

# STUDY PROGRAM

## BASIC INFORMATION

Study Program	Modern Business Management
Level of Studies	First degree
Study Profile	general academic
Language of Instruction	English
Form of Study	Full-time
No of Semesters	6
Degree Level	Bachelor's
Concentration ( <i>if applicable</i> )	---

## ASSIGNMENT OF THE PROGRAM TO FIELDS AND DISCIPLINES

DISCIPLINE	Social Sciences		
<b>Scientific Discipline(s):</b> if the field of study is related to two or more disciplines, it is also required to specify the percentage share of the number of ECTS points for each discipline in the total number of ECTS points necessary to complete the studies - indicating the main discipline	Discipline	ECTS	% ECTS
	Management and quality sciences (the main discipline)	163	100%

## PROGRAM CHARACTERISTICS

concepts and learning objectives / relationship with the University mission and strategy / socio-economic needs

The Modern Business Management major in the first degree program allows you to acquire the knowledge and skills necessary to properly understand the challenges of the modern economy and to lead an organization in an international context. The first degree program covers a broad spectrum of business knowledge and is based on close cooperation with practitioners and entities specializing in improving the management process. This approach is designed to enable students to acquire the linguistic and social competencies needed to work in both domestic and international environments. In accordance with the mission of KUE, the Modern Business Management field is an example of a modern field of study at home and abroad. At the same time, it strengthens the academic status of the university providing high-quality education and contributes to achieving a significant position in the country and abroad. This direction is particularly in line with key program No. 2 of the CUE Strategy, related to, among others, in point 7 with expanding the offer of classes conducted in English and successively creating a new offer.

A high school graduate who is fluent in English (has passed B2 English test or has a language proficiency certificate at B2 level or more), demonstrates good communication skills, wants to obtain knowledge in various aspects of running or setting up a business operation and plans to pursue a career in the field of management. A candidate should be prepared to work in an international business environment.

## NO OF CLASSROOM HOURS

Total no of classroom hours	1800
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## NO OF ECTS POINTS:

necessary for graduation	180
which a student must earn during classes with the direct participation of faculty members or other persons conducting classes	91
which a student must earn during internships (if applicable)	-
which a student must earn during foreign language classes	18
which a student may earn through distance learning activities	134

## INTERNSHIPS (if applicable):

No of hours	-
Objective	-
Rules and a mode of accomplishing	-
Rules and a mode of completion	-

## LEARNING OUTCOMES

The level of the Polish Qualifications Framework		6th level
Symbol of a learning outcome for the study program	Description of the learning outcomes	Reference to the characteristics of learning outcomes (universal first degree)
<b>P_W (KNOWLEDGE) A graduate knows and understands at an advanced level:</b>		
WZ-ST1-MB-W01	to an advanced degree how organizations work and knows theories regarding the management of various types of them, occurring in the modern world.	P6S_WG
WZ-ST1-MB-W02	to an advanced degree theories and methods of managing processes occurring in modern business organizations.	P6S_WG
WZ-ST1-MB-W03	to an advanced degree theories and methods explaining changes occurring in organizations and their environment.	P6S_WG

WZ-ST1-MB-W04	modern information technologies and the possibility of using them in practice management of modern organizations.	P6S_WG
WZ-ST1-MB-W05	to an advanced degree the nature, place and importance of organizational culture and the possibilities of its creation in organizations.	P6S_WG
WZ-ST1-MB-W06	to an advanced degree institutional, legal and ethical determinants of the functioning of modern organizations, including basic concepts and principles in the field of industrial property and copyright protection and forms of individual business development.	P6S_WK
WZ-ST1-MB-W07	to an advanced degree the dilemmas of modern civilization.	P6S_WK
WZ-ST1-MB-W08	to an advanced degree the concepts, scientific theories and research methodology used in the field of humanities.	P6S_WG
<b>P_U (SKILLS) At an advanced level graduate is able to:</b>		
WZ-ST1-MB-U01	identify and interpret complex and unusual social phenomena and processes, using for this purpose knowledge from scientific disciplines appropriate for the direction of Modern Business Management.	P6S_UW
WZ-ST1-MB-U02	analyze and forecast complex and unusual processes and activities in business organizations through proper selection of sources and information from them, making critical analysis and synthesis of this information, and also through the appropriate selection of methods and tools, including modern technology (ICT)	P6S_UW
WZ-ST1-MB-U03	can correctly use normative systems to solve tasks in the field of economic sciences and scientific disciplines appropriate for the Modern Business Management	P6S_UW
WZ-ST1-MB-U04	can use foreign languages in business practice, among others at level B2	P6S_UK
WZ-ST1-MB-U05	can perform in public, also in English, speaking on issues related to economic issues	P6S_UK
WZ-ST1-MB-U06	can use a second foreign language (except English) at level B2 of the Language Education Description System	P6S_UK
WZ-ST1-MB-U07	to plan and organize own work	P6S_UO
WZ-ST1-MB-U08	to plan and organize team work, assigning its members appropriate role	P6S_UO
WZ-ST1-MB-U09	can independently plan and implement their own learning throughout life	P6S_UO
WZ-ST1-MB-U10	can properly use his/her knowledge to interpret phenomena in the field of humanities.	P6S_UW
<b>P_K (SOCIAL ATTITUDES) An advanced graduate is ready to:</b>		
WZ-ST1-MB-K01	critically assess the possessed knowledge and strives for mutually satisfactory solutions in disputable situations.	P6S_KK
WZ-ST1-MB-K02	recognize the importance of knowledge in the management of modern organizations.	P6S_KK

WZ-ST1-MB-K03	constantly improve knowledge in the field of managing and sharing of modern organizations.	P6S_KK
WZ-ST1-MB-K04	fulfill social obligations, co-organize activities for the social environment	P6S_KO
WZ-ST1-MB-K05	responsibly fulfill the role of entrepreneur and manager, while in the process he critically evaluates his own knowledge and skills and uses the knowledge and experience of others.	P6S_KO
WZ-ST1-MB-K06	responsibly carry out professional roles, including adherence to professional ethics and requirements from others.	P6S_KR
WZ-ST1-MB-K07	initiate activities for the public interest, related to the field of humanities.	P6S_KO

*Explanation of symbols:*

- MB\_(before underscore) – study program learning outcomes
- 01, 02 and more (after underscore) – indication of the next learning outcome
- P6S – learning outcomes according to the Polish Qualifications Framework in relation to the following detailed characteristics (knowledge - skills - social attitudes):
  - WG –depth; WK – context
  - UW – usage; UK – communicating; UO – organizing; UU – learning
  - KK – critical approach; KR – professional role; KO – responsibility

## DESCRIPTION OF THE PROCESS LEADING TO ACHIEVING LEARNING OUTCOME

### STUDY PLAN<sup>1</sup>

*Explanation of symbols:*

L – lecture  
 T – tutorial  
 E – Exam  
 Z - Credits  
 NoZiJ - Management and quality sciences  
 NEiF – Economic and financial science  
 O – Compulsory class  
 W – Elective class  
 I – Diploma seminar

<div>Year: Semester: Total number of classroom hours: Total ECTS:</div>				<div>First First 300 30</div>					
Lp.	Course (title)	Class Form	No of teaching hrs.	Form of completion	ECTS	ECTS/discipline(s)			Compulsory class (O) / Elective class (W)
						NoZiJ	NEiF	Other	

<sup>1</sup> In the case of assigning a major to more than one discipline, the subjects indicated in the study plan as compulsory classes must ensure the achievement of at least half of the learning outcomes in the main discipline (at least 51% of the ECTS points necessary to complete the major).

1	Business English 1.1	T	30	Z	2	2	-	-	W
2	Business Ethics	L T	15 15	Z	4	2	-	2 philosophy	O
3	General Management	T	15 45	E	7	7	-	-	O
4	Introduction to IT	L T	15 45	E	7	7	-	-	O
5	Microeconomics	L T	30 30	E	8	4	4	-	O
6	Physical Education	I	30	Z	0	-	-	-	W
7	Second Foreign Language 1.1	T	30	Z	2	2	-	-	W
8	<b>Total semester</b>		<b>300</b>		<b>30</b>	<b>24</b>	<b>4</b>	<b>2</b>	

<b>Year:</b> <b>Semester:</b> Total number of classroom hours: Total ECTS:				First Second 375 30					
Lp.	Course (title)	Class Form	No of teaching hrs.	Form of completion	ECTS	ECTS/discipline(s)			Compulsory class (O) / Elective class (W)
						NoZIJ	NEiF	Other	
1	Accounting	L T	15 30	E	4	3	1	-	O
2	Business English 1.2	T	30	Z	2	2	-	-	W
3	Economics of Enterprises	L T	15 15	Z	3	3	-	-	O
4	Marketing	L T	30 30	E	5	5	-	-	O
5	Operations Management	L T	15 30	E	4	4	-	-	O
6	Organizational Behavior	L T	15 15	E	3	3	-	-	O
7	Physical Education	I	30	Z	0	-	-	-	W
8	Project Presentation	I	30	Z	3	2	-	1 computer and information sciences	O
9	Introduction to Quantitative Methods	L T	15 30	E	4	2	-	2 mathematics	O
10	Second Foreign Language 1.2	T	30	Z	2	2	-	-	W
11	<b>Total semester</b>		<b>375</b>		<b>30</b>	<b>26</b>	<b>1</b>	<b>3</b>	

<b>Year:</b> <b>Semester:</b> Total number of classroom hours: Total ECTS:				<b>Second Third</b> <b>345</b> <b>30</b>					
Lp.	Course (title)	Class Form	No of teaching hrs.	Form of completion	ECTS	ECTS/discipline(s)			Compulsory class (O) / Elective class (W)
						NoZij	NEiF	Other	
1	Business English 1.3	T	30	Z	2	2	-	-	W
2	Business Law	L T	45 15	E	6	4	-	2 legal sciences	O
3	Consumer Behavior	L T	30 30	E	5	3	-	2 culture and religion studies	O
4	Innovation Management	L T	15 15	Z	3	3	-	-	O
5	Market Analysis	L T	15 30	Z	4	4	-	-	O
6	Negotiations	L T	30 15	E	4	3	-	1 culture and religion studies	O
7	Personel Requirement	L T	15 30	Z	4	4	-	-	O
8	Second Foreign Language 1.3	T	30	Z	2	2	-	-	W
9	<b>Total semester</b>		<b>345</b>		<b>30</b>	<b>25</b>	<b>0</b>	<b>5</b>	

<b>Year:</b> <b>Semester:</b> Total number of classroom hours: Total ECTS:				<b>Second Fourth</b> <b>300</b> <b>30</b>					
Lp.	Course (title)	Class Form	No of teaching hrs.	Form of completion	ECTS	ECTS/discipline(s)			Compulsory class (O) / Elective class (W)
						NoZij	NEiF	Other	
1	Business English 1.4	T	30	Z	3	3	-	-	W
2	E-commerce	L T	15 45	Z	6	6	-	-	O
3	Enterprise Systems IT	L T	30 30	E	5	5	-	-	O
4	Retailing Management	L	15	E	4	4	-	-	O

		T	30						
5	Methods of Data Analysis	L T	15 15	E	3	2	1	-	O
6	Second Foreign Language 1.4	T	30	E	3	3	-	-	W
7	Elective Lecture sem. 4	L	30	E	3	3	-	-	W
8	Diploma seminar	I	15	Z	3	3	-	-	W
9	<b>Total semester</b>		<b>300</b>		<b>30</b>	<b>29</b>	<b>1</b>	<b>0</b>	

<b>Year:</b> <b>Semester:</b> Total number of classroom hours: Total ECTS:				Third Fifth 225 30					
Lp.	Course (title)	Class Form	No of teaching hrs.	Form of completion	ECTS	ECTS/discipline(s)			Compulsory class (O) / Elective class (W)
						NoZij	NEiF	Other	
1	Controlling	L T	15 30	E	4	3	1	-	O
2	Introduction to Taxes	L	30	E	3	3	-	-	O
3	Logistics	L T	15 15	E	4	4	-	-	O
4	Networking as SMEs Strategy	L T	30 15	E	4	4	-	-	O
5	Elective Lecture sem. 5	L	90	Z	12	12	-	-	W
6	Diploma seminar	I	15	Z	3	3	-	-	W
7	<b>Total semester</b>		<b>225</b>		<b>30</b>	<b>29</b>	<b>1</b>	<b>0</b>	

<b>Year:</b> <b>Semester:</b> Total number of classroom hours: Total ECTS:				Fourth Sixth 225 30					
Lp.	Course (title)	Class Form	No of teaching hrs.	Form of completion	ECTS	ECTS/discipline(s)			Compulsory class (O) / Elective class (W)
						NoZij	NEiF	Other	
1	Business Planning	L T	15 45	E	7	7	-	-	O
2	Data analysis for SMEs	L T	15 30	E	5	5	-	-	O
3	Elective Lecture sem. 6	L T	60 30	Z	12	12	-	-	W

4	Diploma seminar	I	30	E	6	6	-	-	W
5	<b>Total semester</b>		<b>225</b>		<b>30</b>	<b>30</b>	<b>0</b>	<b>0</b>	

#### METHOD OF VERIFICATION AND EVALUATION OF LEARNING OUTCOMES

Verification and documentation of student learning outcomes takes place through:

- in terms of knowledge - credit and examination papers, project papers, presentations (electronic documentation), reflective writing (requiring critical analysis of the literature of the subject confronted with one's own experiences), paper texts. Course credit grades are documented in the examination/assessment reports;

- in terms of skills - project work, task completion reports, individual and collective task result sheets, case studies, essays (verifying the ability to collect, select and critically analyse sources, the ability to use theoretical knowledge in practice, the ability to apply the tools learnt in practice), outlines of group work, also examination / pass protocols;

- in terms of social competence - project work, presentations (electronic documentation documenting the attitude of students towards the analysed phenomena, processes, problems, communication and social skills), scoring sheets for activity in classes (the way of communicating, involvement in cooperation, quality of applied argumentation and justification), reflective writing.

The PRK system determines the workload of an average student necessary to achieve the learning outcomes; it determines the weight (importance) of the knowledge, skills and social competence outcomes. In the case of subjects taught in various forms (lecture and classes), the final grade is made up of partial grades for each form of course, taking into account the weights (importance) determined by the lecturer. This information, together with information on the requirements and criteria for passing the subject, is communicated before the commencement of classes, in particular by making the course syllabus available. The assessment of the achievement of the learning outcomes is based in particular on the various forms of assignments (papers, reports, case studies), credit and examination papers, as well as on the ability to discuss, interpret, select arguments, etc. Course grades are recorded in the electronic system. A pass mark based solely on the student's attendance in class is not accepted. A special kind of measure of the realisation of the assumed learning outcomes in the first degree programme is the bachelor's thesis and the final examination conducted. An anti-plagiarism system is used to verify the independence of the written thesis.

#### GRADUATION REQUIREMENTS

Graduation Requirements (thesis / final exam / other)	<p>The degree programme is completed on the day of passing the diploma examination.</p> <p>A prerequisite for taking the diploma examination is:</p> <ol style="list-style-type: none"> <li>1. attainment of positive final grades in all subjects, including the seminar, professional practice subject to differences resulting from studies taken in the individual educational path mode,</li> <li>2. submission of a diploma dissertation which is admitted to further proceedings by the supervisor after the dissertation has been checked using the Uniform Anti-Plagiarism System,</li> <li>3. obtaining positive grades for the diploma thesis from both the thesis supervisor and the reviewer.</li> </ol>
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## LEARNING OUTCOMES AND COURSE CONTENT ASSIGNED FOR THE CLASSES

Nazwa przedmiotu
<b>Accounting</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1</b> (W) Student knows and understands financial accounting including external reporting (preparation and use of financial statements). ↳ <b>WZ-ST1-MB-W02-24/25Z ( P6S_WG )</b></p> <p><b>E2</b> (U) Student is able to record basic accounting transactions and calculate periodic income for a business unit. ↳ <b>WZ-ST1-MB-U02-24/25Z ( P6S_UW )</b></p> <p><b>E3</b> (K) Student is ready to act according to professional and ethical code of conduct for accountants. ↳ <b>WZ-ST1-MB-K06-24/25Z ( P6S_KR )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> The concept of accounting and its functions: connection between accounting and economic activity and the role of the former in generating information. The users of such information. Legal foundations of Polish accounting. The need for the ethical behaviour of accountants.</p> <p><b>W2</b> Fundamental principles of accounting - assets and capital; general classification of assets (fixed and current) and capital (equity and debt).</p> <p><b>W3</b> Balance sheet method and its significance; balance sheet equation; business activity and its impact on the balance sheet.</p> <p><b>W4</b> Economic operations and their results: double effect of accounting transactions and the balance sheet method. Analysis of simple transactions. The impact of transactions on financial statements.</p> <p><b>W5</b> Recording operations on ledger accounts. Elements and forms of ledger accounts. Elements of entries and principles of making entries on accounts (double entry bookkeeping).</p> <p><b>W6</b> Characteristics of basic categories influencing income of an enterprise.</p> <p><b>W7</b> Classification of revenues and costs. Variants of costs registration (by nature and by function). Role of Value Added Tax.</p> <p><b>W8</b> Association between accounts, their balances and financial statements.</p> <p><b>C1</b> Classification of assets, equities and liabilities.</p> <p><b>C2</b> Balance sheet method and its significance</p> <p><b>C3</b> Business activity and its impact on the balance sheet</p> <p><b>C4</b> Recording operations on ledger accounts</p> <p><b>C5</b> Assessment test 1</p> <p><b>C6</b> Revenues and their recognition</p> <p><b>C7</b> Cost classification criteria (product and period costs, direct and indirect costs, variable and fixed costs)</p> <p><b>C8</b> Costs and their recognition</p> <p><b>C9</b> Registration of costs (journal entries)</p> <p><b>C10</b> Financial reporting</p> <p><b>C11</b> Assessment test 2</p>
Nazwa przedmiotu
<b>Business English 1.1</b>
Język prowadzenia zajęć

angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> The student knows and understands the target language accordingly to their language level as described in the CEFR (Common European Framework of Reference for Languages) which allows them for both comprehension and communication in the target language in speech and writing within the thematic scope of their major of studies.</p> <p>↳ <b>WZ-ST1-MB-W02-24/25Z ( P6S_WG )</b></p> <p>↳ <b>WZ-ST1-MB-W05-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> The student can adequately to their language level express and describe essential aspects of the problems presented in complex texts including elements of the specialized discussion with the thematic scope of their professional field. The student can present professional topics in the format of a presentation or when participating in a business meeting.</p> <p>↳ <b>WZ-ST1-MB-U04-24/25Z ( P6S_UK )</b></p> <p>↳ <b>WZ-ST1-MB-U05-24/25Z ( P6S_UK )</b></p> <p><b>E3 (K)</b> The student can both establish a communicative interaction in English so as to initiate and maintain business contacts and resolve conflict situations. The student can work in a team, also in an international environment. The student can consciously carry out the process of self-education and share their knowledge with others.</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b></p> <p>↳ <b>WZ-ST1-MB-K04-24/25Z ( P6S_KO )</b></p>
Treści programowe przedmiotu
<p><b>C1</b> Basic issues of economics, finance and business (recruitment, management, marketing, sales, ICT, organization and company finances, corporate culture, business ethics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.</p> <p><b>C2</b> Odpowiednie dla poziomu językowego elementy wiedzy systemowej języka (gramatyka, składnia, frazeologia, fonetyka) zgodnie z sylabusem CJ oraz z uwzględnieniem poziomu językowego wg skali CEFR. Elements of the English language system knowledge (grammar, sentence structure, phraseology and phonetics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.</p> <p><b>C3</b> Business writing and business correspondence in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.</p> <p><b>C4</b> Soft skills and elements of intercultural communication in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.</p>

Nazwa przedmiotu
<b>Business English 1.2</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> The student knows and understands the target language accordingly to their language level as described in the CEFR (Common European Framework of Reference for Languages) which allows them for both comprehension and communication in the target language in speech and writing within the thematic scope of their major of studies</p> <p>↳ <b>WZ-ST1-MB-W02-24/25Z ( P6S_WG )</b></p> <p>↳ <b>WZ-ST1-MB-W05-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> The student can adequately to their language level express and describe essential aspects of the problems presented in complex texts including elements of the specialized discussion with the thematic scope of their professional field. The student can present professional topics in the format of a</p>

presentation or when participating in a business meeting.

↳ **WZ-ST1-MB-U04-24/25Z ( P6S\_UK )**

↳ **WZ-ST1-MB-U05-24/25Z ( P6S\_UK )**

**E3 (K)** The student can both establish a communicative interaction in English so as to initiate and maintain business contacts and resolve conflict situations. The student can work in a team, also in an international environment. The student can consciously carry out the process of self-education and share their knowledge with others.

↳ **WZ-ST1-MB-K03-24/25Z ( P6S\_KK )**

↳ **WZ-ST1-MB-K04-24/25Z ( P6S\_KO )**

#### Treści programowe przedmiotu

**C1** Basic issues of economics, finance and business (recruitment, management, marketing, sales, ICT, organization and company finances, corporate culture, business ethics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.

**C2** Elements of the English language system knowledge (grammar, sentence structure, phraseology and phonetics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.

**C3** Business writing and business correspondence in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.

**C4** Soft skills and elements of intercultural communication in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale

#### Nazwa przedmiotu

**Business English 1.3**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

**E1 (W)** The student knows and understands the target language accordingly to their language level as described in the CEFR (Common European Framework of Reference for Languages) which allows them for both comprehension and communication in the target language in speech and writing within the thematic scope of their major of studies

↳ **WZ-ST1-MB-W05-24/25Z ( P6S\_WG )**

↳ **WZ-ST1-MB-W06-24/25Z ( P6S\_WK )**

**E2 (U)** The student can adequately to their language level express and describe essential aspects of the problems presented in complex texts including elements of the specialized discussion with the thematic scope of their professional field. The student can present professional topics in the format of a presentation or when participating in a business meeting.

↳ **WZ-ST1-MB-U04-24/25Z ( P6S\_UK )**

↳ **WZ-ST1-MB-U05-24/25Z ( P6S\_UK )**

**E3 (K)** The student can both establish a communicative interaction in English so as to initiate and maintain business contacts and resolve conflict situations. The student can work in a team, also in an international environment. The student can consciously carry out the process of self-education and share their knowledge with others.

↳ **WZ-ST1-MB-K04-24/25Z ( P6S\_KO )**

↳ **WZ-ST1-MB-K05-24/25Z ( P6S\_KO )**

#### Treści programowe przedmiotu

**C1** Basic issues of economics, finance and business (recruitment, management, marketing, sales, ICT, organization and company finances, corporate culture, business ethics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.

**C2** Elements of the English language system knowledge (grammar, sentence structure, phraseology and phonetics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.

**C3** Business writing and business correspondence in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale

**C4** Soft skills and elements of intercultural communication in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.

Nazwa przedmiotu
<b>Business English 1.4</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1</b> (W) The student knows and understands the target language accordingly to their language level as described in the CEFR (Common European Framework of Reference for Languages) which allows them for both comprehension and communication in the target language in speech and writing within the thematic scope of their major of studies</p> <ul style="list-style-type: none"><li>↳ <b>WZ-ST1-MB-W05-24/25Z ( P6S_WG )</b></li><li>↳ <b>WZ-ST1-MB-W06-24/25Z ( P6S_WK )</b></li></ul> <p><b>E2</b> (U) The student can adequately to their language level express and describe essential aspects of the problems presented in complex texts including elements of the specialized discussion with the thematic scope of their professional field. The student can present professional topics in the format of a presentation or when participating in a business meeting</p> <ul style="list-style-type: none"><li>↳ <b>WZ-ST1-MB-U04-24/25Z ( P6S_UK )</b></li><li>↳ <b>WZ-ST1-MB-U05-24/25Z ( P6S_UK )</b></li></ul> <p><b>E3</b> (K) The student can both establish a communicative interaction in English so as to initiate and maintain business contacts and resolve conflict situations. The student can work in a team, also in an international environment. The student can consciously carry out the process of self-education and share their knowledge with others.</p> <ul style="list-style-type: none"><li>↳ <b>WZ-ST1-MB-K03-24/25Z ( P6S_KK )</b></li><li>↳ <b>WZ-ST1-MB-K04-24/25Z ( P6S_KO )</b></li></ul>
Treści programowe przedmiotu
<p><b>C1</b> Basic issues of economics, finance and business (recruitment, management, marketing, sales, ICT, organization and company finances, corporate culture, business ethics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.</p> <p><b>C2</b> Elements of the English language system knowledge (grammar, sentence structure, phraseology and phonetics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale</p> <p><b>C3</b> Business writing and business correspondence in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.</p> <p><b>C4</b> Soft skills and elements of intercultural communication in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.</p>

Nazwa przedmiotu
<b>Business Ethics</b>
Język prowadzenia zajęć
angielski

Realizowane efekty uczenia się
<p><b>E1 (W)</b> A student can describe the state of ethics in today's society and recognize ethical issues in business.</p> <p>↳ <b>WZ-ST1-MB-W06-24/25Z ( P6S_WK )</b></p> <p>↳ <b>WZ-ST1-MB-W07-24/25Z ( P6S_WK )</b></p> <p>↳ <b>ZZ-ST1-MB-W08-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> A student can examine and assess decision-making, business practices, and management processes from an ethical perspective.</p> <p>↳ <b>WZ-ST1-MB-U01-24/25Z ( P6S_UW )</b></p> <p>↳ <b>ZZ-ST1-MB-U10-24/25Z ( P6S_UK )</b></p> <p><b>E3 (K)</b> A student can critically examine and evaluate one's personal ethics and test them in conversation with peers.</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b></p> <p>↳ <b>ZZ-ST1-MB-K07-24/25Z ( P6S_KO )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> Introduction to managing business ethics.</p> <p><b>W2</b> Ethics and the economy.</p> <p><b>W3</b> Prescriptive approaches to ethical decision-making.</p> <p><b>W4</b> Psychological approaches to ethical decision-making.</p> <p><b>W5</b> Organizational ethics, environmental ethics, and social responsibility.</p> <p><b>W6</b> Ethics as organizational culture. Values in business.</p> <p><b>C1</b> Ethics in business: the importance of trust.</p> <p><b>C2</b> Games theory and business ethics.</p> <p><b>C3</b> Ethical problems of organizations: ethics and consumers.</p> <p><b>C4</b> Ethical problems of organizations: ethics and employees.</p> <p><b>C5</b> Ethical problems of organizations: ethics and environment.</p> <p><b>C6</b> Ethical problems of organizations: ethics and technology.</p> <p><b>C7</b> Ethical problems of organizations: ethics and community.</p> <p><b>C8</b> Ethical decision-making in business: summary and conclusions.</p>

Nazwa przedmiotu
<b>Business Law</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> Graduate knows and understands basic rules of creation and development of diverse forms of entrepreneurship.</p> <p>↳ <b>WZ-ST1-MB-W01-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> Graduate can appropriately select the sources and gather legal information on entrepreneurship.</p> <p>↳ <b>WZ-ST1-MB-U03-24/25Z ( P6S_UW )</b></p> <p>↳ <b>WZ-ST1-MB-U04-24/25Z ( P6S_UK )</b></p> <p><b>E3 (K)</b> Graduate is ready to critically assess the knowledge and received content of Business Law, and recognize the importance of knowledge in solving cognitive and practical problems, as well as seek expert opinions on Business Law in the event of difficulties with solving a problem independently.</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> Introduction to the business law - the concept of law and its functions; law and other normative systems; legal norm and provision; legal relationship; legal system; sources of Polish and EU law; rules of law application, business law sources.</p>

**W2** Basic rules of business law, elements of international business law, definitions - business activity, entrepreneur, enterprise. Register and registration of business activity. Freedom of economic activity.

**W3** Organizational and legal forms of entrepreneurs in Poland - sole proprietorship, civil partnership, partnerships and capital commercial companies (civil code, business code).

**W4** Types of partnerships in detail according to Polish law and in comparison to other countries.

**W5** Commercial companies - characteristics in Polish law.

**W6** Basic regulations of commercial contracts.

**W7** Contract law. Concluding a contract, form, content and interpretation of the contract. Examples

**W8** Elements of competition and consumer protection law.

**W9** International elements of business law - foreign Entrepreneur in Poland.

**W10** Polish entrepreneur abroad - possibilities, examples.

**W11** Special economic zones.

**W12** Summary of business law knowledge.

**C1** Examples of basic business law regulations, working on texts

**C2** Setting up a business in Poland.

**C3** Commercial companies - differences.

**C4** Commercial contracts - how to prepare such a contract.

Nazwa przedmiotu
<b>Business Planning</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1</b> (W) Student knows and understands the steps of the development of a business plan, can list and describe the business model components as well as identify suitable paths to small business ownership.</p> <p>↳ <b>WZ-ST1-MB-W01-24/25Z</b> ( P6S_WG )</p> <p>↳ <b>WZ-ST1-MB-W02-24/25Z</b> ( P6S_WG )</p> <p><b>E2</b> (U) Student is able to make a preliminary economic analysis of own proposal for a business, can determine the value that business brings to clients and is able to analyse the market for the product/service and the competition. Student is able to write a business plan and to make an oral presentation in English for potential investors; can demonstrate contribution to the team work. Student can demonstrate the ability to design and produce a detailed written business plan and is able to develop a feasibility study of the strengths and weaknesses of the proposed business opportunity.</p> <p>↳ <b>WZ-ST1-MB-U01-24/25Z</b> ( P6S_UW )</p> <p>↳ <b>WZ-ST1-MB-U04-24/25Z</b> ( P6S_UK )</p> <p>↳ <b>WZ-ST1-MB-U08-24/25Z</b> ( P6S_UO )</p> <p><b>E3</b> (K) Student can demonstrate the ability to take responsibility and collaborate with others when working in a team as well as the ability to create and deliver an effective oral presentation of the new venture business plan.</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z</b> ( P6S_KK )</p> <p>↳ <b>WZ-ST1-MB-K05-24/25Z</b> ( P6S_KO )</p> <p>↳ <b>WZ-ST1-MB-K06-24/25Z</b> ( P6S_KR )</p>
Treści programowe przedmiotu
<p><b>W1</b> Introduction to business planning. Scope and evaluation rules. The role of the business. Corporate social responsibility.</p> <p><b>W2</b> What is the business planning and what it is used for. Business Idea. Functions of the business plan. Discussion of the golden rules to keep in mind in writing a business plan.</p> <p><b>W3</b> The Environment – The Macro-environment, Industries and Sectors. Introduction to the business</p>

model.

**W4** Description of the business. Competitive advantage in business strategy. The product/ service and pricing strategies.

**W5** Market description. Promotion, distribution and location. Market segmentation and targeting.

**W6** Lifeblood of the business. Economic analysis. Revenue and cost models. Cash flow calculation.

**W7** International business strategies. Organizing strategy implementation.

**W8** Projecting and evaluating performance

**C1** Searching for the definition of the modern entrepreneur, mapping DNA of entrepreneur

**C2** Defining business ideas, following the business process using a real world case study

**C3** Analysis of the business model in the context of the business environment

**C4** Searching for competitive advantages based on an analysis of the micro environment

**C5** Development of a business strategy, definition of missions, visions and objectives

**C6** Critical evaluation of business ideas and strategies

**C7** Marketing plan for the business venture

**C8** Development of the financial side of the business idea, costs, cash flows, profit forecasting

**C9** Planning project implementation

**C10** Evaluation of the business projects

**C11** Business project's presentations

**C12** Project's discussion

Nazwa przedmiotu
<b>Consumer Behavior</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<b>E1 (W)</b> Student knows basic notions: customer, consumer, consumption, consumerism, buying process, needs, motivation, and value for customer, customer satisfaction. The student has basic knowledge of buying processes, customer behaviour models, determinants of customer behaviour, and main trends in consumption ↳ <b>WZ-ST1-MB-W04-24/25Z ( P6S_WG )</b>
<b>E2 (U)</b> The student is able to use the knowledge about purchasing behaviour and consumption in designing marketing programs of customer value creation and extraction. The student knows how to diagnose consumer behaviour, evaluate customer behaviour trends and predict future behaviours to create the product and promotion strategies adjusted to customer needs and preferences ↳ <b>WZ-ST1-MB-U01-24/25Z ( P6S_UW )</b> <b>WZ-ST1-MB-U02-24/25Z ( P6S_UW )</b> ↳ <b>WZ-ST1-MB-U010-24/25Z ( P6S_UW )</b>
<b>E3 (K)</b> Student can work in a group and develop common, creative solutions. He/she is able to prepare communicative, clear and attractive presentation. ↳ <b>WZ-ST1-MB-K03-24/25Z ( P6S_KK )</b>
Treści programowe przedmiotu
<b>W1</b> Introduction. Basic notions and conceptual relationships: customer, consumer, consumption, consumerism, buying process, needs, motivation, and value for customer, customer satisfaction <b>W2</b> Consumption and consumerism - determinants and trends. <b>W3</b> Processes of buying, using and disposing of goods. <b>W4</b> Consumer motives, lifestyles and values. <b>W5</b> Consumers demographic and psychographics. <b>W6</b> Social and group aspect of consumer behaviour. <b>W7</b> Repeat, loyal and relational buying.

W8 Gathering, processing and using knowledge about customers in marketing planning.  
W9 Customers response to marketing actions.  
C1 Consumption in Europe, European countries. Global consumption trends.  
C2 Shopping, using and disposing processes analysis and evaluation.  
C3 An ethnographic description of customer behaviour – part 1.  
C4 VALS methodology.  
C5 Psychographic segmentation of the customers.  
C6 An ethnographic description of customer behaviour – part 2.  
C7 Designing and developing strategy of customer value and relationship based on customer behaviour knowledge – part 1.  
C8 An ethnographic description of customer behaviour – part 3.  
C9 Designing and developing strategy of customer value and relationship based on customer behaviour knowledge – part 2.

Nazwa przedmiotu
<b>Controlling</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E2 (W)</b> Student knows and understands characterizes the main methods, tools and computational techniques used in controlling.  ↳ <b>WZ-ST1-MB-W01-24/25Z ( P6S_WG )</b></p> <p><b>E3 (W)</b> Student knows and understands the interdisciplinary nature of controlling as a concept combining content derived from various economic disciplines  ↳ <b>WZ-ST1-MB-W02-24/25Z ( P6S_WG )</b></p> <p><b>E4 (U)</b> Student can use the most important tools in planning and control activities of the company  ↳ <b>WZ-ST1-MB-U03-24/25Z ( P6S_UW )</b>  ↳ <b>WZ-ST1-MB-U04-24/25Z ( P6S_UK )</b></p> <p><b>E5 (U)</b> Student can use the financial accounting information system to support the decision making process in the enterprise.  ↳ <b>WZ-ST1-MB-U01-24/25Z ( P6S_UW )</b></p> <p><b>E6 (U)</b> Student can analyze resources, costs, processes, use-value products / services in order to optimize the effects of business management  ↳ <b>WZ-ST1-MB-U02-24/25Z ( P6S_UW )</b></p> <p><b>E7 (K)</b> Student is able to preliminary preparation for work as a financial controller.  ↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b></p> <p><b>E8 (K)</b> Student is able to preliminary preparation for work as a financial controller. understands the standards of cooperation with the head of the company and the team of employees  ↳ <b>WZ-ST1-MB-K02-24/25Z ( P6S_KK )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> Controlling in Business Management - introduction to controlling basic concepts, the systematics of controlling  <b>W2</b> Controlling as an economic science - relations to other economic fields and their practical implications, a system for achieving objectives (efficiency)  <b>W3</b> The role of the controller in the enterprise  <b>W4</b> Decentralization of management, responsibility centers  <b>W5</b> Costs and profitability - resources, costs, profit. Financial result as a measure of the company's efficiency</p>



- W6** Budgeting – planning and control function (process, methods, types, budget as a tool)
- W7** The motivational system in controlling – evaluation methods, rewarding
- W8** Review of controlling instruments - analysis of deviations, analysis of bottlenecks, elements of financial analysis in controlling, balanced scorecard (BSC), activity costs account, target costs account (TC).
- C1** Glossary of the financial controller - consolidation of the basic concepts of controlling.
- C2** Qualitative and quantitative controlling instruments - analysis of the environment, mission, vision, goals, balancing of assets and capital.
- C3** Costs in the business management process - calculation exercises for full cost accounting and variable cost accounting.
- C4** Financial result - accounting of the financial result. The company's profitability assessment.
- C5** Budgeting - planning and controlling of revenues, costs, result and cash flows.
- C6** Effectiveness of responsibility centers - measures to assess selected centers of responsibility
- C7** Correcting activities - deviations analysis
- C8** Strategic Controlling - Balanced Scorecard (BSC).

Nazwa przedmiotu
<b>Data analysis for SMEs</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> Student knows and understands basic concepts and issues in the field of data analysis. Student knows how to list, classify and discuss selected basic and advanced techniques and methods of univariate and multivariate data analysis used to solve practical problems occurring in SMEs.</p> <p>↳ <b>WZ-ST1-MB-W03-24/25Z ( P6S_WG )</b></p> <p>↳ <b>WZ-ST1-MB-W04-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> Student can effectively use the acquired knowledge in the field of data analysis to solve practical problems occurring in SMEs. Student is able to select and use appropriate basic and selected advanced procedures, techniques and methods of univariate and multivariate data analysis to solve practical problems occurring in SMEs.</p> <p>↳ <b>WZ-ST1-MB-U02-24/25Z ( P6S_UW )</b></p> <p>↳ <b>WZ-ST1-MB-U07-24/25Z ( P6S_UO )</b></p> <p><b>E3 (K)</b> Student is ready to identify the practical problems of data analysis occurring in SMEs. Student is ready to present, discuss and interpret obtained results. Student is ready to solve problems by yourself. Student is ready to cooperate and work in a team, assuming different roles and is ready to participate in preparing economic and data analysis projects. Moreover, student is ready to constantly upgrade knowledge and skills in the field of economic data analysis and sharing it.</p> <p>↳ <b>WZ-ST1-MB-K02-24/25Z ( P6S_KK )</b></p> <p>↳ <b>WZ-ST1-MB-K03-24/25Z ( P6S_KK )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> The basic concepts and issues of univariate and multivariate data analysis in economics and management of modern business organizations. Application of basic methods of univariate and multivariate data analysis in marketing research, customer relationship management and problems occurring in SMEs.</p> <p><b>W2</b> Hypothesis testing: basic concepts, definitions, testing procedure, p-value. Tests for population mean and population proportion.</p> <p><b>W3</b> Hypothesis testing: test of hypotheses about two population means and two population proportions.</p> <p><b>W4</b> Analysis of contingency tables and the chi-square test of independence. Analysis of correspondence matrices.</p> <p><b>W5</b> Association rules and market basket analysis.</p>

**W6** Methods of data classification: a naive Bayes classifier and/or a k-nearest neighbour algorithm.  
**W7** Classification matrix and measures of predictive accuracy for classification tasks.  
**C1** Descriptive statistics and data visualization (basic summary statistics, bar plots, histograms, box plots and so forth) - short revision with the use of relevant statistical software (for example with the use of the spreadsheet and/or the R environment and/or Statistica software).  
**C2** One-sample t-tests and z-tests of hypotheses about population mean and population proportion (with the use of relevant statistical software).  
**C3** Two-sample t-tests and z-tests. Tests comparing two population means.  
**C4** Tests comparing two population proportions.  
**C5** Analysis of contingency tables. Analysis of correspondence matrices.  
**C6** Contingency tables - the chi-squared test of independence  
**C7** Market basket analysis.  
**C8** Market basket analysis - visualization of association rules  
**C9** Methods of data classification: a naive Bayes classifier and/or k-nearest neighbour algorithm.  
**C10** Classification matrix and measures of predictive accuracy for classification tasks - a naive Bayes classifier and/or k-nearest neighbour algorithm

Nazwa przedmiotu
<b>E-commerce</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1</b> (W) Student possesses knowledge about e-commerce models and concepts.  ↳ <b>WZ-ST1-MB-W01-24/25Z</b> ( <b>P6S_WG</b> )</p> <p><b>E2</b> (W) Student knows e-commerce infrastructure.  ↳ <b>WZ-ST1-MB-W02-24/25Z</b> ( <b>P6S_WG</b> )</p> <p><b>E3</b> (W) Student possesses knowledge about e-commerce marketing, payments and logistics.  ↳ <b>WZ-ST1-MB-W03-24/25Z</b> ( <b>P6S_WG</b> )</p> <p><b>E4</b> (U) Student knows how to use IT methods and tools for e-commerce solutions.  ↳ <b>WZ-ST1-MB-U04-24/25Z</b> ( <b>P6S_UK</b> )</p> <p><b>E5</b> (U) Student knows how to organize and manage e-commerce activity.  ↳ <b>WZ-ST1-MB-U01-24/25Z</b> ( <b>P6S_UW</b> )</p> <p><b>E6</b> (U) Student knows how to use social media for e-commerce activity.  ↳ <b>WZ-ST1-MB-U02-24/25Z</b> ( <b>P6S_UW</b> )</p> <p><b>E7</b> (U) Student knows marketing aspects in e-commerce environment.  ↳ <b>WZ-ST1-MB-U01-24/25Z</b> ( <b>P6S_UW</b> )</p> <p><b>E8</b> (K) Student is aware of the importance of e-commerce solutions in modern society.  ↳ <b>WZ-ST1-MB-K02-24/25Z</b> ( <b>P6S_KK</b> )</p>
Treści programowe przedmiotu
<p><b>W1</b> E-commerce concepts and models.  <b>W2</b> E-commerce infrastructure.  <b>W3</b> E-commerce processes.  <b>W4</b> E-commerce marketing.  <b>C1</b> Internet technologies.  <b>C2</b> Web and mobile systems as e-commerce platforms.  <b>C3</b> Online retailing.  <b>C4</b> B2B model in e-commerce.  <b>C5</b> Auctions.  <b>C6</b> Social media.  <b>C7</b> E-commerce marketing.</p>

- C8** Payments systems.
- C9** E-commerce system design and implementation.
- C10** Security aspects of e-commerce systems.
- C11** Ethical aspects of e-commerce.

Nazwa przedmiotu
<b>Economics of Enterprises</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> A student knows and understands the relations between problems discussed within such branches of knowledge as business economics, business accounting, corporate law, data analysis in management, and corporate finance. A student possesses knowledge of enterprise finance management including such issues as: current assets management, capital, and financial strategies used in practical situations.</p> <p>↳ <b>WZ-ST1-MB-W01-24/25Z ( P6S_WG )</b></p> <p>↳ <b>WZ-ST1-MB-W02-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> A student can choose and use appropriate indicators within the financial activity of the enterprise. He/she is also capable of estimating them on his/her own and justifying his/her choice. He/she is aware of financial strategies and is able to choose them in the proper way taking into consideration the current economic and financial situation of the enterprise.</p> <p>↳ <b>WZ-ST1-MB-U02-24/25Z ( P6S_UW )</b></p> <p>↳ <b>WZ-ST1-MB-U03-24/25Z ( P6S_UW )</b></p> <p><b>E3 (K)</b> A student is able to define the importance of cooperation in his/her environment as well as the advantages of such cooperation not only for him/her but also for other members of the group in which he/she works.</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b></p> <p>↳ <b>WZ-ST1-MB-K02-24/25Z ( P6S_KK )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> The economics of business enterprise – the basic aspects.</p> <p><b>W2</b> Finance Management – the essence of finance management and its circumstances.</p> <p><b>W3</b> Organization objectives and the basic financial rules</p> <p><b>W4</b> Financing methods in enterprises</p> <p><b>W5</b> Organization of assets and capitals</p> <p><b>W6</b> Working Capital Management</p> <p><b>W7</b> Financial Strategies</p> <p><b>C1</b> Time value of money</p> <p><b>C2</b> Capital within the enterprise</p> <p><b>C3</b> Cost of capital</p> <p><b>C4</b> Investment of the enterprise</p> <p><b>C5</b> Investment project evaluation</p> <p><b>C6</b> Return on equity</p> <p><b>C7</b> Net working capital management</p> <p><b>C8</b> Assets within the enterprise</p> <p><b>C9</b> Current assets management</p>

Nazwa przedmiotu
<b>Enterprise IT Systems</b>

Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> Student has extensive knowledge of enterprise systems and organization of implementation project. Student understands complexity of ES implementation process and is aware of its considerations changing in time. ↳ <b>WZ-ST1-MB-W04-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> Student is able to identify and evaluate organizational considerations of ES implementation project. Student is able to evaluate threats to ES implementation project and is able to indicate solutions to these threats. Student is able to create a basic ES implementation schedule and define relevant participants. ↳ <b>WZ-ST1-MB-U02-24/25Z ( P6S_UW )</b></p> <p><b>E3 (K)</b> Student understands the necessity of continuous improvement and update of his/her knowledge of contemporary enterprise systems in both theoretical and practical aspects. ↳ <b>WZ-ST1-MB-K03-24/25Z ( P6S_KK )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> Course organization. Characteristics and evolution of ES  <b>W2</b> Motivations for ES adoption and their use in companies. ES market  <b>W3</b> ES adoption process: Participants, phases, tasks  <b>W4</b> Success in ES adoption  <b>W5</b> Critical success factors for ES adoption  <b>W6</b> Benefits from ES adoption  <b>W7</b> Problems and barriers to ES adoption and use  <b>W8</b> Evaluation of ES adoption  <b>W9</b> Directions for future development of ES  <b>W10</b> Change management in ES adoption  <b>W11</b> ES in the Software as a Service (SaaS) model  <b>W12</b> Free and Open Source Software ES  <b>C1</b> System choice  <b>C2</b> ES lifecycle  <b>C3</b> Determinants of ES implementation: Comparing developed and emerging/transition economies  <b>C4</b> Organization of ES implementation – from motivations to success: case study  <b>C5</b> ES in healthcare: case study  <b>C6</b> ES in the public sector: case study  <b>C7</b> ES in manufacturing: case study  <b>C8</b> Critical success factors for ES implementation  <b>C9</b> Relationships among critical success factors: Group project presentation and evaluation  <b>C10</b> MRP Algorithm</p>

Nazwa przedmiotu
<b>General Management</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> Student knows and understands how various types of contemporary organizations function and is familiar with the methods of their management.  ↳ <b>WZ-ST1-MB-W01-24/25Z ( P6S_WG )</b>  ↳ <b>WZ-ST1-MB-W02-24/25Z ( P6S_WG )</b></p>

**E2** (U) Student can apply the acquired knowledge of organizational management to managing a small entity or to mid-level management.

↳ **WZ-ST1-MB-U01-24/25Z** ( **P6S\_UW** )

↳ **WZ-ST1-MB-U02-24/25Z** ( **P6S\_UW** )

**E3** (K) Student is ready to manage a small firm liaising with the staff and the environment.

↳ **WZ-ST1-MB-K02-24/25Z** ( **P6S\_KK** )

↳ **WZ-ST1-MB-K05-24/25Z** ( **P6S\_KO** )

**E4** (K) Student is ready to proactively participate in team work.

↳ **WZ-ST1-MB-K06-24/25Z** ( **P6S\_KR** )

#### Treści programowe przedmiotu

**W1** Organization, management and a survey of history of management thought

**W2** Organizational structures

**W3** Management functions and processes

**W4** Methods of organization and management

**W5** Information and decision making in organizations

**W6** Motivation, management styles and techniques, leadership

**W7** Introduction to strategic management

**W8** Introduction to international management

**C1** Discussion about origins of management and relevance of old rules in modern world

**C2** Understanding organization and management

**C3** Designing management structures (management systems)

**C4** Project management

**C5** Organizational change

**C6** Development, assessment and improvement of organizations

**C7** Decision games and simulations

**C8** Motivations methods

**C9** Conflict management and negotiation

**C10** Management styles and techniques

**C11** Elements of strategic management – analysis of examples of corporate strategies

**C12** Methods of creative thinking

**C13** Innovation and entrepreneurship

**C14** Business planning

**C15** Implementation of modern management methods

**C16** Companies on the global market

**C17** Assessment of students' results/grading

#### Nazwa przedmiotu

**Innovation Management**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

**E1** (W) Student knows and understand various processes for managing innovation in organizations, creating environment suitable for innovative ideas and developing new products and services.

↳ **WZ-ST1-MB-W02-24/25Z** ( **P6S\_WG** )

↳ **WZ-ST1-MB-W03-24/25Z** ( **P6S\_WG** )

**E2** (U) Student is able to prepare efficient innovation strategy, leadership process and measure results of innovation using modern IT technology.

↳ **WZ-ST1-MB-U02-24/25Z** ( **P6S\_UW** )

↳ **WZ-ST1-MB-U03-24/25Z** ( **P6S\_UW** )

**E3** (K) Student is ready to develop competencies which allow for efficient cooperation in the

development and implementation of innovative projects.

↳ **WZ-ST1-MB-K05-24/25Z ( P6S\_KO )**

#### Treści programowe przedmiotu

- W1** 1. Innovation – definition, sources, types  
**W2** 2. Sources of innovation and strategic imagination  
**W3** 3. Planning of innovation process and knowledge management  
**W4** 4. Contingency approach and ambidextrous organization  
**W5** 5. Measurement of innovation results  
**W6** 6. Empowering people to innovate  
**W7** 7. Role of leadership in innovations  
**C1** 1. Influence of open innovations on modern business  
**C2** 2. Organizational structure in innovation economy  
**C3** 3. Creative problem solving  
**C4** 4. Selecting key success factors for technological innovations (2h)  
**C5** 5. Innovation process design  
**C6** 6. Developing product innovations  
**C7** 7. Developing process innovations

#### Nazwa przedmiotu

**Introduction to IT**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

- E1** (W) Student knows tools and methods, including techniques, of collecting and processing data which enable description and assessment of economic institution and processes taking place in and between them.  
↳ **WZ-ST1-MB-W03-24/25Z ( P6S\_WG )**  
↳ **WZ-ST1-MB-W04-24/25Z ( P6S\_WG )**  
**E2** (U) Students is able to gain knowledge to solve problems appearing in professional career, and they predict probable results of taken actions.  
↳ **WZ-ST1-MB-U02-24/25Z ( P6S\_UW )**  
↳ **WZ-ST1-MB-U03-24/25Z ( P6S\_UW )**  
**E3** (K) Students is ready to use acquired knowledge and skills in practice and takes responsibility connected with that.  
↳ **WZ-ST1-MB-K03-24/25Z ( P6S\_KK )**  
↳ **WZ-ST1-MB-K06-24/25Z ( P6S\_KR )**

#### Treści programowe przedmiotu

- W1** The course intro: course requirements, course organization, course on the Moodle platform, literature, course assessment rules and grading, office hours and remote (internet) form of communication.  
**W2** Intro to Contemporary Computers and Digital Basics.  
**W3** Computer Hardware & the Technology Market Overview.  
**W4** Computer Software Overview. Software Basic Classifications.  
**W5** Operating Systems & Computer Networks.  
**W6** Principles of Effective Use of an Application Software on the Example of a Selected Office Software Package (i.e. Microsoft Office). 1. Word Processing 2. Using Spreadsheets 3. Databases Basics  
**W7** Internet & Internet Services. Intro to e-Commerce.  
**C1** The working environment of computer workstations in the UEK Computer Labs. The MS Windows operating system (GUI, system and context help, window manipulation, launching and activating the

application, configuring the individual user environment, managing files, folders and their shortcuts, system applications, data exchange - Clipboard).

**C3** Computer network environment. Cloud services. Working in group via cloud.

**C3** Wordprocessing (opening and browsing a document, creating and formatting a document, styles, headers and footers, inserting mathematical formulas and graphic elements, drawings, building a diversified document structure - sections, typographic elements: table, frames, initials, columns, automation functions activities).

**C4** Elements of editing large documents: header styles, table of contents, signatures, links, lists of illustrations, updating the document. Creating a mail merge.

**C5** Spreadsheet (sets of simple tasks with performance guidelines, formulas, selected mathematical and statistical functions, relative and absolute addressing, names, sorting, filtering, formatting statements, data visualization using graphs of different types, advanced mathematical formulas and rules for their creation) .

**C6** Spreadsheet - solving selected problems in mathematics and elementary statistics (linear regression model, solving systems of linear equations, matrix operations, etc.).

**C7** Presentation program. Create a simple presentation using different elements (charts, tables, graphics) and animation effects.

**C8** Verification of achieved learning outcomes.

**C9** Course assessment.

Nazwa przedmiotu
<b>Introduction to Quantitative Methods</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<b>E1</b> (W) Student knows and understands mathematical tools and methods used in economic modelling - in description of phenomena, solving a model and interpreting results. ↳ <b>WZ-ST1-MB-W02-24/25Z</b> ( <b>P6S_WG</b> ) ↳ <b>WZ-ST1-MB-W03-24/25Z</b> ( <b>P6S_WG</b> ) <b>E2</b> (U) Student is able to approach actively the solution of mathematical problem, to use his knowledge in the analysis of the problem and to make a proper choice of tools leading to the assumed goals. ↳ <b>WZ-ST1-MB-U01-24/25Z</b> ( <b>P6S_UW</b> ) ↳ <b>WZ-ST1-MB-U02-24/25Z</b> ( <b>P6S_UW</b> ) <b>E3</b> (K) Students is ready to perform systematic, consequent, reliable and ethical actions in order to solve the problems. ↳ <b>WZ-ST1-MB-K01-24/25Z</b> ( <b>P6S_KK</b> ) ↳ <b>WZ-ST1-MB-K03-24/25Z</b> ( <b>P6S_KK</b> ) ↳ <b>WZ-ST1-MB-K06-24/25Z</b> ( <b>P6S_KR</b> )
Treści programowe przedmiotu
<b>W1</b> Matrix Algebra – basic operations, matrix inverse and solving matrix equations. <b>W2</b> Systems of linear equations – inverse matrix method and Gauss elimination method. <b>W3</b> Derivative of function – monotonicity of function, approximation of value, marginality and elasticity <b>W4</b> Optimization of function of one variable <b>W5</b> Functions of several variables – definition, graphs. Partial derivatives and gradient. <b>W6</b> Optimization of function of two variables without constraints <b>W7</b> Optimization of function of two variables with constraints. <b>C1</b> Matrix Algebra – basic operations, matrix inverse and solving matrix equations. Application in economics and management: Leontieff model. <b>C2</b> Systems of linear equations – inverse matrix method and Gauss elimination method. Application in economics and management: linear models.

- C3** Concept of function and properties of elementary functions. Graphs.
- C4** Derivative of function – monotonicity of function, approximation of value, marginality and elasticity, comparative statics.
- C5** Optimization of function of one variable. Application in economics and management: maximization of profit, minimization of cost
- C6** Functions of several variables – graphs, partial derivatives and gradient, partial marginality and elasticity, approximation of value. Application in economics and management: partial marginality and elasticity, approximation of value. Cobb-Douglas production function.
- C7** Optimization of function of two variables without constraints. Application in economics and management: maximization of profit, minimization of cost – in two variables. The least squares method.

Nazwa przedmiotu
<b>Introduction to Taxes</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1</b> (W) Students will demonstrate technical proficiency in, and understanding of, what is taxable and deductible under polish tax laws.  ↳ <b>WZ-ST1-MB-W06-24/25Z ( P6S_WK )</b></p> <p><b>E2</b> (U) Students will demonstrate the ability to critically analyze, synthesize, and evaluate tax information for decision making in the business environment.  ↳ <b>WZ-ST1-MB-U03-24/25Z ( P6S_UW )</b></p> <p><b>E3</b> (K) Students will demonstrate an understanding of ethics, ethical behavior and ethical decision making with respect to taxation issues.  ↳ <b>WZ-ST1-MB-K06-24/25Z ( P6S_KR )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> Taxation - definition of terms. Principles and theories of taxation. Structures of a tax system.</p> <p><b>W2</b> Significance of taxation. Characteristics of tax.</p> <p><b>W4</b> Entities exempted from taxation. Double taxation.</p> <p><b>W5</b> Forms of escape from taxation.</p> <p><b>W6</b> Personal Income Tax (PIT).</p> <p><b>W7</b> Corporate Income Tax (CIT).</p> <p><b>W8</b> Value Added Tax (VAT).</p> <p><b>W9</b> Local taxes.</p> <p><b>W9</b> An outline of the tax systems of selected countries.</p>

Nazwa przedmiotu
<b>Logistics</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1</b> (W) Student has a knowledge concerning organization and management of logistics activity within company, as well as the flow of goods and information between cooperating suppliers and recipients, taking into consideration relevant models, methods and techniques  ↳ <b>WZ-ST1-MB-W01-24/25Z ( P6S_WG )</b></p>



**E2 (U)** Student applies acquired knowledge in the area of procurement, flow of goods within company, distribution, support of IT solutions, managing logistics of small entity or to mid-level management of company

↳ **WZ-ST1-MB-U03-24/25Z ( P6S\_UW )**

**E3 (K)** Student has competences related to participation in the work of interorganizational teams, with accountability for implementation of tasks and consequences of taken decisions

↳ **WZ-ST1-MB-K04-24/25Z ( P6S\_KO )**

#### Treści programowe przedmiotu

- W1** Essence of logistics (definitions of logistics and logistics management, types of logistics activities, the role of logistics in value chain of company, characteristics of logistics system)
- W2** Logistics cooperation (outsourcing of logistics service, supply chains, organization and coordination of cooperation, risk of cooperation)
- W3** Information support of logistics (structure of logistics information system in enterprise, IT solutions supporting logistics activity of enterprise (MRP... ERP...), SCM information systems, internet platforms supporting cooperation)
- W4** Supply management (supplier selection, arrangements with suppliers, costs of supply, role of service providers, performance metrics)
- W5** Inventory management and warehousing (inventory types, inventory flow, activities related to storage and warehousing, costs of inventory and storage, role of service providers, metrics)
- W6** Order management (order processing, types of distribution channels, logistics services for customers, role of specialized service providers, costs of delivery and customer service, performance metrics)
- W7** Transport (types of transport, activities related to transport, role of spedition, role of service providers, costs of transport, criteria of performance)
- W8** International conditions for development of logistics activity (conventions and agreements on the international movement of goods, standardization of logistics activity: ISO 22000, ISO 27000, ISO 28000, HACCP...)
- C1** Analysis of logistics system (its objectives, functions, processes, tools supporting decisions...)
- C2** Assumptions for logistics cooperation (implementation of logistics outsourcing and cooperation in supply chain, description of risk in logistics cooperation)
- C3** Description and analysis of logistics information systems
- C4** Supply possibilities and assumptions for procurement of specified goods.
- C5** Suitability of different methods of inventory management to various types of goods
- C6** Solutions concerning problems in the area of order processing and delivery to customers
- C7** Organization and execution of transport service, taking into consideration cooperation with carriers
- C8** test

#### Nazwa przedmiotu

**Market Analysis**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

**E2 (W)** Student knows and understands and interprets market phenomena, can use theoretical knowledge and find data for market research,

↳ **WZ-ST1-MB-W03-24/25Z ( P6S\_WG )**

↳ **ZZ-ST1-MB-W08-24/25Z ( P6S\_WG )**

**E3 (U)** Student can realise tasks with the use of collective work, knows the need of knowledge sharing

↳ **WZ-ST1-MB-U02-24/25Z ( P6S\_UW )**

↳ **WZ-ST1-MB-U04-24/25Z ( P6S\_UK )**

↳ **WZ-ST1-MB-U07-24/25Z ( P6S\_UO )**

**E4 (K)** Student is able to understand the methods used in market analysis

↳ **WZ-ST1-MB-K01-24/25Z ( P6S\_KK )**

↳ **WZ-ST1-MB-K04-24/25Z ( P6S\_KO )**

#### Treści programowe przedmiotu

- W1** Market as an object of research. Market's classification. System approach to the market. Market mechanism. Market mechanism on the stock exchange.
- W2** Analysis of market capacity. Income elasticity of demand. Price elasticity of demand. Cross elasticity. Analysis of market capacity in time. Analysis of market capacity in space.
- W3** Analysis of market absorption. Analysis of forecasting demand. Analysis of influence of means activating sales on demand. Analysis of predicted market absorption.
- W4** Primary data analysis. Research project.
- C1** Analysis of market equilibrium mechanism. Market equilibrium mechanism on the stock exchange. Price setting on the stock exchange - quotations, systems.
- C2** Analysis of market capacity. Income elasticity of demand. Price elasticity of demand. Cross elasticity measure.
- C3** Analysis of market absorption. Analysis of demand for new products. Implementation of selected statistical methods in analysis of market absorption.
- C4** Analysis of market of a given product. Analysis of secondary market data Market database as a tool of collecting data for market analysis.
- C5** Price setting at auction market (auction techniques - English auction, Dutch auction, first price auction, second price auction - Vickrey's auction).
- C6** Stern-Tyszynsky method - many markets-many products approach for analysis of sales on the market. The gravity models used in market analysis: Reilly's law of gravitation, Huff's model, model Lakshmanan-Hansen model.
- C7** Analysis of market of a given product. Analysis of secondary market data Market database as a tool of collecting data for market analysis. Time series analysis of market size (market value and market volume).
- C8** Analysis of companies shares, analysis of brand shares, analysis of distribution channels.

#### Nazwa przedmiotu

**Marketing**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

**E1 (W)** The student has a general knowledge of marketing, including: the nature and significance of the fundamental concepts, principles and instruments of the marketing impact on the market, as well as the relationships existing between enterprises, customers and other participants of the market. The interdisciplinary characteristics of marketing knowledge takes into account the selected topics in the field of business management, sociology, psychology, social psychology and microeconomics.

↳ **WZ-ST1-MB-W01-24/25Z ( P6S\_WG )**

↳ **WZ-ST1-MB-W02-24/25Z ( P6S\_WG )**

↳ **WZ-ST1-MB-W03-24/25Z ( P6S\_WG )**

**E2 (U)** Student is able to correctly interpret basic social phenomena occurring in the market in the relationships between companies and potential buyers of their offerings; Student knows how to logically draw conclusions and present their own opinions and judgments, using the knowledge and information searched from available sources; Student can independently improve his education in a targeted manner; knows how to work individually and collectively, and is able to exchange information and views from experts in their field; Students is able to obtain information from literature, databases, and other carefully selected sources; He can practically use the knowledge gained to resolve dilemmas arising in their job, taking into account the skills acquired during professional practice.

↳ WZ-ST1-MB-U04-24/25Z ( P6S\_UK )

↳ WZ-ST1-MB-U05-24/25Z ( P6S\_UK )

↳ WZ-ST1-MB-U06-24/25Z ( P6S\_UK )

**E3** (K) The student is aware of the need to permanently update and extend their knowledge and learning; He is aware of the merits of teamwork and performing different roles within a working group; Student is a creative force behind; in their thinking and action is creative and enterprising. Student jest świadom konieczności permanentnego aktualizowania i poszerzania swojej wiedzy i uczenia się; zdaje sobie sprawę z zasadności pracy zespołowej i pełnienia w zespole odmiennych ról; w swoim myśleniu i działaniu jest kreatywny i przedsiębiorczy.

↳ WZ-ST1-MB-K05-24/25Z ( P6S\_KO )

↳ WZ-ST1-MB-K06-24/25Z ( P6S\_KR )

#### Treści programowe przedmiotu

- W1** 1. Definitions of marketing. The origins of marketing. General principles and functions of marketing. The role of marketing in business.
- W2** 2. The concepts of essential marketing-mix instruments: 4P and 4C. The elements and structure of the marketing environment of the company. Characteristics of the consumer goods marketing, business-to-business marketing (B2B) and services marketing. The expanded concept of the marketing-mix - 7P.
- W3** 3. A. Maslow model of consumer's needs hierarchy. The process of customer's purchase decisions. Factors determining the process of making purchase decisions. The role of marketing in influencing customers' behaviour.
- W4** 4. Market segmentation concept. Characteristics of properly identified customer segments in the market. The procedure for market segmentation. Categorization and types of segmentation criteria used on consumer goods and B2B markets. STP concept.
- W5** 5. The concept and structure of the product as marketing tool. marketing. Product as a marketing instrument. Products vs. services. The concept of product strategy.
- W6** 6. Brand definition. The role and importance of branding. Identity and brand image (Kapferer's Brand Identity Prism). Selected concepts of brand equity (Consumer-Based Brand Equity, Brand Asset Valuator). Brand architecture concept.
- W7** 7. Brand positioning concept. The types of brand positioning strategies. The role of packaging in the marketing of the product.
- W8** 8. The New Product Development process. Types of product innovations. Product life cycle concept. Product portfolio management and evaluation methods (BCG Matrix).
- W9** 9. Price as a marketing instrument. Determinants of pricing policy. Pricing strategies and methods of product pricing. Pricing policy as an element of the marketing mix (price discriminations, promotional pricing).
- W10** 10. Distribution as a marketing-mix instrument. The concept, functions and types of distribution channels. The role of intermediaries in the distribution channels. Choices to be made in distribution channels design. Forms of cooperation between participants in distribution channels. Distribution on the market of consumer goods, industrial goods (B2B) and services. Evaluation of various distribution channels used by the company.
- W11** 11. Promotion as a marketing mix instrument. The model of communication process in the market. The aims of company's market communication. The definitions, functions and essential characteristics of the promotional tools types: advertising, personal selling, sales promotion, public relations, sponsorship.
- W12** 12. Methods of setting up the promotional budget. Promotional strategy planning process. Promotional strategy effects evaluation tools. Advertising - definition, types of, media, tools, measures. The advantages and disadvantages of advertising as a promotional tool. Brief. Media plan for advertising activities. Sales promotion definition and tools.
- W13** 13. Public Relation - definition, tools, rules. The advantages and disadvantages of PR as a promotional tool. PR activities schedule planning.
- W14** 14. Sales promotion tools. The advantages and disadvantages of sales promotion as a promotional tool. Personal selling as a promotional tool. Features of a good seller. The advantages and disadvantages of personal selling. Sponsoring - definition, types, advantages. Mutual benefits for sponsors and sponsored.

- W15** 15. BCG Matrix Analysis - features and process schedule.
- C1** 1. Identification of company's market orientation types.
- C2** 2. Analysis of the company's micro- and macro-environment.
- C3** 3. The consumer's decision making process. The strata of consumer's needs - Maslow's pyramid of needs concept.
- C4** 4. A selected goods and services markets' customers' segmentation analysis.
- C5** 5. The marketing concept of a product/service.
- C6** 6. Brands / products positioning in the minds of consumers - case study.
- C7** 7. TEST
- C8** 8. Pricing exercises.
- C9** 9. Distribution channels development exercise.
- C10** 10. Promotional campaign design I - marketing communication case study
- C11** 11. Promotional campaign design II - Advertising and Public Relations
- C12** 12. Promotional campaign design III - sales promotion & personal selling
- C13** 13. Product Life Cycle analysis - case study with further marketing strategy planning for subsequent products.
- C14** 14. BCG Matrix product portfolio analysis - case study.
- C15** 15. TEST

Nazwa przedmiotu
<b>Methods of Data Analysis</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> A student is able to: - conduct an analysis of economic phenomena by means of statistical measures of location, dispersion (variability), skewness (asymmetry), kurtosis; - construct and interpret basic statistical plots i.e. histogram, scatter plot, boxplot, ogive; - explain the relation between population and sample; - apply simple and multiple regression models; - conduct simple time-series analysis; - explain the idea of a normal distribution.</p> <p>↳ <b>WZ-ST1-MB-W03-24/25Z ( P6S_WG )</b></p> <p>↳ <b>WZ-ST1-MB-W04-24/25Z ( P6S_WG )</b></p> <p>↳ <b>WZ-ST1-MB-W06-24/25Z ( P6S_WK )</b></p> <p><b>E2 (U)</b> A student is able to: - use a spreadsheet (e.g. MS Excel) to calculate basic statistical measures of the shape of a distribution of an economic phenomenon and measures of the associations between economic variables (i.e. e.g. simple regression); - use a spreadsheet (e.g. MS Excel) to draw a normal curve and to perform basic calculations based on the properties of a normal distribution; - design and implement a research project (individual/team work), involving the use of appropriate statistical techniques for analysis of selected economic phenomena (i.e., e.g., simple regression in modelling relationship between two economic variables).</p> <p>↳ <b>WZ-ST1-MB-U01-24/25Z ( P6S_UW )</b></p> <p>↳ <b>WZ-ST1-MB-U02-24/25Z ( P6S_UW )</b></p> <p>↳ <b>WZ-ST1-MB-U03-24/25Z ( P6S_UW )</b></p> <p><b>E4 (K)</b> A student is able to: - make critical assessment of his/her knowledge, especially in the field of descriptive statistics; - recognize the importance of knowledge in solving cognitive and practical problems in the field of quantitative analysis and consulting experts in case of experiencing difficulties with solving the problems on their own; - implement their own research projects and take all the exams with full respect to the ethical rules.</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b></p> <p>↳ <b>WZ-ST1-MB-K02-24/25Z ( P6S_KK )</b></p> <p>↳ <b>WZ-ST1-MB-K06-24/25Z ( P6S_KR )</b></p>
Treści programowe przedmiotu

**W1** An introduction to descriptive statistics: history of statistics, an overview of applications  
**W2** Measures of location (central tendency), dispersion (variability), skewness, kurtosis  
**W3** Simple linear correlation and regression  
**W4** Multiple regression  
**W5** Time-series analysis, forecasting, index numbers  
**W6** Normal distribution  
**C1** An introduction to descriptive statistics: history of statistics, an overview of applications  
**C2** Measures of location (central tendency), dispersion (variability), skewness, kurtosis  
**C3** Simple linear correlation and regression  
**C4** Multiple regression  
**C5** Time-series analysis, forecasting, index numbers  
**C6** Normal distribution

Nazwa przedmiotu
<b>Microeconomics</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> The student knows and understands basic economic phenomena, market mechanism, determinants of consumers' and producers' behaviour, decision making under various market structures, market failures and economic role of the government.</p> <p>↳ <b>WZ-ST1-MB-W01-24/25Z ( P6S_WG )</b>  ↳ <b>WZ-ST1-MB-W02-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> The student can analyze the impact of various factors on the behaviour of consumers and firms</p> <p>↳ <b>WZ-ST1-MB-U01-24/25Z ( P6S_UW )</b>  ↳ <b>WZ-ST1-MB-U02-24/25Z ( P6S_UW )</b></p> <p><b>E3 (K)</b> The student is ready to assess the fact of being subject subject to scarcity of resources and decide upon their allocation taking opportunity costs into account</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b>  ↳ <b>WZ-ST1-MB-K04-24/25Z ( P6S_KO )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> Introduction to economics  <b>W2</b> Market mechanism  <b>W3</b> Consumer's choice  <b>W4</b> Production  <b>W5</b> Costs  <b>W6</b> Market structures  <b>W7</b> Factor markets  <b>W8</b> Market failures  <b>C1</b> Introduction to economics  <b>C2</b> Market mechanism  <b>C3</b> Consumer's choice  <b>C4</b> Production  <b>C5</b> Costs  <b>C6</b> Market structures  <b>C7</b> Factor markets  <b>C8</b> Market failures</p>

Nazwa przedmiotu

<b>Negotiations</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> Student knows and understands concepts prerequisite to recognizing the processes taking place within an organization and its environment, sufficient for decision making</p> <p>↳ <b>WZ-ST1-MB-W02-24/25Z ( P6S_WG )</b></p> <p>↳ <b>WZ-ST1-MB-W05-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> Student can engage in negotiations with business partners and subordinates</p> <p>↳ <b>WZ-ST1-MB-U01-24/25Z ( P6S_UW )</b></p> <p>↳ <b>WZ-ST1-MB-U07-24/25Z ( P6S_UO )</b></p> <p><b>E4 (K)</b> Student is ready to proactively participate in team work</p> <p>↳ <b>WZ-ST1-MB-K06-24/25Z ( P6S_KR )</b></p> <p>↳ <b>ZZ-ST1-MB-K07-24/25Z ( P6S_KO )</b></p> <p><b>E4 (K)</b> Student is ready to strive for mutually satisfactory outcomes in negotiations</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b></p>
Treści programowe przedmiotu
<p><b>W1</b> Conflict - definitions, sources, types, conflict management</p> <p><b>W2</b> Definitions and typology of negotiation</p> <p><b>W3</b> Communication and persuasion</p> <p><b>W4</b> Principled negotiation</p> <p><b>W5</b> Negotiation as a form of discussion</p> <p><b>W6</b> Game theory and negotiation</p> <p><b>W7</b> Negotiation techniques</p> <p><b>W8</b> Ethics of negotiation</p> <p><b>W9</b> Negotiation on international markets</p> <p><b>W10</b> Cross-cultural negotiation</p> <p><b>W11</b> Computer-aided methods of negotiation</p> <p><b>C1</b> The negotiation process</p> <p><b>C2</b> Distributive and integrative negotiation strategies</p> <p><b>C3</b> Communication and negotiation tactics</p> <p><b>C4</b> Negotiation team – roles and responsibilities</p> <p><b>C5</b> Cross-cultural negotiations</p> <p><b>C6</b> Negotiation exercise – traditional and computer-aided</p>

Nazwa przedmiotu
<b>Networking as SMEs Strategy</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1 (W)</b> A student knows and understands the relations between the problems of networking in SMEs and the topics concerning general management, economics of enterprises as well as operations management. A student possesses knowledge connected with enterprise management, including strategic planning taking into consideration the possibilities and varieties of forms of creating relationships with other entities on the market. He/she is able to estimate its advantages and disadvantages and also show the determinants of cooperation in networking.</p> <p>↳ <b>WZ-ST1-MB-W01-24/25Z ( P6S_WG )</b></p>

↳ **WZ-ST1-MB-W02-24/25Z ( P6S\_WG )**

**E2 (U)** A student can choose and use some tools, techniques and methods of cooperation and he/she knows the forms of cooperation to create networking connections between enterprises as well as other market entities. He/she is able to estimate the best forms of cooperation in the enterprise and to show the business relationships connected with these forms on his/her own. He/she is also able to present the influence of these connections on functioning and development of the enterprise.

↳ **WZ-ST1-MB-U01-24/25Z ( P6S\_UW )**

↳ **WZ-ST1-MB-U02-24/25Z ( P6S\_UW )**

**E3 (K)** A student is able to work in a group, is open to cooperation and helping other members of his/her group. This work makes it possible for him/her to determine his/her place in this group as well as the tasks to do (leader or the member of the group).

↳ **WZ-ST1-MB-K01-24/25Z ( P6S\_KK )**

↳ **WZ-ST1-MB-K02-24/25Z ( P6S\_KK )**

#### Treści programowe przedmiotu

**W1** SME sector enterprises in economy and their importance for the sustainable development (including the definition of SME in EU, Japan, USA, China and the basic statistical data concerning the role of this sector in creating GDP and in employment in economy)

**W2** Marginalization and revitalization of the SME sector in the world economy. An analysis of the determinants of its development

**W3** Promoting SMEs for development: networking and entrepreneurship

**W4** Strategies in the SME sector enterprises' activity

**W5** Forms of cooperation, grade and intensity of cooperation. The problem of networking of the SME sector enterprises

**W6** SME organizational structures and cooperation managing

**W7** SME internationalization and networking

**W8** Obstacles and pro-development support forms including the ones concerning the development of cooperation in the SME sector in the EU, in the context of networking.

**W9** Networks in the innovation process. Networking and competitiveness in SMEs

**C1** The essence of interfirm cooperation

**C2** The determinants of interfirm cooperation - Case studies

**C3** Institutional, social, cultural determinants

**C4** The conditions and character of the cooperation of Polish firms: - Case study result analysis - Research methodology of interfirm cooperation processes

**C5** The types of cooperation in the network

**C6** The creation and functioning of networks on the example of SMEs: - Network case study - Research finding analysis on the example of SMEs - Analysis of SME network activity in different countries

**C7** Various approaches to the assessment of the functioning of interfirm cooperation: - Effectiveness-based approach - Stability-based approach - Approach based on subjective assessment of success/failure of cooperation

**C8** Presentation of team projects

#### Nazwa przedmiotu

**Operations Management**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

**E1 (W)** A student knows and understands the relations between the problems production planning and control, general management, operations management. A student possesses knowledge connected with enterprise management, including planning, evolution of production and operations management concept of production. A student is able to estimate its advantages and disadvantages and also show

the determinants of operations management.

↳ **WZ-ST1-MB-W01-24/25Z ( P6S\_WG )**

↳ **WZ-ST1-MB-W02-24/25Z ( P6S\_WG )**

**E2 (U)** A student can choose and use some tools, techniques and methods of concept of operations, distinction between manufacturing operations and service operations, selection of material handling equipments, evaluation of material handling system, material handling equipments. He/she knows objectives of production planning and control and is able to estimate the best forms of production. He/she is also able to present the influence of these connections on functioning and development of the enterprise.

↳ **WZ-ST1-MB-U01-24/25Z ( P6S\_UW )**

↳ **WZ-ST1-MB-U02-24/25Z ( P6S\_UW )**

**E3 (K)** A student is able to work in a group, is able to open for cooperation and help other members of his/her group. This work makes it possible for student to determine his place in this group as well as the tasks to do (leader or the member of the group).

↳ **WZ-ST1-MB-K01-24/25Z ( P6S\_KK )**

↳ **WZ-ST1-MB-K02-24/25Z ( P6S\_KK )**

#### Treści programowe przedmiotu

**W1** Introduction to production and operation management

**W2** Production system - elements of input and output and environment.

**W3** Plant location and layout - introduction, location theories and models, plant layout, classification.

**W4** Material Handling - introduction, objectives, principles, selection and evaluation

**W5** Material management - functions, purchasing, store and inventory management, JIT

**W6** Production planning and control - objectives, phases, budgeting

**W8** Maintenance and waste management

**C1** The methods and techniques of product grouping, the form of the production structure, the productivity of the production system, the dilemmas and problems of designing the production system and the design of group processing cells.

**C2** Process concept, process timing, process parameters, cycle time optimization, synchronization and continuous flow formation, process synchronization, time-compact system, system level organization.

**C3** Production planning system and master scheduling

**C4** Material requirements planning and capacity management

**C5** Production activity control and budgeting

**C6** Inventory fundamentals and order quantities

#### Nazwa przedmiotu

**Organizational Behavior**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

**E1 (W)** Student knows and understands the relationships between organizational behavior and various scientific disciplines. Student knows and understands the key determinants of human behavior within the organization at the individual, group and organizational level.

↳ **WZ-ST1-MB-W01-24/25Z ( P6S\_WG )**

↳ **WZ-ST1-MB-W03-24/25Z ( P6S\_WG )**

**E2 (U)** Student can correctly interpret the phenomena occurring within the human-organization relationship. Student can select and apply appropriate tools to interpret and shape the social working environment in the organization.

↳ **WZ-ST1-MB-U01-24/25Z ( P6S\_UW )**

↳ **WZ-ST1-MB-U03-24/25Z ( P6S\_UW )**

**E3 (K)** Student is ready to collaborate with other people, realize self-improvement and share knowledge



with other people. Student is ready to follow the ethical principles.

↳ WZ-ST1-MB-K03-24/25Z ( P6S\_KK )

↳ WZ-ST1-MB-K04-24/25Z ( P6S\_KO )

#### Treści programowe przedmiotu

**W1** The essence of organizational behavior.

**W2** Conditioning of individual behavior. Competence, intelligence, personality, chronotype. The art of developing emotional intelligence. Basics of motivation. Theories of motivation - an overview. Individual decision making. Learning process.

**W3** Power, leadership and leadership styles.

**W5** Organizational stress.

**W5** Basics of motivation. Theories of motivation - an overview. Individual decision making. Learning process.

**C1** Individual conditioning of organizational behavior - temperament, personality, intelligence.

**C2** Situations difficult to manage. Make organizational changes.

**C4** Motivation, organizational commitment, and engagement.

**C5** Climate and organizational culture.

**C5** Group behaviors. Concept and types of groups. Group dynamics. Teamwork types and challenges.

#### Nazwa przedmiotu

**Personel Requirement**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

**E1 (W)** Student has basic knowledge of labor resources management.

↳ WZ-ST1-MB-W02-24/25Z ( P6S\_WG )

**E2 (U)** Student knows and is able to use effectively methods and techniques of managing labor resources.

↳ WZ-ST1-MB-U07-24/25Z ( P6S\_UO )

**E3 (K)** Student is characterized by self-reliance and initiative in the management of human capital in the organization.

↳ WZ-ST1-MB-K03-24/25Z ( P6S\_KK )

#### Treści programowe przedmiotu

**W1** Introduction to labor resources planning.

**W2** Workforce design.

**W3** Workplace requirements.

**W4** Personnel recruitment.

**W5** Job evaluation system planning.

**W6** Managing of employee development.

**W7** Pay system planning.

**C1** Workforce planning toolkit.

**C2** Workplace planning toolkit.

**C3** Recruitment toolkit.

**C4** Job evaluation toolkit.

**C5** Employee development toolkit.

**C6** Pay structure toolkit.

#### Nazwa przedmiotu

<b>Physical Education</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1</b> (W) Student knows and understands issues in selected areas of physical culture, participation in tournaments and sports events, organisation of sports events, and knows the range of physical exercises and their impact on the harmonious development and healthy lifestyle of a person. ↳ <b>ZZ-ST1-MB-W08-24/25Z ( P6S_WG )</b></p> <p><b>E2</b> (U) Student is able to independently perform tasks and movement exercises in specific team games, individual sports, qualified tourism and has acquired the motor and coordination potential to perform technical and tactical tasks in specific sports and recreational-tourism activities. ↳ <b>WZ-ST1-MB-U09-24/25Z ( P6S_UO )</b></p> <p><b>E3</b> (K) Student is ready to fulfil obligations based on values found in sport, recreation and tourism (regularity, activity, responsibility, respect for the opponent, "clean play", etc.) and organises and takes an active part in sport, recreation and tourism activities and events. ↳ <b>ZZ-ST1-MB-K07-24/25Z ( P6S_KO )</b></p> <p><b>E4</b> (W) Students will know and understand the basic issues of technique and tactics of their chosen form of sport activity. ↳ <b>ZZ-ST1-MB-W08-24/25Z ( P6S_WG )</b></p> <p><b>E5</b> (W) Student zna i rozumie właściwe zagadnienia i pojęcia z zakresu kultury i wychowania fizycznego. ↳ <b>ZZ-ST1-MB-W08-24/25Z ( P6S_WG )</b></p>
Treści programowe przedmiotu
<p><b>F1</b> 1.Exercises strengthening the muscular system and stimulating the functioning of the cardiovascular system (also with the use of utensils and devices) in order to increase the level of physical fitness</p> <p><b>F2</b> 2.Exercises improving motor skills: utilitarian, recreational and sports, qualified tourism, specialist (sports sections) allowing to participate in various forms of motor activity</p> <p><b>F3</b> 3.Exercises forming correct posture and relaxation (also with music) for maintaining physical and mental health</p> <p><b>F4</b> 4.Learning and perfecting elements of technique and tactics of different sports disciplines</p> <p><b>F5</b> 5.Proper play, school play, mini tournaments, sports competitions.</p> <p><b>F6</b> 6.Rules of the game and refereeing rules in selected sports.</p> <p><b>F7</b> 7.Organisation and participation in various recreational, tourist and sporting events (matches, tournaments, Małopolska Academic Championships, Polish Academic Championships, Universiade etc.).</p> <p><b>F8</b> 8.Self-control and self-assessment of the exercises performed and tests and checks of the state of physical development, fitness and motor skills</p> <p><b>F9</b> 9.The student knows and understands the necessity of systematic physical activity in order to maintain motor and coordination fitness.</p> <p><b>F10</b> 10. The student knows and understands the range and selection of exercises from the discipline. Knows the impact of physical activity on human fitness and health.</p>

  

Nazwa przedmiotu
<b>Project Presentation</b>
Język prowadzenia zajęć
angielski
Realizowane efekty uczenia się
<p><b>E1</b> (W) Student knows and understands modern information technologies and the possibility of using them in practice management of modern organizations</p>

<p>↳ <b>WZ-ST1-MB-W04-24/25Z ( P6S_WG )</b></p> <p><b>E2 (U)</b> Student is able to perform in public, also in English, speaking on issues related to economic issues</p> <p>↳ <b>WZ-ST1-MB-U05-24/25Z ( P6S_UK )</b></p> <p><b>E3 (K)</b> Student is ready to constantly improve knowledge in the field of managing and sharing of modern organizations.</p> <p>↳ <b>WZ-ST1-MB-K03-24/25Z ( P6S_KK )</b></p> <p><b>E4 (K)</b> Student is ready to responsibly fulfill the role of entrepreneur and manager, while in the process he critically evaluates his own knowledge and skills and uses the knowledge and experience of others.</p> <p>↳ <b>WZ-ST1-MB-K05-24/25Z ( P6S_KO )</b></p>
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#### Treści programowe przedmiotu

**K1** Types of professional presentations.

**K2** The roots of multimedia presentations software.

**K3** Desktop multimedia presentation software tools.

**K4** The principles of creating and delivering multimedia presentations to the audience.

**K5** The guidelines of creating and delivering multimedia presentations to the audience.

**K6** The process of designing and preparing a multimedia presentation.

**K7** Selection of the content of the presentation.

**K8** Presentation structure.

**K9** Presentation theme, colors and fonts.

**K10** Components of multimedia presentation.

**K11** Slides layouts and Master slides.

**K12** Slideshow with animations.

**K13** Presenter's dress code, recommended behavior and vocabulary.

**K14** Best practices of multimedia presentations design and delivering.

**K15** On-line multimedia presentation software tools.

**K16** Worst practices of multimedia presentations design and delivering.

#### Nazwa przedmiotu

**Retailing Management**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

**E1 (W)** Student knows how the retail enterprise operates and how to manage it

↳ **WZ-ST1-MB-W01-24/25Z ( P6S\_WG )**

**E3 (W)** Student knows how to interpret the changes taking place in the trade sector and its surroundings and to identify actions that will allow the trading companies to adapt to them

↳ **WZ-ST1-MB-W03-24/25Z ( P6S\_WG )**

**E4 (U)** The student is able to apply knowledge about the functioning of commercial enterprises in the management of small and medium enterprises in the trade sector

↳ **WZ-ST1-MB-U01-24/25Z ( P6S\_UW )**

**E6 (U)** Student is able to manage basic operations in commercial enterprise; he is able to manage procurement, sales and marketing

↳ **WZ-ST1-MB-U02-24/25Z ( P6S\_UW )**

**E7 (K)** Student cooperates with the other students in solving task

↳ **WZ-ST1-MB-K04-24/25Z ( P6S\_KO )**

#### Treści programowe przedmiotu

**W1** Trade and structural changes taking place in the trade sector

**W2** Innovations and their role in the success of trade enterprises

- W3** Marketing orientation and marketing mix for trade enterprise
- C1** Product management - procurement, assortment policy, services
- C2** Product category management
- C3** Promotional activity of trade enterprise, including merchandising
- C5** Store location and distribution
- C7** Price strategies and price setting

Nazwa przedmiotu
<b>Second Foreign Language 1.1</b>
Język prowadzenia zajęć
Foreign language on offer at the CUE Language Centre
Realizowane efekty uczenia się
<p><b>E2</b> (U) The student can express, in a way appropriate to his language skills, both abstract as well as concrete ideas which they find in the texts they read, including texts from the area of their studies. He can express the content in writing (as a report or a memo, a letter) as well as a presentation, taking part in a business meeting, or engaging in business negotiations.</p> <p>↳ <b>WZ-ST1-MB-U05-24/25Z</b> ( <b>P6S_UK</b> )</p> <p>↳ <b>WZ-ST1-MB-U08-24/25Z</b> ( <b>P6S_UO</b> )</p> <p><b>E3</b> (K) The student can interact in foreign language to initiate and sustain business contacts. He is prepared to resolve personal conflicts, and can work in a team.</p> <p>↳ <b>WZ-ST1-MB-K04-24/25Z</b> ( <b>P6S_KO</b> )</p> <p>↳ <b>WZ-ST1-MB-K06-24/25Z</b> ( <b>P6S_KR</b> )</p> <p><b>E3</b> (W) The subject should prepare students to retrieve facts and arguments from various sources, both written and spoken, as well as to prepare a brief summary thereof.</p> <p>↳ <b>WZ-ST1-MB-W03-24/25Z</b> ( <b>P6S_WG</b> )</p> <p>↳ <b>WZ-ST1-MB-W06-24/25Z</b> ( <b>P6S_WK</b> )</p>
Treści programowe przedmiotu
<p><b>C1</b> Writing skills according to CEFR scale.</p> <p><b>C2</b> Reading skills according to CEFR scale</p> <p><b>C3</b> Listening skills according to CEFR scale</p> <p><b>C4</b> Speaking skills according to CEFR scale</p>

Nazwa przedmiotu
<b>Second Foreign Language 1.2</b>
Język prowadzenia zajęć
Foreign language on offer at the CUE Language Centre
Realizowane efekty uczenia się
<p><b>E2</b> (U) The student can express, in a way appropriate to his language skills, both abstract as well as concrete ideas which they find in the texts they read, including texts from the area of their studies. He can express the content in writing (as a report or a memo, a letter) as well as a presentation, taking part in a business meeting, or engaging in business negotiations.</p> <p>↳ <b>WZ-ST1-MB-U05-24/25Z</b> ( <b>P6S_UK</b> )</p> <p>↳ <b>WZ-ST1-MB-U08-24/25Z</b> ( <b>P6S_UO</b> )</p> <p><b>E3</b> (K) The student can interact in Italian to initiate and sustain business contacts. He is prepared to</p>

<p>resolve personal conflicts, and can work in a team.</p> <p>↳ <b>WZ-ST1-MB-K04-24/25Z ( P6S_KO )</b></p> <p>↳ <b>WZ-ST1-MB-K06-24/25Z ( P6S_KR )</b></p> <p><b>E3 (W)</b> The subject should prepare students to retrieve facts and arguments from various sources, both written and spoken, as well as to prepare a brief summary thereof.</p> <p>↳ <b>WZ-ST1-MB-W05-24/25Z ( P6S_WG )</b></p> <p>↳ <b>WZ-ST1-MB-W06-24/25Z ( P6S_WK )</b></p>
Treści programowe przedmiotu
<p><b>C1</b> Writing skills according to CEFR scale.</p> <p><b>C2</b> Reading skills according to CEFR scale</p> <p><b>C3</b> Listening skills according to CEFR scale</p> <p><b>C4</b> Speaking skills according to CEFR scale</p>

Nazwa przedmiotu
<b>Second Foreign Language 1.3</b>
Język prowadzenia zajęć
Foreign language on offer at the CUE Language Centre
Realizowane efekty uczenia się
<p><b>E2 (W)</b> Student knows and understands the system of the target language appropriate to his level, defined in the European System of Language Description, which allows to understand the oral and written message, as well as verbal and written communication in Spanish in the area of the subject area.</p> <p>↳ <b>WZ-ST1-MB-W01-24/25Z ( P6S_WG )</b></p> <p><b>E3 (U)</b> Student is able to express in a manner adequate to the required level of foreign language, the essential aspects of the problems presented in the submitted texts, including a specialist discussion in the area of the professional field of study. He is able to convey substantive content in the form of a presentation or as part of a business meeting. He can work in a team, also in an international environment. He is able to consciously implement the self-education process and share knowledge.</p> <p>↳ <b>WZ-ST1-MB-U06-24/25Z ( P6S_UK )</b></p> <p>↳ <b>WZ-ST1-MB-U09-24/25Z ( P6S_UO )</b></p> <p><b>E3 (K)</b> Student is ready to establish a communication interaction in foreign language both to initiate and maintain business contacts. He is ready to deal with conflict situations.</p> <p>↳ <b>WZ-ST1-MB-K01-24/25Z ( P6S_KK )</b></p>
Treści programowe przedmiotu
<p><b>C1</b> Basic subjects of economics and business (recruitment, management, marketing, sales, ICT, Corporate and corporate finance, corporate culture, business ethics) according to the syllabus available on website CUE Language Center and with regard to CEFR language level scale.</p> <p><b>C2</b> Language-specific elements of system knowledge (grammar, syntax, Phraseology, phonetics) according to the syllabus available on website CUE Language Center and with regard to CEFR language level scale</p> <p><b>C3</b> Commercial / business correspondence according to the type of studies and syllabus available on website CUE Language Center and with regard to CEFR language level scale</p> <p><b>C5</b> Soft skills and intercultural communication according to the CEFR scale.</p>

Nazwa przedmiotu
<b>Second Foreign Language 1.4</b>
Język prowadzenia zajęć

## Foreign language on offer at the CUE Language Centre

### Realizowane efekty uczenia się

- E1** (W) The student knows and understands the target language accordingly to their language level as described in the CEFR (Common European Framework of Reference for Languages) which allows them for both comprehension and communication in the target language in speech and writing within the thematic scope of their major of studies
- ↳ **WZ-ST1-MB-W05-24/25Z** ( **P6S\_WG** )
  - ↳ **WZ-ST1-MB-W06-24/25Z** ( **P6S\_WK** )
- E2** (U) The student can adequately to their language level express and describe essential aspects of the problems presented in complex texts including elements of the specialized discussion with the thematic scope of their professional field. The student can present professional topics in the format of a presentation or when participating in a business meeting.
- ↳ **WZ-ST1-MB-U04-24/25Z** ( **P6S\_UK** )
  - ↳ **WZ-ST1-MB-U07-24/25Z** ( **P6S\_UO** )
  - ↳ **ZZ-ST1-MB-U10-24/25Z** ( **P6S\_UK** )
- E3** (K) The student can both establish a communicative interaction in English so as to initiate and maintain business contacts and resolve conflict situations. The student can work in a team, also in an international environment. The student can consciously carry out the process of self-education and share their knowledge with others.
- ↳ **WZ-ST1-MB-K03-24/25Z** ( **P6S\_KK** )
  - ↳ **WZ-ST1-MB-K04-24/25Z** ( **P6S\_KO** )
  - ↳ **WZ-ST1-MB-K06-24/25Z** ( **P6S\_KR** )

### Treści programowe przedmiotu

- C1** Basic issues of economics, finance and business (recruitment, management, marketing, sales, ICT, organization and company finances, corporate culture, business ethics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.
- C2** Elements of the English language system knowledge (grammar, sentence structure, phraseology and phonetics) in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale
- C3** Business writing and business correspondence in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale
- C4** Soft skills and elements of intercultural communication in accordance with the syllabus available on the CJ website and the language level according to the CEFR scale.

### Nazwa przedmiotu

**Diploma seminar**

### Język prowadzenia zajęć

angielski

### Realizowane efekty uczenia się

- E1** (W) Student has knowledge of methods of collecting information, compiling results, deriving conclusions.
- ↳ **WZ-ST1-MB-W01** ( **P6S\_WG** )
  - ↳ **WZ-ST1-MB-W02** ( **P6S\_WG** )
- E2** (U) Student will be able to establish research objectives, problems and hypotheses. Student is able to identify sources of information, select and use methods of their collection and application. Student is able to verify research hypotheses and derive conclusions.
- ↳ **WZ-ST1-MB-U01** ( **P6S\_UW** )
  - ↳ **WZ-ST1-MB-U02** ( **P6S\_UW** )

**E3 (U)** Student has mastered the technique of writing the thesis. He/she is proficient in the use of computer technology in the process of presentation and processing of data and editing of the thesis. Is able to use the acquired conceptual system of economics and management. Is able to use the developed material in the thesis during the diploma examination.

↳ WZ-ST1-MB-U03 ( P6S\_UK )

↳ WZ-ST1-MB-U04 ( P6S\_UK )

**E4 (K)** Student is aware of the need to respect intellectual property rights. Student consciously applies the process of continuous learning.

↳ WZ-ST1-MB-K01 ( P6S\_KK )

↳ WZ-ST1-MB-K06 ( P6S\_KR )

#### Treści programowe przedmiotu

**S1** Construction and principles of thesis preparation and writing.

**S2** Basic elements of the workshop of scientific and research work.

**S3** Technique of writing the thesis.

**S4** Sources of acquiring knowledge. Ways of use from the subject literature.

**S5** Development of the objectives and plan of the thesis. Presentation.

**S6** Presentation of the subsequent theoretical chapters of the thesis with discussion.

**S7** Development of research methodology - aims, objectives, research problems and hypotheses. Selection or development of research methods.

**S8** Presentation of research results and conclusions.

**S9** Presentation of the edited thesis as a whole.

#### Nazwa przedmiotu

**Elective Lecture sem. 4; sem. 5; sem. 6**

#### Język prowadzenia zajęć

angielski

#### Realizowane efekty uczenia się

The course charter covers at least three learning outcomes (maximum six) - at least one each of knowledge (W), skills (U) and social competence (K):

- (W): WZ-ST1-MB-W01, WZ-ST1-MB-W02, WZ-ST1-MB-W03; WZ-ST1-MB-W04; WZ-ST1-MB-W05; WZ-ST1-MB-W06 WZ-ST1-MB-W07; WZ-ST1-MB-W08;

- (U): WZ-ST1-MB-U01; WZ-ST1-MB-U02; WZ-ST1-MB-U03; WZ-ST1-MB-U04; WZ-ST1-MB-U05; WZ-ST1-MB-U06; WZ-ST1-MB-U07; WZ-ST1-MB-U08; WZ-ST1-MB-U09; WZ-ST1-MB-U010;

- (K): WZ-ST1-MB-K01; WZ-ST1-MB-K02; WZ-ST1-MB-K03; WZ-ST1-MB-K04; WZ-ST1-MB-K05; WZ-ST1-MB-K06; WZ-ST1-MB-K07.

#### Treści programowe przedmiotu

The scope of the curriculum content of the subjects includes issues related to the scope of organisational management issues.