w biznesie) [ wiczenia]	zaliczenie z ocen		
	5	Web technologies for business (technologie webowe w biznesie) [wykład]	zaliczenie z ocen		
Basic reading	J. Robbins (2020): Projektowanie stron internetowych. Przewodnik dla poczatkujacych webmasterów po HTML5, CSS3 i grafice. Wydanie V,, Helion				
	Martyna Zastrozna (2022): Google Analytics dla marketingowców Wydanie III,, Onepress				
Supplementary reading	Mustafa Toroman (2020): Chmura Azure. Praktyczne wprowadzenie dla administratora. Implementacja, monitorowanie i zarzadzanie waznymi usługami i komponentami IaaS/PaaS, Helion				
<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>13</b>	<b>0</b>		
Private reading and studying		<b>15</b>	<b>0</b>		
Participation in tutorials		<b>10</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-I-S-25/26Z</b>							
Course title: <b>Wide lecture (wykład ogólnouczelniany) (OGÓLNOUCZELNIANE)</b>					Course code: <b>EFZ214AIJ3362_27S</b>		
Name of field of study: <b>Business Management</b>							
Mode and cycle of study: <b>first-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, semester: 4 - english language polish language</b>				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	3	lecture	15	0	pg	1	
	4	lecture	15	0	pg	1	
<b>Total</b>			<b>30</b>			<b>2</b>	
Course / module coordinator		<b>dr hab. JAROSŁAW KORPYSA</b>					
Course instructor		<b>dr SANDRA MISIAK-KWIT</b>					
Course / module objectives		<b>Shaping knowledge and skills in various areas of sciences, creating the need for lifelong learning.</b>					
Prerequisites		<b>None</b>					
<b>LEARNING OUTCOMES</b>							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	<b>The student knows and understands the terminology of the selected subject; understands the interdisciplinary nature of science.</b>	<b>K_W09</b>			
skills	1	EP2	<b>The student is able to plan his own learning throughout his life, perfecting the skills needed for his own development.</b>	<b>K_U09</b>			
social competences	1	EP3	<b>The student is ready for continuous improvement and personal development in various areas of study.</b>	<b>K_K01</b>			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: <b>Wide lecture (wykład ogólnouczelniany)</b>							
Format of instruction: <b>lecture</b>							
1. <b>Presentation of specific issues within the content of the selected monographic lecture.</b>					3	15	0
2. <b>Presentation of specific issues within the content of the selected monographic lecture.</b>					4	15	0
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</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>Obtaining a positive mark in the test.</b>				
	Grade calculation principles				
	<b>The grade from the subject is equal to the grade from the lectures.</b>				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Wide lecture (wykład ogólnouczelniany)		Ważona	
	3	Wide lecture (wykład ogólnouczelniany) [wykład]	zaliczenie z ocen		1,00
	4	Wide lecture (wykład ogólnouczelniany)		Ważona	
	4	Wide lecture (wykład ogólnouczelniany) [wykład]	zaliczenie z ocen		1,00
Basic reading	Literature on the subject chosen by the student in a given academic year. :				
Supplementary reading					
<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>2</b>		<b>0</b>		
Private reading and studying	<b>6</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>6</b>		<b>0</b>		
<b>TOTAL workload</b>	<b>50</b>				
<b>ECTS credits</b>	<b>2</b>				